

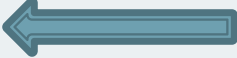
Everything is being compressed into tiny tablets.  
You take a little pill of news every day - 23  
minutes - and that's supposed to be enough.

Walter Cronkite



The future of the news business

# Course outline

Date	Topic	You are here
3/22	Overview	
3/29	The business of news: content, ads, and distribution	
4/12	The journalism profession	
4/19	Culture, law, and politics	
4/26	The news is plural	

# In the news

## The New York Times

### Late Edition

Today, periodic clouds and sun, breezy, high 57. Tonight, partly cloudy, colder, low 38. Tomorrow, some sun, then cloudy, high 57. Weather map appears on Page A20.

© 2012 The New York Times

NEW YORK, THURSDAY, MARCH 29, 2012

\$2.50



### *On Day 3, Justices Weigh What-Ifs of Health Ruling*

*Court Appears Split on Fate of the Overhaul if the Mandate Is Struck Down*

By ADAM LIPTAK

WASHINGTON — The day after the Supreme Court suggested that President Obama's health care law might be in danger of being held unconstitutional, the justices on Wednesday turned their attention to the practical consequences and political reali-

health care law mapping strategies for the months until the court decides the case, probably in late June, and for the aftermath of that ruling.

In a 90-minute morning session, the justices considered the consequences of striking down

# The Boston Globe's faster horse

3/29/12

The Boston Globe ePaper Edition - Boston Globe - 29 Mar 2012 - Page #1

VOLUME 281  
NUMBER 89

Suggested retail price  
\$1.00  
\$1.20 outside of  
Metro Boston

## The Boston Globe

THURSDAY, MARCH 29, 2012

GLOOM OF ONE'S OWN

TODAY: Mostly cloudy and breezy.  
High 43-50, Low 31-36.

TOMORROW: Mostly sunny and  
breezy. High 49-53, Low 34-39.

HIGH TIDE: 4:16 a.m., 4:54 p.m.

SUNRISE: 6:31 SUNSET: 7:07

FULL REPORT: PAGE B15



BRIAN BECHLER FOR THE BOSTON GLOBE

News of the proposed MBTA fare increases frustrated many riders, but relieved others who were worried about service cuts.

## Court appears split on future of health law if mandate is out

Questions focus on expanded care not cited in case

By Tracy Jan  
GLOBE STAFF

WASHINGTON — A Supreme Court clearly divided over the constitutionality of President Obama's health care law appeared split as well on Wednesday over whether parts of the law should stand if the court rejects its core mandate that nearly all Americans obtain insurance.

Hansing in the balance would

## Ruling may pose test for candidates

By Matt Viser  
GLOBE STAFF

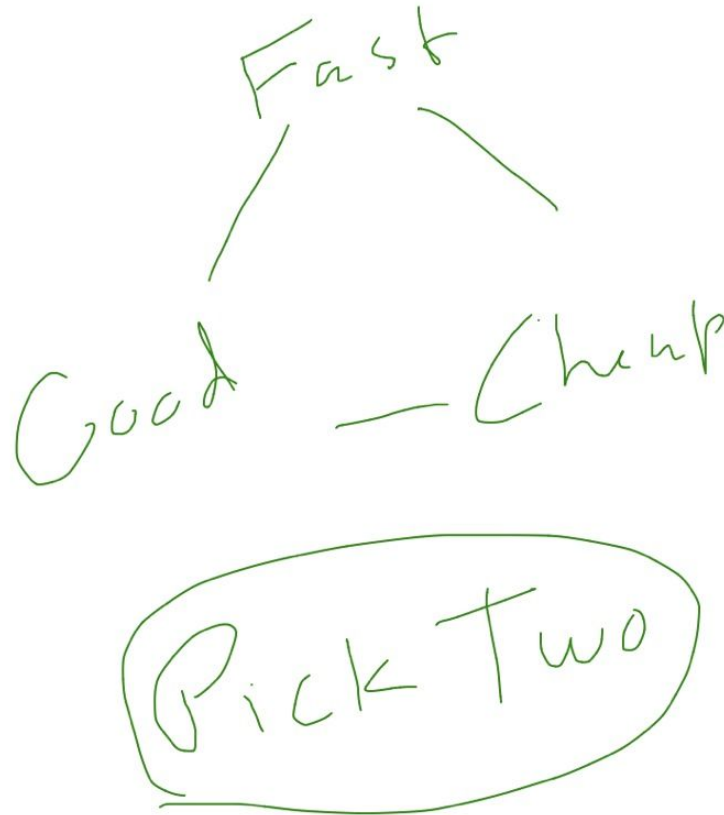
WASHINGTON — It was among the day's most probing questions about health care, with ramifications for tens of millions of Americans and the presidential campaign.

But it did not come from a Su-

# The business of news

- ▶ Points to remember
- ▶ Where do we get our content?
- ▶ How do we pay for the news?
- ▶ How does the news get to us?
- ▶ How's it working?

# Points to remember





# Where do we get our content

- ▶ Reporters
  - Local
  - National
  - International
  - Data journalists
- ▶ Bloggers
  - [The Twitter User Who Broke News Of Whitney Houston's Death An HOUR Before The Press](#)
  - [Here's the guy who unwittingly live-tweeted the raid on Bin Laden](#)
- ▶ Wire services and syndicators
  - News
  - Features

# or by Robots ...

## Red Sox Fall 4-3 in Walk Off to Orioles

Filed under **Game Recap** on September 29th, 2011

Wed, Sep 28 2011, 7:05 PM

Camden Yards



**Red Sox 3**  
(90-72)



**Orioles 4**  
(69-93)

	1	2	3	4	5	6	7	8	9	R	H	E
BOS	0	0	1	1	1	0	0	0	0	3	11	0
BAL	0	0	2	0	0	0	0	0	2	4	7	2

W: J. Johnson (6-5)  
L: J. Papelbon (4-1)  
H: A. Aceves (10)  
H: D. Bard (33)

J.J. Hardy got his 30th home run of the season and Robert Andino smacked a game-winning single in the ninth as the Red Sox fell to Baltimore, 4-3. The Red Sox dropped the road series two games to one and slipped to third place in the AL East. ....



# How do we pay for the news

- ▶ Ads
- ▶ Subscriptions
- ▶ Subsidies
- ▶ Freemium and paywalls
  - [GlobalPost](#)
  - [Politico](#)
  - [GigaOM Pro](#)

Publication	Print (7 days)	Online only	Sunday Only	Combo	Notes
Worcester Telegram	\$179.40	\$143.52	\$130.00	\$193.18	26 weeks x2
Boston Globe	\$403.00	\$182.00	\$130.00	\$193.18	Kindle version \$14.99/month
Boston Herald	n/a	\$122.72	n/a	n/a	Electronic edition (replica)
New York Times	\$400.40	\$455.00	\$202.80		Digital includes mobile
Wall Street Journal	n/a	\$207.48	n/a	\$501.80	
Gardner News	\$179.40	\$84.00		\$194.40	
Athol Daily News	\$171.60	\$99.99			
Landmark	\$37.00			\$37.00	Weekly - Senior rate \$35/year

“For the moment at least, the most promising experiment in user support means forgoing mass in favor of passion; this may be the year where we see how papers figure out how to reward the people most committed to their long-term survival.”

[Clay Shirky](#)

## A chance to engage with customers

# How we saw the future

- ▶ [1981 TV news report on online newspapers](#)

# Reflections from a Times exec

- ▶ They soon learned that the Web doesn't wait.
- ▶ It was, and is, hard to do print, then digital.
- ▶ No one else was charging for content and they wanted to build a brand and presence.
- ▶ People read the paper slowly, "whereas on the Web, it's fast, it's quick. It's people get in. They get out."
- ▶ Bloggers were pushing into the newspaper's turf.

Martin Nisenholtz, CEO of New York Times Digital [in 2001](#)

# Distribution – how do we get our news

- ▶ Print
- ▶ Broadcast
  - Over the air
  - Cable
  - Radio
- ▶ Internet
  - News sites
  - Internet radio and television
  - Social media
    - Facebook
    - Twitter

# Early New York Times online



## The New York Times

ON THE WEB

knicks NEW!  
celtics  
one on one  
newyork.boston.com

"All the News That's Fit to Print"

Tuesday, November 12, 1996

### SECTIONS

- Front Page • CyberTimes
- Politics • Business
- Editorials/Letters • Op-Ed
- Arts & Leisure • Travel
- Real Estate • Job Market
- Diversions • Web Specials

### NEWS BY CATEGORY

CLASSIFIEDS | FORUMS

SERVICES | SEARCH

TABLE OF CONTENTS



Crowds Looking for Food in Zaire

### LATE NEWS UPDATE

Two Aircraft Collide  
In Air Near Delhi,  
Killing About 350

### IN CYBERTIMES

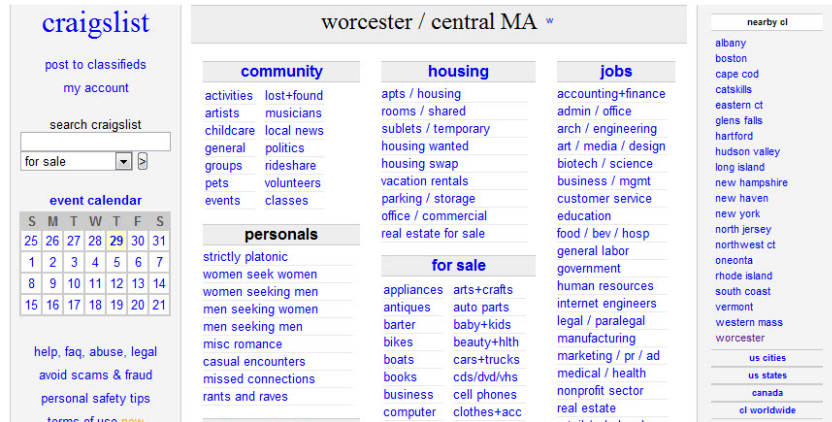
Europe Betting on  
Self-Regulation to  
Control the Internet



# How is it working?

- ▶ Gathering the content
- ▶ Paying for the news
- ▶ Getting the news

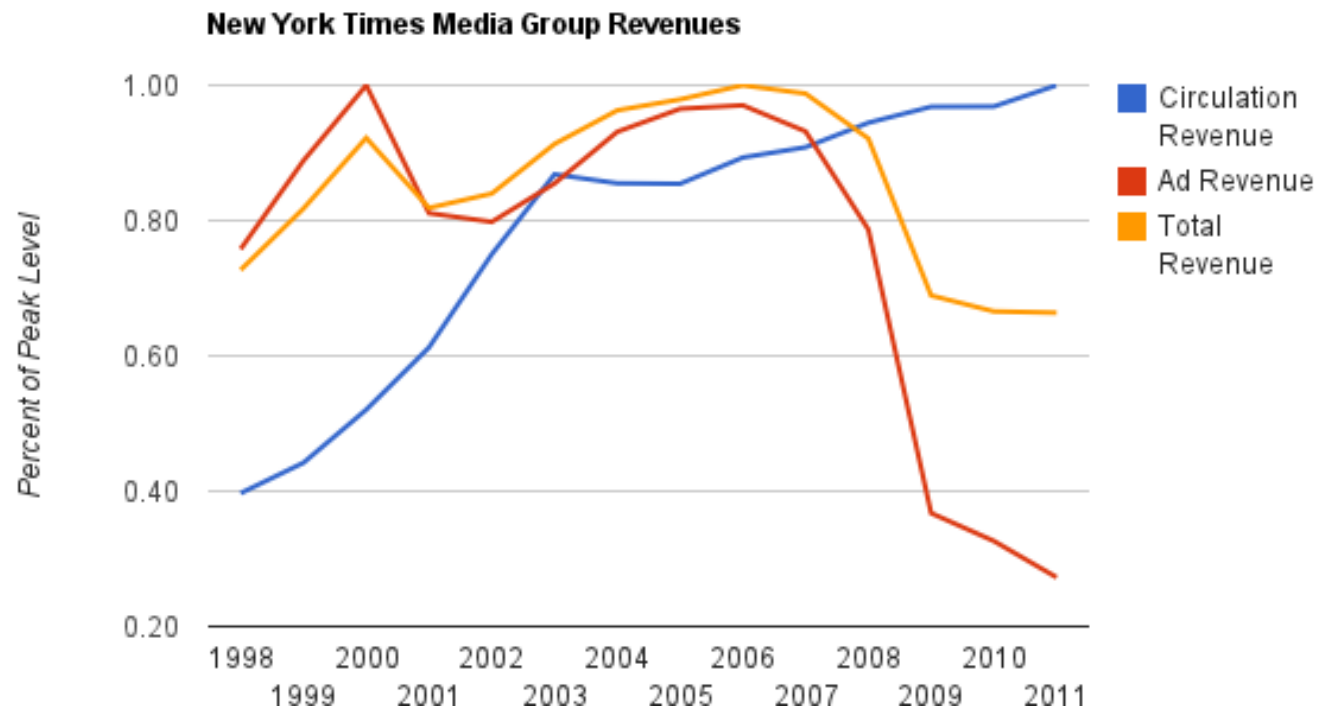
# Craigslist



## About Craigslist

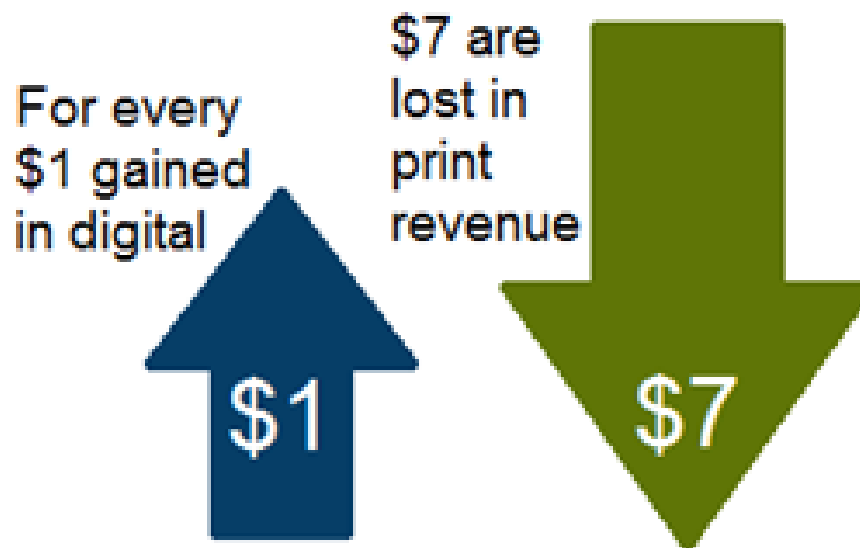
- ▶ [about > factsheet](#)
- ▶ [Truthiness in Digital Media](#)
- ▶ [craigconnects](#)

# Visualizing NYT Co. Paywall Math



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## Digital Gains Don't Make Up for Print Losses



PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

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**It's not working yet**

[The search for a new business model](#)

# The old exits before the new is ready

- ▶ Total revenue is about \$11 in print for every \$1 online
- ▶ Only 40% said that targeted advertising is a major part of their sales effort.
- ▶ The majority of papers focus their digital sales banner ads and digital classifieds.
- ▶ Daily Deals accounted for 5% of overall digital revenue in 2011.
- ▶ Mobile advertising accounted for only 1% of the digital revenue in 2011
- ▶ Almost half (44%) were trying to develop revenue with events, consulting , or new business products.
- ▶ The sales reps are still focusing on print by about 3-1.

[The search for a new business model](#)

What mistakes are businesses making in their marketing?

Today, 80 or 90 percent of media dollars are spent offline, but 60 percent of consumer media time is online.

[Source](#)

# Maybe, it's the advertisers

# Making it work

- ▶ People  
Few newspapers know their combined print and digital audiences as a single audience.
- ▶ Product  
This is a simple question of content.
- ▶ Presentation  
It has to be visually appealing and easy to use.
- ▶ Pricing:  
Finding the right price for print and digital requires testing.
- ▶ Promotion:  
All-access makes better sense for all age groups.

[The newsonomics of paywalls all over the world](#)

Nieman Journalism Lab



# Turn Newspapers Into Firewood

