Balancing Commerce and Conviction: Emerging Business Models for News Media

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Abstract:

News media is at a crossroads today due to multiple reasons. The coming of digital has created new niche spaces like targeted advertising that has eroded the revenue sources of traditional media. Corporate ownership has also led to trust deficit and perceived or actual biases in editorial policies. New and independent media has the arduous task of evolving suitable business models in a competitive environment with high costs of entry and entrenched benefits for existing players. The paper aims to understand the different business models adopted by new and independent news media and provide a discussion on their significance in the Indian context.