

## WAN-IFRA releases new report for newspapers

The World Association of Newspapers and News Publishers (WAN-IFRA) has launched its *New revenue models for newspaper companies* report as part of the Shaping the Future of the Newspaper project.



The report examines the viability of paid-for online content and other approaches including endowments, memberships and syndication, foundation grants, government subsidies and tax breaks, mobile subscriptions, not-for-profit entities and hyperlocal websites.

The heart of the issue is the "paid versus free" debate, and the opportunities for newspaper companies to charge for their valuable content online. Though the report documents the public's general unwillingness to pay for content, it also shows that about 10 percent of loyal readers are willing to do so. Developing the appropriate payment plan can result in significant revenues from these most loyal users, while creating more opportunities in the newsroom to provide them with the quality content they demand.

The report explores several paid content models, including micropayments, and examines the strategies of newspapers that are developing them, including *The New York Times*, News Corp. publications, and many others. It also cites researchers, entrepreneurs, academics and critics who evaluate paid content's potential and are helping to develop the new business models.

*New revenue models for newspaper companies* is available exclusively to members of WAN-IFRA, although the report's executive summary, and a chapter on "The Paid vs. Free Content Debate", are available to members and non-members alike. The summary and chapter can be downloaded, free of charge, at [www.wan-press.org/article18438.html](http://www.wan-press.org/article18438.html).

WAN-IFRA members can download the report, and other members-only Strategy Reports on a variety of subjects, from [www.futureofthenewspaper.com](http://www.futureofthenewspaper.com).