

# Freemium/Premium



**FREE**



**PREMIUM**

# Workshop: Freemium/Premium

- Is this information / service already easily available somewhere else, that you can access? (freemium)
- Does this information / service require non-existing information / services that require additional resources from the provider? (premium)
- Does this information provide considerable value (premium) or not (freemium)?
- Does this information/service lead to considerable time saving on the part of the user (premium) or not (freemium)?
- Would you rather purchase the more sophisticated service (premium) or use a free version of the service requiring more work in-house (freemium)?
- Does the service provide you with information / services that would create value and be otherwise unattainable (premium)

# Workshop: Freemium/ Premium debate

Discuss & debate – move your card from one box to the other if convinced otherwise