



Clickshare services summarized

Clickshare's tools allow publishers develop flexible, deep service relationships with users and unlock the value of unique news and specialized information. The tools can manage relationships by:

- User type (including geographic location, device in use or the affiliations or known attributes of the user);
- Content type (including premium content, email services, commenting rights or viewing a preview rather than a full content item);
- Payment type (content can be sold by subscription or per click, charged per event, by hours, day, week, month or year); or
- Bundled package (publishers can sell content in bundled packages which can include print, web, mobile or tablet services).

Integration with other tools

Clickshare now integrates with numerous content management systems including Saxotech, Olive Software, Tecnavia, Handmark, Pluck and Drupal.

Multiple platforms

Clickshare has deployed in-app and out-of-app subscription services for iPad and mobile apps.

Access to 'content'

In order to grow their businesses in the new Internet era, news organizations are exploring approaches and requirements for content sale, including metered access, variable-term subscriptions, per-item or "daypass" pricing, and ecommerce payments for merchandise sales.

Clickshare develops custom solutions to meet client needs. The following capabilities are in the the "off-the-shelf" Clickshare service portfolio:

- Metered access – allows access to specific number of pages with gradual messages leading to registration and payment requests. Clickshare allows publishers to establish all of the threshold variables and parameters.
- Subscriptions for any type of term (weekly, monthly, quarterly, etc.)
- IP-number-based access control — this is designed to allow global access in enterprise solutions such as master subscriptions for businesses or colleges.
- Multi-seat subscriptions — this allows master and subsidiary accounts for enterprise or family solutions
- Automatic renewal option for credit card payments
- Per-item pricing
- Daypass pricing, or other limited-duration access
- Token pack — redeemable tokens for day or article access
- Free trials — limited-duration free access for registered customers
- ‘Open house’ access for capturing motivated users — this may be sponsored by a major advertiser
- Special pricing for different customer categories , such as print, geographic or other packages
- Newspapers In Education (NIE) access
- Voluntary payments or donations, or membership models
- Event registration and e-commerce payments for merchandise sales

About Clickshare

Clickshare Service Corp., based in Amherst, Massachusetts, has been providing user registration, authentication, access control and e-commerce services to web and print publishers for more than 10 years, registering over 3.3 million accounts. Clickshare was formed in 1997, raised \$2.9 million in equity capital through 2001, and has operated on revenues since. Shareholders include the University of Massachusetts, venture investors, PeopleSoft founder David Duffield and former publishing executives of the Los Angeles Times, Chicago Sun-Times, Chicago Reader and Philadelphia Inquirer. More information on Clickshare is at <http://www.clickshare.com>. Listen to Clickshare CEO describe our services in nine minutes: <http://clickshare.wordpress.com/2010/07/24/15/>

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