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### NYT first paywall attempt

- First experiment occurred in 1995
  Charged users who were outside of the US 535 per month for access. In place for two years
  Wanted to build franchise worldwide
  Changed to advertiser-supported, no fee registration



#### Outline

- History-Industry & NYT
- Paywall comparisons
   Strategy Fit?
   Pricing & promotions
   Transitions Is it working?
- Recommendations



- product (WSJ, Financial Times, NYT)

  Online advertising should be a part of every
- newspaper's business strategy Rebalance: 75% of any business' income should not come from one source. Develop new revenue and/or get more revenue from







### **Current competition**

- Financial Times
   No suspaid access
   Specialized content
   Wall Exceet Journal
   No suspaid access
   Specialized content
   The Times of London
   Introduced Poysiall in 2010 traffic dropped on
   No 170 AC
   No 170 AC



Rick Hill, Meredith Morovati and Chuck Roberson





### Strategy- Does it fit ?





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# **Newspaper Industry**

- A large number of players
- The Times, The Wall Street Journal, Washington Post, and others
- Entire industry has seen falling advertising revenue
- Accounted for 75% of revenue
- 52% of costs are due to producing papers in print

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