



# Powering a Publishing Revolution

How Mediahuis Ireland Gained 100,000  
Subscribers with Flip-Pay



**MEDIAHUIS**

**100,000+**  
**SUBSCRIBERS**



In just four years, Mediahuis Ireland transformed the Irish Independent from a free, ad-driven model into a thriving digital powerhouse with over 100,000 paying subscribers.

Starting from zero, they redefined the value of journalism in the Irish market. Powered by Flip-Pay's scalable and flexible technology, the Irish Independent is now the number one choice for paid digital news in Ireland.

# The Challenge:

## Reimagining News in a Digital-First World

When Mediahuis acquired INM, it inherited a print-first business where digital content was free, supported by declining ad revenue. A thorough digital transformation was not just an option—it was essential for survival.

The future of journalism is digital. With consumers getting news on demand from multiple mobile sources, the challenge was clear: transform the editorial mindset and build a premium digital destination that people would willingly pay for.

As Mediahuis Ireland CEO, Peter Vandermeersch, put it: "We had to try to sell a digital subscription to people you don't know. That was a major challenge."

## Expectations vs. Reality: Shattering All Projections

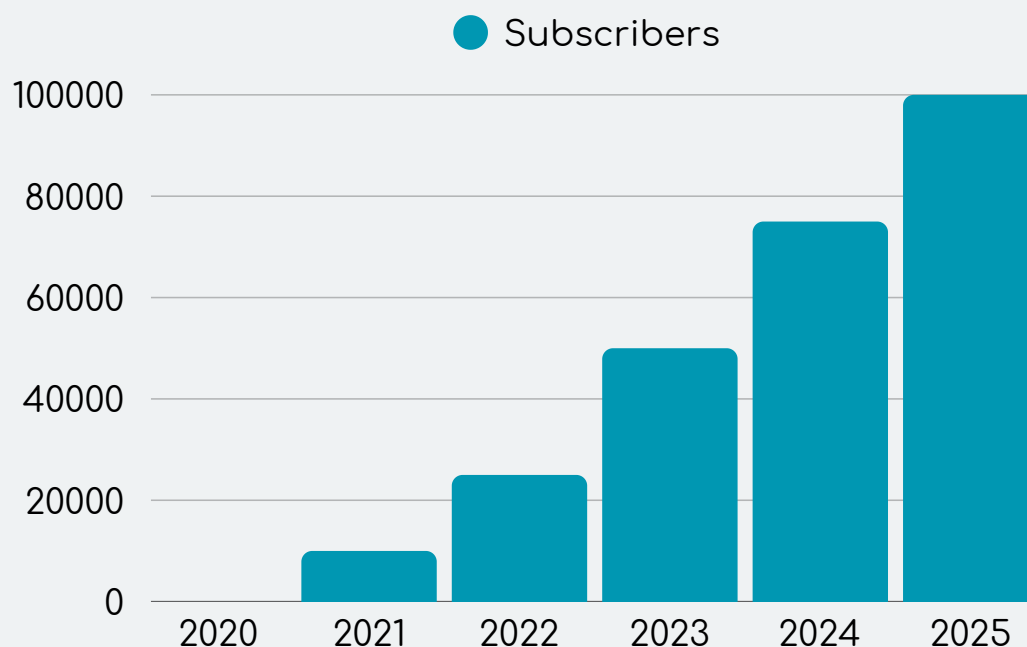
The stakes were high. The business had already attempted to launch a paywall three times with other vendors—in 2008, 2015, and 2017.

When Flip-Pay was selected in 2019 for a February 2020 launch, internal forecasts were cautious. The editor of independent.ie predicted the site would gain just 125 subscribers in the first month.

The reality was explosive:

- 2,000 subscribers in the first week.
- 8,000 subscribers in the first six weeks.
- 50,000 subscribers by the end of 2021.

Since then, Mediahuis Ireland has consistently grown by more than 10,000 subscribers per year, first on the Irish Independent and followed weeks later by The Belfast Telegraph, regional, and Sunday titles.



## The Solution:

A Partnership Built on Agility and Trust

More than software.

A collaborative engine for growth.

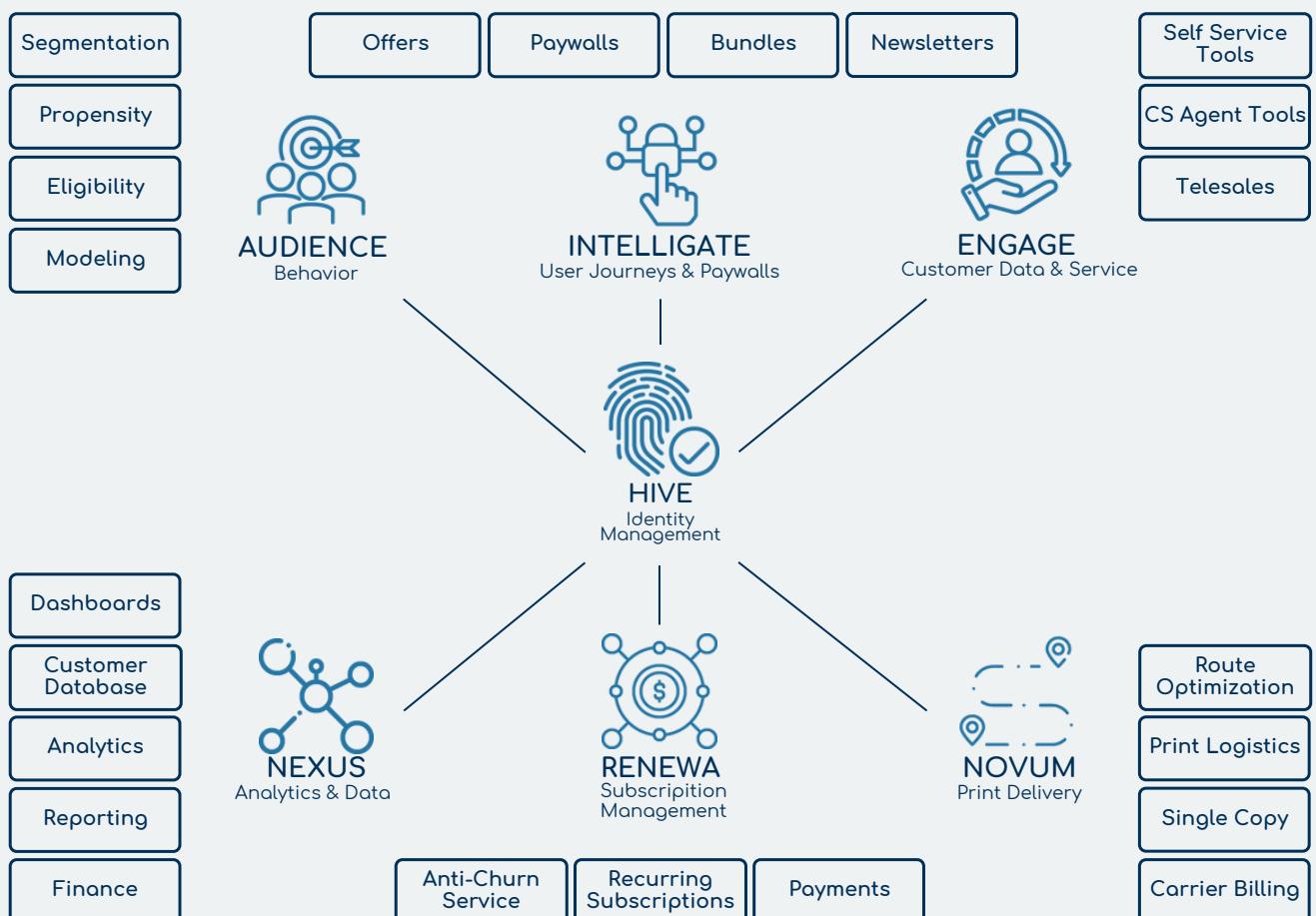
Flip-Pay was selected over more established legacy vendors after an exhaustive process. Why? Because we offered a partnership-led approach. We took time to deeply understand the client's vision, storyboarded every consumer journey, and fundamentally modified our platform to meet their business requirements. Our agility and flexibility gave Mediahuis a rapid yet comprehensive route to market, offloading the heavy lifting to Flip-Pay's implementation teams.

Working toward "North-Star" objectives together over the last five years, many of Flip-Pay's core features were co-developed with Mediahuis, including:

- Google Newsstand integration
- Privacy-compliant gifting
- Advanced audience segmentation
- Churn prevention and recovery tools
- Grace Periods for payments
- Comprehensive self-service tools

"We never had to compromise our vision. Flip-Pay adapted to us." - Mediahuis Product Team

## What We Delivered: A Comprehensive & Integrated Platform



**Integration with Existing Systems** Flip-Pay effortlessly connected to their existing identity management solution, e-paper vendor, customer data platform, and marketing tools. We enhanced our analytics stack to deliver the precise data and functions they needed, right where they needed them.

**Custom User Journeys** Based on Mediahuis Ireland's requirements, we constructed products, user journeys, and offers, working collaboratively with their staff to iterate, test, and refine every step.

**Unified Print & Digital Integration** Flip-Pay delivered a seamless print home delivery solution that combined print, digital, and e-paper products into single, manageable subscriptions—a unique capability that most paywall vendors do not offer.

**Seamless Mobile Integration** Working with app developer GCD, we integrated content controls directly into the Android and Apple mobile apps for a seamless subscriber experience. We also deeply integrated App Store APIs into our platform, allowing Mediahuis to conduct all its financial reporting in a single, unified location.

**Continuous Training and Empowerment** From day one, Flip-Pay has provided hands-on support. We trained the Mediahuis team by doing deployments with them, demonstrating the process in a test environment until they were confident to perform the actions themselves. This engaged partnership gives publishers the confidence and flexibility to innovate independently.



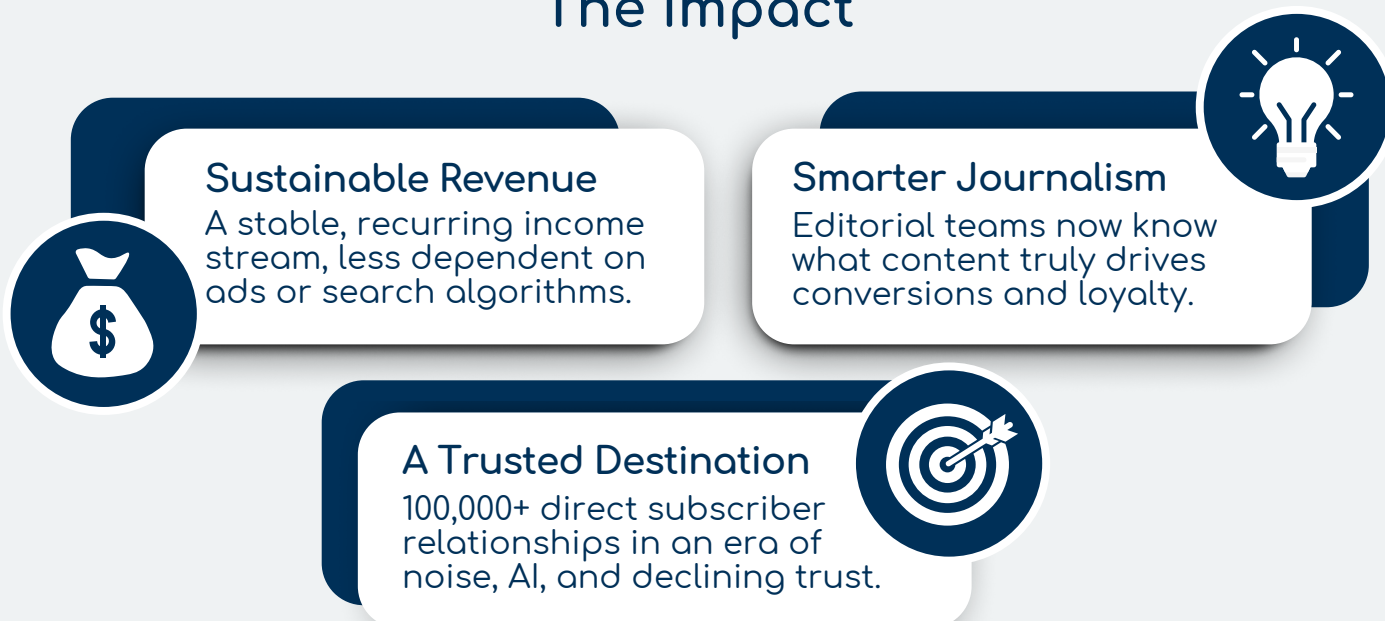
# The Results:

## A Milestone Reached. A Foundation Built.

The results of this partnership speak for themselves.

By leveraging the Flip-Pay platform, Mediahuis successfully navigated the immense challenge of building a paid digital audience from the ground up.

## The impact



## The Future is Bright:

Reaching 100,000 subscribers is just the beginning. With plans already underway for the next 100,000, Mediahuis continues to grow, and Flip-Pay's scalable and agile platform is ready to support that growth. This milestone proves that bold vision, paired with the right technology partner, leads to remarkable results.



**More Information**  
[flip-pay.com](https://flip-pay.com)

Ready to build your subscription future?