



# An Analysis of the Competing Business Models of Online Journalism

*Michael Fusco*

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From a small town paper in Pennsylvania to the largest international news network in the world, the field of journalism has been revolutionized by the advent of new digital technologies. Since the early 1990's a new breed of reporting has emerged called "online journalism," which utilizes the latest technological tools. After a very successful initial investment, companies like CNN, The New York Times, and Tribune are beginning to seek new strategies for a profitable future. From a variety of success stories emerges a single hybrid model that is set to once again change the way the publishing industry conducts business. Author Michael Fusco explains how news rooms have overcome the initial hiccups of the transition to new medias and are now seeking to maximize profitability. Michael Fusco is a graduate of Lehigh University holding a Bachelors of Arts degree in Journalism, English and History.

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