

Flip-Pay drives impressive digital subscription revenue at [independent.ie](https://www.independent.ie) with next generation cloud-based paywall technologies

Flip-Pay's advanced content monetisation platform offers publishers incredible flexibility to rapidly roll out new premium products across multiple verticals

Wednesday 27th May, 2020 - Dublin, Ireland - Flip-Pay announces the successful deployment of its technology in delivering the adaptive paid-for-content strategy for Mediahuis's Independent News & Media subsidiary ("INM").

"Last year INM embarked on the digital transformation of [independent.ie](https://www.independent.ie) which encompassed a paid-for-content strategy across web, app and e-paper. We selected Flip-Pay as it offered us a rapid route to market, agile scalability and the complete suite of tools to manage our digital estate. The performance and reliability of the platform has been outstanding and INM are now deploying Flip-Pay across all our titles" - Henry Minogue, CIO, INM

[independent.ie](https://www.independent.ie) deployment

Flip-Pay is at the heart of INM's digital transformation strategy. The platform provides subscription services across multiple channels, as well as Identity management, reporting, billing, payments, advanced analytics and, where required, a complete helpdesk solution to manage customer retention.

When INM were choosing a technology partner for this project, they selected Flip-Pay for its ability to deliver all of this functionality as a one-stop shop solution.

Flip-Pay is software-as-a-service (SAAS). It's a cloud based platform that scales on demand, requiring no installation of hardware or software by the publisher. It also enables the publisher to rapidly deploy the solution across multiple titles.

"We were delighted to be selected as INM's technology provider for their digital transformation project and to deliver the most advanced solution of its kind to Ireland's largest publisher. INM had a first year target for digital subscriptions, and we smashed that figure within the first three weeks and doubled it again within six weeks" said Paul McCarthy-Brain, CEO , Flip-Pay. "The simplified customer on-boarding process means higher conversion and lower churn. We're now working closely with INM on expanding these tools to more publications."

About Flip-Pay

Flip-Pay is an Irish technology company based in the IFSC, Dublin. Established in 2015 to rethink content monetisation in a world where print and advertising revenues were declining, the three founders, Paul McCarthy-Brain, Martin Horecky and Eoin Gollogley, with investment from Irish financier Dermot Desmond, spent the first couple of years in pure research and development mode, looking specifically at the limitations of traditional paywall solutions and working with a number of high profile global publishers to understand the challenges faced.

The problem with legacy paywall solutions is that they are difficult and expensive to deploy, offering a poor user experience for the consumer and they require the publisher to purchase lots of other tools to get the job done making it an expensive proposition.

Flip-Pay developed the world's most granular and flexible cloud-based content monetisation engine that can be deployed quickly and utilised on any digital medium including news, podcast, video, live streaming and much more. The platform allows the publisher to move far beyond simply deploying a paywall to pay for access, by creating casual products that target different audiences and increasing revenue opportunities.

Since Covid-19, the company has seen a dramatic amount of interest in its solutions from news organisations and digital publishers from around the world and its client base is expanding.

<https://flip-pay.com>

About INM

Independent News & Media Group Limited (INM) is the leading newspaper and online publisher on the island of Ireland, is vertically integrated with print and distribution assets, and is the largest wholesale distributor of newspapers and magazines on the island. The Company is a 100% subsidiary of Mediahuis N.V. a private European media group, headquartered in Antwerp, Belgium.

INM brands are household names in Ireland, with the Irish Independent, Sunday Independent, The Herald, Sunday World, Belfast Telegraph, Sunday Life and The Star, all market leaders in their segments. The Group publishes thirteen weekly regional newspapers and these titles achieve a combined average reach of 1.9 million readers each week across print and online.