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## The Impact of Micropayments in News and Publishing

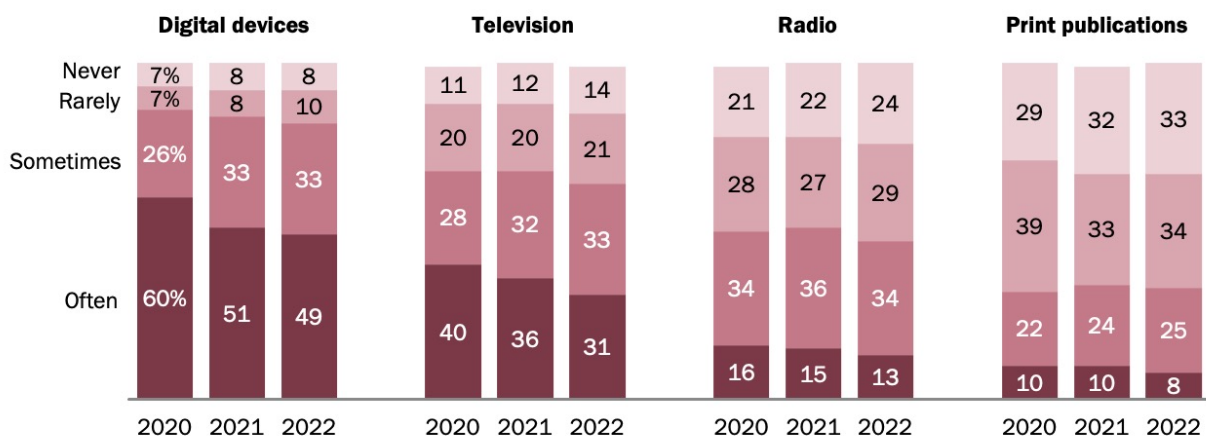
Currently, most companies in the news and publishing industries rely on a blend of subscriptions and advertising for revenue – but those models have become less sustainable since 2015.

There are a few factors that contribute to this decline: subscription fatigue, a competitive media market, user trust and data privacy concerns, and a major shift to digital news, to name a few. Revenue advertising has decreased for the newspaper industry since hitting its [peak in 2005](#), and print circulation has not made up for the gap.

Pew Research Center published a report on the state of the news industry in 2022, reporting [82% of Americans](#) now typically get their news online instead of print. As a result, print circulated newspapers dropped 53% between 2015-2020, from an estimated 43 million readers to 25 million.

### News consumption across platforms

% of U.S. adults who \_\_\_ get news from ...



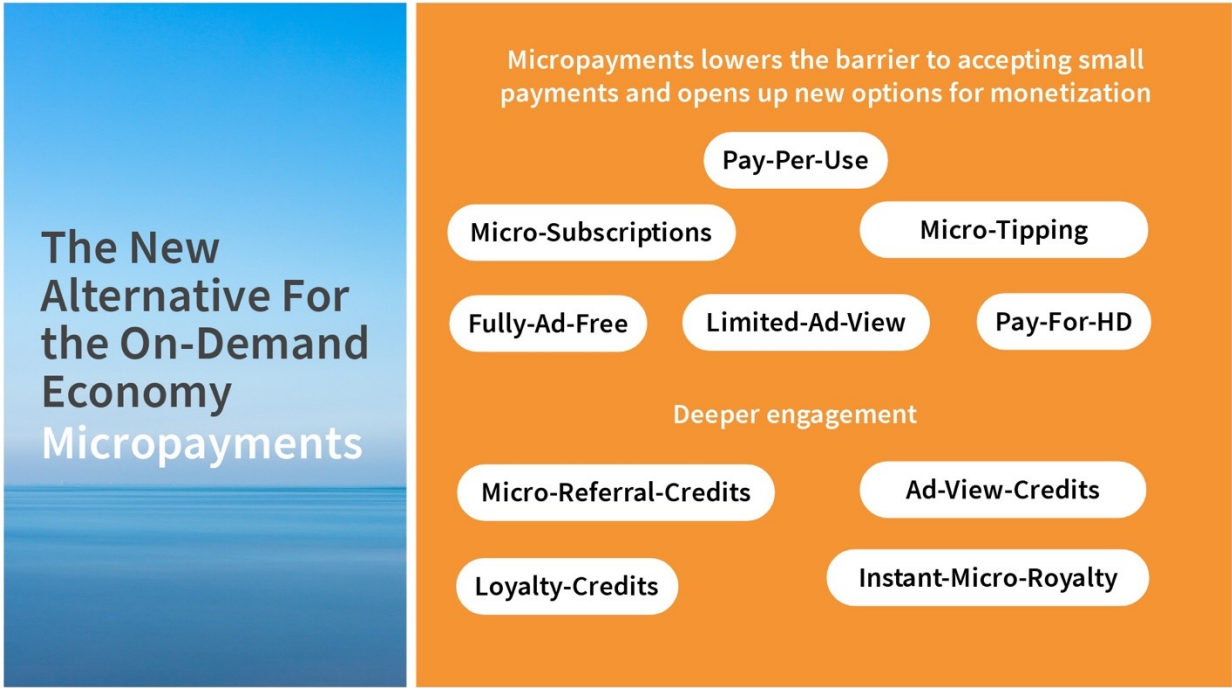
Note: Figures may not add up to 100% due to rounding.  
 Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

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While other factors contributing to the decline of print publications like accessibility and convenience will continue to have an impact on readership, other solutions for revenue streams are necessary for companies to keep their doors open and offices running.

The unsolved puzzle of a sustainable third revenue option for content and publishing has been the heart of many conversations for decades. For years, credit card systems have monopolized the payment sector with unaffordable transaction fees for payments under \$20. Some publishers have tried using news aggregators and social media as an alternative revenue stream in the push to go digital without going in the red, but these avenues fall short due to disabling relationships between publishers and their audiences.

Micropayments are another solution that have been around since the early '90s, but haven't been actualized as an affordable model. Until recently, there was no solution for financially sustainable micropayments as a model. But last year, Dropp, a micropayment platform built outside of the existing credit card rails, launched as the first cost-effective system in the market. With the introduction of instantaneous digital content and services disrupting traditional payment infrastructure and existing business models, the need for an online affordable option became clear. Dropp's platform, built on a secure ledger in web3, has been able to create a cost-effective payment solution with high throughput, fast settlement times, and predictable fees for businesses enabling pay-per-use and micropayments. With the lowest predictable transaction fees averaging over three times cheaper than mainstream competitors in payments, Dropp's platform enables businesses pricing flexibility and drives growth. Merchants can adopt revenue models previously not attainable, save money, and grow their business. Consumers receive convenient, instant access to content and services in an ad-hoc manner while at the same time preserving privacy through Dropp.



Dropp is available for businesses on WordPress and custom-hosted sites, and is easy to implement on other in-house websites using a back-end code string. Dropp's application is available on iOS, Android, and all major web browsers, giving businesses access to an entire unserved population of prospective consumers. Companies can start offering Dropp as an additional payment method by signing up as a merchant. Learn more and join the Dropp merchant community at <https://dropp.cc/merchants/>.

# Dropp Fee Comparison Charts

## Dropp vs. Credit Cards

Transaction Amount	Credit Card Fee	Dropp Fee
\$ 0.10	\$ 0.40	<b>\$ 0.005</b>
\$ 0.50	\$ 0.41	<b>\$ 0.025</b>
\$ 1	\$ 0.43	<b>\$ 0.05</b>
\$ 5	\$ 0.56	<b>\$ 0.25</b>
\$ 10	\$ 0.72	<b>\$ 0.30</b>
\$ 20	\$ 1.04	<b>\$ 0.40</b>

## Dropp vs. PayPal

Transaction Amount	PayPal Fee	Dropp Fee
\$ 0.10	\$ 0.49	<b>\$ 0.005</b>
\$ 0.50	\$ 0.51	<b>\$ 0.025</b>
\$ 1	\$ 0.52	<b>\$ 0.05</b>
\$ 5	\$ 0.66	<b>\$ 0.25</b>
\$ 10	\$ 0.84	<b>\$ 0.30</b>
\$ 20	\$ 1.19	<b>\$ 0.40</b>

*[Dropp's fee is 5 cents on each dollar up to \$5, then 1% for each dollar above \$5.]*

**Dropp doesn't replace your existing credit card payment options. Dropp adds a low-cost alternative for consumers who want the convenience of micro-transactions.**

### Learn more:

This report was generated by OpenCrowd, a leading design and technology consulting company founded in 2005. The data for predicting the impact of micropayments in the news and publishing industries was sourced from Pew Research Center's most recent reports on the current state of news, information, and journalism in the digital age. Fee estimates for credit cards and PayPal are based on merchant transaction calculators and are subject to change from those listed on this report's publication date.

### To view sources referenced in this report, see below:

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