



Sustenance of print and e-newspapers in the business of news media: A study of Indian news industry

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Abstract

With the revolutionary advancements in technology, the existence and sustenance of print newspapers has been challenged time and again. However, despite the last many decades witnessing the 'slow extinction' of print newspapers in the West, the Print newspaper industry in India has survived these challenges through the disruptions. Apart from working on the look and feel of the Print newspaper, the industry has also come up with various changes in its revenue models via alterations in distribution, subscription, and advertisements to adapt to the challenges posed by the rapid growth of more immediate news mediums.

While e-newspapers gained the most during the Covid 19 pandemic, the Print newspapers' business experienced a challenging time. On one hand, many Print newspapers in India had to shut down during Covid 19, on the other hand there were other media groups that announced harsh measures like severe pruning of editorial staff. Due to the pandemic, major print newspaper organisations in the first quarter of FY 2021 witnessed a revenue decline. The circulation of Print newspapers was already impacted by the availability of digital platforms, the pandemic further accelerated the shift in consumers' preferences towards e-newspapers' digital presence. Nonetheless, print newspapers that stood their ground during the pandemic showed gain in the second phase. The circulation revenue in the first quarter of FY2022 has increased for some of the print media organisations and is expected to improve further. The increase in circulation is an indicator of resilience of the industry and a testament of strong roots of the print media industry in India.

The Hindu was the first newspaper to launch its web site back in 1995 in India and was followed by more news organisations. With improved internet penetration and easy availability of smartphones, the readers have a variety of options to read news. In India, a stage has arrived where print newspapers and online newspapers are co-existing and witnessing growth.

The undertaken study aimed to underscore the factors that necessitated the evolution of e-newspapers and also explored different revenue models. It also aimed at analysing the content of print and e-newspapers and prognosticate the future of print and e-newspapers in India. Content analysis helped the researchers to gauge the changes that print newspapers and e-newspapers carried out according to user preferences. It was observed that e-newspapers gave importance to the currency of their contents and provided links to access more information. Essential components of the content were created according to different geographical regions, dialects, hyperlocal content and user generated content. Print newspapers for long were dependent on revenue from advertising but it was found that changes during the Covid-19 pandemic like subscription for almost all e-newspapers which until then could be accessed free of cost, contributed to the growth. Circulation and subscription through different online apps like Paytm (as stay at home essentials) and extended platformization through various technologies, contributed to the growth during and post pandemic. Findings from the survey revealed that print newspapers maintain a strong presence but a shift in users' preferences suggests strong inclination towards digital platforms in the longer run.

Keywords: digital media, print media industry, newspapers, e-newspapers, online newspapers, new media

Introduction

Print newspapers have shown sharp deterioration in circulation and advertising revenue in the West. Wired presence is taking away the majority of readership from print newspapers. However, countries like China and India do not predict any instant threat for print newspapers as the numbers and circulation of print newspapers are still growing. Although print media is a flourishing business in India, newspaper organizations are embracing new technologies so as to continue as a significant entity in a rapidly altering environment. Smartphones and tablets with internet connection are possibly the finest options to do that. Print newspapers are keeping up with the technology-based shifts in the global media and they are making use of social media to convert these changes into an opportunity.

The circulation of Print newspapers in India has increased which defies the recent trends in global scenario. The Indian Readership Survey (IRS) data released for Q1 of 2019 reveals that the overall readership of newspapers has grown from 407 million readers in 2017 to 425 million readers at the end of the first quarter of 2019 (Malvania, 2019) ^[10]. Comparable data show that while newspaper circulation grew by 12 percent in India, it fell in almost every other major media market: by 12 percent in the UK, 7 percent in the US and 3 percent in Germany and France ("Newspapers Fact Sheet", 2021) ^[14]. It was observed that spurt in literacy levels in the last two decades, rising income and the perceived credibility of written words are some of the reasons newspapers progressed well in India. (Mudgal, 2019) ^[12].

Rise in Print newspaper readership

Rise in readership of Print newspapers in India signals a preference towards local language newspapers. The Indian Readership Survey reported a growth in the number of absolute readers across regional languages ("IRS Q1 2019 - Top newspapers and magazines", 2019) ^[18]. A prominent change is apparent in the rural population during the past decades as they turn out to be one of the most significant customer groups with augmented income levels and varying choices and preferences. Another reason for growth of print newspaper circulation is the coverage of local news by regional language newspapers has given circulation the much-needed momentum as it provided a platform to people in rural areas to express themselves. Localization paved the way for multi-edition newspapers where publishers accumulated national news with local news and intensified their news content variety, with supplements. The successful performance of hyper localization of news content is also credited to readers' choice to read content in their first language. Low priced Indian newspapers are often paired with discounts or complimentary supplement/edition which rules out price as a barrier for the readers. This helps in creating brand loyalty which is often utilized by advertisers. While there are many websites where one can get updated news and information newspapers have adapted to the change allowing readers to read their favourite newspaper on the mobile devices. As discussed, one can access e-newspapers of India directly on laptop or smartphone devices and get the same experience that one had through the print version. The rise in Print newspapers circulation in India is majorly seen among Hindi language newspapers and vernacular press. To get in touch with the outsized population, the Indian print newspapers put together efforts to publish in their regional languages in small towns. Keeping in view the growth in Hindi and regional language newspaper, leading newspapers have started their regional-language newspapers. The English language newspapers cater to more contented and urban readers who are more exposed to the forthcoming changes due to new media technology. As per different periodically published reports a steady decline in the production, distribution, and consumption of print newspapers is reflected in the Western countries. Research from the mid-20th to the early 21st century displays a steady decline in time allotted to print media as a whole, noting that while newspaper reading rates decreased (Vyas, Singh & Bhabhra, 2007a) ^[22]. However, in other places, specifically in East Asia, print newspapers are flourishing (Vyas, Singh & Bhabhra, 2007b) ^[22]. Such a scenario in East Asian countries may be the outcome of a delay in the beginning of a dead-end syndrome due to a lower internet penetration rate in initial years in these countries or the result of certain political and cultural factors that prevent the displacement of print media. (NOSSEK, ADON & NIMROD, 2015) ^[7, 15]

Rise of E-newspapers

The ease of access and multiple ways to offer news are the important aspects of an e-newspaper. Interactivity provided by e-newspapers is their major asset. To connect with more people e-newspapers are also making use of social media and this is also being adopted by many print newspapers. The estimated total U.S. daily newspaper circulation (print and digital combined) in 2020 was 24.3 million, down 6% from the previous year ("Newspapers Fact Sheet", 2021a).

However, in the Indian scenario print newspapers are finding a rising number of readers along with e-newspapers readers. As many as 425 million people read a daily newspaper in Q1 of 2019 compared to 407 million in 2017, a rise of 18 million or a healthy growth of 4.42 per cent over one year (Singh, 2019) ^[20].

Technological advancements have made it possible for the traditional print newspapers to reach a much wider reader base through various devices. According to estimates, almost 60 percent of Indians are online these days. It is evident, if more users are available online, they will be approached by online advertisements too.

In print media tracking is difficult. Adeptness and aiming are making digital media preferable. Rising numbers of smartphone users also contribute to a shift towards online platforms. The younger age bracket has begun to avoid print newspapers as they are more likely to use new media platforms. Online platforms offer new ways for print newspapers to grow and also pose some threats. In times where across the world print newspaper circulation is coming down, in India it is witnessing a rise.

The rise in print newspapers circulation in India is majorly among Hindi and regional language press. To reach a large population, the Indian print newspapers make efforts to publish in regional languages in small towns. Keeping in view the growth in Hindi and vernacular press, leading newspapers have started their regional-language newspapers. The English-language print newspaper market provides services to more comfortable and urban readership who are more aware of the changes coming up to digital media. (KPMG-FICCI, 2016).

The circulation figures of print newspapers in India illustrate the strong hold in Indian languages. While overall circulation in the print market grew an estimated 7.6 percent from 2014 to 2015, this is primarily driven by high growth in the expanding Hindi (9.6 percent) and other languages (9.9 percent) markets rather than the high but stable English-language market (3.8 percent) (KPMG-FICCI, 2016).

As soon as the thought of publishing newspapers on the web was perceived, many people started their news sites. By making use of available information coupled with entertainment, it was possible to publish content with multimedia technology. This use of technology, which had comparatively low investment, attracted attention from publishers of print newspapers, not only in the developed countries but also in developing countries. They became aware of the future prospects of the digital establishments as it connected them to worldwide readers. The Hindu was the first print newspaper in India to launch its news site in 1995. The Times of India, The Indian Express, and The Deccan Herald soon caught up with their news sites early in the year 1996.

As there were plenty of e-newspapers, there were continual efforts to launch e-newspapers in Indian languages. The first Hindi newspaper to be released online was Nai Dunia.

Taking the technology-based developments further, social media platforms might complement news consumption through a "content discovery effect." Sharing a piece of content allows that content to reach people who wouldn't have seen it otherwise. In fact, the promotional power of social media may be particularly effective due to homophily (McPherson, Smith-Lovin & Cook, 2001) ^[11], the idea that "birds of a feather flock together." Since we tend to connect to others similar to us, content that is shared by our peers is

likely to be more relevant to us. This effect may be even further enhanced due to “communication utility” (Atkin 1972)^[2] as we may want to discuss the article content with the person who shared it with us. When using social media, users are routinely exposed to news content. This in turn may cause news consumption to become part of a larger ritual that includes social media use (Chaffee & McLeod, 1973)^[3].

Factors that necessitated the evolution of e-newspapers

With the developments in technology and the wave of the internet entering the Indian media industry, print media was not left untouched. It emerged as another platform for the media organisations to develop their presence. E-newspapers were available to a wider range of newspaper readers who could access their local newspapers from different locations. It was favoured by people who were travelling and could not carry their newspaper but they could access it online. The Hindu, a 142-year-old legacy media brand, was the first English-language Indian newspaper to go digital in 1995 (Gupta, 2021)^[5]. This was a major change that brought a lot of enhancements to the Indian newspaper industry.

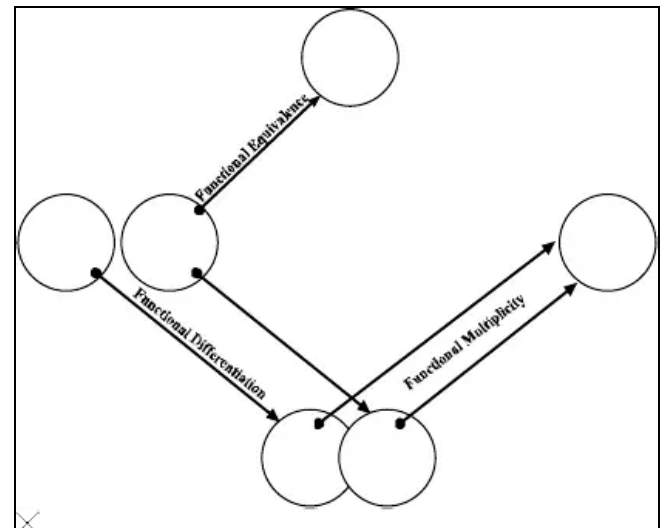
The fact that e-newspapers provide the option of sharing real-time feedback and interactive elements, attracts the readers. This rise of e-newspapers was seen as a threat to the existence of print newspapers; instead, the print newspaper has over the years established itself remarkably flexible and adaptable all through (Mudgal & Rana, 2020)^[13]. In the present times both print and e-newspapers can be seen growing in terms of readership in India. A strong reason for this is the increasing literacy levels and economic conditions in Tier II and Tier III cities as well. Media organisations have also understood that the preferences of readers lie towards their regional languages and hence try to connect with them by bringing regional language editions.

Theoretical Framework

This study can be seen according to the technological approach which is associated with Marshall Mc Luhan and Harold Innis’ (Tremblay, 2012)^[21]. Presiding media technologies in a specific period will be displaced by new media technologies in case they stop meeting the societal requirements. McLuhan gauged that television may displace the then existing print media and impact the social and political fabric. In his final works Marshall Mc Luhan refined the displacement theory further and proposed four possible forms of interactions within media, which were, amplification, displacement, retrieval and reversal (Levinson, 1999)^[9]. The advancements in technology and progress in internet penetration made it possible to claim a stage where a blend or combination of two or more mediums is possible (Adoni & Nossek, 2001)^[1].

Studies based on uses and gratification theory approach suggest that each communications medium specialises in gratifying certain needs of the consumers. Some studies also demonstrated the displacement phenomenon among media, suggesting that functional exchangeability is the chief reason for displacement (Himmelweit & Swift, 1976; Katz, Gurevitch, & Hass, 1973; Rosengren & Windahl, 1972)^[6, 4, 17]. Where functional equivalence exists, one medium may make another obsolete while creating optimum situations for the displacement of its predecessor, likely causing a significant decline in the production, distribution, and consumption of the displaced medium. By contrast, functional differentiation or a low degree of functional

equivalence creates circumstances in which both types of media may coexist (Nossek *et al.*, 2015)^[7, 15]. A model developed in a research study by Adoni & Nossek blended the technological and functional approaches in a framework (Adoni & Nossek, 2001, Figure 1)^[1]. It discusses interrelations between the technology-based features of a new medium and its function of need gratification for the audience in comparison with an old medium, thus leading either to the resilience of an old medium or its displacement by new media technologies.



Co-Existence / Interchangeability

Fig 1: Dialectic model of media interaction. (Source: Adoni & Nossek, 2001)^[1]

Indian Newspapers during Covid-19 Pandemic

To explore the revenue models adopted by print newspapers to brace challenges during the pandemic, the researchers did a case based on The Hindu, which was the first newspaper to have its e-paper.

Following are major strategies that helped The Hindu to grow its subscription.

In India there most of the e-newspapers are free of cost, however, The Hindu offers a paid online subscription. Some of the news sites and apps also operate as ‘freemiums’, where some amount of information can be accessed as free and after that it has to be paid for.

Establishing the e-paper

At the onset of COVID-19 pandemic in 2020, The Hindu started focusing on its e-paper. The news organisation soon understood that e-paper trends in India are wide and different from those in Western countries where the platform is seen as a passage tool from print to digital. Following this, they decided to create their own strategy instead of depending on international media for inspiration.

At present, 63 percent of The Hindu’s audience is younger than 34 years of age (Gupta, N., 2021)^[5].

They have a product manager and subscription team along with acquisition managers and retention managers to take care of the e-paper.

To garner more subscribers through its e-paper, they launched a daily 10-question quiz, in December 2020 based on the news from the daily newspaper or e-paper. This inspired the company to create its special e-paper application for Android and iOS.

They found that a huge number of The Hindu’s e-paper subscribers were students who were preparing for competitive exams. So, they launched two e-pages named

Text and Context. These were e-paper exclusive pages, which were published on weekdays and provided deep insights into the context and analysis of published news stories.

Furthermore, The Hindu launched ‘Learning Corner’, a product to provide resources to students preparing for competitive exams and provided features like quizzes and analytical articles.

The news organisation also launched ‘The Briefcase’, a mobile application that provides subscribers with the five most important news stories of the day, in April 2018. The app was ad-free and functioned with paywall. It was priced at Rs 99 a year, but it failed to impress people. They tried reducing the price to Rs 49 a year, but it still did not work. This implies that pricing is not directly related to subscription numbers.

The company started, The Hindu Digital website with paywalled news content in February 2019. To be sure with pricing, they conducted reader surveys. This received fairly diverse views – brand lovers wanted the price to be high, while other users wanted the website to remain free or to have a nominal price (Gupta, 2021a) [5].

Digital Pricing	Anchor - Newspaper	Anchor - International
Feb 2019 – Rs. 499 + GST	70% of monthly subscribers	Monthly Plan
Nov 2021 – 1299/-	Price Chennai – Rs. 2050/-	USD – 12/-
	Price Delhi – Rs. 3860/-	

1. Digital is cheaper (2) Pricing Higher than print is difficult (3) International markets offer higher opportunities

(Source: <https://wan-ifra.org/2021/11/four-strategies-from-the-hindu-to-navigate-the-subscription-game/>)

Fig 2

It is advisable to price e-newspaper close to their print counterparts as eventually digital subscriptions would replace print newspapers.

Understanding the audience

Frontline is The Hindu’s political magazine that was put up with paywall in March 2020 and has performed well.

The company’s data analyst found a strange fact that some Frontline subscribers also subscribed to The Hindu e-paper, whereas the two products had no combined offer plans (Gupta, 2021b) [5].

After doing some experimentation, they launched a UPSC Special subscription that provided an e-paper subscriber an option adds on Frontline magazine at Rs 300.

Product	Positioning & TG	Promotion
Launch - 1984	Positioning – Political Magazine	Stand Alone - Limited success
Paywall – March 2020	TG – Students?	UPSC Special – Rs. 1299/-
Content - Long form		Epaper Add-on – Rs. 300/-
Print Periodicity – Fortnightly	MOM Growth – 22%	

(Source: <https://wan-ifra.org/2021/11/four-strategies-from-the-hindu-to-navigate-the-subscription-game/>)

Fig 3

This resulted on a positive note as, The Hindu’s CAGR came around 22 percent ever since it made Frontline a paid product. They have increased their presence on platforms such as Instagram, Meta, YouTube, and Spotify, but are still holding back from publishing their paid content on these platforms.

Indian Language Newspapers could withstand the covid-19 storm

Like most other industries, print media also saw a difficult time struggling not just the pandemic-induced crisis but also alterations in trends. Mainly divided into two segments- English newspapers and Indian language newspapers, the print media revenues have been largely taken over by the former in case of advertising revenue. In the recent few months, Indian language newspapers have emerged with growth in circulation, readership and advertising revenues.

The Indian language newspapers are widespread while English language dailies are limited to urban areas which were worst hit by the lockdown. The English language newspapers suffered in terms of circulation. This is where the Indian language newspapers emerged. The Covid-19 challenges provided an outcome where during the first quarter of FY21, major print media organisations saw a huge revenue downfall of almost 67% year on year, according to an done in September 2020 by the firm India Ratings and Research (Ind-Ra). The decline was higher for English print media organisations than Hindi print media organisations. Very few of the language publications went off the shelf even in the early lockdown phases and even those that did, bounced back soon as well.

The IRS report in May 2020, shared a rolling average of data from three quarters IRS 2019 (Q1), (Q2) and (Q3) and one fresh quarter Q4, clearly indicating a growth pattern in news organisations beyond metro cities.

Some regional newspapers saw a rise in TR (total readership), some of them also witnessed growth in AIR (average issue readership). Some popular newspapers from across the country like Amar Ujala, Lokmat, Daily Thanthi and Bartaman witnessed a rise in both TR and AIR.

Majorly, the English language newspapers, targeted metros and large cities and have been receiving a large share of the advertising pie due to the reach of these papers and the audiences that they cater to. This includes well-off middle-class families that are at the focus of the consumption economy. Slowly, this is changing with Tier-II and Tier-III cities catching up and, in some cases, surpassing metros in terms of growth.

The non-metro city markets, where Indian language papers have their prominent presence, have experienced a faster recovery. The entire print media industry has seen the paradigm shift and Indian language newspapers are now the strongest force in the print media industry.

In 2020, Covid-19 became the accelerator for a shift in media consumption that was both quick and robust in its consequences.

Covid-19 gave a needed push to a change that has accelerated ever since the coming of Jio in 2016. The entry of Jio visibly expanded the sphere of internet users and took a generation of news consumers from the broadsheet newspapers to the smartphones.

The lockdown imposed due to coronavirus brought about a change in the news consumption habits of people. In metro cities, the majority of newspaper readers were seen to be

accessing online portals, mobile applications, and television channels to update themselves with news and current affairs. Most of the attention in terms of consumption and ad spend trends has shifted to Tier II, III and IV markets (Roy, 2021) [19].

The Covid-19 disruption has, however, already accelerated the process of shift. The KPMG report of September 2020 tells us that digital platforms of both English and language newspapers saw their unique visitors double after newspaper delivery was blocked (Ninnan, 2021) [16].

The Times of India started functioning behind a paywall by the mid of May 2020. The Hindu news group whose e-paper and website had gone for the paywall earlier took the rest of the organisation’s products behind a paywall post-Covid-19. Dainik Jagran, an Indian language newspaper also converted into a paid platform online.

Paytm, an Indian digital payments and services company, provided option to pay and access e-newspaper of Hindustan Times, Dainik Bhaskar (Jabalpur Group), Amar Ujala, Dainik Jagran, Punjab Kesari, Mid-Day, Jagbani, Indian Express, Loksatta and more. This clearly reflects that they are catering to diverse reader interests by providing both English and Indian language e-newspapers. The English news readers have other media platforms to have daily news consumption and their dependence on Print newspapers has thus reduced. While digital news media is growing in Indian languages as well though it is not as fast as English which gives the language newspapers an edge in the present times.

Indian language newspapers provide a robust mix of national, local, and hyper-local news stories or content. This has assisted advertisers to create and demonstrate customised content depending on the region they wish to reach. The content which is a mix in Indian language dailies has also added as an advantage for them.

Indian population has been consistently growing mostly in and around smaller towns. Literacy levels and economic indicators are improving in this part of India. As per recent IRS and ABC data, a wide scope is available for readership and circulation growth in these regions. Spending capacity is extending in this part of the country. All this indicates that Indian language newspapers have a bright future considering readership and circulation opportunities besides attracting advertising revenues.

Readers’ Preferences

A survey was conducted by the researchers to understand readers’ preferences for news consumption in New Delhi, which is a cosmopolitan city and has people from different states. The respondents were aged between 15 years to 60 and above.

Table 1: Platform Preferred for Online News Consumption

		Percent	Cumulative Percent
Valid	E-paper	20.0	20.0
	Mobile apps	50.0	70.0
	News site	28.3	68.3
	Total	900	100.0

From the collected data, mobile apps emerged to be most preferred choice for reading news from the available online sources.

As much as 19 percent of the respondents read only e-newspapers, 12 percent of the respondents read only print

newspapers, 69 percent of the respondents read both print and e-newspapers.

Younger age groups readers are more active on e-newspaper, as 82 per cent respondents of 15-29 age group are reading only e-newspapers. While 88 percent readers of 30-59 age group reading both the media, 60 and above age group (90 percent) reading print medium.

The study reveals that young people have reduce the usage of print newspapers. As per the study younger 15-29year age bracket readers read less of print media, they read more e-newspaper. Furthermore, significantly more young men reported reading print newspapers more than young women. Almost 86 percent women readers of 15-29 age group read both the media, while in this age group men readers are 79 percent.

To understand readers’ preferences, they were asked about their choices on reading e-newspaper, print newspaper or both the media. This revealed interesting details; on one hand where the most of the existing studies depicted the readership of print newspapers to be the highest preference of readers, on other hand the researcher in this study found a different scenario where along with print newspapers a huge section of the respondents also prefer to read e-newspapers. Since in India has been witnessing a surge in the circulation figures of print newspaper, this finding proves to be significant.

Table 2: Responses on Which Medium is Read by Respondents

Answer choices	Responses	
E-newspaper	19percent	171
Print Newspaper	12percent	108
Both	69percent	621
Total		900

As per the survey results it was seen that out of 900 respondents, 69 percent were reading both print and e-newspapers, 19 percent of respondents read only e-newspaper and 12 percent of the respondents read only print newspapers. This is a significant finding which denotes the interest of readers at large.

Majority of the readers were found to be reading both print and e-newspapers. This also signifies a shift in the scenario where previous studies have stressed that print newspapers account for maximum readership in India. Newspaper readership still dominates the readership in regional languages but digital platforms are gearing up to reach people in their regional languages.

Table 3: Ways Through Which Online news is accessed

Answer Choices	Responses	
E-paper	19 percent	171
News site	26percent	234
Mobile App	55percent	495
Total		

It was found that most of the respondents (55percent) preferred using a mobile phone based application to consume news through e-newspapers. Since smartphones are a handy device which is also becoming more affordable and there is an increase in internet use, all of these make adequate evidences to for the preferred choice of mobile phone apps for news consumption through e-newspapers.

Table 4: Reasons for Reading E-Newspaper

Answer Choices	Responses	
24x7 Updates	53percent	477
In-depth news	19percent	171
Easily Available	8percent	72
Low Costs	7percent	63
Eco-friendly (saves paper)	3percent	27
Portable	4percent	36
NA	2percent	18
Other(s)	4percent	36
Total		900

This points to the rising need to be constantly updated among the respondents. This arises because the information is available as soon as an event takes place and news consumers feel the urge to consume information from the fastest available source. As the honourable Prime Minister of India declared that India would be the largest nation to have the most population of youth, the study establishes this trend for constant updates to grow further in various ways.

Content analysis was also conducted by the researchers to find out the differences and similarities in the contents of newspapers. Two print newspapers along with their online counterparts were studied for this. One of these was The Hindu, as it was the first newspaper to release its online version and the other one was The Times of India as it has been the largest circulated Indian daily newspaper. The categories studied during the content analysis were present either in both print and e-newspaper or at least in one of them. The sample produced 635 stories of the newspapers, and varieties of 612 of the stories, or 96.4percent of the total sample, also appeared on the e-newspapers. The number of print newspaper stories was distributed evenly across the study and nearly equal numbers of stories appeared on the front pages of both sections: 49.1 percent on the front page and 50.9 percent (n=323) on the city section pages.

According to the content analysis the categories similar and different in print and e-newspapers are as following:

Table 5: Categories of Contents of Print newspapers and e-newspapers in India

	The Times of India		The Hindu	
	Print	e-np	Print	e-np
Elements				
Editorials	Y	Y	Y	Y
Columnists	Y	N	Y	N
Most read	N	Y	N	N
Most commented	N	Y	N	Y
Business	Y	Y	Y	Y
Entertainment	Y	Y	Y	Y
Environment	Y	Y	Y	Y
Health	Y	Y	Y	Y
Life style	Y	Y	Y	Y
National	Y	Y	Y	Y
International	Y	Y	Y	Y
Matrimonial	Y	Y	Y	Y
Politics	Y	Y	Y	Y
Sports	Y	Y	Y	Y
Technology	Y	Y	Y	Y
Weather	Y	Y	Y	Y
World	Y	Y	Y	Y

It was observed that importance has been given to connect with readers by providing information on most read news stories and most commented news stories. Many of the

structural categories were observed to be present in both print newspapers and e-newspapers of The Hindu and The Times of India. This suggests that the content of these categories is desired by readers irrespective of the medium.

Table 6: Frequency of Elements

Elements	Frequency	Percent
Photographs	146	23
Links	118	21
Infobox	120	19
Gallery	83	12
Graphic	89	11.3
Interactive feature	45	5.1
Poll	35	3.2
Audio	36	3.2
Video	74	8.4
Blog	32	3.4
Live Chat/ Discussion	27	2.8
Other	2	0.3

More print newspaper stories have textual components than the same stories in e-newspaper. Slightly more than half (58percent) of the stories had elements in both media, and about a third of the stories repeated the same elements in both print and e-newspaper versions. The results showed that more stories provided unique elements in both mediums.

Although newspapers published more stories about the local area than all other areas emphasised combined, those stories had fewer contextual components with them than any of the other categories. Stories about other geographic areas also tended to incorporate a slightly more diverse mix of textual components.

Table 7: Geographic emphasis of news story and mean of types of elements presented

Area	Frequency in print	Means of print elements	Frequency in e-newspapers	Mean of e-newspaper elements
International	49	1.84	42	1.2
National	116	1.63	108	1.6
State	124	1.36	123	1.7
Metro	345	1.38	347	1.9

As displayed in the table earlier the newspapers cover news from the areas like entertainment, environment, sports, health, lifestyle, politics, science and technology, weather, etc. It was found that both the newspapers provide links to entertainment and sports news. The Hindu provides links to health, politics, and science and technology news. The Times of India e-newspapers provide links to entertainment, environment, lifestyle, and weather news. It also provides links to astrology and matrimonial.

Interactivity made available on the e-newspapers make online editions interesting. Interactivity among users could be achieved by engaging them through surveys, polls, giveaways, blogs, opinions or comments, feedback, etc.

E-newspapers provide editorials, most commented news and articles. Coverage of e- newspapers gives an indication of the context to the areas the news pertains.

Newspapers can provide online versions that are not replicas of print versions, instead offering something extra such as interactive features or information that could not fit in print versions. News published on the internet can be

complemented with background information, graphics, photographs, animations, audio streams and video footage, sidebars, and links to e resources such as online archives, magazines, e-books, and other e-newspapers.

Interactivity made available on the e-newspapers make online editions interesting. The element of interactivity was introduced to engage readers through Blogs, polls, surveys, opinions, comments, feedback, etc. Among the Web based technologies used by the newspapers, Blogs, and Facebook were the most used technologies.

E-newspapers in India have a common pattern of news contents, coverage, and design. While e-newspapers provided editorials, these also provided most commented news and articles. Coverage of e-newspapers gives an indication of the context to the areas the news pertains. E-newspapers give importance to the currency of the content, print newspapers give emphasis to details of the story.

E-newspapers in India have a common pattern of contents, coverage, and design. Content availability and access to the contents are the most prevalent options in these newspapers. While e-newspapers provided editorials, most of these also provided most commented news and articles. Coverage of e-newspapers gives an indication of the context to the areas the news pertains. While e-newspapers give importance to the currency of the content, print newspapers give emphasis to details of the story.

With all the technological advancements swiftly taking place in India, it is very interesting to see the rise in the numbers of print newspaper readers. The contrast with trends from western countries makes it important to know what makes print newspapers significant to news consumers of India.

Conclusion

For more than a decade of digital advancement around the world, India had continued as one of the last bastions of Print newspapers. The circulation of most (English and Indian language) newspapers kept rising over the years. The Indian newspaper industry was not prepared for the increased digitisation infused by the Covid-19 pandemic. It had been slow to build online revenues, unlike its counterparts in the western countries. Future viability now depends on building paid subscriptions in digital, regaining some readership in print, and continuing to offer fewer pages for the same cover price as the newspapers did during the lockdown. Based on the findings, researchers can safely conclude that the future of newspaper reading is digital. This can be attributed to various reasons like increasing internet penetration in India and peoples' need to constantly be updated by convenient access to news. India is at the threshold of becoming the youngest nation and youth is more inclined towards the use of technology. Print newspapers will not go obsolete in the near future but the future is digital.

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