

Making Money From New Media Journalism

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In [Paul Bradshaw's](#) final part of his guide to a [21st Century Newsroom](#) he tackles how to make money from online journalism. It is a depressing catalogue for Old Media business as it watches its revenue and audience drain away. And it is a challenging list of options for anyone seeking to make a living out of news online. The revenue models are all fragile and complex.

Some people will point out that there is still a lot of value in conventional media. As [Tess Alps](#) points out, for example, TV audiences are still massive and advertising revenue is also huge.

But the fact is that relatively speaking, many businesses will take a hit. And the whole point of new media is that it doesn't always bring in the (same) bucks. We use online services like I-tunes or RSS feeds partly because they are easier and better. But we also use them because they are free or cheaper. In news this means that there will be cuts in conventional journalism. But there will also be opportunities and [Paul Bradshaw's](#) blog is an exhaustive guide to how to exploit them.

Polis is organising a conference in April on the future of consumer publishing in the digital age. It will be addressing a lot of these issues. Get in touch with us at polis@lse.ac.uk for more details.

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