





# 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

# NYT first paywall attempt

First experiment occurred in 1996

- Charged users who were outside of the US \$35 per month for access
- In place for two years
- Wanted to build franchise worldwide
- Changed to advertiser-supported , no fee registration

## **Second Attempt**

- Introduced in 2005
- Seven years after the first experiment
- Launched TimesSelect for \$49.95 per year
- Allowed access to noted columnists
- All other access remained free
- Within two years had 227,000 paid subscribers worth \$11,338,650
- Rise of social media and unhappy columnists led to program end in September 2007
- Believed unfettered access best served their readers

# NYT current paywall

- Leaky paywall
- Two segments
  - Casual reader
  - Dedicated reader to NYT
- 20 articles per month free
- Some free access via social networks
- NYTimes.com + Smartphone \$3.75 week
- NYTimes.com + Tablet \$5.00 week
- All Digital Access \$8.75 week
- All print subscribers granted full access

# Current competition

- Financial Times
  - No unpaid access
  - Specialized content
- Wall Street Journal
  - No unpaid access
  - Specialized content
- The Times of London
  - Introduced Paywall in 2010 traffic dropped 66 % in 17 days