

Saint-Just le Martel

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UK

**Press Freedom and the  
Economy**

# Summary

- Global Trends and Pressures
- Technology
- Evolving Business Models
- Redefining the 'Product'
- Future Concerns?

# Global Trends and Pressures

- Economic crisis, global competition
- >100 US newspaper closures in 2009
- 30% drop in US revenues
- 21% UK; 10% Germany
- Growing costs: 1.7bn Euros for 2006 World Cup TV rights; 7 x 1998
- Murdoch, etc.

# Technology

- Threat and opportunity
- Common digital 'language':  
print, broadcast, online
- Concentration, convergence, 24/7
- Changing labour relations
- Mass participation

# Evolving Business Models

- Subsidised – state, oligarchs
- Paid-for/ subscription/ mixed –
  - Financial Times – high quality and cost
  - Guardian – website subsidy to print
- ‘Free’ - Independent, Evening Standard
  - ‘priceless’ (Evgeny Lebedev)

# Redefining the 'Product'

- News and entertainment for sale
- Public good/ information/ culture
- Better democracy/ political control
- Power and influence
- Marketing
- You and me as the product

# Future Concerns?

- Viability and plurality ('COPE')
  - Cost cutting and quality reduction
  - Public interest or marketisation
  - Ownership and motivation
- but
- The opportunity to move from passive recipients to active contributors

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