**The New York Times Metering**

A **paywall** is a system that prevents Internet users from accessing webpage content (most notably news content and scholarly publications) without a paid subscription. There are both "hard" and "soft" paywalls in use. "Hard" paywalls allow minimal to no access to content without subscription, while "soft" paywalls allow more flexibility in what users can view without subscribing, such as selective free content and/or a limited number of articles per month. Newspapers have been implementing paywalls on their websites to increase their revenue, which has been diminishing due to a decline in print subscriptions and advertising revenue.

While paywalls are used to bring in extra revenue for companies by charging for online content, they have also been used to increase the number of print subscribers. Some newspapers offer access to online content, including delivery of a Sunday print edition at a lower price point than online access alone. News sites such as BostonGlobe.com and NYTimes.com use this tactic because it increases both their online revenue and their print circulation (which in turn provides more ad revenue).

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| All home delivery print customers (for Sunday or Daily or Cap Biz) get free access to all digital. |
| All **New York Times** employees get free access to all digital. Possibly provide a promo code to employees that coincides with a free digital offer. How would it expire on termination? Could this code go viral? |
| Users on .gov and .mil networks will have free access (but not from home, over 3g4gLTE, or on native apps). |
| Digital access can be shared with one additional user. |
| Homepage, Section fronts, videos, GOG and commercial (classifieds, shopping, deals) content is free for web and mweb. |
| **New York Times** Live and Newspapers in Education (NIE) content will be free. |
| For users without free access, 20 content items (articles, galleries, etc.) are free each calendar month before the wall kicks in. |
| The meter resets on the 1st of every month. |
| The 20 item limit includes New York Times content read on the Perfect market website. |
| Live Q&A will count as 1 content item for the meter. |
| For web & mweb, the 1st content item accessed via search, social or email alerts is free for web & mweb, for an unlimited number of times. This includes multiple pages for the 1st item. Once on the site, subsequent items will be metered. |
| Reminders are triggered when user have hit 10, 15 and 19 free content items toward their limit of 20. |
| There will be no reg wall once the meter is launched.. |
| Credit card will be the only payment option for digital subscriptions (Visa, MasterCard, Amex). |