**The impact of reduced advertising revenue on news production**

**Abstract**: In recent years, a large number of advertisements have shifted from paper media to electronic media, especially new media clients, leading to a sharp decline in the income of the traditional newspaper industry. This decline will bring more serious challenges. Constantly rising, on the other hand, lower income will affect the enthusiasm of employees.

**Keywords**: advertising revenue, newspaper, news quality

**Introduction**: Our current standard of living is constantly rising, but as the quality of life increases, there is no related improvement in spiritual literacy. On the one hand, traditional media is still alive with advertising costs, on the other hand, the social nature is diversified. The process is constantly rising, and the demand for the economy is also rising. People have more and more demand for the quantity of hard currency, namely currency, thus making it difficult for traditional industries, especially paper media, to survive in the current society. (Peter, A., Mengshu Chen. & Carrasco, S, 2017)

Therefore, this article will use a quantitative method to model related issues in order to achieve related benefits. The purpose of our research is to observe the impact of the decrease in the income of the newspaper industry on accurate news/news quality. On the one hand, we think Accurate news is a necessity in our current society. At the same time, we should also recognize the reality. A decline in income will inevitably lead to a corresponding decline in people's patience. In this article, we will use some relevant data in recent years to model, study the related issues we mentioned above, and we will use the following questions, the references are at the end of the article.

Data

Model

• Model Equation

Results

• Data

• Model

Discussion

• Data

• Model Result

• Weaknesses and Future Work

Reference

Peter, A., Mengshu Chen.& Carrasco, S.(2017).Power interplay and newspaper digitization: Lessons from the Pengpai experiment. Global Media and China, D