

in-a-moon.com

April 2009
Matt Mankins

We need a new way to pay for content.

Newspaper Death Watch

Chronicling the Decline of Newspapers and the Rebirth of Journalism

R.I.P.

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March, 2007
Mountain News

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■ Results Stoke Doomsday Fears

By paulgilllin | April 22, 2009 - 10:39 am - Posted in [Advertising](#), [Business News](#), [Demographics](#), [Journalism](#), [Layoffs](#), [Local news](#), [Newspapers](#)

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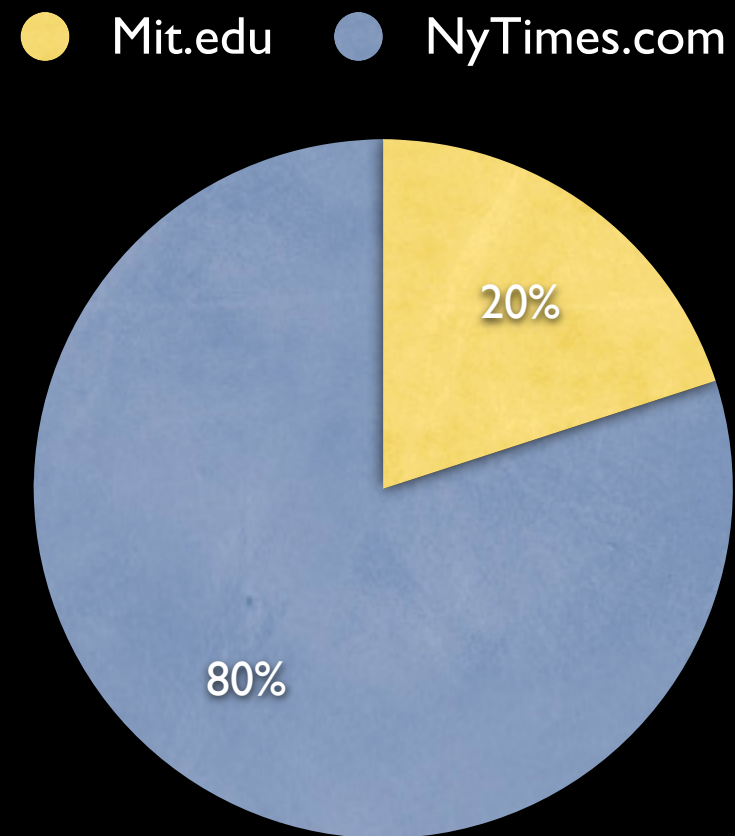
1. Pay a fixed amount at the start of the month, for a global content access pass.
2. At the end of the month, content producers earn in proportion to the amount of time their content was used over the month.

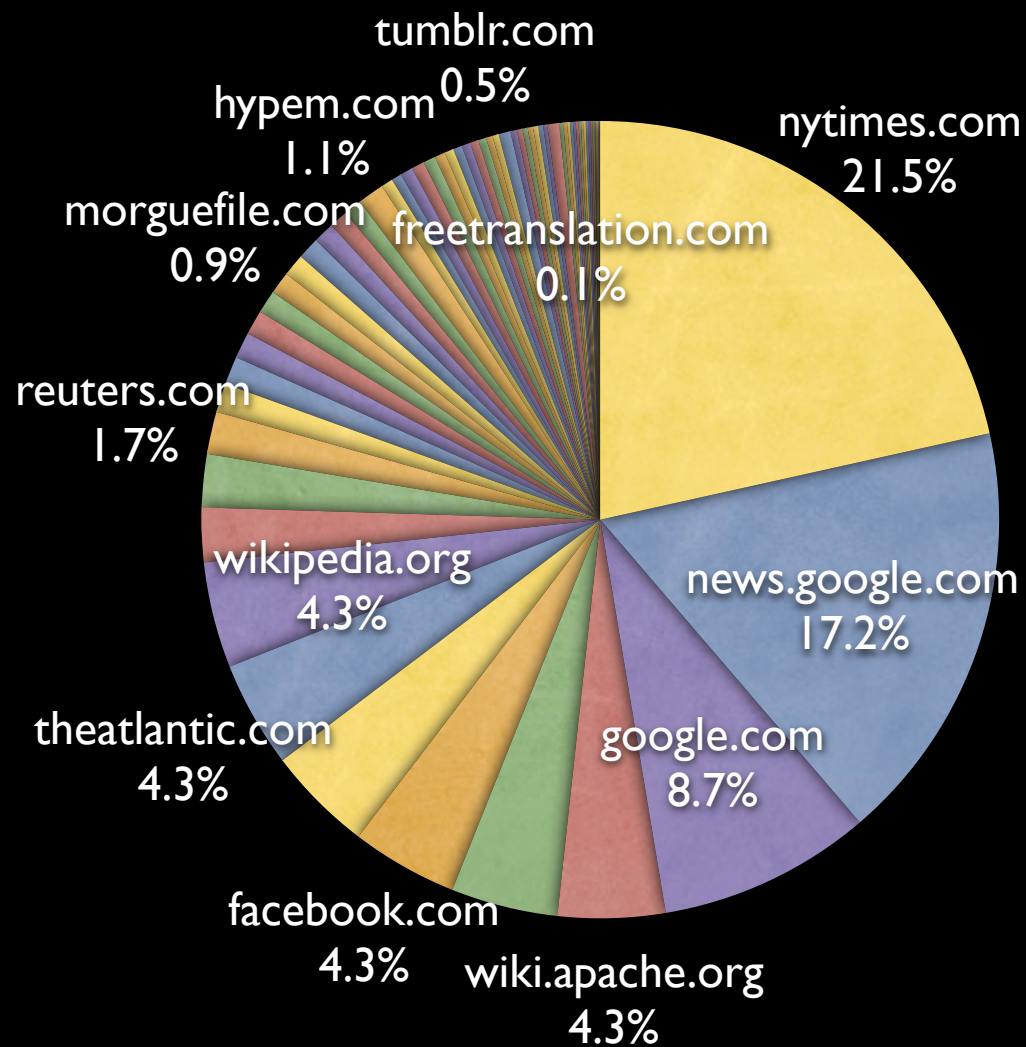
This is radically different from how we think about buying & selling.

- No fixed prices—varies by user & month.
- Encourages consumption, rewards production.
- Can be used alongside traditional revenue streams.
- Works with the digital way, not against it.

a simple in-a-moon usage example

1. I give in-a-moon \$10 for a global content pass.
2. Nothing changes with how I browse content.
3. I visit two websites during the month, spending 80% of my time at NyTimes.com, and 20% of my time at MIT.edu.
4. At the end of the month, in-a-moon puts \$8 in NyTimes.com's account & \$2 in MIT.edu's account.



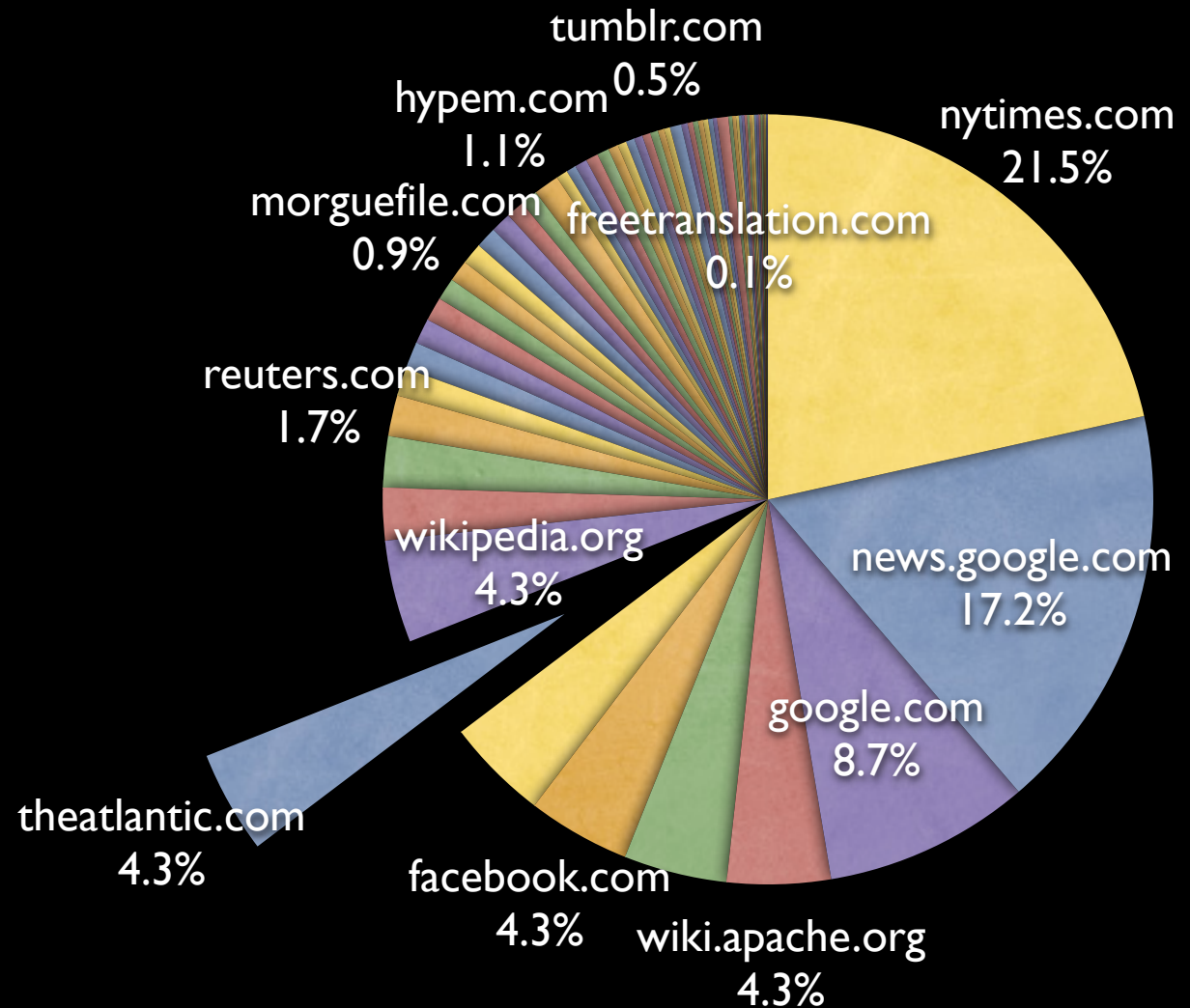


real data: matt's 2009/3
(515 sites visited in total)

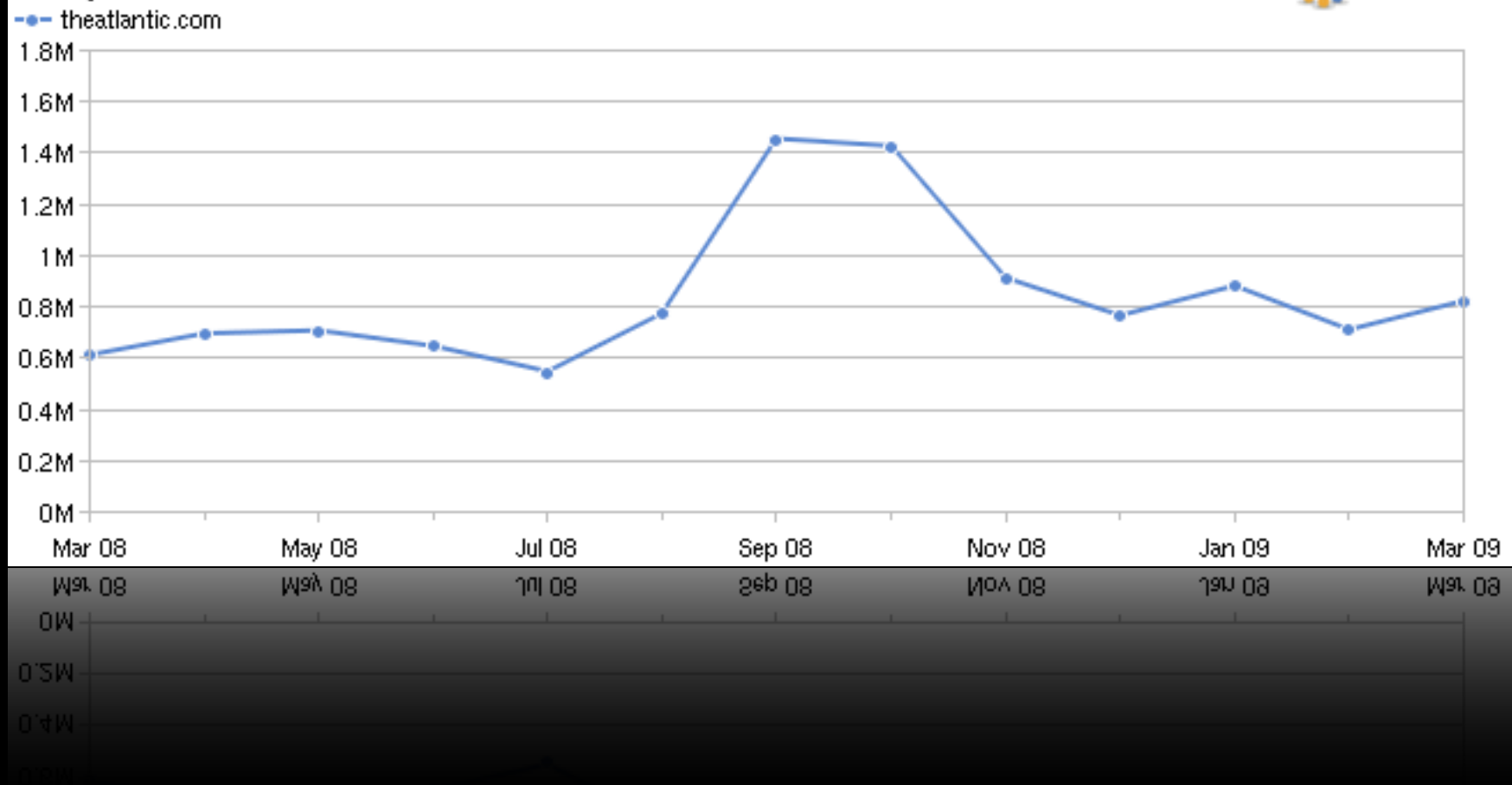
- 4.3% of matt's time reading theatlantic.com

- $\$10 * 4.3\% = 43\text{¢}$

- No incremental cost to matt.



Unique Visitors



theatlantic.com: 819,541 unique visitors

If all had same rate of visit as matt => \$352,402/month

in-a-moon provides:

- Infrastructure to implement global content access pass.
- Tools to help content creators sell their most valuable content.
- An easy to implement micropayment system without a high transaction fee or user badgering.
- Mechanisms to encourage free access to 95+% of the web's content.

How can content be freely accessible?

- 10% of revenue from access passes goes into a global “free” account.
- All non-members are treated as a single user, paid from the “free” account.
- This provides an incentive for producers to keep most content freely accessible and unrestricted—otherwise lose this revenue.

```
<!-- COPY AND PASTE INTO EACH WEB PAGE (START) --->
<script src="http://static.inamoon.com/recorder.js">

{
  'user': "WGPVZR8A3hGJTchEgM6aMg",
  'mode': "blip"
}

</script>
<!-- COPY AND PASTE (END) --->

<!-- COPY AND PASTE (END) --->
<\80L7b6>
```

implementation is easy

in-a-moon api: “the blip” & “the access check”

- blips go on each piece of content to record that a user was accessing that content.
- access checks are used to provide content providers with information on whether the user is a full member or not. (never who they are!)

What is proportional time anyway?

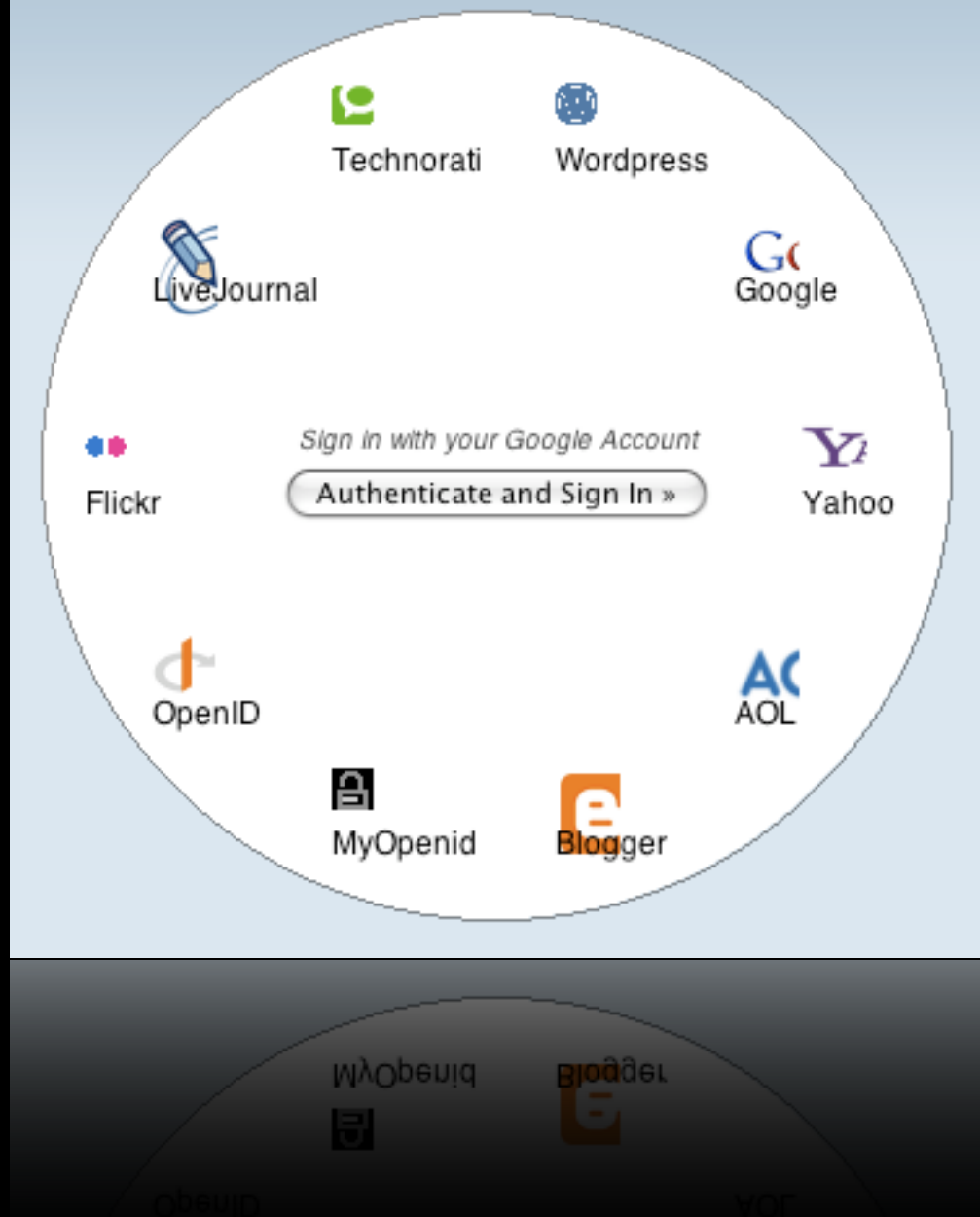
- Divide the month into 6 minute increments, aka “month parts”.
- Each producer can have no more than 1 access per consumer per month part.
- “Time” is not seconds, but a percentage of “month parts” where you were accessing that content.

Producer Implementation

- Like Google Analytics: copy code into web page and forget about it.
- Supports tags for blogs.
- Easy to segment your most valuable content to maximize sales.
- One aggregated payment for all traffic.

Producers: The Magic of the Access Check

- Many kinds of content work best when freely accessible. Start earning after adding the blip to your pages. You're done...
- But it works better if you segment a tiny bit of your traffic, with our “access check” tool to make sure your valuable content is sold to those who want it. Like the blip, it's Javascript & easy to implement.



Consumers login once per browser to add their full access pass.

Consumer Experience

- Very similar to today's web.
- Login once, setup an account, forget it.
- Full access to the Internet's bit buffet.
- Monthly statements show where you spent your money.
- Fixed monthly cost ==> no surprises.

What's in it for content consumers?

- Help your favorite site survive!
- Rather than having to constantly login to sites, we tell the site if you're allowed access...
- We never tell the site *WHO* you are.
- We never share your browse history.
- We just pass along if you're a member with access--or not. That's it.

Use API to go beyond the Web

- Payment model applies to other distribution methods.
- Unlimited books. Read a book, pay an author.
- Embed id in MP3, MP3 player pings back to in-a-moon. -=> Artists paid, even though they give it away for free.
- Inside desktop applications? Dream!

We're new.
Help us out!

- Join today: <http://www.inamoon.com/>
- Support the idea: free until 10,000 signups.
- Add access code to your content. (always free)
- Follow us on twitter: inamoon.
- Help us contact decision makers for content producers. Email: support@inamoon.com