



DV Content Team is looking for a way to monetize premium content through Direct Carrier Billing in France and Africa.

Category
Reading & Learning

- ▶ How to increase its revenue?
- ▶ How to improve the service?
- ▶ How to grow the customer base?
- ▶ How to expand in more countries?

A digital library in your pocket

YouScribe by Orange is committed to defend knowledge and provide wide access to reading in french-speaking countries. The digital library propose not only international content but also a large catalog of local content.

In partnership with YouScribe and Orange, we connected the service to the Orange Billing API, to propose Direct Carrier Billing payment method to the customers. By creating a global strategy to broaden the service we worked on these pillars:

Connection to the Carriers

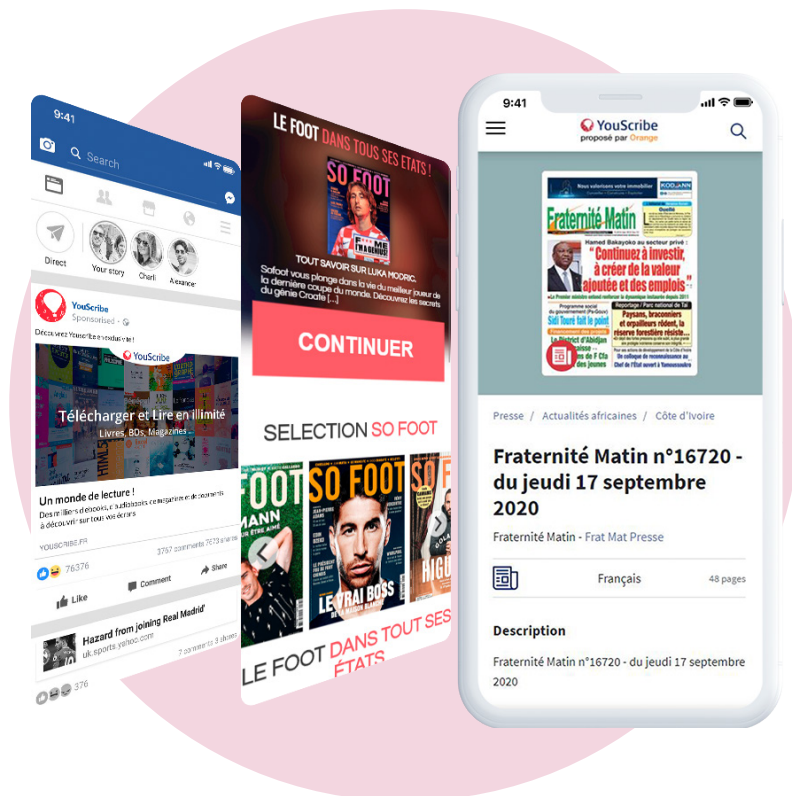
We partner with Orange, to provide a fast and secure billing method (DCB) and simplify the access to the service.

User Acquisition

Our Team provides large online marketing campaigns to acquire new customers.

Product Improvement

We share recommendations with YouScribe to enhance User Experience, also we support the monetization and the promotion of the service in the countries where it is present.



Offline Reading



A wide & diverse catalog



Travel light



Read everywhere

To achieve our goals we deploy a sustainable global growth strategy by interconnecting our expertises.



DV CONTENT monetizes digital services for producers and service publishers by creating and distributing apps and web services.



DV PASS connects Merchants to Mobile Network Operators. A fast and simple integration to boost the revenues with Direct Carrier Billing (DCB).



DV ADTECH brings together all the Group's expertise in terms of user acquisition. Performance-based Digital Marketing to maximize the traffic of monetization solutions.

The Achievement

YouScribe is the first francophone digital library in the emerging countries.

The French National Commission for UNESCO awarded its patronage for the «Reading for All» program.

The International Organisation of La Francophonie (OIF) partnered with YouScribe in the promotion of education of French-speaking populations around the world.

The Orange Group chose YouScribe so that the Group's subsidiaries in Africa could promote access to reading in countries where books are not widely distributed.

Compared with 2019:

Base active : + 75 % - Revenues : + 100%

Present in 5 countries, + 3 more are planned by the end of 2020.

Project Contact

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Step by step... The action plan

01. Easily accessible with Direct Carrier Billing

An integration of DCB managed by DV Pass, Digital Virgo's Telecom Payment platform. Through a simple API integration, we provide to the partner a fast, simple and secure payment method accessible anywhere in the world. More than that, it provides a profitable monetization solution in countries where banking services are not highly developed.

02. User Experience Focus

Designed for all ages, YouScribe by Orange has also an extended catalog of special editions. Based on its longtime presence in edition, the service also adapts its catalog locally, sourcing the most relevant contents.

03. User Acquisition

Our DV Adtech Team works in ensuring the performativity of Landing Pages and marketing campaigns. In partnership with Orange, we also benefit from campaigns through its channels: Bulk SMS, USSD Menu, etc., widening the potential of the global agreement.

04. Navigation

Our experts in DV Content and DV Adtech share their expertise on UX to accompany YouScribe on funnel and data analyses & service improvement.

Reaching such growth and success is a true proof that our idea (YouScribe) when meeting the right team (Digital Virgo and Orange Content) can achieve its goal: spreading everywhere the joy of reading and education. As someone once said about us "you can't put the digital subscription genie back in the bottle" and that's especially true thanks to the expertise and essential support of Digital Virgo and Orange Content, whose partner we are proud to be.

Juan PirLOT de Corbion, CEO of YouScribe

