In the new age of subscriptions for media where content can be found for free through a multitude of digital channels, not only do businesses have to prove their value at every commerce, billing and finance touch point, they must also find different ways to monetize. Digital media businesses need a solution that can price for content as a flat fee per usage or one-time fee while still delivering a seamless end-to-end subscriber experience so the business can focus on creating content. The reference architecture below describes the data flow between Zuora and all other applications within the Media ecosystem.