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experimenting with business practices and revenue models

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It's hardly controversial to note that the traditional business model for most publishers, particularly newspapers, is obsolete.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

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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

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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.

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