



# Welcome to Clickshare!

Clickshare Service Corp. has been providing innovative, customizable user authentication, registration, content access control and credit-card processing and payment services to more than two dozen newspaper and other web services for more than a decade. Its services cover more than three million registered users.

## Clickshare's mission is to make the marketplace for digital information

Our Federated Identity Management network can offer content owners :

- Easy sign-up for a single account that can be used for content purchases at a growing list of Clickshare-enabled websites.
- Sharing of news and other content within a network of affiliated Clickshare-enabled websites, providing free or reduced rate access to registered customers, while charging for access to non-customers.

Under Clickshare's patented<sup>1</sup> "Four Party" approach to trust, identity and information commerce, we have no direct consumer relationships. When our publishing clients ask us to manage user registrations and payments, we do so only as their agent. The client (or their end user) owns all the information we capture, and Clickshare has the authority to use it only as needed to provide services to the client.

---

<sup>1</sup> -- Clickshare patent granted/public: Jan. 29, 2008: <http://tinyurl.com/2wtlpu> / <http://tinyurl.com/2ukwj4>

## OUR SERVICES

Clickshare's proven services to major newspaper and trade-magazine publishers encompass customer reader registration and online subscription management solutions for publishers through an established, full-featured access control service including:

- registration
- authentication
- billing and payment processing
- Multiple ways to derive new revenue streams from digital content
- Turn-key solutions to implement e-commerce
- Ways to connect readers with more relevant advertising messages
- A flexible system that will adapt as online publishing evolves

## A FEW WORDS ( <http://tinyurl.com/clickshare> )

AMHERST, Mass., June 24, 2010 — Richard A. Lerner Ph.D., CEO of Clickshare Service Corp., discusses the services, vision, origins and intentions of the company in this 8 min., 49-second clip. Click below to launch the Quicktime version, or [download the MP3 podcast](#) for offline listening (file size: 2.12MB)  
*( LAUNCH QUICKTIME VERSION).*



*"We help newspapers explore novel approaches to managing their content on the web and relating to their customers. It's software that's in use today, with millions of registered users . . . it's been an excellent sandbox for newspapers to try all kinds of different approaches . . . the interesting backstory with Clickshare is that what we do today is only tangentially related to the full mission of Clickshare . . . and the idea we are aiming at is once you*

*subscribe at a newspaper who is your most trusted home provider, you should be able to access content from lots of other content sites and not just be limited to that content publisher's site. So one limited example is that it would be nice if your customers, when they went to your advertisers' websites, the advertisers' sites would recognize them as a newspaper customer and would tell them what the coupon specials are today for the local area. This notion that you can separate the content sites from the registration sites theoretically and technically allows us to cross corporate boundaries and the system is all intended for that . . . . "*

## **ABOUT US**

Clickshare Service Corp., based in Amherst, Massachusetts, has been providing user registration, authentication, access control and e-commerce services for more than 10 years to web and print publishers, registering over 3.3 million accounts.

Among Clickshare's customers are:

- The New York Times Company (at Worcester, Mass.)
- A.H. Belo Corp. (at Providence, R.I.)
- The McClatchy Company (at Lexington, Ky.)
- Journal Register Company
- Landmark Media Enterprises LLC (at Norfolk, Va.)
- Sun-Times Media
- Crain Communications Inc.

Clickshare was formed in 1997, raised \$2.9 million in equity capital through 2001, and has operated on revenues since. Shareholders include the University of Massachusetts, venture investors, PeopleSoft founder David Duffield and former publishing executives of the Los Angeles Times, Chicago Sun-Times, Chicago Reader and Philadelphia Inquirer.

## KEY MANAGEMENT

**Richard A. Lerner** (Chief Executive & CTO) joined Clickshare in 1999 as its principal technology architect and strategist. He earned a Ph.D. degree in computer science from Carnegie Mellon University, and led the development of many large-scale applications at Bell Laboratories and the Defense Advanced Research Projects Agency (DARPA).  
rick@clickshare.com

**Gregory A. Smith** (VP-Business Development) has been with Clickshare since 2003. With more than 15 years of sales and marketing experience in financial services, he is responsible for developing and implementing Clickshare's sales strategies as well as driving new business development. Previously, Smith served as Vice President, Latin America for Mastercard and has held positions with the finance affiliate of General Motors of Brazil and as Country Rep in Mexico for the Export-Import Bank of the United States. greg@clickshare.com

**Bill Densmore** (founder) is director and editor of [The Media Giraffe Project](#), a consulting fellow to the Donald W. Reynolds Journalism Institute at the Missouri School of Journalism, and principal of [Densmore Associates](#) which develops partner and other business strategies for independent media and print publishers, including newspapers. His long career in newspapers includes experience as a reporter, owner, publisher and sales executive. wdensmore@clickshare.com

## CLICKSHARE SERVICES IN DETAIL

Clickshare services to content owners enable them to derive more revenue from their valuable content by making premium services possible and by helping deliver more relevant advertising. These services work on tablets, smartphones or on the web. They include:

- **User registration and authentication:** Know your users and be able to personalize services to them. Proven, in-use, turnkey user registration and profile

management, hosted, synchronized and updated by Clickshare or integrated with an enterprise's existing authentication services. Designed for integration with shared-user network services, data can include user preferences and service classes.

- **Content access control:** Pick who gets to see your valuable content, when and at what price (or free). In-the-field, working solutions for managing content access by category, date, day, time, meter, price, class or user attribute. Implementable at a single site or across a network of sites and services. Control access by:
  1. **User type.** Including geographic location, device in use or the affiliations or known attributes of the user.
  2. **Resource type.** Including premium content, email services, commenting rights or viewing a preview rather than a full resource.
  3. **Payment type.** Resources can be sold by subscription or per click, charged per event, by hours, day, week, month or year. Users can also be invited to make voluntary donations or become service "members."
  4. **Bundled packages.** Sell resources in bundled packages which can include print, web, mobile or tablet services.
  
- **Subscription management:** Connect your print subscribers to the web and make it easy for them to pay for a variety of web services. Proven integration with existing print subscription services and databases. LEARN MORE: [LINKS TO a page fleshing out uses cases of subscription management (Rick?) ]
  
- **eCommerce:** Secure management of billing and payment processing. Custom, implemented interfaces to credit-card gateways for realtime payment handling as well as periodic end-user billing of aggregated charges for both information services and physical goods.

- **Custom Reporting.** New registrations; total subscriptions; payments, credits, cancellations.
- **Network authentication, logging, settlement:** Clickshare has developed a [patented four-party system](#) for managing users and payments across a network of websites.

(For additional information about our services, see “REPRESENTATIVE ASSIGNMENTS” and “INTEGRATION SERVICES” below.)

## **CLICKSHARE CLIENTS**

### **NEWSPAPERS**

#### **The New York Times Company**

Worcester Telegram & Gazette (Massachusetts)

#### **A.H. Belo Corp.**

Providence Journal (Rhode Island)

#### **The McClatchy Company**

Lexington Herald-Leader (Kentucky)

#### **Journal Register Company**

The New Haven Register (Connecticut)

Macomb Daily (Michigan)

Oakland Press (Michigan)

#### **Landmark Media Communications**

The Virginian-Pilot (Virginia)

#### **Newspapers of New England Inc.**

Concord Monitor (New Hampshire)

Daily Hampshire Gazette (Massachusetts)

#### **Sun-Times Media**

Chicago Sun-Times

Southtown Star (Illinois)

Post Tribune (Indiana)

News Sun (Illinois)

Naperville Sun (Illinois)

Herald News (Illinois)

Courier News (Illinois)

Beacon News (Illinois)

#### **Independent/family-owned newspapers**

Nashua Telegraph (New Hampshire)

Rutland Herald (Vermont)

Butler Eagle (Pennsylvania)

Lawton Constitution (Oklahoma)

The Item (South Carolina)

Dominion Post (West Virginia )

#### **CONSUMER MAGAZINES**

RoadRacing World

#### **TRADE PUBLICATIONS**

##### **Crain Communications Inc.**

Crain's New York Business Journal

Crain's Cleveland Business Journal

Crain's Chicago Business Journal

Crain's Detroit Business Journal

AutoNews

Automotive Week

BtoB Online

Business Insurance

Investment News  
Modern Healthcare  
Pensions & Investments  
TV Week

**Arden Media**

RCR Wireless

**AsianBanker.com**

**Bluebook.net**

**GOVERNMENT ENTITIES**

City of Chesapeake, Virginia  
New Castle County, Delaware

**HOW TO REACH US**

Clickshare Service Corp.  
48 North Pleasant St., Suite 301  
Amherst MA 01004-0376  
413-253-7800

General email inquiries: [corp@clickshare.com](mailto:corp@clickshare.com)

**Social media**

Facebook: <http://www.facebook.com/pages/Clickshare/118481088209928>

Twitter: @clicksharenews

## REPRESENTATIVE ASSIGNMENTS

Here are examples of some of the services we have provided to clients over our first decade of service:

- Metered – Access to specific number of pages with gradual messages leading to registration and payment requests.
- Subscription based for any type of term (weekly, monthly, quarterly, etc.)
- IP-number-based access control
- Multi-seat subscriptions (master/sub accounts for enterprise/family solutions)
- Automatic renewal option for credit card payments
- Per-item pricing
- Daypass pricing
- Token pack (redeemable tokens for day or article access)
- Free trials (limited-duration based)
- Metered access
- 'Open house' access for capturing motivated users (sponsored)
- Special pricing for different customer categories (print / geographic / other packages)
- Newspapers In Education (NIE) access
- Voluntary payments or donations

## ASSIGNMENTS SOUGHT

Clickshare technology is available to provide these services to the news and information industries, directly or under license:

- Real-time pricing. Enable dynamic, variable, real-time pricing (set by each individual content owner) of digital objects based on type of use or user, access time, type of object and use authorized (or refused).
- Event logging. Record multiple access to network resources for off-line aggregation and billing.

## INTEGRATION SERVICES

Clickshare appreciates that news organizations must work with legacy systems across multiple departments. In our engagements, we are often asked to do so, too. Some examples of assignments we have completed include:

- Print circulation database integration
- Batch import of paid, trial or NIE accounts
- Portal for sales-team creation of subscriber accounts
- Print subscription capture
- Specialized, secure information capture for promotions (e.g.: voluntary payments)
- Secure account management portal for use by customer service

The benefit of years of experience has allowed us to become familiar with the challenges of integrating with multiple platforms. These include:

- Web browsers
- Mobile (including smart phones)
- iPad apps
- Authentication/access control for all content servers and services involved in your customer relationships.
- Content management systems (Such as: Drupal, Saxotech)
- Electronic editions (Olive, NXTbook Media, and others)
- Community forums
- Email list servers
- Interfaces with third-party partner sites (e.g.: Data Joe)

We are also adept at creating and servicing private-label affiliate networks requiring:

- Multi-site authentication
- Flexible subscription packages
- Event logging/real-time pricing
- Commerce services
- Payment/funds distribution services