

alfa GlobalPurchase

ContentLine

CUSTOMER LOYALTY BASED ON CONVENIENT FUNCTIONS. You offer your readers subscriptions for issues, partial issues or individual articles – on different platforms such as PCs, tablets and other mobile terminals. With alfa GlobalPurchase, your customers can log on and choose from all purchased content. The integrated alfa GlobalBookmark function allows them to continue reading selected articles from the precise point at which they left off.

With alfa GlobalPurchase, alfa Media has created a solution for buying and reading online editorial content. This convenient concept for readers operates almost seamlessly across applications and systems.

The product is easy to use and ideal for those who want the independence and flexibility of consuming the content on offer from publishers while on the move.

E-papers or other online content from a publisher can be purchased once, loaded onto different devices and consumed anywhere. Readers also benefit from the bookmark function that enables them to continue reading from the point at which they previously left off.

This is made possible by a process that exchanges the bookmark between the apps and e-paper, thus allowing customers to continue reading on different media platforms at any time.

PURCHASE ONCE, READ EVERYWHERE The benefit for users is that they only have to pay for content once and can then access it anywhere.

Online readers can simply go to the registration page on the publisher's website and register as customers. They then enter the data required by the publisher and are sent personal access details in the form of a username and password (account).

With this account, they can purchase the products offered such as printed newspapers, individual e-paper editions, news items, articles and other offers. Immediately after the purchase, they receive confirmation by e-mail and can then access the online products immediately. In this way, products can easily be purchased and read in their optimum respective format and on different terminals such as PCs, laptops, tablets or smartphones.

Do you suffer from the tyranny of choice? On alfa Global Purchase, there is nothing to fear. Simply choose the medium on which to read your chosen content. It offers an easy way of ordering online content from the publisher. You then have immediate access to this content.

Mobile



In addition to the benefits for the user, the publisher also stands to gain. Purchases made via alfa GlobalPurchase give the publisher access to personal information supplied by the buyer. Naturally, requirements regarding safety, convenience and diversity of services are also maintained.

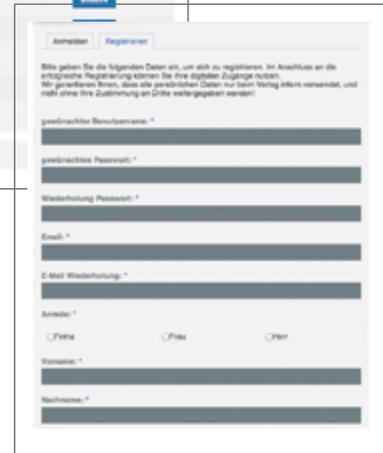
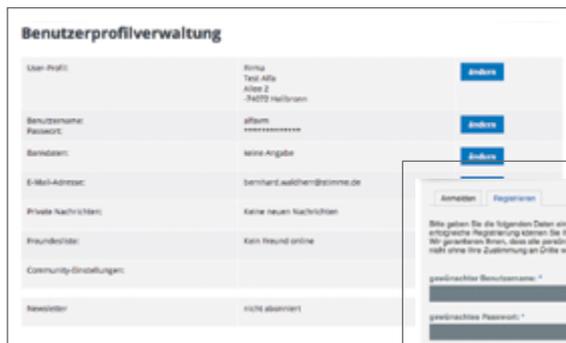
ENHANCED OFFERING With GlobalPurchase, publishers can offer their readers new and interesting subscription variants. For example, subscribers can choose between the printed newspaper, the e-paper featuring the 1:1 scale of the print edition or the apps for tablets and smartphones. Combinations of the above are also possible. For the digital services on multimedia terminals, it is possible to buy and download daily editions. Purchasing and downloading processes are straightforward and secure.

This means that readers can log in from a PC or laptop anywhere in the world and access the e-paper edition of the newspaper using their normal browser.

With an app optimized for reading on a tablet PC or iPad (iOS and Android), subscribers can choose between two views. The tile view provides a selective overview, while



In September, German daily the „Heilbronner Stimme“ advertised its multi-media services with particularly attractive offers. The aim of the campaign was to publicize the new possibilities based on alfa Global Purchase. As well as the variety of display formats, this application offers the attraction of giving subscribers almost seamless access to their newspaper or e-paper from anywhere.

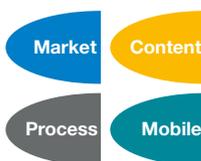


Registering, ordering, logging in or downloading is extremely easy and, above all, secure for subscribers.

the paper view allows readers to scroll as usual. Supplemented with image galleries, videos etc., the app offers everything that creates an exciting reading experience on a tablet.

For those using a smartphone on the move, the app (iOS and Android) specially designed for mobile use provides a quick overview of the current news situation, enriched with reports about the region, sports, weather, traffic etc. As result, readers need no longer miss out on any highlights even while on the go. What's also really appealing about this application is that the digital content provides a multimedia enhancement to the printed newspaper. The bookmark function also makes content easy to find again, which means an article can easily be read on a different medium.

alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications. irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.



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