

# Online journalism: where's the money gone?

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 [blogs.lse.ac.uk/polis/2007/03/28/wheres-the-money-gone/](http://blogs.lse.ac.uk/polis/2007/03/28/wheres-the-money-gone/)

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[Figures](#) released today show that online advertising revenues in the UK have now overtaken that for newspapers. TV and radio are also suffering. But where's the money going? For journalists, the frightening prospect is that it is *not* going to online news media. And it certainly doesn't seem to be going to *independent* online journalists. I think this is a problem because

it implies two things. Firstly, that there will be fewer not more journalists as mainstream media goes online. But secondly, it suggests that so far there has not been much sign of fresh new journalism businesses starting up to take advantage of the internet. There have tons of new media businesses in every other field. Many of them are connected to social networking, which I believe is only one step away from a form of journalism. There are exceptions such as [Rick Waghorn](#), but such as [Craig McGinty](#) combine it with more general web enterprise or consultancy. And we'll be discussing the future of independent online journalism at a seminar as POLIS tonight – email [polis@lse.ac.uk](mailto:polis@lse.ac.uk) if you want more information.

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