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The Waning Print Newspaper in the Digital Age: Re-evaluating Philip Meyer's 2043 Forecast

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Obiaje, Martins Kris
Redeemer's University
Ede, Nigeria
obiajam@run.edu.ng

&

Aluko, Eyitayo Abiodun
Redeemer's University,
Ede, Nigeria
alukoeyitayoa@gmail.com

Abstract

The newspaper industry has undergone a significant transformation in recent decades, with print journalism gradually giving way to digital platforms. This paper re-evaluates Meyer's 2004 forecast that the newspaper would vanish by the year 2043. By analysing global and regional trends in newspaper circulation, economic sustainability, and technological innovations shaping digital journalism, the study uses a qualitative expository approach–relying on secondary data and the disruptive innovation theory as a foundation. The report draws insights from industry reports, academic literature, and case studies from major publications in both Nigeria and developed nations. By examining digital transformation and shifts in audience behaviour, the study identifies the critical factors driving the decline of print media, alongside the strategic interventions being employed to ensure its survival. While the findings suggest that print newspaper circulation faces an uphill battle, the potential of innovative business models, multimedia integration, and alternative revenue streams to keep the industry afloat was also highlighted. The report concluded that, although traditional newspapers may diminish significantly by 2043, rather than depreciate, the business model would continue to evolve. By embracing the realities and leveraging disruptive innovation, newspaper organisations can checkmate Meyer's forecast and continue to serve the public in an increasingly digital world.

Keywords: *Newspaper Extinction, Digital Journalism, Disruptive Innovation, Philip Meyer, Media Sustainability, Print Journalism*

Introduction

Over the past few decades, there has been a significant shift in news production, consumption, and financing. A few decades back, morning routines included flipping through a freshly printed newspaper for breaking news. However, disruptive innovation has changed this, as many people today would rather wake up, reach for their smart devices, and scroll through the day's headlines either on news apps or on social media. This shift, driven by digital disruption, has fundamentally altered the newspaper industry, forcing traditional media outlets to rethink their business models. These rapid changes have also raised questions about the long-term survival of print journalism.

In 2004, Philip Meyer, in his book "The Vanishing Newspaper: Saving Journalism in the Information Age," made one of the most striking predictions in the earliest formation of the digital evolution. Meyer suggests that print newspapers would become obsolete by 2043 if the decline in circulation rates persisted. His forecast was predicated on emerging trends such as declining readership, intensifying competition from online platforms, and fundamentally shifting audience preferences.

While the numbers support his argument, in the United States, for instance, the top 25 print newspapers' circulation in 2024 plummeted to 12.7%, lower than the 14% figure of the previous year. In total, the 25 newspapers circulated 1.97 million issues per day on average, down from 2.26 million in 2023. This included The Wall Street Journal–the paper with the highest circulation, which saw its circulation drop (14.7%) from 555,000 to 474,000. The implication, according to the report, is that no newspaper in the United States has a circulation that is above half a million (Maher, 2025).

However, in Europe, the narrative is currently different. According to a Statista (2025) report, revenue in the newspapers and magazines market is forecasted to experience an upward swing in the region of US$30 billion in 2025. The projected revenue demonstrates an annual growth rate of 4.12% beginning from 2025. However, the growth is expected to depreciate at a market volume of about US$24 billion by 2030.

These fluctuations are consistent across various global regions and depict a contracting print media market, driven primarily by the transition to digital alternatives. Survival will depend on the degree and effectiveness of publishers transforming their business models.

Nevertheless, the fate of print newspapers is not uniform worldwide. While print circulation has dwindled in the West, newspapers in parts of Africa, including Nigeria, remain relevant due to limited internet penetration or access, digital literacy challenges, and concerns over the credibility of online news sources (Ojebode, 2019).

This study contributes to scholarly debates on media sustainability by re-evaluating Meyer's extinction thesis through the lens of disruptive innovation. It argues that newspapers are adjusting to economic and technological shifts, and their survival is hinged on how they continue to evolve and innovate.

Statement of the Problem

As the newspaper industry continues the rapid transformation from print to digital model, prompting doubts about the sustainability of legacy print circulation and the fulfilment of Meyer's 2004 prediction that newspapers would disappear by 2043.

Despite the rise of digital journalism, occasioned by the evolution of disruptive innovations, uncertainties remain regarding the survival of traditional newspapers and the effectiveness of emerging strategies, such as innovative business models, multimedia integration, and alternative revenue platforms.

This study, therefore, re-examines Meyer's forecast by analysing global and regional circulation trends, economic challenges, and disruptive innovations, with a focus on Nigeria and developed print markets.

Research Questions

This study investigates the sustainability of the newspaper industry in the age of disruptive innovation, specifically testing Meyer's 2004 prediction of extinction. It utilises empirical evidence and case studies to address three core research questions:

1. Is the decline of print media inevitable?
2. How are newspapers in Nigeria and developed nations adapting to digital disruption?
3. What business models can sustain journalism in the digital era?

This study contributes to scholarly debates on media sustainability by re-evaluating Meyer's extinction thesis through the lens of disruptive innovation.

Method

Nigerian newspapers were selected because they provided localised data and perspective. Moreover, since the subject matter represents a global phenomenon, it becomes necessary to present a comparative analysis by examining trends and developments worldwide, especially in vibrant newspaper markets like Europe and the United States.

Being an expository study, a mixed analytical approach combines thematic synthesis and comparative review to interpret secondary data from industry reports, academic literature, and case studies of major publications from both Nigeria and developed nations. Eventually, with thematic synthesis, recurring themes and patterns across datasets were identified, and key themes like digital transformation drivers, economic sustainability challenges, audience behaviour shifts, and innovative survival strategies by newspapers were extracted and analysed.

In addition, the comparative review includes a systematic comparison across time periods and regions; specifically, Nigeria is benchmarked against Europe and the United States. The study provides a comprehensive view of how disruptive innovation has influenced newspapers, offering an extensive and data-driven perspective without the constraints of surveys or interviews to interrogate Philip Meyer's prediction of newspaper extinction by 2043, while identifying viable pathways for newspaper industry sustainability.

As the study depends wholly on existing reports and literature, this limits access to real-time data and primary organisational insights. Moreover, by employing triangulation and cross-validation, the study addressed inherent biases and geographic gaps, ensuring a rigorous evaluation of the industry's outlook against Meyer's 2043 forecast. Additionally, analysis based on data up to 2024 may not account for the evolving innovations in AI-driven journalism.

Theoretical Framework

The concept of disruptive technologies underlies the study, as they played a significant role in disrupting the newspaper business. The Disruptive Innovation Theory, postulated by Clayton Christensen in 1997, explains how emerging technologies gradually overtake established industries by initially serving niche markets before eventually dominating the mainstream. The foregoing is journalism's inevitable fate.

During the internet's infancy, newspaper executives frequently dismissed the emerging disruptive activities emanating from cyberspace, failing to recognise the long-term threat to their business models. It took time to realise that the internet, which has given birth to news aggregators, has come to revolutionise the business landscape. Initially, online news platforms, social media, and mobile apps primarily attracted tech-savvy audiences. However, over time, these digital platforms became the go-to news sources for a vast majority of readers, pushing traditional newspapers to the sidelines (Boczkowski & Mitchelstein, 2013).

Disruptive technology presents a foundation for investigating the phenomenon of the newspaper's demise, as postulated by Philip Meyer. Additionally, this offers a significant basis for examining the interactions between the adoption and utilisation of new media technologies, which ultimately brought disruption, impacted the newspaper business model in contemporary times, and drove the industry to fulfil Meyer's 2004 forecast.

Today, interactive digital content, AI-driven journalism and algorithm-based news feeds have fast-tracked this shift. Through instant updates, personalised news recommendations, and multimedia storytelling, digital platforms offer a level of convenience that print newspapers are fundamentally unable to match. In "The Vanishing Newspaper", a pivotal concern of Meyer was audience behaviour, especially of young readers and advertisers. As advertising revenue dries up, occasioned by the seductive medium of the internet, which seemingly matches buyers with sellers, proving the worth of advertising spend, so too are young readers being seduced into cyberspace (Economist, 2006).

Hence, many traditional newspapers are struggling to redefine their relevance in a rapidly evolving digital world. Jones (2010) agreed that disruptive innovations were heralded by social networking platforms, blogs, digital devices, and news aggregators, which challenged print newspapers, as the media was generally placed in an awkward position of what he termed as "cultural lock-in" when the internet came.

Nevertheless, some scholars (Agboola, 2014; Egbochukwu, 2013) have agreed that disruptive technology will buoy the print newspaper rather than kill it. Meanwhile, Amuka (2015) argues that the internet will ultimately supplant traditional print media, as predicted by Meyer. The latter argument is premised on the position that, unlike print newspapers, which publish once a day, digital news platforms provide real-time updates, multimedia content, and interactive features. This shift has reshaped reader habits, making print newspapers feel increasingly outdated in a fast-paced digital and mobile world.

Review

Evaluation of Philip Meyer's 2043 prediction

Philip Meyer's 2004 prediction was based on contemporary trends and anchored in three major industry shifts; chief among these was declining readership, as younger generations abandoned print in favour of television and, subsequently, digital platforms. The forecast was also predicated on the loss of advertising revenue, as well as the explosion of online platforms like Google and Facebook, which were pulling advertising dollars away from print media. Additionally, there was a shift in consumer behaviour as readers were increasingly drawn to instant, interactive, and often free digital news, making traditional newspapers seem outdated.

Meryer's claim is corroborated by Picard (2010) and Venturini (2023), who highlight how newspapers have struggled to retain advertising revenue with digital platforms dominating the market. According to the Pew Research Centre (2021), newspaper circulation in the U.S. fell from 60 million in 1994 to approximately 24 million in 2020, with similar trends observed in the U.K. and Europe. Moreover, scholars such as Baran (2010) and McQuail (2010) posit that new media technologies have indeed brought disruption to the industry.

Despite these difficulties, some scholars argue that newspapers are not dying but rather undergoing transformation. Obiaje and Ikuesewo-Akinbami (2024) underscore how digital technology is reshaping journalism rather than eradicating it. They stress the need for journalists to acquire new skills, such as investigative reporting, digital storytelling, and multimedia production, to stay competitive. Other scholars (Franklin, 2014; Venturini, 2023) have reinforced that the future of journalism lies in hybrid models that merge digital and print, leveraging multimedia storytelling, podcasts, and AI-driven journalism to attract diverse audiences.

Still, others (Cornia et al., 2017; Nel & Westlund, 2021) document how newspapers have effectively deployed paywalls, digital subscriptions, and interactive content to maintain their readership. The increasing adoption of paywall models—a strategy where access is restricted to paying subscribers, as seen with The New York Times and The Guardian—indicates that innovative transformation is fostering new revenue opportunities rather than leading to complete extinction (Thurman & Myllylahti, 2019; Paramveer et al., 2025).

In the Nigerian context, print newspapers remain relevant due to differences in literacy levels, limited internet access and penetration, and mistrust associated with digital news sources (Ojebode, 2019; Adeyemo, 2023). Similarly, Akinfeleye (2020) argues that while digital platforms are growing, the credibility and in-depth reporting associated with print journalism continue to appeal to Nigerian readers. In 2021, reports from the Nigerian Press Council indicate that leading newspapers, such as The Punch and The Guardian Nigeria, have adapted by integrating digital subscriptions and online advertising while maintaining their print editions.

Newspaper Circulation and Advertising Revenue

As the numbers tell a clear story that print newspapers are losing ground across the world, available literature highlights how Meyer's 2004 prediction of a print media decline is playing out in real-time. Undeniably, the decline of print is most acute in digitalised nations, where a consistent fall in circulation continues to support Meyer's argument.

For instance, in the United States in 1994, print newspaper circulation was 60 million. By 2020, the number had dropped to 24 million, and by 2023, over 80% of Americans were getting their news primarily from digital platforms (Pew Research Centre, 2021; Reuters Institute, 2023). Likewise, in the United Kingdom, reports from 2000 asserted that 46% of Britons read print newspapers regularly. Nevertheless, by 2021, that number had fallen to just 16% (Newman et al., 2021). Earlier, Picard (2010) reported that many European newspapers had completely abandoned print editions, transitioning to digital-only formats.

Moreover, in past decades, advertising served as the backbone of newspaper profitability, with businesses investing heavily in print media to reach their target demographics. Businesses invested heavily in advertisements to reach potential customers. According to the Pew Research Centre (2023), newspaper advertising revenue in the United States plummeted from $49 billion in 2005 to just $9.6 billion in 2022. This trend is also evident in countries like Nigeria. However, as digital advertising gained ground, print advertising revenue has declined. Companies now invest in highly targeted digital ads, such as social media promotions and search engine marketing, where engagement data can be measured, and campaigns can be adjusted accordingly.

Additionally, as digital media becomes pervasive, the global newspaper advertising market continues to experience a steady decline in significance and investment. On the contrary, a Statista (2024) report stated that the average spending per reader in the advertising market is projected to be US$18.98 in 2025, while worldwide, the newspaper advertising market is estimated to reach US$22.66 billion in the same year. As the United States is expected to account for the most revenue in the market, the annual ad spending growth rate in that market is anticipated at 3.67%, leading to a projected higher market volume (US$19.51 billion) by 2029.

Additionally, a Statista (2025) report examining the global print market projects that revenue for the print newspapers and magazines market will reach US$108.38 billion in 2025. The report also projected an annual revenue growth rate of -3.02%, culminating in a forecast market volume of US$95.86 billion by 2029.

Readership for the print market is expected to grow to 1.3 billion users by 2029, from a user penetration of 19.3% in 2025 and a projected decline of 15.7% by 2029. Accordingly, a worldwide comparison reveals that significant revenue will be generated in the United States, with a projected total of US$23.78 billion in 2025, inclusive of advertising income. The document concluded that "print newspapers and magazines continue to struggle worldwide, as digital platforms are rapidly reshaping consumer preferences and advertising strategies in the media landscape."

In Nigeria, leading newspapers such as The Punch and Vanguard have also reduced their print operations due to shrinking demand and rising printing costs (Nigeria Press Council, 2022). In technologically advanced countries where smartphones, social media, and news apps dominate the market, print newspapers are experiencing an undeniably steep decline. This suggests Meyer's prediction remains largely accurate in these regions. However, the Nigerian newspaper market is projected to experience a combination of growth rates between 2025 and 2029. The industry is expected to experience a gradual growth rate (5.15%) in 2025 and an increase (6.44%) in 2027. Eventually, there is a projected decrease (4.72%) by 2029 (Statista, 2025).

Digital Business Models: How Newspapers Adapt to Innovative Disruptions

As the media landscape undergoes rapid transformation, newspapers are redefining their business models to remain competitive and sustainable in the digital age. The transition from traditional print to digital platforms involves adopting innovative strategies to generate revenue, engage audiences, and deliver content more effectively.

Key models of adoption by publishers include strategies such as subscription models, where newspapers have transitioned to offering digital-only subscriptions. This model provides readers with full access to premium online content for a recurring fee, thereby enabling publications to generate a consistent and sustainable revenue stream. Several newspapers have equally adopted paywall models to monetise their content further, including hard paywalls, which block all content unless the user subscribes; metered paywalls that allow limited free articles before requiring payment; and freemium models, which offer basic content for free while charging for premium content (Obiora & Uche, 2023; Paramveer, 2025).

Moreover, online advertising provides another platform for publishers to augment shrinking print revenue. Although revenue from print ads has declined, digital advertising like display ads, native ads, and sponsored content remains a key source of income. Advanced targeting techniques also help newspapers reach specific audiences more effectively. Newspapers have also diversified their operations to reduce dependence on traditional media income; they have expanded into new business areas, including hosting events, workshops, and webinars, as well as offering branded merchandise and bespoke consulting or content creation services.

Some of the world's leading newspapers have successfully reinvented themselves. The New York Times, for example, transitioned to a digital-first model, growing its subscriber base from 1.5 million in 2016 to over 10 million in 2023 (Napoli, 2019). The Guardian, UK, abandoned traditional paywalls and adopted a reader donation model, allowing it to sustain its journalism while keeping content free. Le Monde (France) implemented a 'freemium' model, combining free articles with premium content to cater to different audience segments (Bruno & Nielsen, 2021).

Also in Nigeria, some newspaper content is paywalled. While significant outlets such as Premium Times, Vanguard, The Cable, and ThisDay enable free access to most content, others employ a combination of freemium, paywalls, or paid subscriptions regarding digital articles or editions. For instance, the BusinessDay newspaper implements an annual subscription for its premium content for ₦20,000. The Punch e-paper, a digital replica of its print issue, is offered at a yearly subscription plan that starts around ₦17,200 (Olowogboyega, 2020).

Moreover, newspapers in Nigeria and worldwide are continually investing in multimedia journalism, including videos, podcasts, and interactive infographics, to enrich storytelling and attract digital audiences while integrating social media platforms as critical tools for distributing content, engaging readers, and driving traffic to their websites. Many publications also use social media for real-time news updates and audience interaction.

Consequently, these adaptations exemplify the industry's response to the disruptive innovation, as posited by Christensen, while simultaneously challenging Meyer's prediction. The shift, as observed in leading global newspapers, is a survivalist strategy that involves transitioning to digital models, adopting flexible monetisation strategies like freemium, subscriptions, and reader donations, and expanding into multimedia journalism. Rather than a head-on competition with digital-native disruptors like free online news aggregators and social media platforms, legacy newspapers are sustaining their core mission by creating new niche markets with lower-cost, accessible platforms and distribution models.

Consumer Behaviour, Social Media Influence, and AI-driven Content Integration

One of the most significant disruptions to information dissemination is the rise of AI-driven personalised news. Unlike the traditional approach, where newspapers deliver the same content to all readers, AI now allows news platforms to analyse user preferences and curate stories tailored to individual interests. By tracking reading habits, search patterns, and engagement history, AI-powered algorithms ensure that audiences receive content that resonates with them. Such personalisation sustains reader engagement and fosters long-term loyalty, encouraging users to return more regularly (Newman et al., 2022).

Also, shifting news consumption habits is a major driver of newspaper extinction. Younger audiences, predominantly Millennials and Generation Z, prefer getting news online rather than purchasing newspapers. According to the Reuters Digital News 2022 Report, only a small number of people (5%) under 35 read a physical newspaper daily, while a significant portion of the audience (70%) relies on smartphones for news updates.

Consequently, this has led publishers to integrate videos, podcasts, infographics, and live updates into reporting. These formats, invariably, make news more engaging, accessible, and immersive (Tandoc, Lim, & Ling, 2018). By offering news in various formats, newspapers are expanding their reach and catering to the preferences of diverse audiences as print copies become less prevalent on newsstands.

Strategic Partnership

Furthermore, newspapers are also forging strategic partnerships with technology companies to strengthen their digital presence. While recognising the imperative to adapt, many publications have established partnerships with major tech firms to secure access to cutting-edge resources. Initiatives such as Google News and the Facebook Journalism Project provide funding, training, and digital solutions that help newspapers improve content distribution, enhance fact-checking capabilities, and develop sustainable business models (Napoli, 2019). These collaborations have enabled traditional media houses to compete effectively in the fast-paced digital space while maintaining their journalistic integrity.

By integrating AI, multimedia, and hybrid business models, and forging strategic partnerships, newspapers are not simply struggling to survive—they are evolving to meet the demands of a digital-first and mobile audience. Admittedly, the future of journalism lies in its ability to embrace innovation while staying true to its core mission of informing and educating the public.

Challenges to Meyer's Prediction

Moreover, over two decades later, the trends have largely played out as Meyer predicted. However, the narrative is more nuanced than a simple trajectory toward the total extinction of print newspapers by 2043. A closer look at global trends reveals a more complex and regionally diverse future for print media.

In developing nations, print newspapers continue to play a significant role. For instance, in Africa, specifically Nigeria, digital news is on the rise; however, print newspapers remain relevant, especially among older demographics and rural communities where internet penetration and access are limited (Omenugha et al., 2023). In 2022, a study by the Nigerian Press Council found that about half (50%) of the Nigerian population still trusts print newspapers over online sources, largely due to the widespread misinformation on digital media.

Elsewhere in South Asia, specifically in India, while newspaper circulation is collapsing in the West, India's print industry is growing. Affordable print editions, rising literacy rates, and slower digital migration have helped newspapers retain their audience in that market (Kalra, 2022).

These examples highlight a key flaw in Meyer's prediction. Nevertheless, print newspapers are declining globally, but not at the same pace. Their extinction by 2043 is far from certain in regions where digital access remains uneven.

Trust, Press Freedom, and Misinformation

Another critical factor that Meyer did not fully account for is the changing perception of trust in news media. The spread of misinformation has become a major challenge in the digital age. Social media platforms have increased news accessibility, yet they have also facilitated the rise of misinformation and unreliable content. Fake news circulates rapidly. As a result, public trust in digital journalism has been steadily declining (Tandoc et al., 2018).

The rise of citizen journalism and non-traditional news sources has continued to transform the way people consume information. Digital platforms allow newspapers to expand their reach and engage in real-time dialogue, yet these benefits are offset by significant emerging risks. Ironically, in an era dominated by misinformation, many readers are turning back to print media as a trusted source of credible and fact-checked news. In some regions, this shift reflects a growing demand for reliability over the fast-paced, often questionable content found online.

Another important factor is press freedom, especially in authoritarian countries where digital censorship is widespread. Government monitoring and the restriction of online platforms in these regions create significant barriers, preventing journalists from reporting freely. However, print newspapers often remain a more secure and independent avenue for investigative journalism, allowing critical stories to reach the public despite digital restrictions (Ojebode, 2019).

Considering these trends, it is possible that print newspapers will not disappear entirely. Instead, they may continue to serve a specialised audience that values accuracy and depth over the convenience of digital news. In this way, traditional newspapers could survive as a trusted niche in an evolving media landscape beyond 2043.

Conclusion

Will Newspapers Vanish by 2043?

This study has taken an in-depth look at Philip Meyer's prediction, analysing how shifts in readership, evolving revenue models, and digital innovations are transforming the newspaper industry. While Meyer's argument that print newspapers would disappear by 2043 is thought-provoking, the reality is simple.

Will newspapers vanish by 2043? The short answer is no. Meyer's 2004 forecast does not hold in its original and absolute form in the digital age. Undoubtedly, the decline of traditional print circulation remains a significant concern; as current data indicates, this trend is not only persistent but accelerating. Still, a disruptive technology framework, including digital tools and innovations, is the pathway for reinventing the newspaper business model that Meyer failed to anticipate in 2004.

While Meyer's model focused narrowly on print subscribers, contemporary newspapers have adopted new media technologies to enable them to thrive in the digital realm. Newspapers are generating revenue from digital subscriptions, apps, newsletters, and data-driven, personalised content, offsetting print circulation losses as extinction is turned into transformation.

In highly digitalised regions like the United Kingdom, the United States, and Western Europe, the decline of print newspapers is already inevitable. Digital-first news platforms, mobile journalism, and social media have drastically changed how people consume news. With advertising revenue migrating to online platforms, younger audiences now depend almost entirely on smartphones and digital subscriptions for news. Given these trends, it is highly likely that print newspapers, as they are known today, will disappear in these regions well before 2043, aligning with Meyer's prediction.

However, the situation is quite different in developing nations such as Nigeria and India, where print newspapers continue to serve a vital role. Limited internet access, high data costs, and ongoing concerns about the credibility of digital news have contributed to the continued relevance of print media, particularly among older readers and in rural communities. Despite the growth of digital media, the slower decline of print in these regions indicates that newspapers will endure past 2043, though their market presence will likely be reduced.

Ultimately, rather than heading toward total extinction, print newspapers are adapting. Many publications are finding ways to stay relevant by embracing digital subscriptions, AI-driven journalism, and hybrid revenue models that blend traditional and digital strategies. The discourse has shifted from whether newspapers will become obsolete to how they will transform to meet the demands of a changing media landscape.

Meyer's prediction holds for developed nations, where print newspapers may become extinct entirely within the next two decades. However, in developing regions, newspapers are likely to survive in some form, even as their influence continues to decrease. More importantly, journalism is not disappearing; it is undergoing a fundamental evolution. With digital innovation, multimedia storytelling, and sustainable business models shaping the future, journalism will continue to thrive, even as the traditional print format fades. Eventually, the print newspaper will likely survive as a specialised form of journalism serving credibility-oriented audiences.

Recommendations

A significant number of newspapers globally have already migrated to cyberspace in response to Meyer's forecast. However, a preference for print newspapers remains evident in specific markets like Nigeria. In niche areas where newspapers have comparative advantages in terms of advertising revenue, such as ceremonial content that is still exclusive to print newspapers, publishers should capitalise on this advertising patronage to keep the newspaper on the newsstand. The idea of a daily printed newspaper may have become moribund. It is suggested that newspapers prioritise traditional news reporting by turning out fact-based, high-quality niche content that provides new insights into stories and creates value for readers. This set of content could be published exclusively in print editions for their dedicated readers.

Additionally, in cyberspace, publishers should explore new methods and experiment with new storytelling formats, which convergence has made available via videos, podcasts, and other interactive modes to interpret complex information. A strong social media presence is crucial for expanding and maintaining newspaper visibility. Publishers should leverage interactive media to promote their editorial and advertorial content, engaging with readers.

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