



## How print media is a challenge to digital media

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### Abstract

There are many controversies as to print media will perhaps be abolished. But this is not the true fact. With the advancement of digital media and technology print media is also playing a significant role in our society and worldwide. We cannot compare print media with digital media because we are accustomed to both with the running age. In spite of competitors newspapers are doing quantitative research with a lot of investigative and interpretative reporting. Young generations are more inclined to digital media than aged people. But we can see the flow how information is carried on generation after generation whatever the medium may be. We can get easy available of news through web at anytime, not only this e news and e books are available. Newspapers are preferred by many it is easily consumable. In spite of many crisis newspaper is still the main source of information. Consumer behavior changes with time but news is a source of information. There are many upcoming projects to preserve the rich print media because in either way it is also a source of preserving culture. Therefore, we cannot think without newspapers and books in spite of digital media. Projects like Project Gutenberg are rapidly putting public domain books online for download. And we are reading rather preferring reading books from personal digital assistants like Blackberry or Kindle EBooks. The entry of new alternative online sources of news also marked a new era of digital competition. Now print industries are trying to defend crisis in spite of all reasons. The Guardian online was attracting almost 30 million unique users, print edition had an ABC circulation of figure exceeding limits. Models are designed for newspaper business to assemble information and provide readers with in-depth analysis. An already established brand finding new sources for alternative revenue by merging with brand. Newspapers are considered as unidirectional and linear communication tool in which information is encoded and transmitted by a sender who plays an active role in the communication process and is received by a receiver who plays a passive role. There is constant rapid growth of audience for web based newspapers as new platforms are emerging specially tablets, mobile and IPTV that reflects the changing nature of people towards reading habit. A content hub is being developed at The Telegraph where news content is accessed both for print as well as digital newspapers and have two different systems and allow journalists and editors to access the content and articles, stories, pictures and videos. The print and digital media is related to socio-demography, education, income, place of living, all these factors are responsible for media consumption. There is wider and more restricted social effect that influences the attitude and the media with the content influence consumption. The Guardian has been online to become global news source with greater investment. The Telegraph has a print circulation of 8, 42,000 and a web reach of 26 million. It has a progressive attitude and how to use its content. Nielsen figures showed that the online audience for newspapers grew by 12% last year. Newspapers are reaching more people from before.

**Keywords:** zines, varsity books, POD, project gutenber, content hub

### Introduction

Print media specially newspapers were concerned about their growth in comparison to digital media but now it has also grown tremendously with time with the growth of population in our country. But still today people get up in the morning with a cup of tea and newspaper in the hand. It has like become a tradition from the early life. There are other competitors like TV, radio, internet but with the advent of technology print media still rules. There are lots of questions whether print media is dying but it is not, it is still surviving upon the expectations of the people. It has also become interactive media where we can view newspapers electronically in the web with lots of color pictures and we can read from any part of the newspaper body. Experts were predicting that newspapers would be dead in 10 years. But we can see the true phenomenon competing with other media. Newspapers have changed a lot and readers look both to internet and print editions of the paper for news. Each and every newspaper has brand recognition when it comes to news and readers who want reliable news whom they can trust. Newspapers are doing quantitatively lot of

research to find old stories, search for classified ads, and original web content. Actually there is great demand for news and information. New media and specially World Wide Web is one of the fastest growing and highest paying career fields in the news media. Only a few newspapers have come close to breaking down.

Magazines are also thriving today but the special niche magazines are catching on. Advertisers are anxious to target their ads to specialized audiences for targeting geographical regions. Magazines have also found its place in new media. Zines are form of magazines that exist in electronic form only and contain sound and animation that print doesn't have. It covers tightly focused topic and may exist for one issue only. Unlike newspapers magazines are also experimenting with their print content online.

Books are also an important part in our society where we are surrounded by reading culture and environment. Book sales are also on the rise. We now get easy accessibility to books through online websites like Amazon.com which are driving independent book stores out of business. Buying text books can be easier buying online from websites like

VarsityBooks.com and others. A day will come when text books will be available at in-store kiosks or POD (Print on Demand) machines. Whichever book is needed the store will print and bind it on the spot with color covers. The process will take 15 minutes and the cost of the book will be the same. Even older out-of-print books will be available from these services. Projects like Project Gutenberg are rapidly putting public domain books online for download. And we are reading rather preferring reading books from personal digital assistants like Blackberry or Kindle eBooks. And many have highlighting features. Many novelists prefer releasing their novels in electronic format to be read on computer or PDA. One genre of books that gains strength from computers is reference books. Encyclopedia and Britannica has sold via CD-ROM disk or have put the information on the World Wide Web. Another format is the audio book. It is not only for the blind but for children as well or those who travel a lot by cars. Audio books can be brought online from [www.audible.com](http://www.audible.com). So now we are very much aware of what is available online within our limits.

### **Crisis of print media**

The newspaper industry is facing two simultaneous crises from the decline in newspapers circulation and advertising revenues and the rise of widely available and free online news content. The country like United States suffered the most severe fall in circulation and advertising revenues dropped to 8.7 percent from March to October 2010. It was followed by the financial crisis of 2007-08. The entry of new alternative online sources of news also marked a new era of digital competition. Now print industries are trying to defend crisis in spite of all reasons. Print circulation has been declining for decades but consumer behavior began to change most rapidly with increasing use of internet. The breadth of information is available online and the opportunity to personalize news consumption according to individual interests. The second most critical most factors are the fact that the majority of online content is available for free. There are varieties of sources available online from opinion blogs to online newspapers such as The Daily a newly launched newspaper customized for Apple's iPod users. With news websites and various mobile and electronic applications available in the market we are very much concerned about what information or news we get. The idea of getting news from websites free became even more appealing during the financial crisis of 2007-08 when newspaper circulation in the United States dropped 30 percent. The third factor that changed the behavior of the people was accompanied by the migration of advertising budgets from the print to the online. The relationship between print circulation and online advertising is inversely proportional. The combinations of these three factors and their consequences have led to twin crises. News organizations are facing with one challenge that is decline in print circulation and advertising revenues competing with online content.

These twin crises have a range of consequences for the industry. There will be job losses which will grow older and more experienced, journalists are becoming easily dispensable. Secondly there will be a decline in journalistic quality and the rise of popular publications. The growing success of tabloids has been linked to broaden the outlook of the readers. News organizations are turning to be more competitive and qualitative with competitors like mega

players. However, it should be noted that during the global economic downturn newspaper circulation worldwide fell only slightly. In countries like Austria and Brazil it is evident that publications are thriving. German and Austrian markets have shown strength compared to other Western markets. No other country like German Press generates higher incomes from advertising and sales. There are outstanding newspapers that have challenged that their content is impossible to follow online like The Wall Street Journal and the Financial Times because they produce in-depth analysis, feature reports and commentary by experts and public intellectuals. Still there are news websites where plenty of information is available online in vast majority. The decline in circulation in some countries resulted in declines in advertising revenues. Publications have tried to find ways to make up for the loss of print edition.

### **Changes in consumer behavior**

Changes in consumer behavior declines in revenues from advertising, newspaper-publishing companies particularly in developed Western economies are looking for alternative sources of revenue. With this challenge news organizations are diversifying their business strategies and strengthen newspapers brand names by investing. Models are designed for newspaper business to assemble information and provide readers with in-depth analysis. An already established brand finding new sources for alternative revenue by merging with brand. Newspapers are the information market and their products are news and information. The brand value of a newspaper is considered as the input put on the quality of information. There are newspaper companies which provide heavy online archives with powerful search engines. The information is presented in its own way different from others. Consumers like an academic or a financial analyst will seek to subscribe more to information than a private consumer who wants simple news updates. Many newspapers offer varieties of news related to career, education, health, and others. The Chilean newspaper El Mercurio is currently setting up a second website which is entirely for specialized and targeted to financiers, lawyers and other professionals with a specific need for analysis and information for customers to attract. Every newspaper indulges in new ideas with offers merged with or available online free in newspapers websites. These are new innovative way to inject into the customers a growth of interest. Newspapers use similar model to sell reviewed books. The New York Times has an entire online store. It also has a food section with high reputation and uses it to generate additional revenue. Newspaper companies making use of their brand is not directly related to the media business. Newspaper companies organize interaction among people in the form of seminars, conventions, debates and workshops. These are the comparative effort of newspapers human capital and journalistic expertise to sell information and train individuals. There are many approaches shared by newspaper companies to sell merchandise. For example, The New York Times has an entire web store selling, German newspapers also sell watches.

There are two business models that do not use directly newspapers brand name. It is of strategic importance including websites, TV stations or radio stations. The second is to use existing assets more efficiently. The first one is related to digitization. It has become problematic for print newspapers but it offers revenue potential for media

companies. The German digital sector has three distribution channels which are important for newspapers, TV, internet and radio. Television is the second major digital channel newspaper companies after online because newspaper companies started to invest in TV to acquire expertise regarding news production and access to its advertising revenues. The fragmentation of the newspaper industry and the financial challenges facing publications has not been caused but due to the rise of internet. But the traditional print media has been in threat for years. Having to face competition from online news providers that provide news for free, newspapers have lost their monopoly on information dissemination. Like other players in the industry newspaper publishers are forced to remain profitable as new media continues to develop rapidly.

### **Influence of media technologies in our society**

Social media has influenced newspaper publications in three areas like content distribution, and promotion, online reference to publications digital content and tools to allow readers involvement through various ways. Social media is an appealing form to readers in digital world. It has become an alternative way of promoting and marketing content. It is a way to invest more in distributing journalism and allowing people to connect with it through social media. The trend of social media is affecting consumer's relationship to news. 37 percent of internet users have contributed to the creation of news and delivered via social media sites like face book or twitter. Readers not only are contented through social media but readers are also influenced by digital content by social media. There is increasing trend seen recently with traffic problem seen in face book like buttons. Social media has both merits and demerits so online become more important for many but many stick to old traditional print. Therefore organizations have to strike a balance between the both. Due to various reasons publications are starting to approach the dual that is online and print nature of distribution of content as an opportunity more than a threat. We are continuously updated by online content and news in social networking sites which is the reason that we are less concerned about the news in print media. This is not the case in India alone but worldwide.

Nowadays mobile devices such as android and iPhone or tablet devices are more talked about with emerging technology commonly used. There is constant rapid growth of audience for web based newspapers as new platforms are emerging specially tablets, mobile and IPTV that reflects the changing nature of people towards reading habit. A content hub is being developed at The Telegraph where news content is accessed both for print as well as digital newspapers and have two different systems and allow journalists and editors to access the content and articles, stories, pictures and videos. Business in print and electronic, social media are fast changing or shrinking or disappearing. Media is overall responsible for everything and is responsible as fourth estate to economic, social and political environment. But whatever it may be, print newspaper crisis is not universal. Different media combined are called multi-media news where we are engaged with print radio television internet and mobile applications. News organizations also face challenges from political, social and economic developments. In India newspapers are on an average increase in consumption, resources and competition.

### **Newspapers as preservation of culture**

There are newspapers which have started its journey and have grown up in the print world. They are the image of a newspaper identity. They preserve the culture of different spheres in our society. Those who have grown up with print world generally possess limited digital skills. Print media companies pursued in building strong, profitable positions in a particular market or geography. Print market worked well in the stable environment of the last century. The digital revolution has brought down these barriers and today it is difficult to predict the future. Newspapers are the source of information where people are inclined to its content and importance so it is the duty of the newspapers to preserve the society's well being. We are very much concerned of what is going on around. Print media should be aware and work as fourth estate to report the news as it is not to polish it the way as its own. Newspapers are considered as unidirectional and linear communication tool in which information is encoded and transmitted by a sender who plays an active role in the communication process and is received by a receiver who plays a passive role. The information transmitted to sender is static, there is low interactivity. But the picture has changed with the passage of time. Now we can think of new generation in print media.

### **Newspapers more popular than anything**

In spite of difficulties faced by newspapers are actually more popular than ever. The reason is the internet. The Guardian online was attracting almost 30 million unique users, print edition had an ABC circulation of figure exceeding limits. The Guardian has been online to become global news source with greater investment. The Telegraph has a print circulation of 8, 42,000 and a web reach of 26 million. It has a progressive attitude and how to use its content. Nielsen figures showed that the online audience for newspapers grew by 12% last year. Newspapers are reaching more people from before. Whereas regional papers have particular difficulties, unlike the nationals. Newspapers are also a good source of opportunity for advertisers and revenue collection for newspapers. Newspapers are a good source for senior or aged citizens who spend time reading newspapers and articles because they are not accustomed with digital or electronics media. People are more interested in newspapers due to investigative journalism and in-depth features. So we cannot say that newspapers are premature. In future there will be few print media outlets. People are willing to pay for quality reporting rather than quantity.

### **Conclusion**

We can come to conclusion after analyzing the advantages and disadvantages of print media with comparison to digital media. Whereas digital media also has merits and demerits. Many prefer the original print media rather while a handful of people prefer electronic news. Many observe and follow news for entertainment and leisure while aged groups prefer reading every single news on the paper. The digital media is mostly preferred by younger age group in relation to print media which is particularly preferred by some particular group of people. Under 30 years of age the usage of technical appliances is applicable to greater extent. The print and digital media is related to socio-demography, education, income, place of living, all these factors are responsible for media consumption. There is wider and more restricted social effect that influences the attitude and the media with

the content influence consumption. The advantage of print media for the readers are filtered and focused by abundance in information. On- line enables consumers an instant search for information while print media is limited. The cyber is fast, vast and unlimited and disadvantage at the same time. Print media gives the consumer the excitement of reading; it is comfortable for many people and more transparent and clear than on-line media. Many consider print media more trustworthy than digital media.

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