



PagePlace

Deutsche Telekom's offer for digital publications

Berlin, March 14th, 2011
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Trends of the publication market

Markets for and magazines, newspapers & books undergo serious changes and future challenges.



- Digital transformation of the publishing market is taking up speed
 - Consumers want access to high quality content anywhere at anytime, our reading habits are constantly changing
 - Demand of mobile devices, especially tablets and smart phones increases (in 2010 \approx 10m tablets and 300m smart phones, +71% comp. to 2009, worldwide)
 - Existing revenue streams continue to slow down, new business models are being developed
- PagePlace is a new way for publishers to monetize premium content
 - to create additional, convenient new reading options for consumers
 - to enable device independent access to content anytime and anywhere
 - to offer an independent platform open for all publishers
 - in an open, independent and trend-setting manner.
- The offering will be continuously expanded with new content, features and cooperation



PagePlace “Preview” went live on March 2nd, 2011



PagePlaces' offerings

Publishers' requirements and customers' needs are the drivers.



for Consumers

Experience

- Easy-to use services & features
- Secure and variable payment methods

Content

- All kind of digital publications / content
- Big brands and long tail
- Innovative formats

Devices

- Support of PC / laptop and mobile phones
- Automatic synchronization



High acceptance

for Publishers

Fulfilment

- Shop integration & payment
- Delivery on different devices
- Innovative formats

Cooperation

- Content ownership
- Price ownership
- Consumer data

Marketing

- 24.7m fixed line & 34.7m mobile customers (Germany only)
- Extensive marketing activities and cooperation



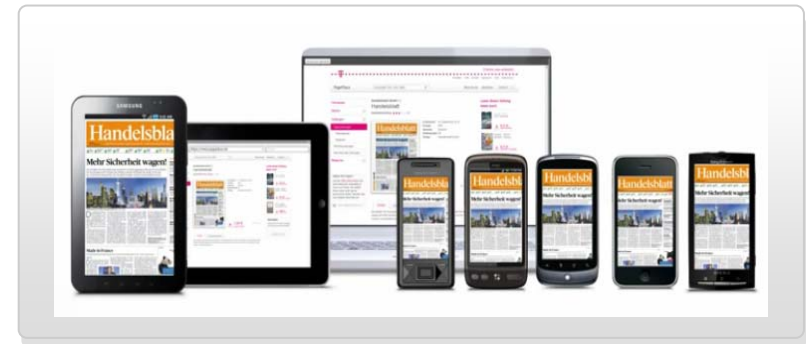
High revenue potential



PagePlace – Service Overview

Buy, consume and manage digital content via different devices and platforms.

The screenshot shows the PagePlace website interface. At the top, there is a navigation bar with the PagePlace logo, a search bar, and links for 'Anmelden', 'Hilfe', 'Kontakt', 'Impressum', 'AGB', and 'Datenschutz'. Below the navigation bar, there is a main banner for 'Die Welt des digitalen Lesens' featuring a man reading a tablet. To the left of the banner is a sidebar menu with categories like 'Biografen & Erinnerungen', 'Comics & Mangas', 'Dramen & Lyrik', etc. Below the banner, there is a section for 'Bestbewertete Titel' (Best-rated titles) with three book covers and their details, including author names and prices.



The screenshot shows the PagePlace application interface. On the left, there is a bookshelf with several books. In the center, there is a large open book displaying text. On the right, there is a sidebar with a search bar and a list of books.

- Offering a broad content portfolio of digital eBooks, eMags and ePapers
- State of the art visual design and usability
- Availability of a comprehensive webshop and convenient reader application for PCs, tablets and smartphones
- All personal content is automatically synchronized across all devices, incl. bookmarks, annotations etc.



PagePlace Online Kiosk

Attractive offerings will be highlighted on the PagePlace starting page.

- Wide range of contents is already available

- < 35.000 books
- < 450 magazines
- < 50 newspapers

new content is added day by day

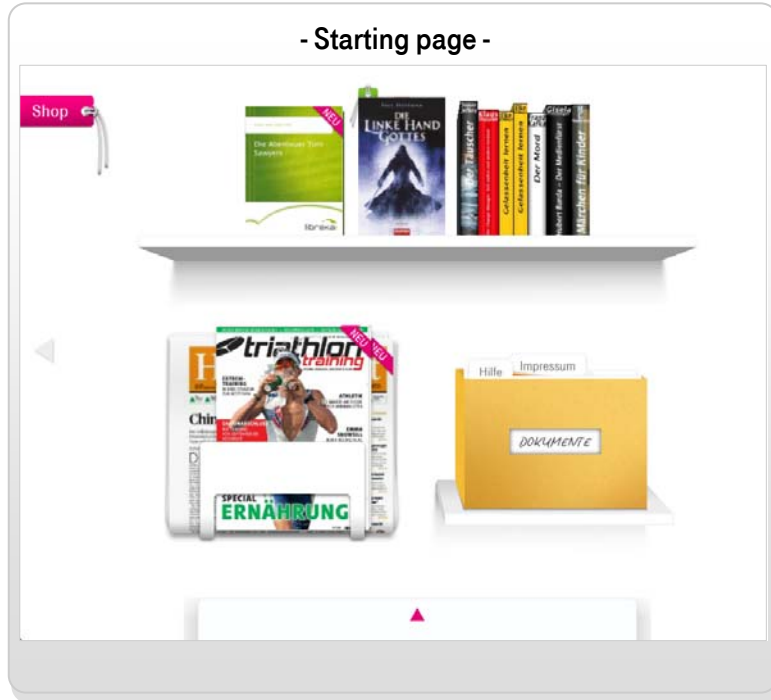
- Safe and convenient payment for different payment methods is available (Click & Buy, PayPal, Credit Card as well as Operator Billing)
- Integrated with ones personal library to organize and consume books, magazines and newspapers

The screenshot displays the PagePlace online kiosk interface. At the top, there is a navigation bar with the PagePlace logo, a search bar for 'Subject, Title, Author, ISBN', and links for 'My Account', 'Watchlist', and 'English'. The main content area is titled 'Cars & Vehicles' and includes a 'Refining Cars & Vehicles' section with filters for 'Category', 'Publikier', 'Language', 'Format', and 'Price'. Below this, there is a grid of 10 magazine covers, each with a star rating, a title, a price, and a 'Buy now' button. The magazines shown are: AUTOZEITUNG (€2.10), Busmagazin (€6.00), Straße und Autobahn (€9.00), Camping, Cars & Caravans (€3.20), Güterverkehr (€5.50), Car & HiFi (€2.99), Mobil Total (€5.00), Auto Räder Reifen Gummibereifung (€12.00), and RadMarkt (€12.00). A left sidebar contains a navigation menu with categories like 'Homepage', 'Books', 'Newspapers', 'Magazines', and 'Special: Wirtschaftswoche'. The 'Cars & Vehicles' category is currently selected and highlighted in pink. At the bottom of the sidebar, there is a 'Need Support?' section with contact information.

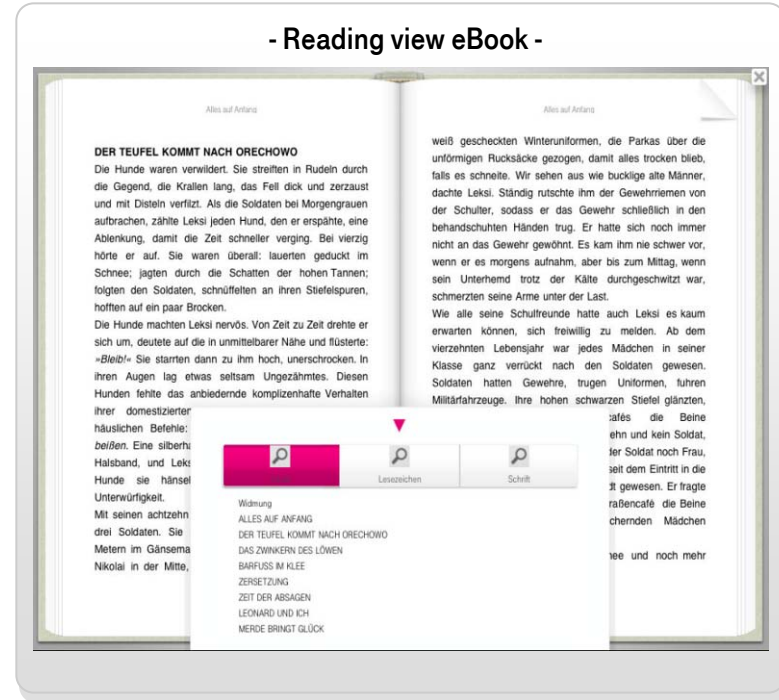


PagePlace App

Great user experience with a variety of features for a convenient handling.



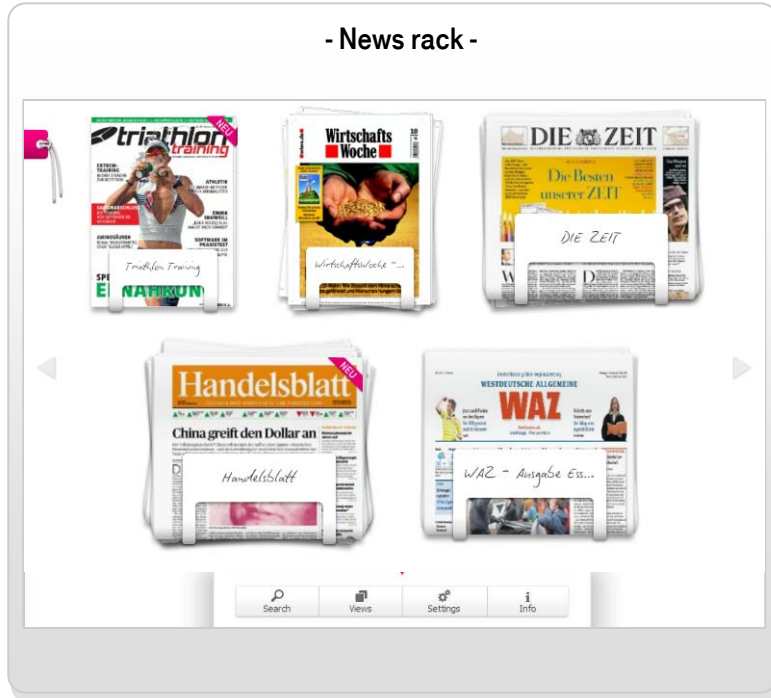
- Any content will be presented in a personal bookshelf
- The bookshelf enables users to access and read all their digital content anytime and anywhere
- Customers can easily access each content area by tapping on the icons



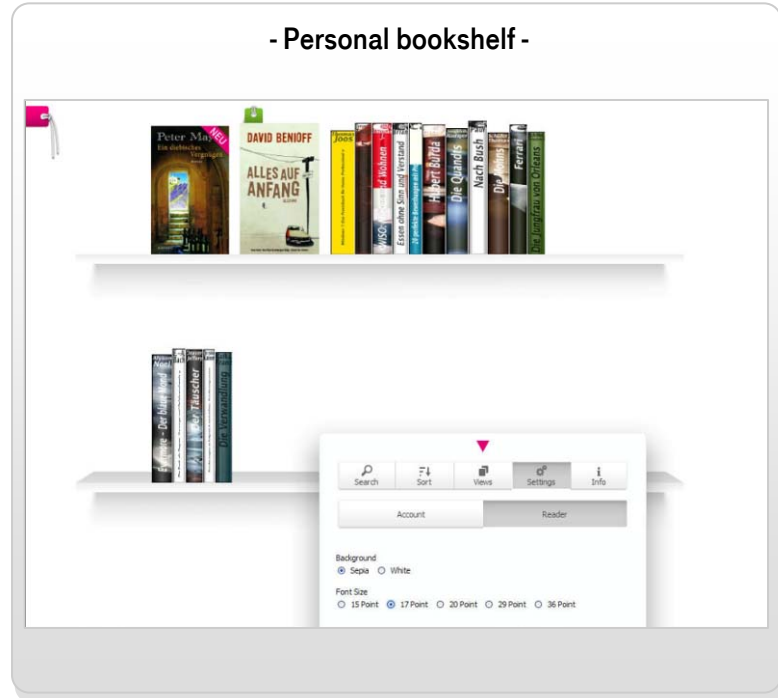
- The menu within the reading view offers a variety of convenient features, e.g.:
 - Zooming of content
 - Bookmarking and highlighting
 - Full-text search

Personal News Rack & Bookshelf

The application enables customers to access all digital content types at anytime and anywhere.



- The news rack contains the latest newspapers and magazines marked with a „new“ label when downloaded for the first time
- Customers can easily access each content area by tapping on the icons
- To view the whole news rack, users simply have to swipe with two fingers from the left to the right



- The bookshelf displays the latest purchased books shown by the „new“ label in magenta
- The latest read book is marked with a green bookmark
- The design of the bookshelf can individually be modified (e.g. background, font size etc.)
- eBooks can easily be sorted by title, author, purchase date or manually moved



Content launch partners on PagePlace

In close cooperation Deutsche Telekom acts as an enabler and service provider for the publishing industry.



WAZ
»»» MEDIEN
GRUPPE



**BASTEI
LÜBBE**

HAUFE.

Handelsblatt



Süddeutsche Zeitung

DIE ZEIT


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Thank you for your attention.

www.pageplace.de

