LaterPay offers first paywall platform for AMP pages

AMP (accelerated mobile pages) is designed to deliver publishers' pages quickly on mobile devices, but the stripped-down format lacks functionality in some areas.

This week, the German-Swiss online payment infrastructure provider LaterPay is releasing what it says is the first AMP-enabled paywall and subscription platform, called AMP Access.

While there are other custom solutions, such as from The Washington Post, LaterPay CEO and founder Cosmin Ene told me he is unaware of any other out-of-the-box offering.

[Read the full article on MarTech Today.]

About The Author

Barry Levine covers marketing technology for Third Door Media. Previously, he covered this space as a Senior Writer for VentureBeat, and he has written about these and other tech subjects for such publications as CMSWire and NewsFactor. He founded and led the web site/unit at PBS station Thirteen/WNET; worked as an online Senior Producer/writer for Viacom; created a successful interactive game, PLAY IT BY EAR: The First CD Game; founded and led an independent film showcase, CENTER SCREEN, based at Harvard and M.I.T.; and served over five years as a consultant to the M.I.T. Media Lab. You can find him at LinkedIn, and on Twitter at xBarryLevine.