



Pocket change for the web

Web = content + **advertising**

Users **don't** like web ads

Ad blocking

Indonesia	58%
Germany	29%
USA	18%

Source: PageFair Report 2017

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OPINION | REVIEW & OUTLOOK

Iran's U.N. Free Pass

Russia blocks sanctions against Tehran for its ballistic-missile tests.

March 16, 2016 7:17 p.m. ET

The Obama Administration this week we've learned violating its commitment to good global citizens, Russia

That's the lesson from Russia's refusal to go along with U.S. pressure to sanction Iran for its latest ballistic-missile tests. The Islamic Republic test-fired at least two missiles this month with ranges of over 1,000 miles and

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99% of **paywalls** have **bad UX**

“99% of **paywalls** have **bad UX**”

Meinhard Benn, 2017

Alternative: **Micropayments**

Payment **fees: 10-30c** + %

Sending **1c** over the internet is **impossible**

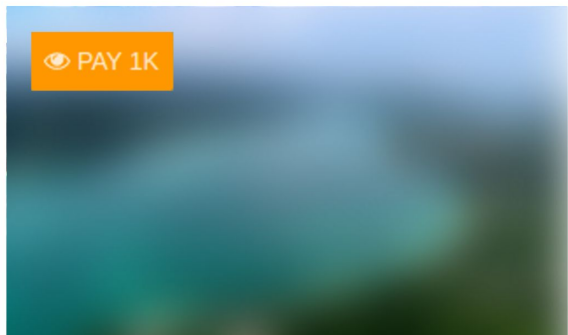
Solution: **Frictionless** Nanopayments



Nano: **1c** or less

A long-exposure photograph of a night sky featuring the Milky Way galaxy. The galaxy's bright, glowing band of stars and dust stretches diagonally from the upper left towards the lower right. The sky is a deep, dark blue, densely populated with numerous stars of varying brightness. In the foreground, the dark, silhouetted tops of evergreen trees are visible against the lower edge of the frame. The overall composition is serene and expansive.

User experience



Contents hidden



Individual payments

Every year, in this season of mellow fruitfulness, I come to the Viva Mayr Clinic by the beautiful Worthersee Lake in Austria. The clinic is a sort of detox retreat, and I have been put on Diet no. 1, which allows for Lilliputian morsels of food on two occasions a day. Diet no. 0, on the other hand, is liquids (and by that, they mean liquids with no calories), and apparently some are eager to sign up for that brutal regime.

5K

No sign-up

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No click

Combining access and payment

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PERFORMANCE

Sales

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Password

SUPPORT

Sales

Every single item sold

Your sales 104

Title	Amount	Date & Time	Status
EnTranced	25,000	Mar 12, 2017 2:55 PM	Paid out
EnTranced	25,000	Mar 9, 2017 2:35 PM	Paid out
Daydreaming in F	25,000	Mar 2, 2017 5:20 PM	Paid out
Seven Eighths	25,000	Mar 1, 2017 10:47 AM	Paid out
Fetching the Water	25,000	Feb 21, 2017 11:08 PM	Paid out
Seven Eighths	25,000	Feb 20, 2017 4:33 PM	Paid out
Fetching the Water	25,000	Feb 20, 2017 4:33 PM	Paid out
EnTranced	25,000	Feb 20, 2017 4:33 PM	Paid out

[? Help](#)

Publisher dashboard

Si mala non sunt, iacet omnis ratio Peripateticorum. De vacuitate doloris eadem sententia erit. Quid enim me prohiberet Epicureum esse, si probarem, quae ille diceret? Istam voluptatem perpetuam quis potest praestare sapienti? Si enim ad populum me vocas, eum.

Si quicquam extra virtutem habeatur in bonis. Laboro autem non sine causa; Ita multo sanguine profuso in laetitia et in victoria est mortuus. Multoque hoc melius nos veriusque quam Stoici. Animum autem reliquis rebus ita perfecit, ut corpus; Quasi vero, inquit, perpetua oratio rhetorum solum, non etiam philosophorum sit. Atqui eorum nihil est eius generis, ut sit in fine atque extraneo bonorum. Quid ad utilitatem tantae pecuniae? Numquam facies. Bonum patria:

Word count: 270

Last edited by admin on January 28, 2016 at 12:01 pm

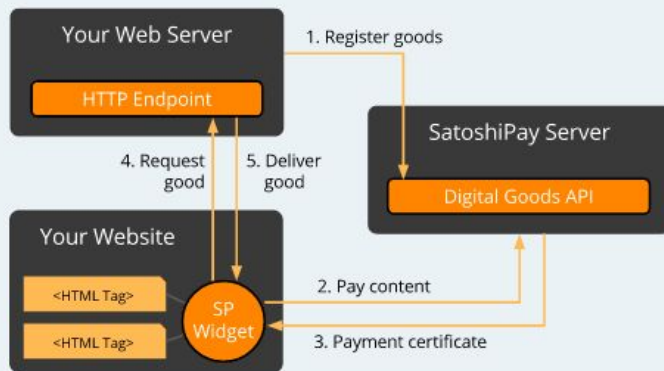
WordPress plugin

SatoshiPay and You

To understand how SatoshiPay works you need to know the following:

- You need to register your digital goods with SatoshiPay
- You need to embed the digital goods and the SatoshiPay widget into your website
- SatoshiPay handles the payments
- You need to deliver the digital goods to your users via HTTP

The following diagram illustrates how your website and SatoshiPay interact with each other:



The SatoshiPay backend manages a registry of your digital goods. This registry contains pricing and some meta information, but not the content itself. You can register and manage these goods using the [Digital Goods API](#).

```
POST https://api.satoshipay.io
```

```
curl https://api.satoshipay.io
-u apikey:apisecret \
-H 'Content-Type: application
-X POST \
-d '{
  "secret": "DLDwYsQGromi
  "price": 6247,
  "title": "Nihil placeat
  "url": "http://example.
}'
```

```
{
  "id": "56c5a5a722252b484dc48
  "secret": "DLDwYsQGromi",
  "price": 6247,
  "title": "Nihil placeat sapi
```


Business model

10% transaction fee

Free for consumers

Traction

360

Publishers

35K

User wallets

VISA

Cooperation

5c average payment amount

€1.4m

Total funding

Jim Mellon
Blue Star Capital
Coinsilium Group
Huiyin 汇银集团
Axel Springer

Future

More **top-up** methods

Website to user payments

Monetisation of **personal data** (Me2B)

API for **nanopayments**

Machine-to-machine payments (IoT)



Painted : [alamo-x.deviantart.com](https://www.deviantart.com/alamo-x)

Visit us!
Stand 24

@SatoshiPay

The background of the slide is a deep blue space filled with numerous small, bright white stars. In the lower-left and bottom-center areas, there are large, wispy nebulae in shades of teal, light blue, and pale yellow, creating a sense of depth and cosmic wonder.

Why blockchain?

Speed: Everything is already built

Security: Built and “stress-tested” by hackers

Stability: Blockchains don't go down

SatoshiPay Beta: **4** devs, **€350k** budget

Permissionless innovation