

# Murdoch's News Ltd set for Aussie paywall

SYDNEY: Rupert Murdoch's News Ltd is set to make readers of national broadsheet *The Australian* pay to read premium content online, a report said Monday.

Richard Freudenstein, chief executive of News Limited's digital business and *The Australian*, is due to outline in a speech in Sydney on Tuesday how the paper will begin charging for some material from later this year.

He is expected to announce a bundled strategy, under which subscribers to the print version of the paper will not have to pay as high a price as other readers for web or app usage, *The Australian* said.

"Similarly, *The Australian* will not charge for all content in the same way *The Times of London* has done but will adopt a model closer to *The New York Times* or *The Wall Street Journal* where some content remains free," it said.

News Ltd would not comment further ahead of Tuesday's announcement, which is not expected to cover *The Australian's* tabloid cousins such as Sydney's *Daily Telegraph* or Melbourne's *Herald-Sun*.

The move towards paywalls comes as newspapers grapple with the task of maintaining revenues as their product increasingly migrates towards digital platforms such as mobile phones and tablets.

Source: AFP