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When looking more closely at the
firms that publish these free
newspapers two different models
emerge; first, the entrepreneur
entering a new market, and second
the local or national newspaper firm.
In the second model, free papers are
launched to prevent other firms
entering the market or to counter new
firms already in the market.

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models and strategies ...

It ' s hardly controversial to note that
the traditional business model for
most publishers, particularly
newspapers, is obsolete. Absent the
geographic monopolies formerly

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Mobile And Strategies
imposed by owning distribution, newspapers have nothing to offer advertisers: the sort of advertising that was formerly done in newspapers, both classified and display, is better done online.

The Local News Business Model –
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of a newspaper. The motives and agendas of newspaper owners and

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editors, and how they try to influence our understanding of certain events, is important when analysing how newspapers tell stories.

Newspapers - GCSE Media Studies

Revision - BBC Bitesize

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Sir Peregrine Worsthorne, 'fearless'

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former editor of The Sunday

Telegraph dies, aged 96 Sir Peregrine edited the Sunday Telegraph from 1986 to 1989, but was known for his outspoken views in a ...

Newspapers - The Telegraph

With a business model that does not require cover price revenue all restraint can be abandoned. Indeed the long-term mission of any free newspaper business should be to drive readers so ...

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The newspaper industry has always been cyclical, and the industry has weathered previous troughs.

Television's arrival in the 1950s began the decline of newspapers as most people's source of daily news. But the explosion of the Internet in the 1990s increased the range of media choices available to the average reader while further cutting into newspapers' dominance as the source of news.

Decline of newspapers - Wikipedia

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