

Starbucks gets frothy NY Times digital deal

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An exterior view of a Starbucks on December 27, 2012 in the Chinatown neighborhood of Washington, DC. The New York Times and Starbucks are teaming up to give coffee drinkers a way to leap over the newspaper's digital paywall—as long as beverages are savored in stores.

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A partnership announced Wednesday will give [Starbucks](#) customers free

digital access to 15 articles per day on NYTimes.com.

Customers who are logged into the Starbucks Digital Network in its US shops will be able to access up to three articles from five separate sections per day, including top news, business and technology.

The move comes with the US daily moving to tighten up its paywall, which allows limited free access while providing full access for paid subscribers.

"Starbucks is the ideal setting for The Times to offer enhanced digital access," said Yasmin Namini, the venerable newspaper's [senior vice president](#) for marketing and circulation.

"Customers on SDN will discover a diverse selection of Times content updated in real-time, from the day's top stories to more in-depth features and opinion."

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