



The Future of the Press Online Strategies

New services and business models

Market
Report

This report provides a figure-backed examination of the press's migration to the web, analyses the lessons learned so far and how the written press in Europe and the United States is adapting to the transition, and identifies the options available to print publications.

Key questions

- Is the paywall model limited to providing premium business information?
- Can the press capture a portion of the, in part local, social network market?
- What role can the press play in the classified ads market when going head to head with internet pure players? Can newspapers lay claim to critical mass? Are alliances indispensable?
- How to combine B2C and B2B strategies? How to manage the growing use of video?
- What actual synergies are there between print and online editions: content, brand, promotion?
- Will there be a shift back from the free content to the paywall model?
- Do press operations need to be broken up?



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April 2008

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