



A new business model for content

10 reasons why content deserves a new life. Join an innovative pilot as content partner.

1. Reach more and new readers, create traffic to your website.
2. Republished content becomes an additional revenue model.
3. Brands want to be associated with high quality content.
4. More attention for your brand or title as the original source.
5. Strengthen your title(s) in new channels.
6. Authors reach an interested audience.
7. New opportunities for co-operation.
8. Be the first publisher to participate in a new concept.
9. Feedback on quality.
10. No cannibalisation risks.
11. Bonus: convenience, because Vindster takes care.

www.vindster.com

Invitation to participate as content partner: licensed content as an additional business model.

What does the pilot 'licensed content' mean?

Participation as a content partner means providing companies (customers of Vindster) with digital content such as magazine items, blogs, books, videos, puzzles, infographics etc.

Goals

- To experience the effects of licensed content: clicks, conversion rates, reading time, brand awareness etc.
- To create a pricing model for licensed content.

Why participate?

- As the first publisher you will gain experience with this new concept, both in elaborating the logistic process and in sharing the observed effects
- Gain insights about what kind of content and which variation is most used.
- Opportunities for additional revenues.
- Priority and better conditions as launching content partner at the launch of the tested proposition in summer/autumn 2016
- Reinforce your title or own brand as the original source.
- The reach of your content increases because you address new readers, who can be converted into subscribers or buyers of other products.
- Create an alternative for unauthorised use of content

What to do / conditions?

- Give access to content and deliver content items in the following categories: health, living in house and garden, sustainability, energy and internet of things.
- Content is initially processed by hand, for example HTML, XML, PDF, Word. Exchange in a secured environment.
- Participating content partners will be mentioned on Vindster's website and in the business case about the pilot.
- Sharing of experiences and results with Vindster and participating clients of Vindster.
- Appoint one contact person to create a smooth cooperation during the pilot

Who is Vindster and what do they do?

- Vindster is a startup founded by 2 experienced publishing professionals: Michiel Goosen (content specialist) and Leo Koning (online marketing).
- Vindster will become the hub/search entry for licensed content like articles, books, videos, recipes, puzzles etc.
Doing so, Vindster's clients can publish this content on their website, in their app, newsletter and social media and reinforce their brand.
- Vindster will accompany the pilots intensively to get the best possible outcomes.
- Results of the pilots will be shared with the participants.

Be the first

Participation in Vindster's pilot provides valuable insights. Interested? Contact Michiel or Leo!

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