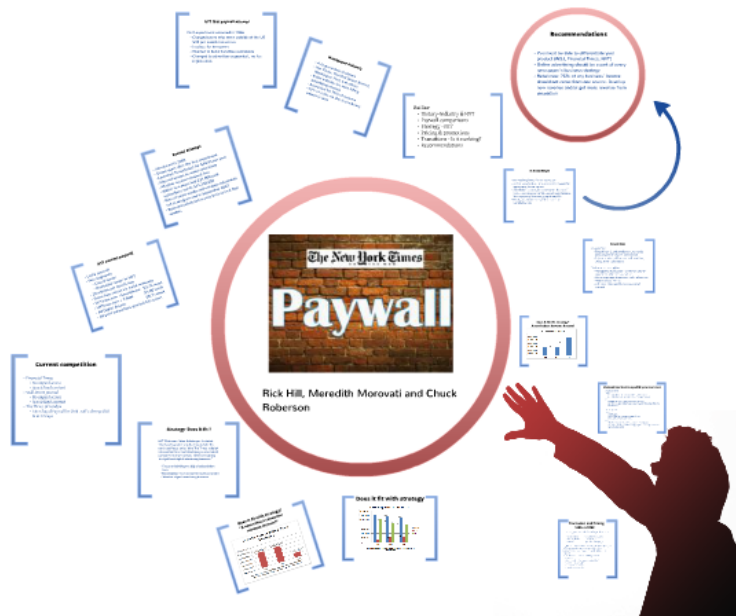
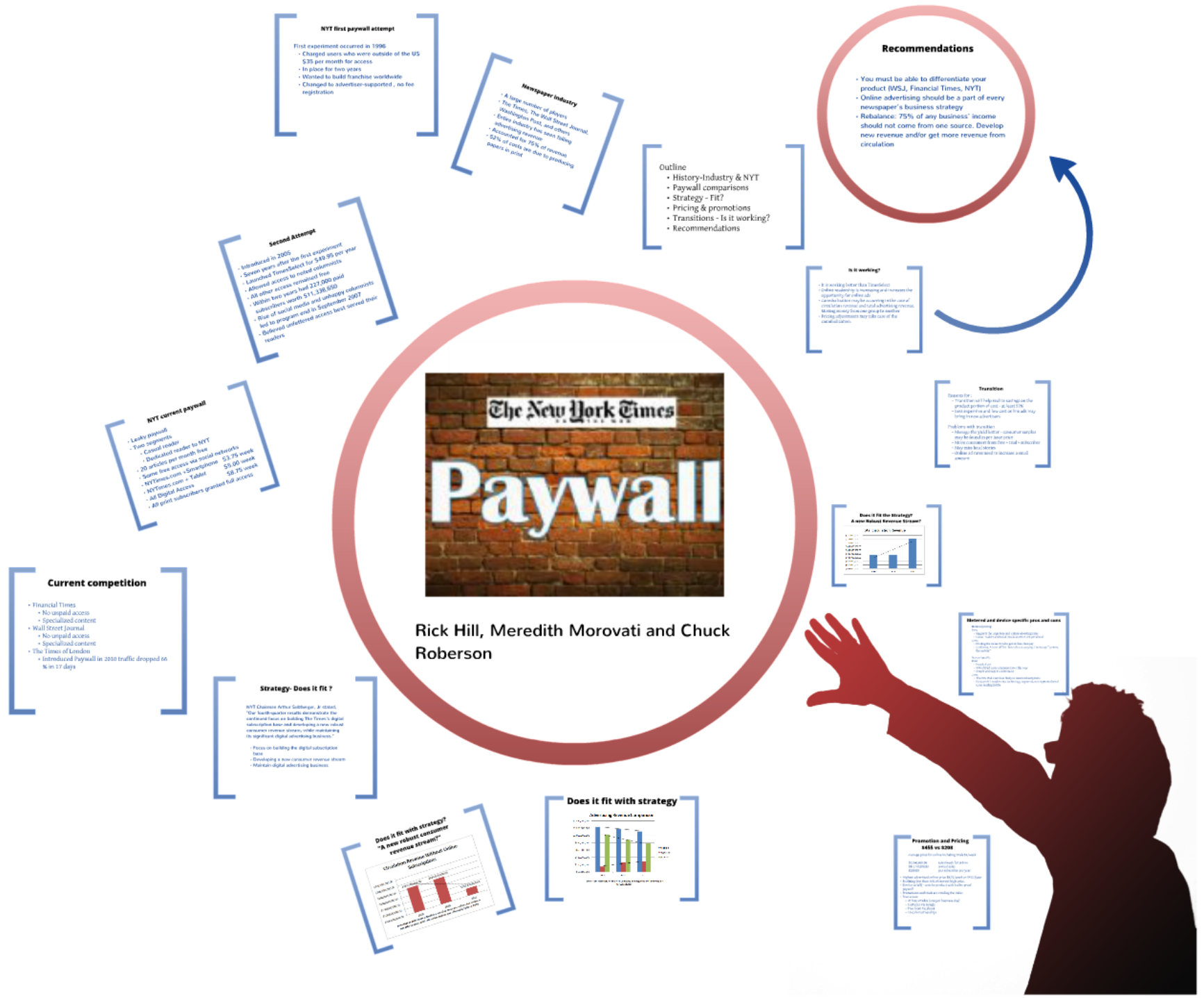


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Outline

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

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

