

Press Release

ltv-PM_LinguaTV_PremiumAccount+Relaunch_2015-11-26

Video-based Language Learning Platform LinguaTV: A new subscription model for private customers

Berlin – The online video-based language learning platform LinguaTV (www.linguatv.com) is now working along the lines of a subscription basis, that is to say by monthly subscription of three, six or twelve months. With this offer the E-Learning Provider is responding to the growing need for intensive, internet-based foreign language learning.

Instead of the previous restriction on booking only single courses, with the newly introduced more flexible Premium Account the customers of the foreign language learning platform are now able to choose several courses from the entire range – irrespective of the language or level. In this way they have access to over 50 courses and can complete different language courses either in parallel or one after the other.

Philip Gienandt, Managing Director of LinguaTV GmbH, explains this development as follows: “This change is in response to the wishes of our customers. Most of customers want to learn a foreign language in an intensive and sustainable way. So they prefer to access several language courses at once during their subscription, for example several English courses that build upon one another. Many users also learn different languages over a period of years, for example Business English for their work and Spanish for their leisure. Our new model of subscription is significantly easier and more user-friendly than only being able to book single courses.”

The price of the online language courses is dependent upon the length of the user’s LinguaTV subscription: three, six or twelve months. The longer the subscription, the more courses can be selected and the cheaper the average monthly cost of each course. For example, a six-month course costs 24.90 € per month, whereas a twelve-month costs only 19.90 € per month.

The simplified model of subscription was introduced as part of the provider’s website re-launch. Since November the language-learning platform has a new design and structure. Philip Gienandt explains: “We wanted to do justice to the various requirements of customers – private users, companies and educational establishments – by presenting the relevant information in a more transparent and explicit way. Thanks to this significant simplification of our user experience, our customers can now find their language courses and other relevant information more quickly and simply than ever before.”

Further information can be found at www.linguatv.com

About LinguaTV GmbH

The innovative language-learning platform www.linguatv.com offers professionally produced training videos that show how mother-tongue speakers speak their respective language in the context of authentic situations. Realistic dialogues convey practice-oriented vocabulary and accurate pronunciation as well as distinct cultural aspects of communication. The audio-visual learning material is complemented by an extensive range of online learning tools, interactive exercises, games, progress reports and group learning that facilitate a multi-media and personalised form of language learning.

LinguaTV's concept has received many international awards, amongst others, the ELTons International Award from the British Council and the Comenius Edumedia Seal in 2010 and 2013. It was also awarded best video-based, internet language learning platform and best mobile language course application by the German Initiative for Small and Medium Enterprises in 2012.

The flexible and modular E-Learning is geared to the demands of modern vocational training and was specifically designed for use in businesses and educational establishments. It provides an up-to-date method of learning languages, independent of time and place, and is optimised for the use of PCs, laptops and other mobile devices.

For more information contact:

LinguaTV GmbH
Philip Gienandt

Milastr. 4
D-10437 Berlin / Germany

Phone: +49-(0)30-42802750
E-Mail: presse@linguatv.com
Website: www.linguatv.com
Pressebereich: www.linguatv.com/presse.html