



*Centre for Culture, Media and Governance*

*Jamia Millia Islamia  
New Delhi*

Invites you for a Presentation and Lecture

*Newspapers in Crisis: Context and Global  
Response*

Why it is important for the public to know about newspaper industry economics?

by

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Venue: CCMG Library  
Jamia Millia Islamia  
Centre for Culture, Media & Governance  
Nelson Mandela House  
Mujeeb Bagh  
Date: February 15, 2012  
Time: 11.30 am

**Abstract :**

Why it is important for the public to know about newspaper industry economics. What are the financial figures of turnover, profit, etc. Where do newspapers earn their revenue from? Relative importance of advertising, circulation and other sources of revenue. How competition drives the revenue calculus of the newspaper industry. Aggregate economic growth; corporate sector growth and implications for newspaper economics. The challenge from the web in terms of ad placement and news aggregation. The range of newspaper responses in India: influence on news content. Changes in newspaper business models towards greater integration into other media spheres, including web portals; event management. Business restructuring and the valuation game. Private treaties and "paid news". Possible newspaper scenarios for the near and medium term future.

*Sukumar Muralidharan* has been print journalist for the last 25 years. Currently Coordinator-South Asia of the International Federation of Journalists (IFJ), he has been Deputy Editor and Chief of Bureau, Delhi of 'The Frontline' magazine.