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When print newspapers were the predominant form of reliable information on current events, media magnets created a business model that reduced their companies' dependence on newspaper boys selling dailies on street corners. News carriers began delivering their employer's papers to the offices of local businesses, and later, private homes.

Table 7 from [Business Models of Newspaper Publishing ...](#) overview of business models, major players, frequency and means of publication, circulation and readership. This informs a detailed analysis of current trends, the challenges faced by publishers and the range of actions that publishers have taken in response to sustained threats to the industry.

**New Business Models for Media Companies | News Media Alliance**

A business model for the e-newspaper from a customer perspective Ton AM Spil University of Twente a.a.m.spil@utwente.nl Martijn Suijkerbuijk University of Twente m.suijkerbuijk42@gmail.com Abstract The e-newspaper will in time replace the traditional newspaper, but today a successful business model

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Those publishing houses that have developed a strong membership, subscription model or multiple revenue streams will be more financially stable. Increasing revenue streams is another good measure to ensure a more stable cash flow. However, these must be relevant to the business model as well as the readers and offer clear value.

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When publishers think of changing their business model, Greg said, perhaps "we should think about content portfolios, [i.e.] different content with different business models... "We will have news content for example that will not be profitable any time, but it is important because it attracts users...

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It's hardly controversial to note that the traditional business model for most publishers, particularly newspapers, is obsolete. Absent the geographic monopolies formerly imposed by owning distribution, newspapers have nothing to offer advertisers: the sort of advertising that was formerly done in newspapers, both classified and display, is better done online.

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