
Chapter 26 Pricing Strategies

Section 26.1 Basic Pricing Policies

Digital Nation Activity: Hulu.com: Keeping TV Free

Directions Like television networks, newspapers are trying to find ways to earn a profit on their online content. A few newspapers have made a profit by charging for their online content. Charging for online content, however, means that fewer people see it. This means that advertisers may not pay as much to place ads on this content. Visit the Web site of a local, regional, or national newspaper and answer the following questions

1. What kind of advertising do you see on the site?

2. Does the site charge for any of its content? If so, what types of content require payment, and what is the fee?

3. Write a paragraph with your observations.
