

# Digital Resale Rights

PRESENTS...



**Pay Per Play Profits – The Resource That Will Help You Generate Money From EVERY Website Visitor You Ever Generate!**

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## Internet Advertising - A Brief History Over Time

As the internet evolves, so does the way advertising is performed online. In the earlier days it used to be so primitive - you could buy banner space on any given website that offered advertising. One of the key points in this evolution was the introduction of the AdSense model by Google – it's loved by some, but hated by many due to the insipid returns Google makes available to publishers.

Still, Google's unquestionable brand strength is such that it offered a huge ad inventory for publishers - so site owners in the most obscure niche could display highly targeted ads and have a chance of monetizing their site (if only with a few pennies per click).

Clearly though, there were to be more developments.

The evolution gained serious momentum with the increasing popularity of pay per lead. This really was (and is) a great concept for website owners and content publishers. They sign up to a PPL program and display a banner (for example) on their site. So a [mortgage website](#) would display a banner offered by a mortgage company that may say something like - Lower your mortgage payments by 20% or whatever. If the website owner clicks onto that banner and proceeds to request a free quote, the website owner gets paid. In the mortgage industry, these pay per lead amounts are sizzling – as much as \$70 per lead in fact (given that it's a hugely competitive niche).

Pay per lead is great for some industries such as finance because some cash-rich companies offer staggering returns for leads generated (over and beyond \$50 to \$100 per lead - and that's without the website visitor having to buy a thing or parlay a penny).

Now, a brand new internet advertising concept known as "Pay Per Play" is about to be launched and it threatens to be every part as big as AdSense, Pay Per Lead and Pay Per Sale - and it offers HUGE benefits to website owners as you're about to find out. In

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fact, it perfectly merges the needs of advertising giants and website/content publishers who want more than a few pennies per click for the valuable traffic they provide.

Because it does this so very effectively, pay per play is going to be an explosive method of online advertising – billions will be spent on it...and this time around, website publishers are going to get a much larger (and well deserved) share of the honey-pot.

Next, we'll look at how the pay per play model works – and how it could benefit you in two very powerful ways.

## What Exactly Is “Pay Per Play”?

We’ve already said that the internet is continually evolving - ten years ago, having a personal internet connection wasn’t even the norm. In fact (unlike today) most people did not even have an internet connection at home.

Now, practically everyone has broadband and more and more people are spending an increasing proportion of their time online. You’ve heard of that old adage, “TIME IS MONEY” – well this is especially true in the corporate world of advertising where ROI means everything.

It’s all bad news for for the big TV networks because consumers are spending less and less time in front of the TV. But it’s absolutely great news for you as a website owner, because multi-billion dollar companies have realised that their ad-bucks are not seeing attractive ROIs (Return On Investment) anymore - and they see far more value in advertising with YOU. The big boys have found out that people are spending more TIME online (on your site) – time is money – and they’ll pay you for the time that your site visitors spend exploring your website.

Pay per play is a unique new mode of advertising, and from your (the website owner) perspective it means that you can receive actual payments for every single site visitor that you get to your website(s). What’s one of the key problems that most website owners face? It’s converting the traffic they receive into cold hard cash - pay per play changes all that, so that even if you have a site right now that gets people in but where NO ONE is buying a thing - you can benefit big time. Suddenly, freebie type websites that struggle to convert even one in a thousand visitors into revenue can explode their income without having to get more traffic or spend a lifetime tweaking their site into a high converting one.

How Does “Pay Per Play” Advertising Work?

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With Pay Per Play advertising, website pages that you choose will have a short five second audio ad on them.

- You decide which website pages to display the ads on.
- You earn from 100% of the traffic that you generate to these pages.

Can you see the beauty here? ALL your traffic will start to make you money - this opens up a whole new world of opportunity to the website owner. Imagine, every content page on your site containing a five second audio ad that MAKES YOU MONEY without your site visitor having to do a thing (apart from being on the page)!

That's the core dream of every website owner – and now, with pay per play it can be realized.

### **Which Website Owners Can Benefit From Pay Per Play?**

The answer is just about every site owner in every niche. While the advertiser can choose their niche, like Adwords/Adsense this model will evolve so that there will be many advertisers in just about every niche around. So whether you have a site in the cooking niche, the travel niche, the finance niche or the internet marketing niche...you'll be able to benefit.

It's also worth noting the following about pay per play:

- The ads are typically very professional. Many are from very well known branded companies (such as Taco Bell, Harley Davidson etc)
- Each page only displays ONE five second advert, ONE time (i.e. there is not a continuous stream of ads that may make your website visitor get fed up and go away).

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- The ads are ONLY audio - nothing to click on, nothing that pops up and causes annoyance (etc). It's crucial that ads are as short and out of the way as possible, and PPP displays are exactly that.
- Pay Per Play adverts are targeted to the content that your site offers - so a food site will get a food related advert (and so on).



## **Why The Trend Points To Pay Per Play Becoming A Revolutionary New Force In Online Advertising (And How You Can Join In).**

It's estimated that out of the 900+ million people that go online everyday, that 97% of them have audio capability. The BIG advertising companies out there also know that they they can brand their companies and products with far more effectiveness, and at much lower cost than through traditional media advertising such as TV advertising.

The bottom line? Pay Per Play is about to become the next HUGE thing in online advertising - and you can get involved right at the ground floor level right now. There are major gains to be made, and that's what we'll look at next.

### **How Can You Make Money With The Pay Per Play Revolution Right Now?**

The first way that you can make money is by [promoting the actual pay per lead concept](#). Think about this? What webmaster do you know of who wouldn't want the power to make money from every single site visitor that they generate? The answer, you'll probably find, is none.

If you can show a website owner how they could monetize 100% of their website traffic, they would grab you by the trouser leg and plead for you to show them how. You could show them how to do this for free, yet collect some very good residual income that keeps paying you for years down the line. Talk about win/win eh?

That's exactly what you'll be doing here.

### **How To Earn Money By Making Website Owners Aware Of The Pay Per Play**

It's simple. [NAA](#) is a company with a two and half year track record. It has over 66,000 advertisers on it's books and over 550,000 websites currently play PPP ads

using their system. But these numbers are about to explode as it's just struck a deal with a major search engine company which could see the number of ads they offer into the billions. It already has a model that is highly attractive to both advertisers and website owners. It's a leader in the PPP industry... so you need to clamber aboard as soon as possible.

This advertising model will explode and this is your opportunity to be involved with that explosion process in a very big way. First, you should know that you will earn 25% of ad revenue spent by the online advertiser for each and every advert for every visitor that goes onto that particular site.

But over and beyond that, here's what you could be earning just by letting website owners know about this incredible new concept:

- You will **earn 5% of the total ad revenue spent on each of your referrals** sites.
- You will also **earn an additional 5% on ad revenues that your direct referrals bring.**

I don't have to tell you, the viral potential on this could be HUGE just by getting a few websites to go with this method (and believe me, they'll turn to this by the millions before very long). You could have viral, residual income of thousands rolling in on autopilot...month after month.

### **The Staggering Potential Of Promoting The Pay Per Play Model Brought To Life...**

This simple illustration should demonstrate exactly why you should promote the pay per play advertising concept right now.

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We'll make some very conservative assumptions on this – we'll assume that each pay per play has a return of a very low 3 cents per click (the way PPC used to be in the good old days before it exploded). Again, you'll see MUCH higher rates as this model explodes but let's assume the worst case scenario for now. 3 cents it is ok?

Remember, you get 5% of ad revenues on your referrals plus a further 5% on direct referrals that they bring.

Example : You refer a site onto this model, say reallytastyrecipes.com – who get 200,000 visitors per month. That would be 200,000 PPP ads per month. At 3c per play, the total advert expense spent by the advertiser would be \$6,000.

The website (reallytastyrecipes.com) makes 25% on this - \$1,500.

But you pocket a nice little \$300 on this – every month (unless of course the numbers change). Remember, this residual income stream keeps on going month after month. So if the traffic stats stays the same, you keep getting \$300 per month for doing nothing.

Do this with ten sites and **you're making \$3,000 per month, on autopilot** and for doing absolutely NOTHING! Now I don't know about you but to me that's a damned good deal.

This is truly powerful stuff – and you can start promoting pay per play for yourself and start making these referrals immediately by [setting up a free account here](#). Then let others know. Tell your fellow website owners. Inform your opt in list. And so on.

You can even [choose to brand a report](#) just like this and give it away to your subscribers, site visitors etc – so that your affiliate link is inside and you get 100% of the referrals (and earn on ad revenues from any sites they use PPP for).

Remember – Pay Per Play is a brand new concept. It will take off (there's no question) – and there are close to a billion websites out there that would benefit from it. If you don't start promoting it immediately, your competitors will and you're leaving money on the table every time they do.

[Start Promoting Pay Per Lead Now For Free!](#)

### **The Other Way To Make Money With Pay Per Play – Set-Up PPP Ads & Start Receiving 25% Of All Ad Revenues On ALL Your Website Visitors...**

Of course, if you have a traffic generating website of any nature, you can also create an income on all your traffic simply by setting up these PPP ads on your website.

It's very simple, about as difficult as pasting a little snippet of code on your website.

To hear a sample of what the ads are like on an actual website, take a look at the sample that I have set-up here (note, in the actual version you will only hear ONE advert only per page).

<http://www.digital-resale-rights.com/pppsample.htm>

See? It's unobtrusive, very short and makes you money.

Here's how you can start using pay-per-play:

- Once live, introduce PPP ads on every one of your website pages. The more pages you include them on, the more you'll make.
- Set-up new niche tailored websites and start driving traffic to them. If you're not sure how, my [DRR Club](#) really could do wonders for you (just wanted to mention it 😊)

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That's it – repeat the process till you have an army of niche sites all spewing out lots of traffic (and hence PPP ad revenues).

I really hope you've enjoyed this special report.

Tuks Engineer

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[Multimedia PLR Package – Mauritius Travel](#)

[Multimedia PLR Package – Travel England](#)

[PLR & Website Templates For Health Insurance \(\\$60 Per Lead From Every Page\)](#)

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