



**PRESS RELEASE**

**plenigo @ World Publishing Expo 2014:  
Simple, time-saving methods of monetizing digital  
content!**

*The Munich-based startup presents its future-oriented  
paywall solution in Hall 9, Stand 9.320*

**Munich/Amsterdam, 10th October 2014 – The Munich-based technology startup plenigo GmbH will attend this year's World Publishing Expo (WAN-IFRA) in Amsterdam from October 12<sup>th</sup> – 15<sup>th</sup>. At the fair, plenigo will reveal the easy way for all publishers to monetize digital content. plenigo's paywall solution is specifically tailored to media companies, publishers and all kind of publishers of digital content. It will be presented in Hall 9, Mediaport Content, Stand 9.320. plenigo is the first and, as yet, the only German company operating in this field. The company will show publishers how to reliably succeed in future-oriented journalism and publishing, while saving time and eliminating the need for major investments in technology.**

How will quality journalism develop in the near future, and what should media and publishing companies watch out for in order to survive in the digital world of today and tomorrow? These topics are currently the subject of intense discussions among newspaper and magazine publishers around the world. The print sector, facing financing issues in the age of digitalization, is in the focus of public discussions. Online strategists are also called upon to review the approach of providing free Web services.

At this year's World Publishing Expo in Amsterdam, Munich technology startup plenigo will debut its integrated paywall platform. The platform enables monetization in digital environments to be activated immediately. This platform solution from plenigo pays off – literally – for print publishers, media companies and publishing companies of all kinds. plenigo's founders had a vision of secure consumption of digital content, involving as little time and investment expense for technology as possible. This inspired them to develop their integrated system for marketing digital content.

Future-oriented, and thus customer-centric, business models for publishers are based on supplying high-quality journalism, but also on the correct treatment of digital information. Care was therefore taken to integrate major issues for the publishing sector and their future

strategies into the development of the platform. The treatment of user data, in contexts such as interaction with marketing models and their associated consumer behavior, is a key concern for media and publishing companies that seek to reach customers in the future.

The platform provides support with functions including access and user management, product management, payment and billing, credit management and many other analysis and CRM functions.

Flexible, adaptable paywalls are also a key element of business models. Both hard and soft paywalls allow subscriptions, individual sales or day passes to be supplied for either immediate or later payment as a sound basis for business. The software-as-a-service platform is low-cost and easy to install, features all the necessary functions, and is ready for use out of the box.

“Within the next 15 years, newspapers like we know today will be insignificant not only in Germany. This process is happen even faster in other countries. The old business models already do not work any longer for publishers. With our technology platform we offer the opportunity to gain experience in a new world of publishing, making it a substantial business: Fast, flexible and without financial risks”, affirms Thorsten Petter, co-founder of plenigo GmbH and the company’s Sales and Marketing Officer.

The low-cost pricing model also eases pressure on publishers; its low monthly charge and low fee per transaction provides for risk-free budgeting clarity and reliability.

### **About plenigo**

Munich-based technology company plenigo GmbH is the first and only company in Germany to supply an eCommerce platform tailored to the sale of digital content. plenigo’s solution is aimed at media companies, publishers and digital content publishing companies, and enables paywalls for audio and text content, videos and downloads to be flexibly set up, including access and user management, fully integrated payment function for all common payment methods and a range of currencies, product and pricing management for all common business models such as subscriptions, and individual sales, daily access or collection functions (where customers pay later), as well as numerous analysis and CRM functions and much more.

plenigo GmbH was founded in 2013 by Maximilian Schweitzer, Thorsten Petter and Stefan Settmacher and currently employs 10 staff.

The name ‘plenigo’ comes from the Esperanto. In this context, it means the conclusion of a transaction or commercial payment process.

For more information about plenigo visit [www.plenigo.com](http://www.plenigo.com)

#### **PRESS CONTACT:**

**sternschmiede PR**

Lisa Ostermaier

Isartalstrasse 44a/Rgb.

80469 Munich

Tel: 0152/08 65 20 80

E-mail: [sternschmiede@email.de](mailto:sternschmiede@email.de)

**plenigo GmbH**

Thorsten Petter

Donnersbergerstrasse 39

80634 Munich

Tel: 089/510 867 43

E-mail: [info@plenigo.com](mailto:info@plenigo.com)