

Scroll

Frictionless Access to a Thriving Free Press

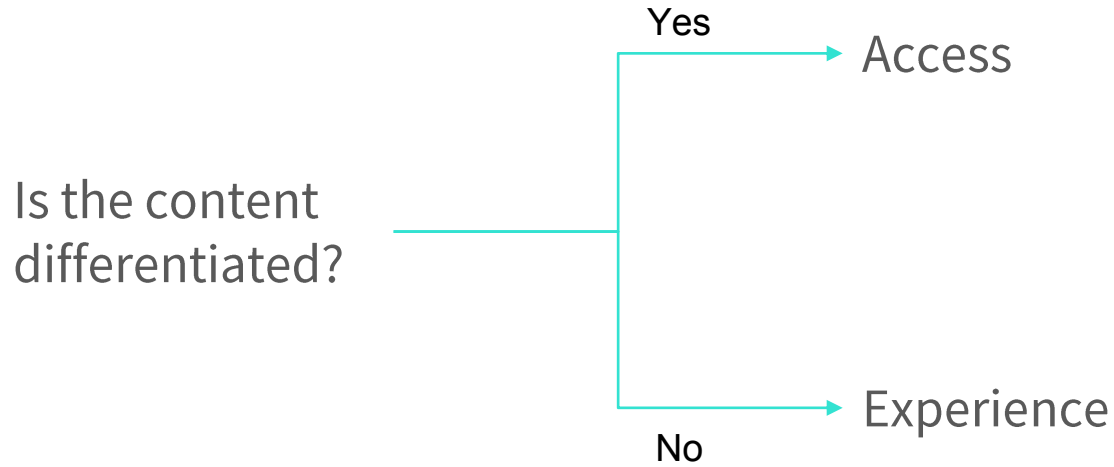


The Subscription Battlegrounds

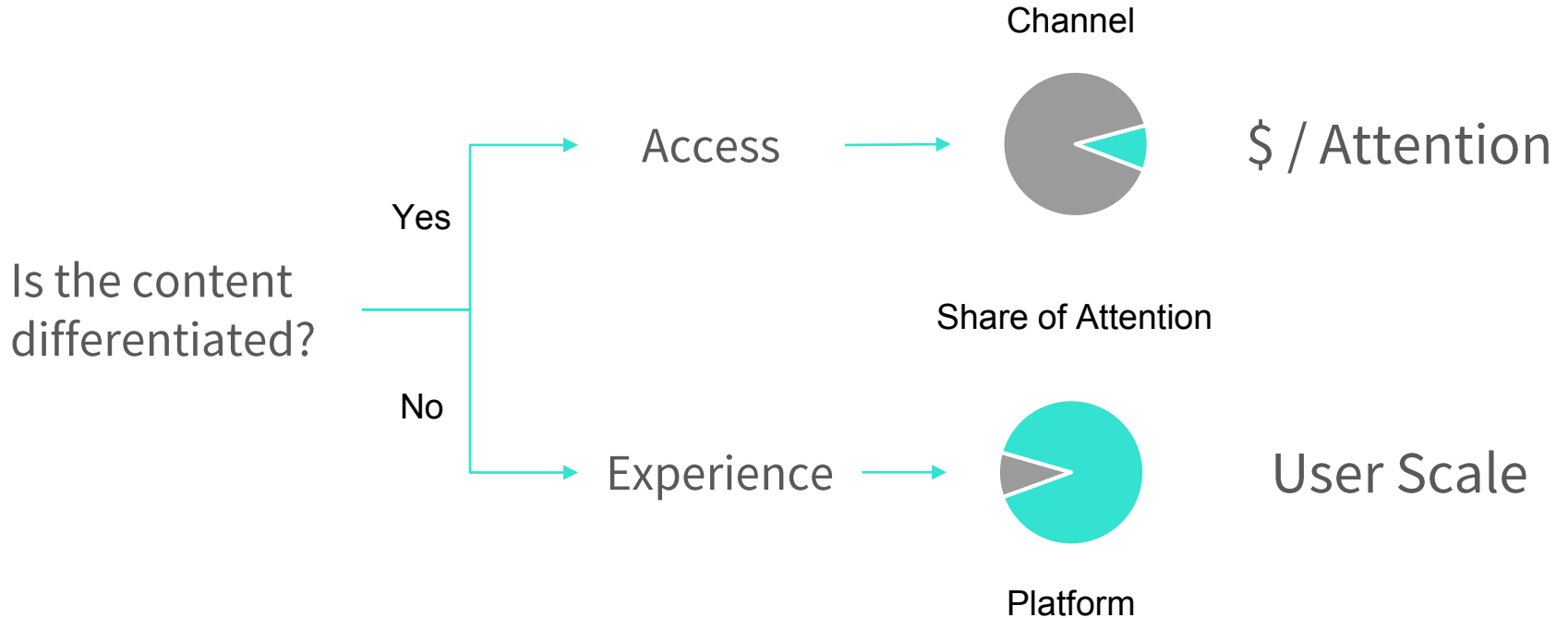
- Differentiation: Content Access vs. User Experience
- Attention Share: Channel vs. Platform
- Super Users vs. Scale



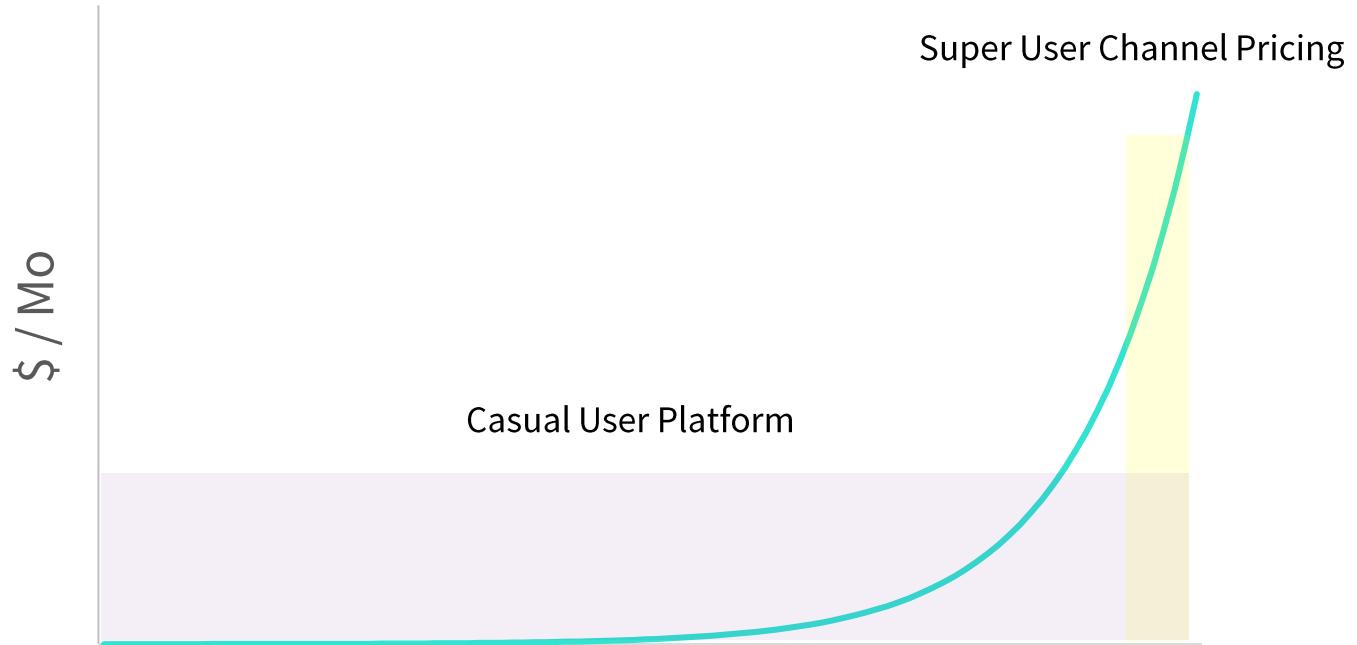
Access vs. Experience



Channel vs. Platform



User Value and Scale



What is Scroll

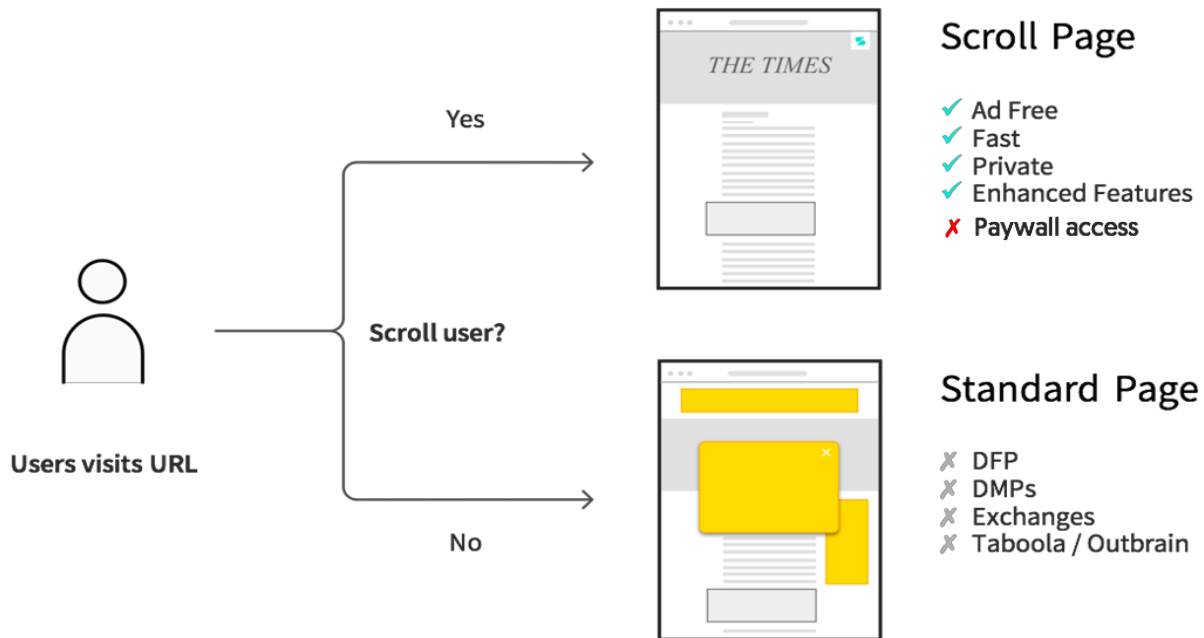
A fast, clean, ad-free experience

Everywhere you read top media

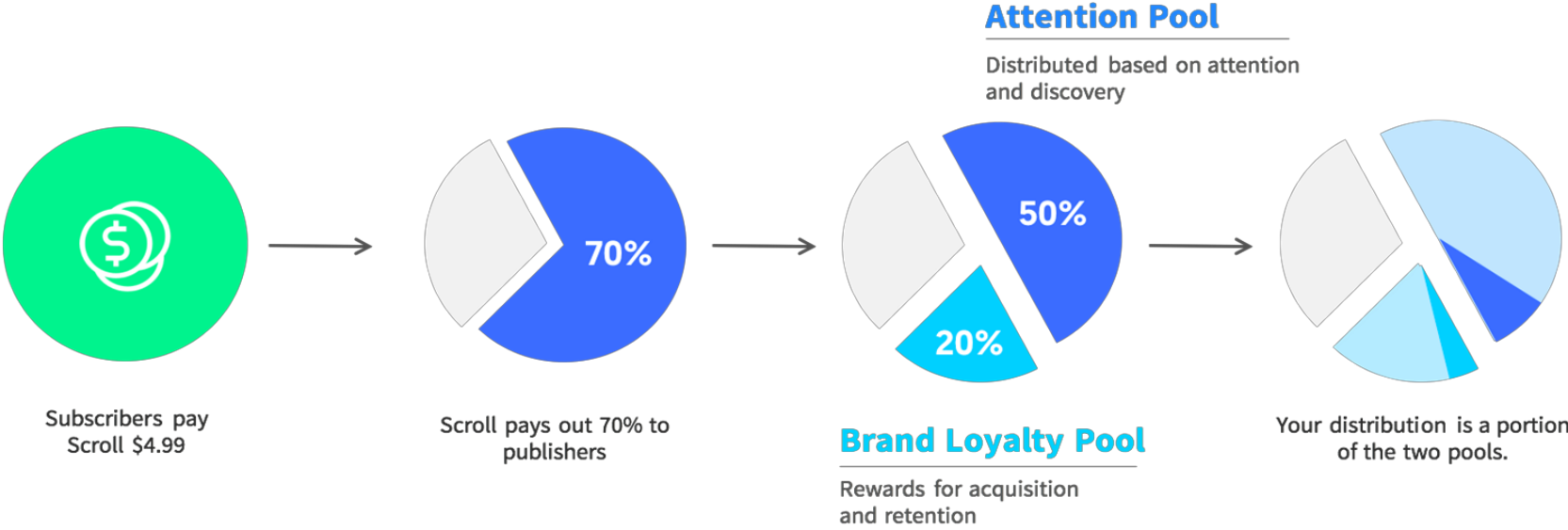
For one flat monthly price.



How does it work?



Scroll rewards quality content and brand loyalty



ARPU 40%+ more than the industry generates in digital advertising today



Why this approach?

~~Single Site~~

Network

The Atlantic, Wired, Gruner & Jahr, Business Insider: all saw <0.1% conversion

~~Micropayments / Multiple Options~~

Single Flat Price

Too much cognitive friction: Blendle, Google Funding Choices

~~Siloed App~~

Everywhere

Siloed from discovery behaviors → fail to scale



Scroll complements publisher monetization strategies

1. Generates more revenue for Publishers than advertising
2. Keeps publishers in control of what matters
3. Doesn't touch individual channel super user subscriptions



Thank You

