Paying for Online News

In 2008, Internet search engine Google was sued (poursuivi en justice) for infringing (to infringe = enfreindre), copyright law.

They had displayed (afficher) links to news headlines and stories from the Belgian press, without paying the newspapers for their content such as The Times, The Financial Times, The Sun, published in the U.K.

R.Murdoch is also the head of the American newspapers The Wall Street Journal.

He was implied in a scandal involving News of the World, and it had to close.

This video tackle the issue of online news is under threat.

The biggest mistake which the news industry made around ten years ago, when they incredibly thought that information could be free.

Increasingly accessible online, the industry is now looking on other way to make it profitable by specific content.

However, some experts argue this would cause further decline in audience and advertising revenue, people think it’s normal and not something paying extra for.

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This conversation is between the Eden Project’s director (B.Scudamore) and a journalist/interviewer.

We learn that the Project encourages people to visit their website and to join their community.

There is a proper shop as well. People can have their own sessions with access to videos, sound, music …

The online shopping part