

A circulation revolution? Online newspapers and their global audience

Internationalising Media Studies: Imperatives and Impediments

Conference, University of Westminster, London, 15-16 Sept. 2006

Neil Thurman

London Times, November 1999

48-60% readers North American

Channel Guide Customize Links Free Hotmail Internet Explorer News Internet Start

THE TIMES

Today's Index | Library | Contact Us | Crossword | News: First | InfoTimes | Back Issues | Copyright | Syndication

news first Java ticker: Click News First for bulletin [click here for the bulletin](#)

November 5 1999 **No. 66 664**

BRITAIN

Let me fight Livingstone says Dobson
Frank Dobson makes dramatic plea to Labour leadership to allow Ken Livingstone to stand against him in contest to be party's candidate for London mayor



Former Health Secretary takes gloves off in mayoral contest

WORLD

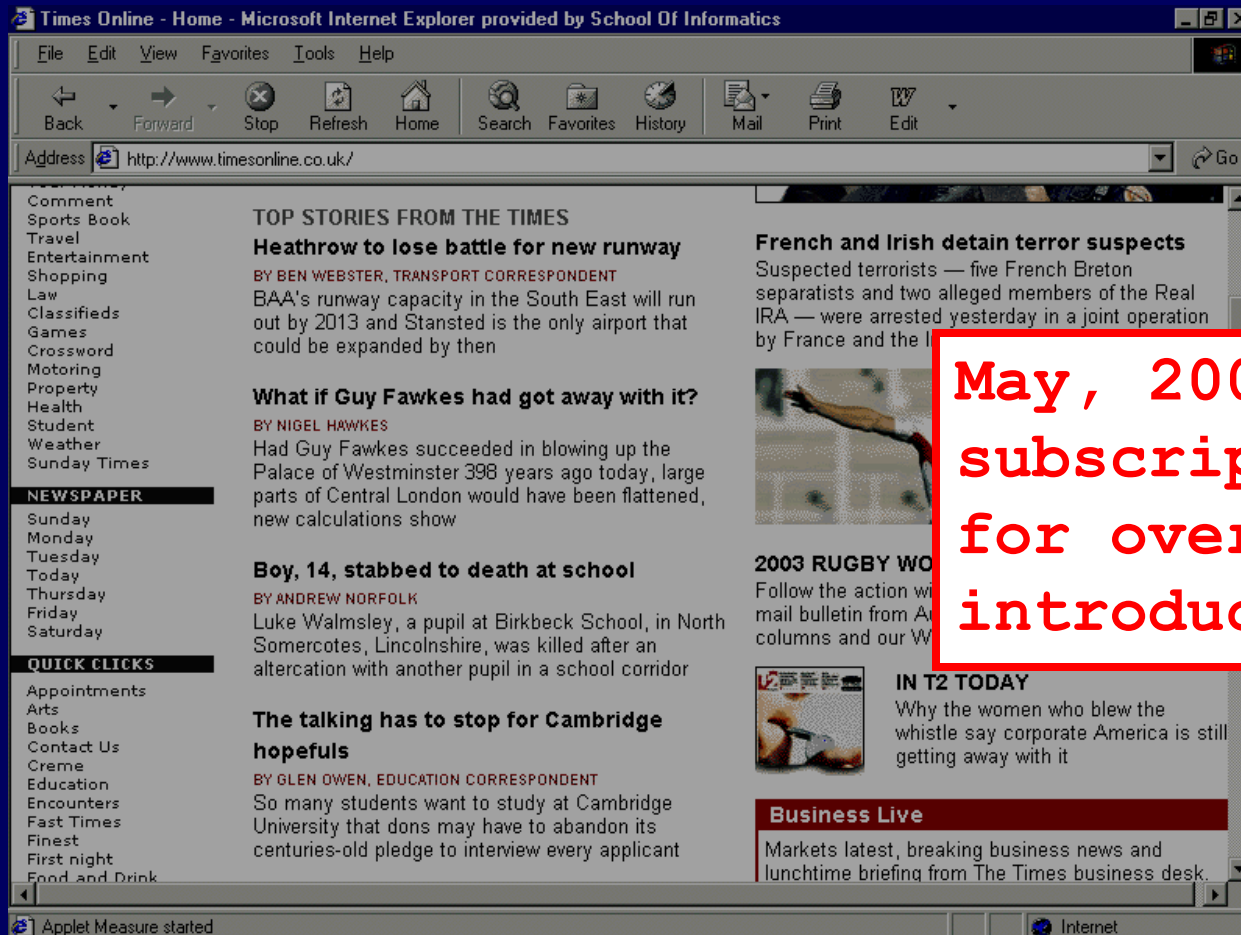
General Pervaiz Musharraf, Pakistan's military leader, says country's economy must come before democracy

Trading Place Times online: extra go

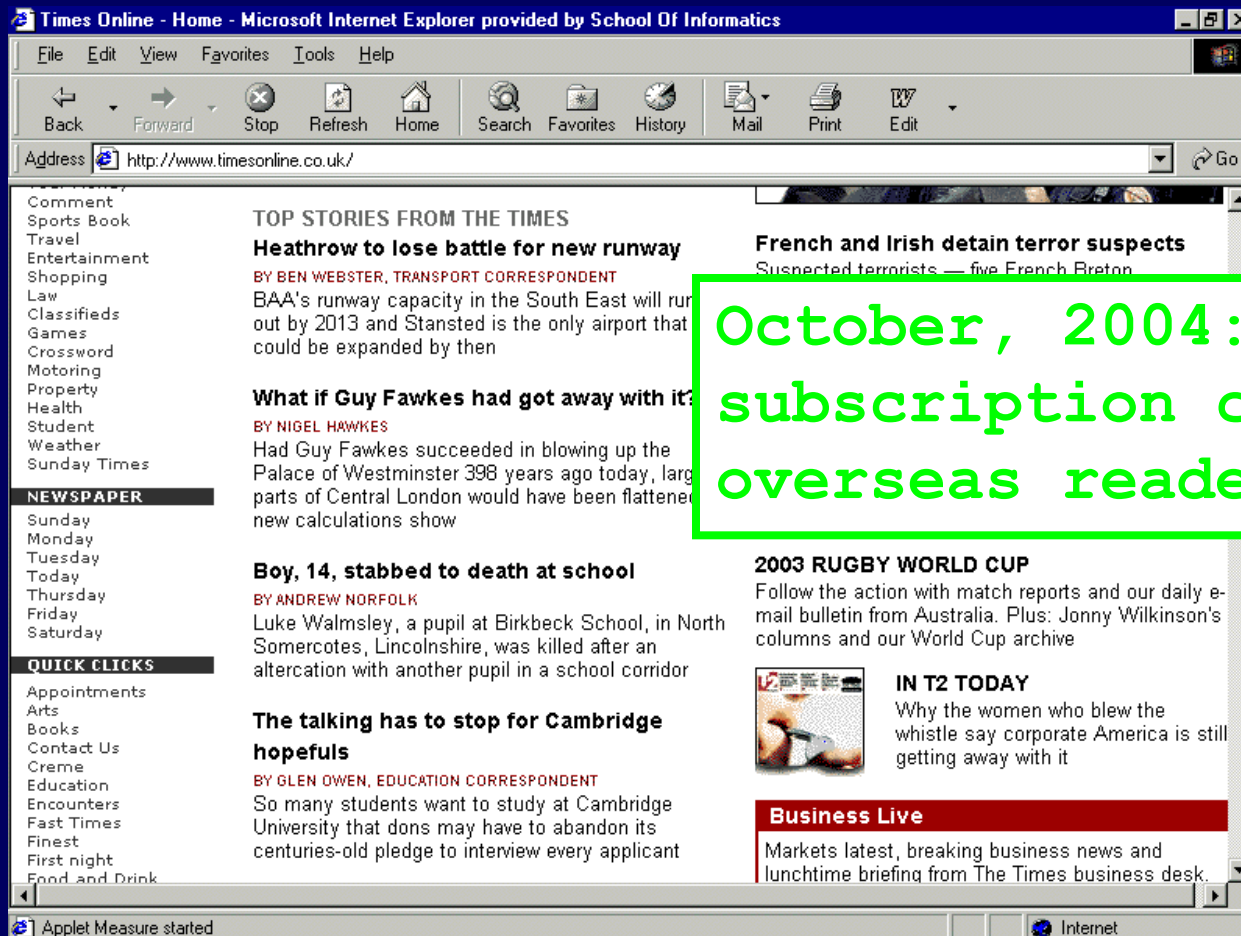
INTERNET PRICE WAR

Comparing on print and online headlines in The Times, November 1999

Date	The two most prominent stories on front page of the paper	The two most prominent stories on the front page of the website
5 Nov 1999	Let me fight Livingstone says Dobson Belize picks Ashcroft for summit team	Let me fight Livingstone says Dobson General Pervaiz Musharraf, Pakistan's military leader, says country's economy must come before democracy
8 Nov 1999	Brown to boost share ownership Blair will allow me to run, says Livingstone	Brown to boost share ownership Chechnya accuses Russia of committing "genocide" against its people, and appeals to West to force Kremlin to halt its three-month offensive
9 Nov 1999	Business Booms as City wins battle of euroland Mandelson is back on Election Duty	Business Booms as City wins battle of euroland ... Hundreds of Boeing 767 aircraft could be flying with faulty tail bolts but company says this is not likely to pose safety threat



May, 2002:
subscription charges
for overseas readers
introduced



October, 2004:
subscription charges for
overseas readers lifted



**Avril
Williams**



Peter Bale



Stewart Kirkpatrick



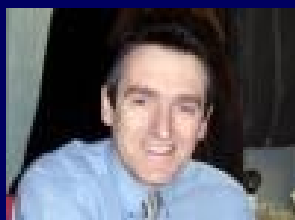
**Pete Clifton &
Mike Smartt**



Richard Burton



Pete Picton



Tracey Corrigan



The “death of distance”

“Audiences are rapidly shifting from almost exclusively local to communities of interest that transcend geographic and political boundaries” (Pavlik, 1999).

“Distance disappears. Geography ceases to be a factor, except for language and culture” (Crosbie, 1998).

“The Web offers unique opportunities to create a new form of interactive communication within the global community” (McKinley, 2001).

“A lot of the blue-chip clients that we deal with are very focused on where their demographics are I don’t think it is going to go down well if we tell them we’ve got two million people reading us everyday from Washington”


Richard Burton, editor, telegraph.co.uk

[7 December 2004, telephone call with Neil Thurman]

[HOME](#) | [CONTACT US](#) | [ABOUT US](#) | [PRESS ROOM](#) | [TOP RANKINGS](#) | [CLIENT LOGIN](#)

Nielsen//NetRatings


A global leader in Internet media and market research



We offer a better way to **navigate** through business decisions

- Products & Services
- Industry Solutions
- Select Country


Australia	Italy	South Africa
Brazil	Japan	Spain
China	Korea	Sweden
France	Netherlands	Switzerland
Germany	New Zealand	United Kingdom
Hong Kong	Singapore	United States



BREAKING NEWS:

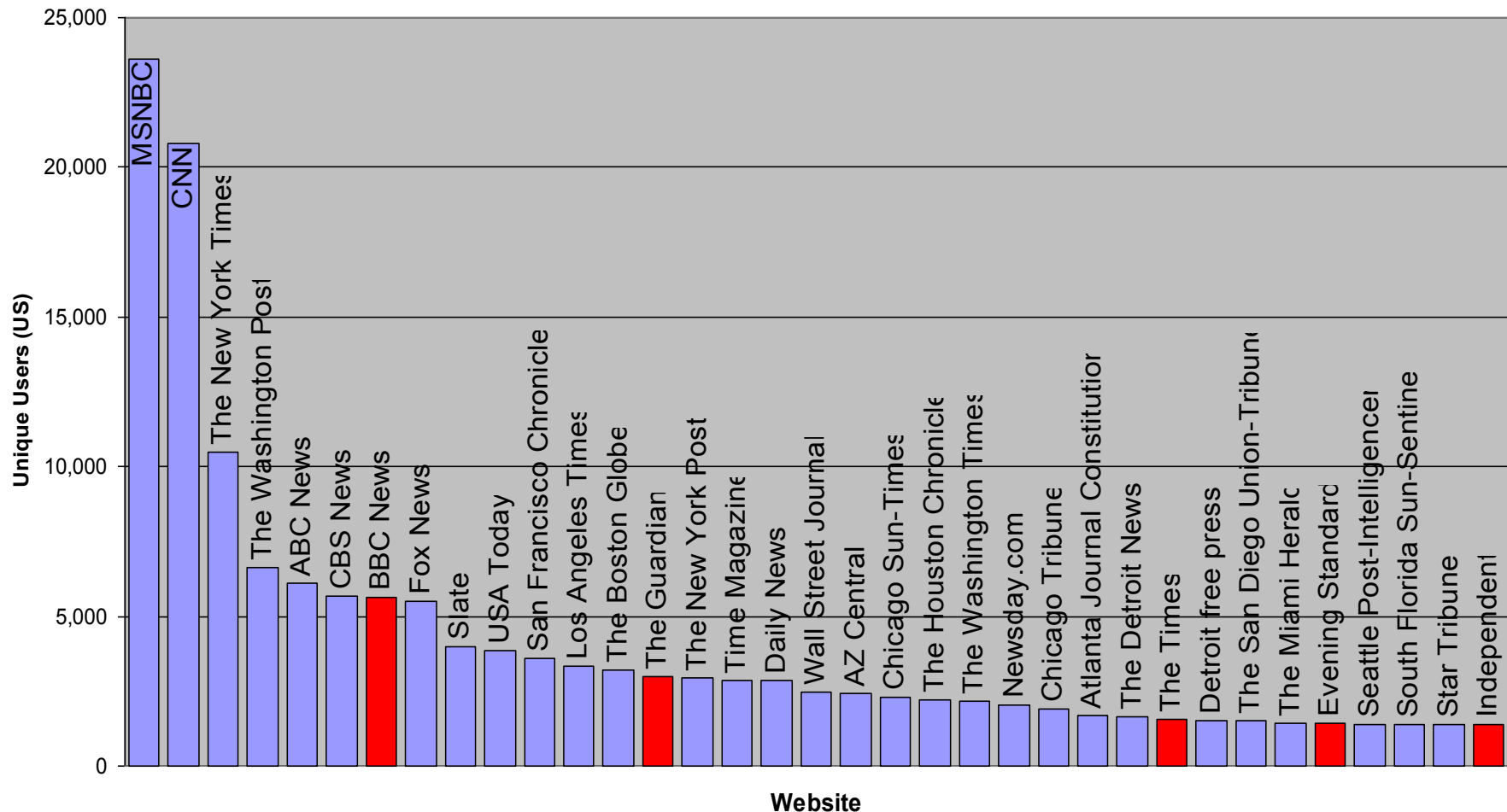
- 10/13/2005 - Nielsen//NetRatings Launches Market Intelligence in Singapore and...
- 10/13/2005 - Educational Reference Web Sites Spike 22 Percent in Year-Over-Yea...
- 10/12/2005 - Continua la crescita del travel online in Italia: 12 milioni di u...
- 10/11/2005 - Reaching Household Shoppers Online
- 09/28/2005 - Two Out of Every Five Americans Have Broadband Access at Home, Ac...

→ **Press Room:** for analyst reports, press releases, and free data



©2004 NetRatings, Inc. | [Privacy Statement](#) | [Terms of Use](#)

US unique users of news Web sites worldwide (000/month)



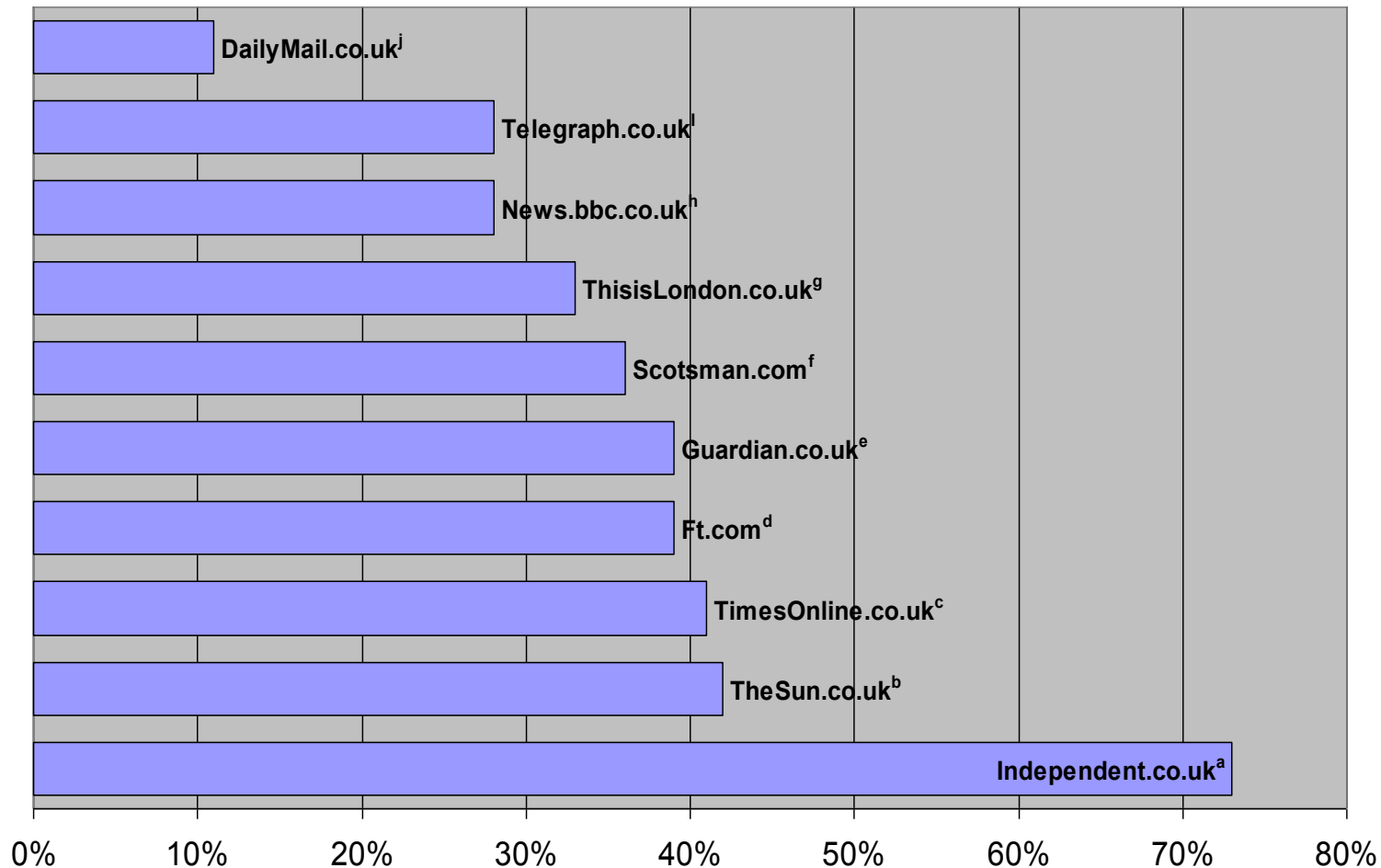
Source: Nielsen//Netratings (2005)

Note: The data is for April 2005 and records both home and work use.

“Long distance” market for US regional newspapers on the web = 34% of readers

Source: Chyi and Sylvie, 2001

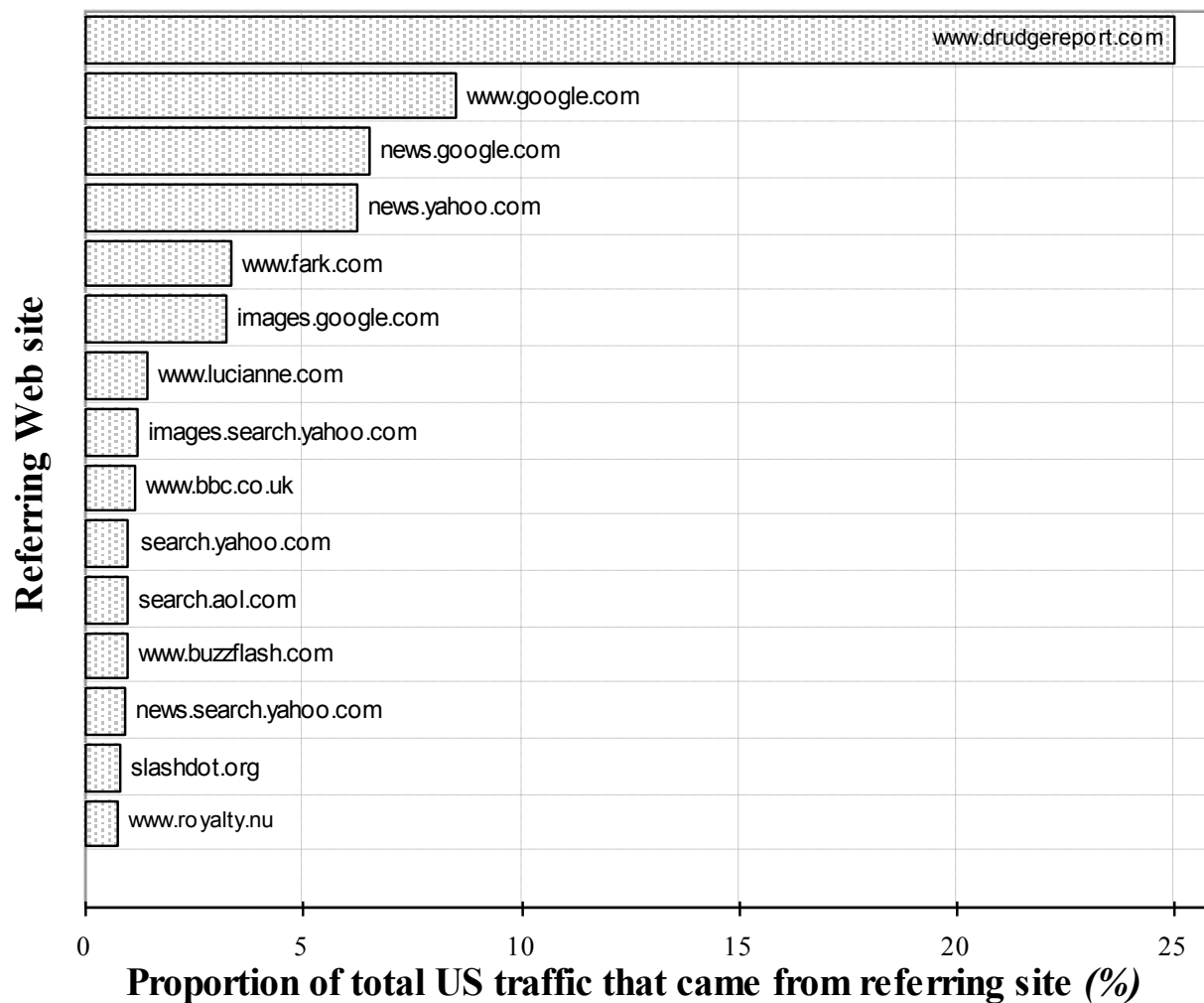
US unique users as a percentage of total unique users



Sources:

a. Nielsen//Netratings (2005), King (2005) and Directorym (2005), September 2004; b. Picton (2005), November 2004; c. Bale (2005), November 2004; d. Nielsen//Netratings (2005) and Rohumaa (2005), December 2004; e. Mayes (2004), June 2004; f. Nielsen//Netratings (2005) and Kirkpatrick (2005), January 2005; g. Nielsen//Netratings (2005) and Anm.co.uk (2005b), January 2005; h. Nielsen//Netratings (2005) and Deverell (2004), November 2003; i. Chudha (2005), September 2004; j. Nielsen//Netratings (2005) and Anm.co.uk (2005a), December 2004.

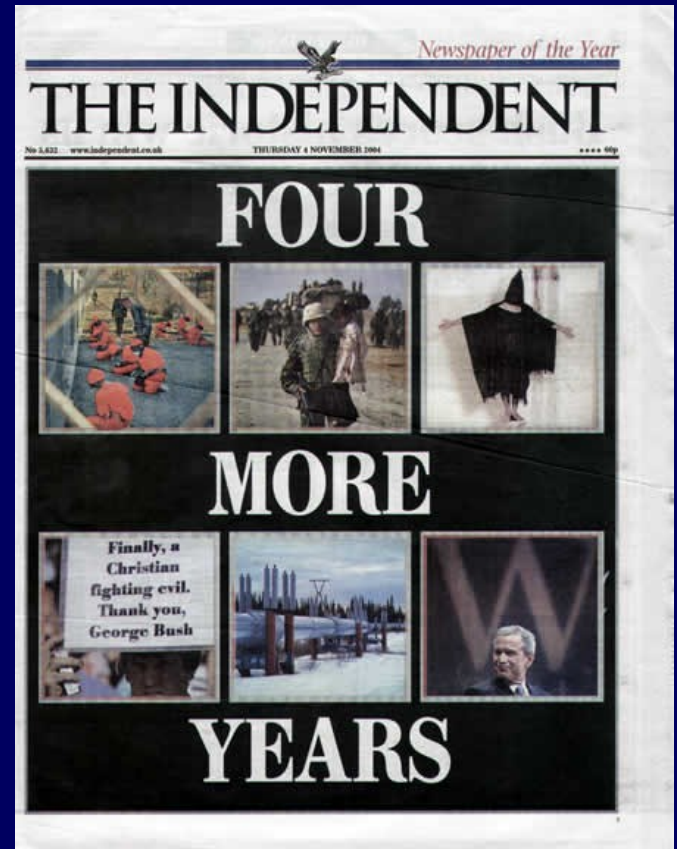
Referrers of US traffic to 10 British news Web sites* (June 2005)



* The sites were:
News.bbc.co.uk,
Independent.co.uk,
ThisIsLondon.co.uk,
DailyMail.co.uk,
TimesOnline.co.uk,
theSun.co.uk,
Telegraph.co.uk,
Guardian.co.uk,
Scotsman.com and
FT.com.

Source:
Nielsen//Netratings
(2005)

“if [Drudge] ever said ‘we are only linking to newspapers that give us RSS feeds’, long term that could be a bit of a pain for us to be excluded”.



Martin King, editor,



[16 December 2004, telephone call with Neil Thurman]

Back Forward Stop Search Favorites Media Print Download W Address <http://news.google.com/news?ned=uk&topic=n> Go

Google m/news?ned=uk&topic=n Search Web PageRank 1409 blocked AutoFill Options

Google News U.K. BETA [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#) [Advanced News Search](#)

Search News Search the Web

Search and browse 4,500 news sources updated continuously.

Top Stories

World

U.K.

Business

Sci/Tech

Sport

Entertainment

Health

U.K.

 [Channel 4 News](#)

Flight row eclipses Tory childcare pledge
Guardian - 4 hours ago
The conservative leader, Michael Howard, today saw a key plank of his election campaign eclipsed by the ongoing row over former Tory deputy chairman Howard Flight, who was sacked for suggesting that the party intended to cut more than £35bn from public ...
[Howard Facing Grassroots Revolt over Flight Sacking](#) Scotland on Sunday
[Flight stands firm as Howard tries to move on](#) Times Online
[ePolitix](#) - [BBC News](#) - [Reuters.uk](#) - [Independent](#) - [all 415 related »](#)

 **Camilla is one unpopular lady!**
New Kerala - 3 hours ago

NEWS.scotsman.com DIRECT LINE HOME INSURANCE CLICK HERE FOR MORE INFORMATION AND TO GET A QUOTE

Scottish news direct from Scotland Tuesday, 29th March 2005

Sections

Top Stories

Latest News

- News Pop-up

Scotland

UK

International

Politics

Sci-Tech

Health

Education

Entertainment

Gaelic

Latest News

 printer friendly

7:44pm (UK)

Howard Facing Grassroots Revolt over Flight Sacking

By James Lyons and Gavin Cordon, PA

Michael Howard was tonight facing the threat of a revolt by Tory grassroots members over the sacking of deputy party chairman Howard Flight.

[Brit shark attack terror](#) The Sun
[Independent Online](#) - [SABC News](#) - [News24](#) - [Scotsman](#) - [all 10 related »](#)

News Archive Search

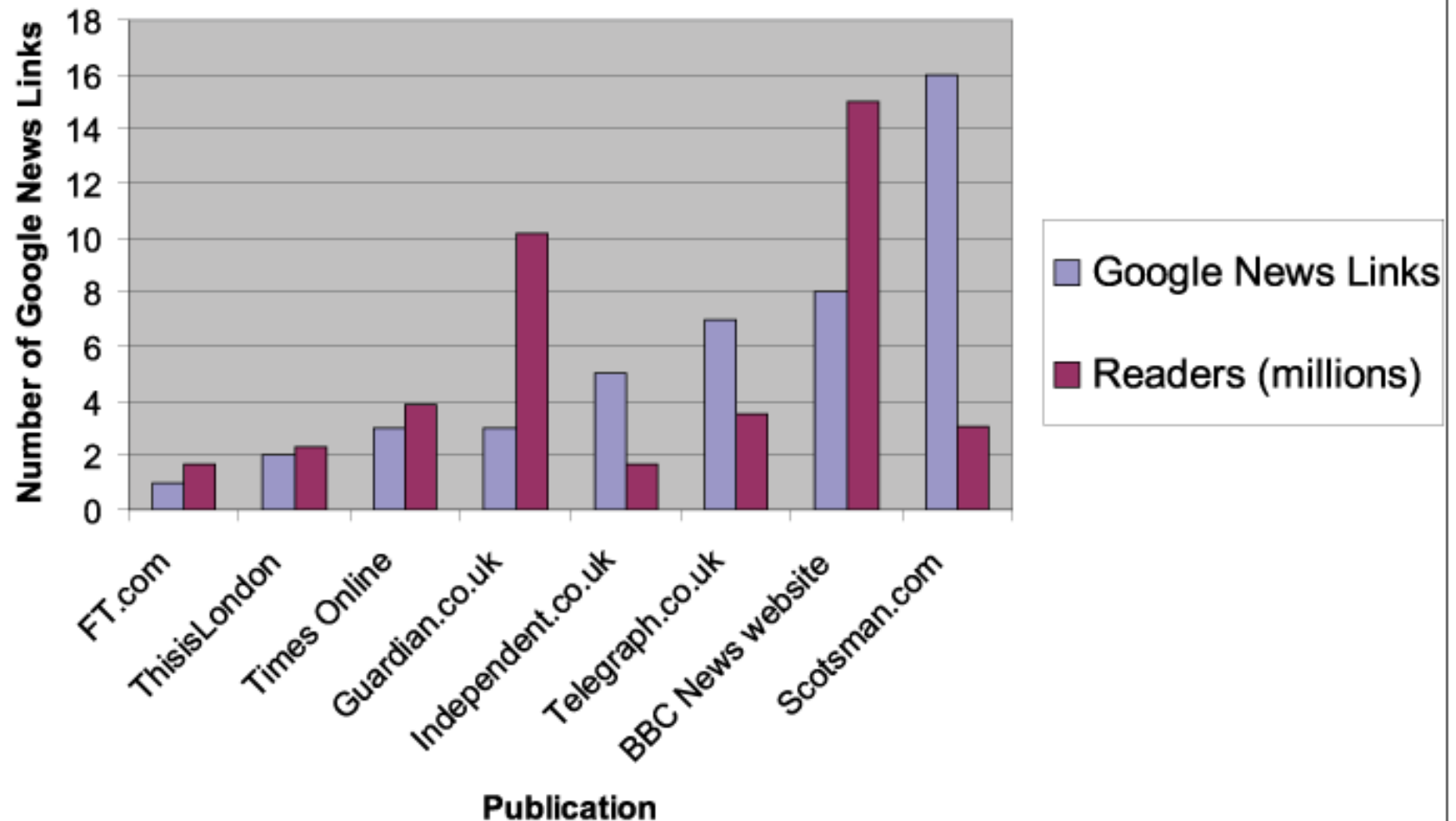
GO

Latest News

last update 12:58am (UK)

- Island Bears Deadly Brunt of Latest Asia Quake
- Jackson Trial to Hear Previous Child Abuse Allegations
- Star:
- The Guardian:
- Macaulay Culkin

December 12, 2004. Google News' outbound links to UK new sites



“In the *Google News* service . . . if a story is fresh and has caused considerable original reporting to be generated it is considered important”.

Krishna Bharat, *Google News*

“You sometimes get very strange things where the *Kansas Evening Gazette* will give you an update on the Northern Ireland peace process today simply because it published three minutes ago.”

Richard Deverell,  News Interactive

[3 December 2004, telephone call with Neil Thurman]



U.K.


Telegraph.co.uk

Blow to Howard Independent - 29

Michael Howard failed in his attempt to end the toryism in the Conservative Party over his decision to sack Howard Flight as a Tory MP.

[Tories would strand low paid, says Labour](#) Guardian

[Howard faces backlash over Flight's sacking](#) Telegraph.co.uk

[Financial Times](#) - [Scotland on Sunday](#) - [Reuters.uk](#) - [BBC News](#) - [all 443 related »](#)


[CTV](#)

Prince Charles must atone for past sins: bishop

CTV - 59 minutes ago

Prince Charles and Camilla Parker Bowles path to matrimonial bliss has stumbled over another yet obstacle. This time, a prominent Anglican Bishop has called on the couple to apologize for their past indiscretions.

[Camilla is one unpopular lady!](#) New Kerala

[Royal couple 'must apologise for adultery before receiving ...](#) Guardian

[The Sun](#) - [Philadelphia Daily News](#) - [Ekklesia](#) - [Scotsman](#) - [all 431 related »](#)



British surfer fights off great white shark

Independent - 22 minutes ago

[Kerala Presence on the Web](#)

[Hartford OpinionGroup.com](#)

[*See Details](#)

[News:](#)

- World News
- India News
- Kerala News
- Business News
- Sports News
- Entertainment
- Sci/Technology
- Health News
- Special Features
- Photo News

[Other Sections:](#)

- Kerala Recipes
- Malayalam Recipe
- Kerala Info
- Kerala Travel
- Kerala Education
- STD & Pincodes
- Kerala Sceneries
- Maps of Kerala

[Top News Stories:](#)

Powerful quake rocks Indonesian island, downs electricity lines

JAKARTA (AFP) - A powerful earthquake of measuring 8.2 scale hit Indonesia's tsunami-devastated Sumatra island, causing major panic and power blackouts, officials and reports said.

Schiavo nears death 11 days after removal of feeding tube

PINELLAS

[Home > World News](#)

Camilla is one unpopular lady!

[World News] London, mar 28 : Ever since Prince Charles' engagement with Camilla Parker Bowles, there has been a lot of conflict over various issues ranging from the legality of the marriage to the Queen's refusal to attend the ceremony. And now, a poll by the Daily Mail has confirmed that most Britons don't approve of the Prince's fiancée.

Sixty-five per cent of people in Britain believe the marriage will weaken the monarchy. While opposition to Camilla becoming Queen remains consistently strong, with 73 per cent believing she should never take the title.

[News Search](#)

“You see a lot more diversity in the news coverage on our site than on others. I think the diversity is a mirror to the diversity of opinion there is worldwide”.

Krishna Bharat, *Google News*

Source: Online Journalism Review

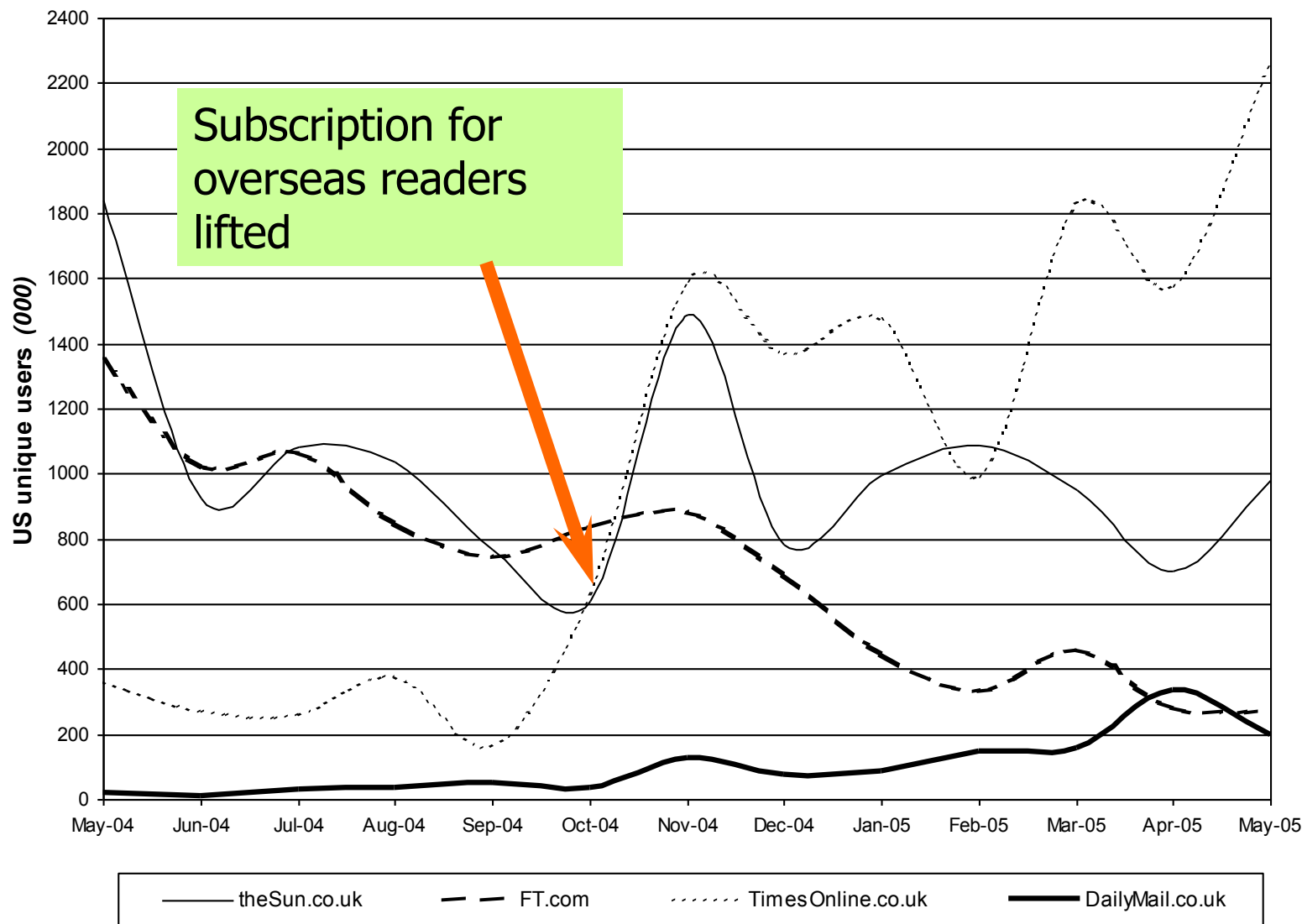
“The Guardian has seventy per cent of their audience overseas. You can’t commercialise that, you simply can’t. You are just paying an awful lot of server costs to serve those people”.

“I’d much rather have a 100% UK audience”.

Avril Williams,  

[22 December 2004, telephone call with Neil Thurman]

Number of unique US users of four British news Web sites May 2004-May 2005



“Whiskey brands are trying to push hard in the States and it doesn’t hurt us that we have a very strong Scottish identity. For some people in the United States this matters and we are trying to do business with them”.

2005 - launched premium services which will
“certainly have any eye to the US market”.

Stewart Kirkpatrick, editor, 

[20 December 2004, telephone call with Neil Thurman]

“I think you’ll see the emergence of brands, many British, on a global stage. They will include video, text, pictures, user generated content. Some of those brands might have previously been British newspapers, some news agencies, some broadcasters. I believe the Guardian might be one of those brands”.

Simon Waldman, *Guardian Unlimited*

[August 2006, interview with Neil Thurman]





“It is my view that you should expand the brand globally.”

“The Times and The Guardian are launching US editions, and I think that’s a very sensible thing to do, and I think we should be looking at this.

Pete Picton, editor, **ONLINE Sun**

[August 2006, interview with Neil Thurman]



“With our breaking news its seems to have recently developed slightly more of a global feel. I don’t think it is intentional it is just that we are not afraid to look at stories from abroad because we know the readership is there whereas the paper is probably thinking more of the UK.”

Pete Picton, editor, **ONLINE Sun**

[10 December 2004, telephone call with Neil Thurman]



LAMPS : THE NEW BECKS

ROO'S GIRL COLEEN-ED UP