

Be part of our paid layers program

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March-2010

A background of out-of-focus, colorful lights in various colors including red, orange, yellow, green, blue, and purple, creating a bokeh effect against a dark background.

The road to paid layers

In February we announced the possibility for Publishers of AR content to offer their experiences for sale before the end of March.

The process took longer than expected. International tax law as well as international payment services on mobile were more complex than anticipated.

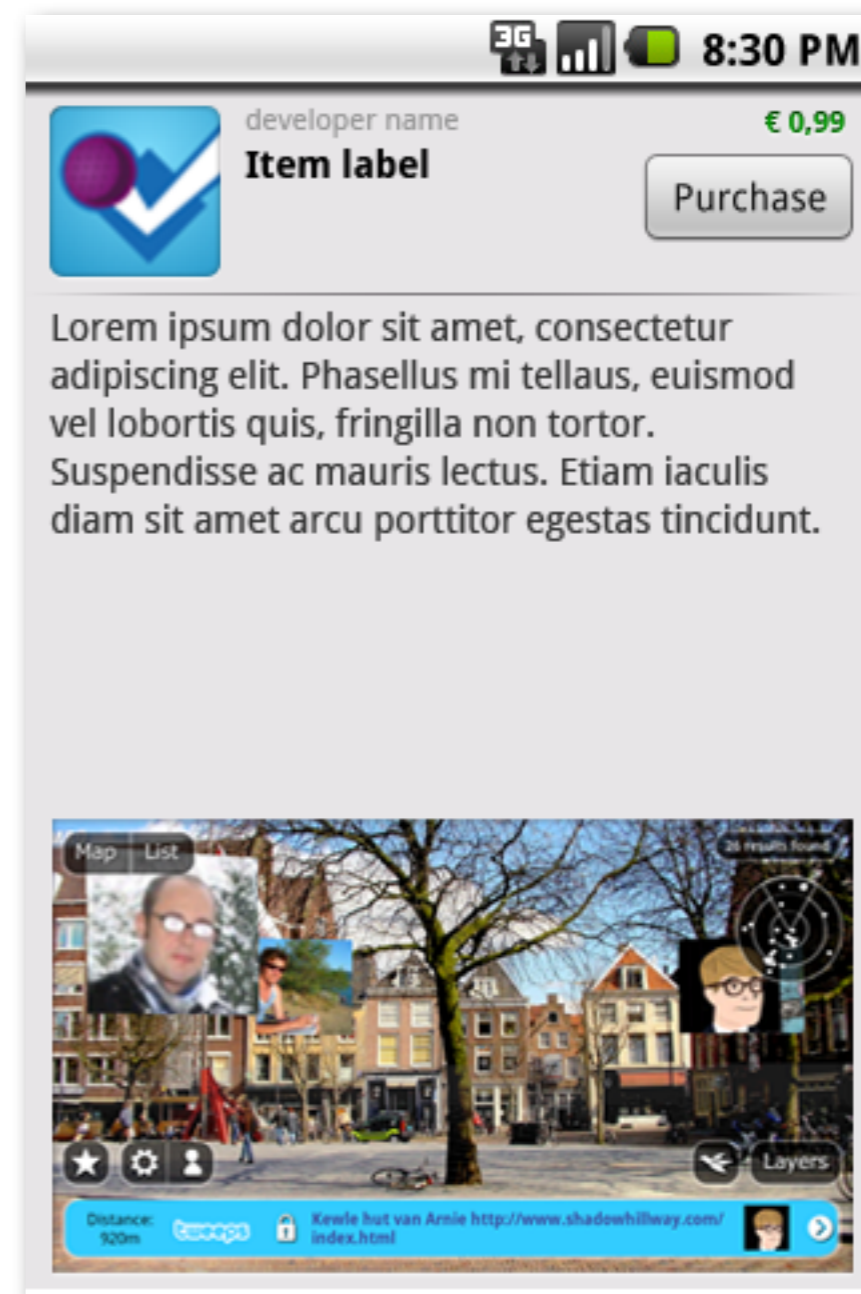
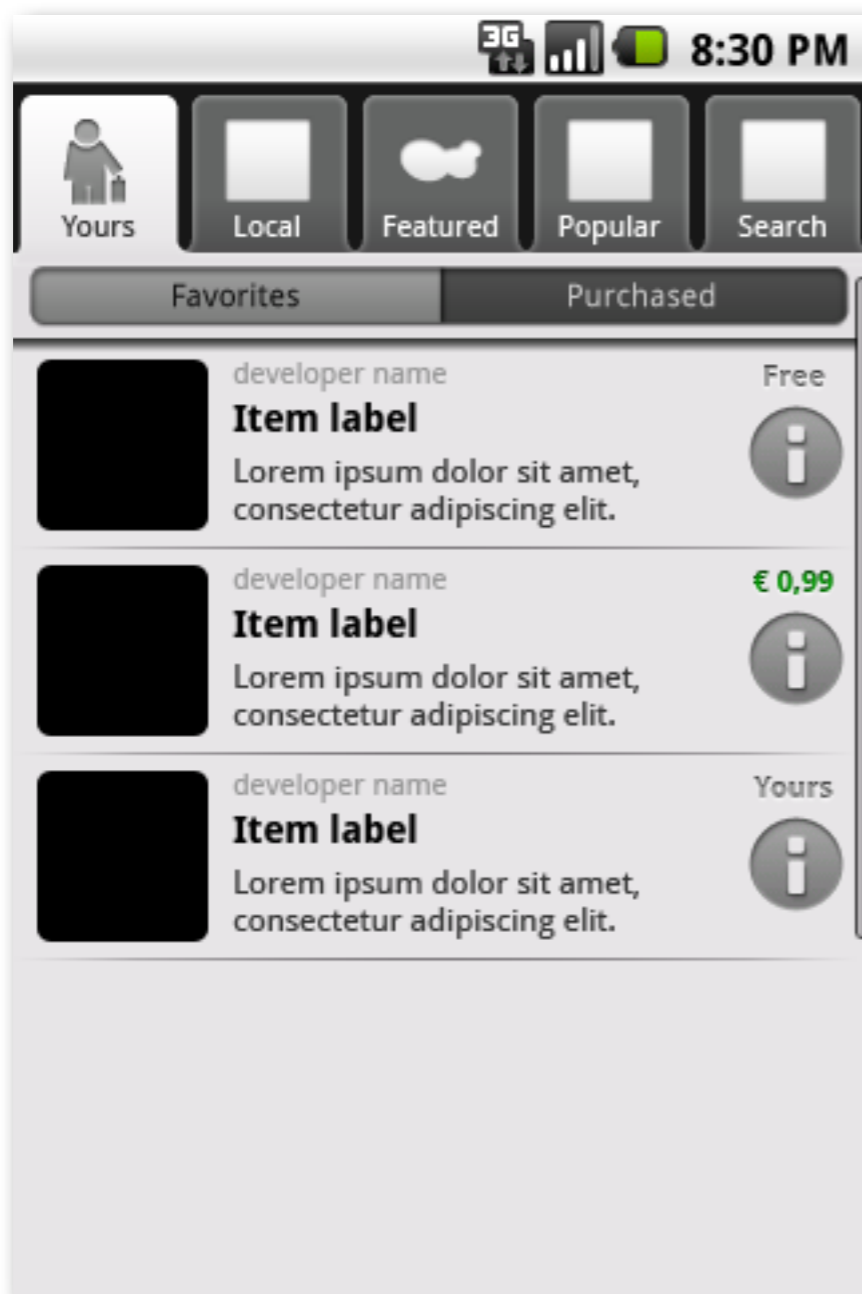
Today we're happy to start sharing the first steps of our paid layers program.

In this document you can find our estimated launch dates, payment structure, pay-outs and the benefits of publishing your content on our platform.

The background of the slide is a dark, out-of-focus bokeh of various colored lights, including red, orange, yellow, green, blue, and purple, creating a festive or abstract atmosphere.

What are paid layers?

Paid layers are layers that can be sold to end-users within the application.



Note: These are mock-ups



What's in it for you?

**The launch of paid layers
gives Publishers the
opportunity to earn money
with your Layar content.**

The background of the slide is a dark, out-of-focus bokeh of colorful lights in various colors including red, orange, yellow, green, blue, and purple. The lights are scattered across the frame, creating a soft, glowing effect.

Some of the benefits

- ☞ Available on multiple device platforms (No technical hassle);
- ☞ Immediate reach to over a million active users (growing!);
- ☞ Dashboard with your financial reports and administration;
- ☞ Published in under 48 hours, no setup fee.

The best way to deliver your AR experiences to the widest audience possible



The Launch

With Pay-Pal as our first payment service provider.

This gives Publishers the opportunity to sell their content to all residents of these countries:

☞ United States

☞ Canada

☞ Australia

☞ United Kingdom

**Launch dates: Android end of April, iPhone May.
Other countries will follow in the near future**

These currencies are supported:

- ☞ **US Dollars (USD) - United States**
- ☞ **Canadian Dollars (CAD) - Canada**
- ☞ **Australian Dollars (AUD) - Australia**
- ☞ **British Pound (GBP)- United Kingdom**

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How does it work?

A publisher section will be added to our website in order to:

- ☞ Assign permissions and roles;**
- ☞ Change the status of your paid layer within the publication process;**
- ☞ Enter your account and bank details;**
- ☞ Set your price group;**
- ☞ Attach additional layer information.**

The background of the slide is a dark, out-of-focus bokeh of various colored lights, including red, orange, yellow, green, blue, and purple, creating a festive or celebratory atmosphere.

Price group

For each paid layer, you will have to select a price group. This defines the price to which your users will purchase your layer.

This price group will determine the price for the end-user throughout all countries.

It's not possible to have different price groups for the same paid layer.

Price Group USA

	USA					
	USD			EU	Non EU	
	User	tax	excl tax	Cont. Prov	Cont. Prov	
group 10	1.95	0.31	1.64	0.98	1.17	
group 20	2.75	0.44	2.31	1.39	1.65	
group 30	3.45	0.55	2.90	1.74	2.07	
group 40	4.15	0.66	3.49	2.09	2.49	
group 50	5.49	0.88	4.61	2.77	3.29	
group 60	6.89	1.10	5.79	3.47	4.13	
group 70	8.25	1.32	6.93	4.16	4.95	
group 80	9.60	1.53	8.07	4.84	5.76	
group 90	10.99	1.75	9.24	5.54	6.59	
group 100	12.35	1.97	10.38	6.23	7.41	
group 110	13.75	2.20	11.55	6.93	8.25	
group 120	15.10	2.41	12.69	7.61	9.06	
group 130	16.49	2.63	13.86	8.31	9.89	
group 140	17.85	2.85	15.00	9.00	10.71	
group 150	19.20	3.07	16.13	9.68	11.52	
group 160	20.59	3.29	17.30	10.38	12.35	

Price Group Australia

	Australia					
	AUD			EU	Non EU	
	User	tax	excl tax	Cont. Prov	Cont. Prov	
group 10	2.15	0.34	1.81	1.08	1.29	
group 20	3.05	0.49	2.56	1.54	1.83	
group 30	3.79	0.61	3.18	1.91	2.27	
group 40	4.59	0.73	3.86	2.31	2.75	
group 50	6.10	0.97	5.13	3.08	3.66	
group 60	7.59	1.21	6.38	3.83	4.55	
group 70	9.15	1.46	7.69	4.61	5.49	
group 80	10.65	1.70	8.95	5.37	6.39	
group 90	12.15	1.94	10.21	6.13	7.29	
group 100	13.70	2.19	11.51	6.91	8.22	
group 110	15.20	2.43	12.77	7.66	9.12	
group 120	16.75	2.67	14.08	8.45	10.05	
group 130	18.25	2.91	15.34	9.20	10.95	
group 140	19.75	3.15	16.60	9.96	11.85	
group 150	21.29	3.40	17.89	10.73	12.77	
group 160	22.85	3.65	19.20	11.52	13.71	

Price Group Canada

Canada						
	CAD				EU	Non EU
		User	tax	excl tax	Cont. Prov	Cont. Prov
group 10		1.99	0.32	1.67	1.00	1.19
group 20		2.89	0.46	2.43	1.46	1.73
group 30		3.59	0.57	3.02	1.81	2.15
group 40		4.29	0.68	3.61	2.16	2.57
group 50		5.75	0.92	4.83	2.90	3.45
group 60		7.19	1.15	6.04	3.63	4.31
group 70		8.59	1.37	7.22	4.33	5.15
group 80		10.00	1.60	8.40	5.04	6.00
group 90		11.49	1.83	9.66	5.79	6.89
group 100		12.89	2.06	10.83	6.50	7.73
group 110		14.35	2.29	12.06	7.24	8.61
group 120		15.79	2.52	13.27	7.96	9.47
group 130		17.19	2.74	14.45	8.67	10.31
group 140		18.69	2.98	15.71	9.42	11.21
group 150		20.05	3.20	16.85	10.11	12.03
group 160		21.49	3.43	18.06	10.84	12.89

Price Group UK

UK						
	GBP				EU	Non EU
		User	tax	excl tax	Cont. Prov	Cont. Prov
group 10		1.25	0.20	1.05	0.63	0.75
group 20		1.75	0.28	1.47	0.88	1.05
group 30		2.19	0.35	1.84	1.10	1.31
group 40		2.69	0.43	2.26	1.36	1.61
group 50		3.49	0.56	2.93	1.76	2.09
group 60		4.39	0.70	3.69	2.21	2.63
group 70		5.25	0.84	4.41	2.65	3.15
group 80		6.15	0.98	5.17	3.10	3.69
group 90		6.99	1.12	5.87	3.52	4.19
group 100		7.85	1.25	6.60	3.96	4.71
group 110		8.70	1.39	7.31	4.39	5.22
group 120		9.59	1.53	8.06	4.84	5.75
group 130		10.45	1.67	8.78	5.27	6.27
group 140		11.35	1.81	9.54	5.72	6.81
group 150		12.19	1.95	10.24	6.15	7.31
group 160		13.15	2.10	11.05	6.63	7.89

Example:

You're an American Publisher who wants to offer City Guides as a paid layer.

**You decided to sell it for 2.75 USD (price group 20).
This results in the following prices per country:**

USD 2,75

USA						
USD		EU			Non EU	
	User	tax	excl tax	Cont. Prov	Cont. Prov	
group 10	1.95	0.31	1.64	0.98	1.17	
group 20	2.75	0.44	2.31	1.39	1.65	
group 30	3.45	0.55	2.90	1.74	2.07	
group 40	4.15	0.66	3.49	2.09	2.49	
group 50	5.49	0.88	4.61	2.77	3.29	
group 60	6.89	1.10	5.79	3.47	4.13	
group 70	8.25	1.32	6.93	4.16	4.95	
group 80	9.60	1.53	8.07	4.84	5.76	
group 90	10.99	1.75	9.24	5.54	6.59	
group 100	12.35	1.97	10.38	6.23	7.41	
group 110	13.75	2.20	11.55	6.93	8.25	
group 120	15.10	2.41	12.69	7.61	9.06	
group 130	16.49	2.63	13.86	8.31	9.89	
group 140	17.85	2.85	15.00	9.00	10.71	
group 150	19.20	3.07	16.13	9.68	11.52	
group 160	20.59	3.29	17.30	10.38	12.35	

CAD 2,89

Canada						
CAD		EU			Non EU	
	User	tax	excl tax	Cont. Prov	Cont. Prov	
group 10	1.99	0.32	1.67	1.00	1.19	
group 20	2.89	0.46	2.43	1.46	1.73	
group 30	3.59	0.57	3.02	1.81	2.15	
group 40	4.29	0.68	3.61	2.16	2.57	
group 50	5.75	0.92	4.83	2.90	3.45	
group 60	7.19	1.15	6.04	3.63	4.31	
group 70	8.59	1.37	7.22	4.33	5.15	
group 80	10.00	1.60	8.40	5.04	6.00	
group 90	11.49	1.83	9.66	5.79	6.89	
group 100	12.89	2.06	10.83	6.50	7.73	
group 110	14.35	2.29	12.06	7.24	8.61	
group 120	15.79	2.52	13.27	7.96	9.47	
group 130	17.19	2.74	14.45	8.67	10.31	
group 140	18.69	2.98	15.71	9.42	11.21	
group 150	20.05	3.20	16.85	10.11	12.03	
group 160	21.49	3.43	18.06	10.84	12.89	

GBP 1,75

UK						
GBP		EU			Non EU	
	User	tax	excl tax	Cont. Prov	Cont. Prov	
group 10	1.25	0.20	1.05	0.63	0.75	
group 20	1.75	0.28	1.47	0.88	1.05	
group 30	2.19	0.35	1.84	1.10	1.31	
group 40	2.69	0.43	2.26	1.36	1.61	
group 50	3.49	0.56	2.93	1.76	2.09	
group 60	4.39	0.70	3.69	2.21	2.63	
group 70	5.25	0.84	4.41	2.65	3.15	
group 80	6.15	0.98	5.17	3.10	3.69	
group 90	6.99	1.12	5.87	3.52	4.19	
group 100	7.85	1.25	6.60	3.96	4.71	
group 110	8.70	1.39	7.31	4.39	5.22	
group 120	9.59	1.53	8.06	4.84	5.75	
group 130	10.45	1.67	8.78	5.27	6.27	
group 140	11.35	1.81	9.54	5.72	6.81	
group 150	12.19	1.95	10.24	6.15	7.31	
group 160	13.15	2.10	11.05	6.63	7.89	

AUD 3,05

Australia						
AUD		EU			Non EU	
	User	tax	excl tax	Cont. Prov	Cont. Prov	
group 10	2.15	0.34	1.81	1.08	1.29	
group 20	3.05	0.49	2.56	1.54	1.83	
group 30	3.79	0.61	3.18	1.91	2.27	
group 40	4.59	0.73	3.86	2.31	2.75	
group 50	6.10	0.97	5.13	3.08	3.66	
group 60	7.59	1.21	6.38	3.83	4.55	
group 70	9.15	1.46	7.69	4.61	5.49	
group 80	10.65	1.70	8.95	5.37	6.39	
group 90	12.15	1.94	10.21	6.13	7.29	
group 100	13.70	2.19	11.51	6.91	8.22	
group 110	15.20	2.43	12.77	7.66	9.12	
group 120	16.75	2.67	14.08	8.45	10.05	
group 130	18.25	2.91	15.34	9.20	10.95	
group 140	19.75	3.15	16.60	9.96	11.85	
group 150	21.29	3.40	17.89	10.73	12.77	
group 160	22.85	3.65	19.20	11.52	13.71	

Taxes

Layar handles all VAT (sales tax) obligations of 19% for paid layers bought by EU residents.

This applies for the following countries:

Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Luxembourg, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Denmark, Sweden and United Kingdom

**Selling to residents of the EU will affect
your pay-out, because we support our
Queen (and the governments) with 19% tax
sales**

USA						
USD					EU	Non EU
		User	tax	excl tax	Cont. Prov	Cont. Prov
group 10		1.95	0.31	1.64	0.98	1.17
group 20		2.75	0.44	2.31	1.39	1.65
group 30		3.45	0.55	2.90	1.74	2.07
group 40		4.15	0.66	3.49	2.09	2.49
group 50		5.49	0.88	4.61	2.77	3.29
group 60		6.89	1.10	5.79	3.47	4.13
group 70		8.25	1.32	6.93	4.16	4.95
group 80		9.60	1.53	8.07	4.84	5.76
group 90		10.99	1.75	9.24	5.54	6.59
group 100		12.35	1.97	10.38	6.23	7.41
group 110		13.75	2.20	11.55	6.93	8.25
group 120		15.10	2.41	12.69	7.61	9.06
group 130		16.49	2.63	13.86	8.31	9.89
group 140		17.85	2.85	15.00	9.00	10.71
group 150		19.20	3.07	16.13	9.68	11.52
group 160		20.59	3.29	17.30	10.38	12.35

Canada						
CAD					EU	Non EU
		User	tax	excl tax	Cont. Prov	Cont. Prov
group 10		1.99	0.32	1.67	1.00	1.19
group 20		2.89	0.46	2.43	1.46	1.73
group 30		3.59	0.57	3.02	1.81	2.15
group 40		4.29	0.68	3.61	2.16	2.57
group 50		5.75	0.92	4.83	2.90	3.45
group 60		7.19	1.15	6.04	3.63	4.31
group 70		8.59	1.37	7.22	4.33	5.15
group 80		10.00	1.60	8.40	5.04	6.00
group 90		11.49	1.83	9.66	5.79	6.89
group 100		12.89	2.06	10.83	6.50	7.73
group 110		14.35	2.29	12.06	7.24	8.61
group 120		15.79	2.52	13.27	7.96	9.47
group 130		17.19	2.74	14.45	8.67	10.31
group 140		18.69	2.98	15.71	9.42	11.21
group 150		20.05	3.20	16.85	10.11	12.03
group 160		21.49	3.43	18.06	10.84	12.89

Difference between selling to EU and Non EU

UK						
GBP					EU	Non EU
		User	tax	excl tax	Cont. Prov	Cont. Prov
group 10		1.25	0.20	1.05	0.63	0.75
group 20		1.75	0.28	1.47	0.88	1.05
group 30		2.19	0.35	1.84	1.10	1.31
group 40		2.69	0.43	2.26	1.36	1.61
group 50		3.49	0.56	2.93	1.76	2.09
group 60		4.39	0.70	3.69	2.21	2.63
group 70		5.25	0.84	4.41	2.69	3.15
group 80		6.15	0.98	5.17	3.10	3.69
group 90		6.99	1.12	5.87	3.52	4.19
group 100		7.85	1.25	6.60	3.96	4.71
group 110		8.70	1.39	7.31	4.39	5.22
group 120		9.59	1.53	8.06	4.84	5.75
group 130		10.45	1.67	8.78	5.27	6.27
group 140		11.35	1.81	9.54	5.72	6.81
group 150		12.19	1.95	10.24	6.19	7.31
group 160		13.15	2.10	11.05	6.63	7.89

Australia						
AUD					EU	Non EU
		User	tax	excl tax	Cont. Prov	Cont. Prov
group 10		2.15	0.34	1.81	1.08	1.29
group 20		3.05	0.49	2.56	1.54	1.83
group 30		3.79	0.61	3.18	1.91	2.27
group 40		4.59	0.73	3.86	2.31	2.75
group 50		6.10	0.97	5.13	3.08	3.66
group 60		7.59	1.21	6.38	3.83	4.55
group 70		9.15	1.46	7.69	4.61	5.49
group 80		10.65	1.70	8.95	5.37	6.39
group 90		12.15	1.94	10.21	6.13	7.29
group 100		13.70	2.19	11.51	6.91	8.22
group 110		15.20	2.43	12.77	7.66	9.12
group 120		16.75	2.67	14.08	8.45	10.05
group 130		18.25	2.91	15.34	9.20	10.95
group 140		19.75	3.15	16.60	9.96	11.85
group 150		21.29	3.40	17.89	10.73	12.77
group 160		22.85	3.65	19.20	11.52	13.71



Your Pay-out

**As a Publisher of paid layers you get a 60%
revenue share.**

Pay-outs will be done once a month.

**Pay-out currency is based on the
Country of the Publisher's bank
address.**

Example

**Marc is a Developer from the Netherlands
and wants to earn money with his city
guides.**

He wants to sell his content in all major cities of Europe and US

He developed his layer and wants to start earning money

He wants to calculate his revenue.

**He knows that Layar must pay 19%
sales taxes for all paid layers bought
by EU residents**

Scenario:

Chris is a business man from the USA and decided to visit Amsterdam with his English friend Ben.

They arrived at the Central Station in Amsterdam and realized that they don't know their way around in Amsterdam. So they bought a paid layer.

Chris's phone (USA) shows the price in dollars, 2,75 USD

Ben's phone (UK) shows the price in pounds, 1,75 GBP

Calculation Time !!!

Seller: Marc

Buyers: Chris and Ben

Calculation table see slide 25

Gross earning per paid layer

Chris: 2.75 USD

Ben: 1.75 GBP

After revenue share

Chris - 1.39 USD >> revenue going to Marc

Ben - 1.05 GBP >> Oh no, Ben is a EU resident

Taxes 19%

Ben - 0.88 GBP >> revenue going to Marc

Net pay-out to Marc

- Pay-out currency Euro
(bank address in the Netherlands)**
- The earnings made in USD and GBP will be converted into Euros at pay-out day.**

The background of the slide is a dark, out-of-focus bokeh of various colored lights, including red, orange, yellow, green, blue, and purple, creating a vibrant and abstract pattern.

Steps to success

- ☞ **Create a layer which is interesting to sell**
- ☞ **Login on our publishing site**
- ☞ **Determine your price group**
- ☞ **Publish your paid layer**
- ☞ **Start earning money**



Get on board!

Get on board and become a launch partner!

Apply before the 5th of April. We will review your application and will let you know if you become a launching partner next week

Apply [here](#)

A background of out-of-focus, colorful light spots (bokeh) in various colors including red, orange, yellow, green, blue, and purple, set against a dark background. The lights are scattered across the frame, creating a festive and vibrant atmosphere.

FAQ

Will you add additional currencies?

When we introduce global payments additional currencies will be added.

How do you determine the EU versus non EU users?

This will be determined based on the country code of the users pay-pal account.

How do you determine the selling price for the end-users?

This will be determined by your selection of a price group. It's not possible to have different price groups for multiple countries for one premium content layer.

How will you determine the displayed currency on the users device?

Displayed currency in the client will be determined by the country code of the users settings.

How will you determine the currency of the pay-outs?

The currency of the pay-outs will be determined and based on the country code of the publishers's bank address/account.

**Feedback and questions
can be sent to
maurice@layar.com**