

The Challenge of Charging for that which has been Free



print.



digital.



magazines.



mobile.



social media.



email mktg.

Public sentiment – why it should not be free

- I think free access to ydr.com is great, very convenient. I would never pay for access, should remain free as a public service.
- Paid access to Chico ER would be a travesty. It does a disservice to the community not to be able to access all content for free. Newspapers are supposed to be a public service.
- I understand the need to charge for this however I would not pay for online and would quit reading altogether. I would find other sites like WGAL, etc.....
- I would never pay to read the news in print or online. It is too easily accessible from other sources for free.
- I am already paying for internet service and will not pay to access sites
- The whole point of the internet is to allow everyone free access to information across the world.
- Just the fact that you have to pay for internet service is a mis□justice.
- I believe that it should be free to the public! We as a society are already in debt, why would we want to pay extra for yet something else?



Public sentiment – why it might be worthwhile

- Like any other business, if I use a company's product, I expect to pay for it.
- I think its a good idea because I imagine the paper is losing quite a bit of money since the internet has become so popular so it is understandable, and I fully support paying for the access .
- only thing i can say is if you do start to charge keep it low.
- Should be combined with a print subscription. While I, like many others struggle with having to pay for something that has always been free, I understand the reasoning behind it. Print news is a dying breed but it's also where online news gets its information. So if print dies, where will online get it's information. So if we want to continue to get our news, there has to somehow be a way to make money from it.
- I think it is a good idea to charge, this should have been done a long time ago but it needs to be convenient, affordable, and simple so everyone even the not-very-computer-inclined can enjoy the benefits.



Value

- **Clearly, by their own admission, most of our users of our websites see value in the content, as well as a convenience factor**
- **The users, however,**
 - Resent the idea of paying for that which is currently free
 - Believe that they have other sources for the same information that will be free should we begin to charge for content (the Alternative)
 - Questionable brand loyalty
 - Believe that others should pay or that they are already paying for content
 - Advertisers should continue to foot the bill
 - ISPs are already getting paid
- **So how do we confirm the value of our sites?**



Selling our customers on “fee-for-content”

- **We have not educated the consumer on the origins of news nor on the cost of news gathering**
 - AP is perceived as a free service
 - Outlets who use AP or our content (with or without permission) are positioned as outlets for ‘free’ news
 - The notion that news is a public service
 - Some internet users do not distinguish between their ISP providing service and content providers carried via that ISP
 - Leftover from the captive content days, e.g., CompuServe and AOL presented and controlled content
- **Others raise the affordability question – just one more thing to pay for**
- **Still others object because they get the print edition and feel that they should not have to pay for the some content again online**



What can we do about selling the concept?

- **Let people know from where news comes**
 - Write articles about the news gathering process and define what professionalism journalism is
 - Speak to students in high schools
 - Produce a graphic of where the local TV station or Drudge or other aggregators gets their content and what proportion of that content comes from our newsrooms
 - Define how the AP works
 - AP slugging of stories to show their origin
 - Reinforce our Terms of Service, especially on re-use of content
 - Pursue violators of our Terms of Service

