



The Clean Machine Ticket Company

8 Dearborn Square, Kankakee, Illinois 60901

cleaninfo@cleanmachinenetwork.com

cleanmachinenetwork.com

Newspaper micropayments, a new way to deliver newspaper content

## What's the BIG DEAL about micropayments?

Unless it has been given away, originality will always have a potential monetary value. MICROPAYMENT is a new source of revenue.

The Clean Machine approach overcomes the practical disincentives of making numerous, small online purchases. Prices start at two cents. The Clean Machine creates NEWSPAPER TICKETS, which use a short code to carry a money balance, which is transferred to the owners of purchased content. The same ticket can use any site on the Clean Machine Network -- newspapers, magazines, opinion pieces, podcasts -- with a single sign-on.

The low price of micropayment content encourages people to buy on impulse. We can sell an item for as little as 2 cents, and that's lower than anything else in the whole economy! Shopping is supposed to be fun, and prices like these make a person feel wealthy!

Because of the Internet, publications must find new sources of revenue. "Give the customer what she wants" is our motto. We can sell a single story or a single edition. Or media.

Customers view a "TICKET WINDOW", each with a price tag, an inventory number called the "badge", and a description of what it is that's for sale (the preview). To make a purchase, click the price tag; content opens in a new browser window, and is automatically saved.

A "bureau" is a publication on the Clean Machine Network. Editors will come to appreciate that the interface is designed for speed and flexibility. However, what makes it simple for the customer must by necessity make it complicated for the editor. Before the story can be distributed, a preview must be prepared. It's extra work for editors, but everything depends on having a good preview!

Besides the main content, there can be extra things ("bonus content") that relate to it. Like a map, hi-res photos, recorded interviews, and previous stories on the same subject. Plus, the slide show provides all the worthwhile photos. It's simple to download the ones you like. If a video is included, a short excerpt can be previewed before purchase.

### A BETTER PRESENTATION

Customers can enjoy your content at a time of their convenience, printed out or online. The size of type is very important, especially for older readers. With the Clean Machine, readers need adjust this only once, and it will apply to all purchased text. Readers can choose a dark or light color scheme to suit their mood or viewing conditions.

Ticket windows can automatically scroll, at an adjustable speed, on the "START PAGE". Although customers will spend a longer time on your site, their perception will nevertheless be that they are saving time. This is because they can review and consider a larger number of items, in an organized way, using our interface. And access past purchases with ease, using the "TICKET REPORT".

Using the SPEAKOUT FEATURE, customers can leave their opinions as a telephonic message. A likely topic would be a particular story you have published. It would direct readers to the ticket window where phone recordings are saved. There's no charge for leaving a recording; only a charge for listening.

### THE BEST MEASURE

Individually priced content items gives a better measure of what the public really wants than we have ever had before. This is a way for editors to discover what new topics to cover, and also how long to leave them online.

Using the Clean Machine, print and online products support each other. On paper, the appearance of a badge beside a story indicates that there is an online version of it, which possibly contains a variety of related information. The print product gains value this way, and online gains audience from the publicity of print.

The customer experience with the Clean Machine is as simple as logic allows. Indeed, our log-in procedure is far better than the usual "username and password" routine. Only four



