



## International Journal of Economic Research

ISSN : 0972-9380

available at <http://www.serialsjournal.com>

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Volume 14 • Number 1 • 2017

## Print Media Business Model in Current Situation

V.S. Narayanan<sup>1</sup> and S. Ramachandran<sup>2</sup>

<sup>1</sup> Research Scholar, AMET University General Manager-Dinamalar Technical, Email: [nanamp@yaboo.com](mailto:nanamp@yaboo.com)

<sup>2</sup> Rector, AMET University, Email: [director.bschoo@ametuniv.ac.in](mailto:director.bschoo@ametuniv.ac.in)

**Abstract:** A newspaper is a unique product. Unlike packaged products or hard goods, it must continually change its appearance. Every day, it must look different enough to attract repeat buyers at the newsstands, but not so different that its identity is lost or blurred, writes W. Parkman Rankin (1986). Joad Raymond (1996) highlighted that News events are not born but made. As studies of modern newspapers have shown, a number of criteria determine the newsworthiness of any given event, from its certainty through its unexpectedness to its conformity to the reader's world view. The determined sample size is 150. The research study has been concluded that the newspaper industry there is a growing interest in the analysis of the duality of channels that distribute the latest news. The researcher tries to identify the main motivations that lead readers to read the newspapers and also the degree of perceived substitutability between digital and traditional newspapers. After a series of in-depth interviews and focus interviews it's identified that the four main motivations to read the newspaper are (1) to search for specific information, (2) to get updated news, (3) for leisure reasons, and (4) as a habit.

**Keywords:** Newspaper, lead readers, Motivations ...etc

### INTRODUCTION

Newspapers are not just about journalism printed with ink on paper anymore. They are expanding their reliable and sought-after branded content to a variety of media, including web, mobile, WebTV, Interactive TV, online video, podcasting, vodcasting, radio, magazines, citizen journalism and more in an effort to meet the needs of the audience - not just to sustain, but to increase market share, reports WAN, New Editorial Concepts (2006).

A newspaper is a unique product. Unlike packaged products or hard goods, it must continually change its appearance. Every day, it must look different enough to attract repeat buyers at the newsstands, but not so different that its identity is lost or blurred, writes W. Parkman Rankin (1986).

Newspapers have grown to be the oldest and most reliable source of news on the daily happenings. General interest newspapers publish stories on local, national, international, sports, crime, business, entertainment, editorials, cartoons, announcements and television listings. The publication of newspapers may be scheduled on a daily or weekly basis or at other regular intervals. It is regarded as the most conventional method in informing the public about what is happening around them from a local and global perspective. Technological progressions may have changed the scenario with the arrival of computers but newspapers still hold an important place in the everyday life of an individual. The future of newspapers has gained paramount importance as it needs to be seen how the rapid increase of the online media has affected the print media. Pointing out that an increasing number of people today read their news online, and in real time, Ram observed that both television and print media were in “inexorable decline” in developed countries or “mature” media markets (2010). The determined sample size is

### BRIEF REVIEW OF LITERATURE

*David Stephenson (1998)* mentioned that the first thing we can say is that news need to have an aspect of human interest stories in Journalism. The stories should resolve round the ideas. This seems to ignore that ideas will eventually affect people in some way and therefore become human interest stories in the end.

*Joad Raymond (1996)* highlighted that News events are not born but made. As studies of modern newspapers have shown, a number of criteria determine the newsworthiness of any given event, from its certainty through its unexpectedness to its conformity to the reader’s world view.

*Rob Kitchin & Duncan Fuller (2005)* are of the view that newspaper language is much closer to the spoken word that is business or academic language, a trend exacerbated in recent years by the rise in the dissemination of news by live announcers/broadcasters. In essence or perhaps that should be, in short, this means purging one’s copy of words which sound pedantic and oratorical, which have perfectly good equivalents in ordinary speech.

*Andrew Boyd (1997)* observed that with the financial benefit of advertising come new pressures. It takes a strong willed head of sales to let a business person storm out with a hefty advertising budget unspent because the station intended to carry an unfavorable news item about his or her company. Independence depends getting on a news editors ability to withstand pressure and maintain integrity.

*Stuart Allan Edited (2005)*, contributed by Alison Anderson, Alan Peterson and Mathew David has highlighted that research undertaken to date suggest that journalists use of source is shaped by a variety of factors, including professional and pragmatic demands, existing knowledge of an issue, the existence of contacts in the field, and commercial pressures. Part of the professional orientation of journalists is to cultivate credible, trustworthy and legitimate sources in the field, not least to safeguard this reportorial integrity.

*Vincent Campbell (2004)* has of the view that Market driven trends in Journalism are increasingly pervasive around the world and are seen as fundamentally negative, particularly in the developing world. Critics of the market’s influences on Journalism trend in the end to point to the lowering of standards in Journalism by appealing to the lowest common denominations demanded by advertisers, profit oriented owners and a highly competitive professional environment. A key problem here is that the worst examples of this kind of news are also often the most popular with the mass audience.

*Yvonne Jewkes (2004)* is of the outlook that the importance of news values is the combined outcome of two different but interested factors which together determine the selection and presentation of news. First, news values are shaped by a range of technological, political and economical forces that structure and constrain the form and context of any reported event at the point of news gathering. Second, news values cater for the perceived interest of the audiences and they capture the public mood; a factor usually summed up by news editors and giving public what it wants.

*Charles Warner (1997)* reviews in a study that examined how newspaper circulation responds to changes in the local economy. For example, what happens to circulation when family incomes in a community increase or when the number of poor persons grows? Circulation was measured as household penetration, or the percentage of occupied households in a county that receive the local daily newspaper. Household penetration is critical to a newspaper's success. It influences the total circulation that generates 25% of a paper's revenue, and it determines a newspaper's market dominance, attractiveness to advertisers, ad rates, and ad revenue.

*W. Parkman Rankin (1986)* opinioned that now it is the standard practice of practically every newspaper to screen and evaluate advertising before it is accepted. The degree to which it is examined to prove its inaccuracy is necessarily a function of time and staffing. However, there is a generally recognized agreement that newspapers have an obligation to take some steps to protect their readers from those who would prey on them. These efforts are a result of concern of the newspapers' three greatest assets; its readers, its advertisers and its credibility. Obviously all three interact with misleading advertising.

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## **RESEARCH METHODOLOGY**

The researcher tries to identify the main motivations that lead readers to read the newspapers and also the degree of perceived substitutability between digital and traditional newspapers. After a series of in-depth interviews and focus interviews it's identified that the four main motivations to read the newspaper are (1) to search for specific information, (2) to get updated news, (3) for leisure reasons, and (4) as a habit. It's also found that readers prefer the digital channel when searching for updated news.

### **Data Collection**

The research has conducted extensive survey and used primary data collection method for collecting the data from the respondents and the tool used for the collection of data is more of questionnaires

### **Sample size**

The determination of sample size for the infinite population is 150 units

## DATA ANALYSIS

### Newspapers Executives – Sample

The six largest dailies are *Time of India*, *The Hindu*, *Deccan Chronicle*, *Hindustan Times*, *The Economic Times* and *Malayala*

*Manorama* were selected based on the Audit bureau of Circulation (ABC June – Dec 2009) figures. Since the primary objective of the study was to frame a business model for a newspaper, the study was confirmed to key decision makers who work in crucial departments like Editorial, Advertisement and Circulation. While selecting those personnel, the criteria was fixed at least two a publisher or Director from each daily and for others a minimum experience of 5 years in

Newspaper Industry of which at least 2 years of experience in senior management. This was prepared as follows. Proprietors / Directors – 12, 2 each, Editors – 18, 3 each, Bureau Chiefs – 18, 3 each, Advertising Managers – 18, 3 each, Circulation Managers – 18, 3 each, Brand Managers – 6, one each, IFRA / WAN Executives – 5, three from India and two from Abroad, Production Heads – 6, 1 each, Head / Executives – Internet Business – 12, 2 each, Advertising Agency Contact Heads – 12, 2 each and Industry Experts 20. The total adds upto 145

### Newspaper Executives Classification

<i>Designation</i>	<i>No of Respondents</i>
Publisher / Directors	12
Editors	18
Bureau chief	18
Advertising Managers	18
Circulation Managers	18
WAN /IFRA Executives	5
Production Head	6
Advt Agency contact Head	12
Industry experts	20
Head Executives Internet	12
Brand Managers	06
Total	145

### Reader's expectation and want from newspapers

An increasing number of newspapers have sought to redesign their format in an effort to more closely correlate with the way that readers consume their news. Honesty and credibility are the key to word-of-mouth elements and a must for the central tenet of any plan to utilize this emerging tool, remarked majority 92(61%) of the respondents. 31 (21%) looks for local content, what is happening in and around their location without missing any information. Lastly it's the trust factor that readers 27(18%) of the respondents expect from newspapers.

### Reader's expectation and want from newspapers

Factors	No of Respondents	Total
Honesty andCredibility	92	61
Local Content	37	21
Trust Factor	27	18
Total	150	100

### Media to opt if the newspaper site began charging

The survival of online newspapers depends on the paid form. New trends suggest that newspapers can survive by charging consumers for their online content. It fails to understand the real problem, which is how to get consumers to keep visiting their sites and find new ways to prompt the readers to add to the revenue stream in a channel other than subscription. The most obvious solution is selling advertising space. Unfortunately, they are not able to attract the same advertising budgets online as they could with printed publications. After long years of free online content, readers will never agree for a pay wall option to read content. The majority 72(48%) of respondents said they would switch to other regional or national online sites, and 63(42%) respondents would choose TV instead and 15 (10%) said they will stop browsing the site if they want to pay for online content.

### Switch over pattern of Online Readers

Preferred medium	No of Respondents	% of the Total
TV	63	42
Local / RegionalOnline sites	72	48
Will stop searchingthe site	15	10
Total	150	100

On further discussion with respondents it is understood that if the news site got paid majority will be returning to a print copy, either a print version of the newspaper or another paper, is not the top choice. Majority will continue browsing the net, find other news sites which don't require payment, indicating the strong resistance to paying for content. Only a very few percentage will be paying for online subscription, that too for specific contents ...

### Future Business Model - Reader's expectations.

Newspapers are witnessing extreme challenges in terms of circulations and advertising revenues. Newspapers must try and connect with consumers by providing indispensable services which fit into the lives of busy consumers. They must also change their advertising models to help organisations develop brands and build relationships with consumers. Creating a culture of innovation should help in meeting these challenges. The big opportunity of digital media, that they allow advertisers to reach consumers on a much more targeted, even addressable basis, is still not appreciated by publishers. A few are beginning to look beyond advertising display and embracing new forms of lead generation through their readers. The researcher tried to assess the

readers' expectations from Newspaper in the future. News for them is not going to be just printed newspaper anymore. Online media, Broadcast, Mobile, Web are the choice of the future generation. Of the total respondents, a majority of 93 (62%) expect to see multiple channels for news, information and entertainment in the near future. 36 (24 %) respondents expect newspaper to bring forth a change in the shopping experience by influencing purchase decisions. They see newspaper as a step to an altogether different shopping experience. 21 (14%) respondents opinioned that it's the editorial trust and content that they look in the coming years and to contribute best to the society as the spokesperson of the masses.

### Future Business Model - Reader's expectations

<i>Factors</i>	<i>No of Respondents</i>	<i>% of the Total</i>
Multiple Channels	93	62
Shopping Experience	36	24
Editorial Trust	21	14
Total	150	100

From further discussion it is clear that the reader's expectations are very high for newspaper. Than just receiving the news content they would like to see the traditional newspaper getting into multiple channels like Broadcast, Online, Web and to Mobile applications. This means the integration of all media. The newspaper publishers need to delight the customers by giving the best information about products and utilities and help them in their purchase decisions. The website of the newspapers must to have shopping platforms in the future and they need to tie up the commercial establishments. On a concluding note, it is Content and Editorial Trust which makes the newspaper run long in the future. They need to be an independent and credible source of information. The readers wish to see that they are associating with newspaper as citizen journalist and be an integral part of the media eventually.

### CONCLUSION

In the newspaper industry there is a growing interest in the analysis of the duality of channels that distribute the latest news. The researcher tries to identify the main motivations that lead readers to read the newspapers and also the degree of perceived substitutability between digital and traditional newspapers. After a series of in-depth interviews and focus interviews it's identified that the four main motivations to read the newspaper are (1) to search for specific information, (2) to get updated news, (3) for leisure reasons, and (4) as a habit. It's also found that readers prefer the digital channel when searching for updated news. The results confirm that the motivation to search for updated news influences negatively the perceived degree of substitutability between channels. However, reading as a form of entertainment and as a habit lead the readers to consider both channels as sources for acquiring information. These findings suggest that both channels can survive alongside one another, avoiding conflicts, and that the newspaper industry should recognize the difference of the digital channel by paying more attention to its peculiarities. The respondents were asked to indicate which media they prefer to gather news and background information, the reasons for their preference and the type of news content they prefer to read in newspapers. They were also asked to indicate their willingness to pay for different types of content, online and on traditional paper, and whether they would consider buying goods and services from newspaper websites after reading reviews of them.

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