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Murdoch move may take time to succeed

A storm is brewing following Rupert Murdoch's announcement that News Corporation intends to charge for online newspaper content.

But can this work, when many consumers have grown up believing pretty much anything on the web should be free?

Many analysts have backed Murdoch's controversial plans to revolutionise digital content. They argue that media content costs money to package and distribute, so why shouldn't there be a cost to the consumer, particularly in the light of dwindling ad revenue.

The media tycoon is committed to providing high-quality content, as he did with Sky TV, and it looks as though the businessman's brave decision could be correct once again. It may just take a little time to win people over.

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