

Paywalls: the good news and the gamble

 insidestory.org.au/paywalls-the-good-news-and-the-gamble/

02/11/2011

169 words

[Podcasts](#)

[Peter Clarke](#)

2 November 2011

The *Australian's* online paywall is up and running. The *New York Times* has announced strong subscriber figures. *Peter Clarke* discusses the prospects for paid content with *Gordon Crovitz*, *Sophie Black* and *Jason Wilson*

[Stephen Rees/Flickr](#)

Share

With the *Australian's* online paywall up and running, **Peter Clarke** talks to the former publisher of the *Wall Street Journal*, **Gordon Crovitz**, *Crikey* editor **Sophie Black** and the University of Canberra's **Jason Wilson** about the *Australian's* experiment, the success of the *New York Times's* "porous paywall," and the broader challenge of persuading readers to pay for online content.

• [Inside Story published before August 2016 are now archived in iTunes – just click here and scroll down the list of titles in reverse chronological order.](#)

Guests

Gordon Crovitz, Co-Founder of [Press+](#)

A longer version of the interview with Mr Crovitz is available [here](#)

Sophie Black, Editor of [Crikey](#)

[Jason Wilson](#), Assistant Professor in Journalism at the University of Canberra

And former CEO of the Financial Review Group, Michael Gill, [responds](#) to this discussion for *Inside Story*

Reading

[The Australian's paywall explained](#)

[The New York Times paywall: How it works](#)

[September 2011 online subscriber figures for the New York Times](#)

Share

[Peter Clarke](#)

Peter Clarke is a Melbourne-based broadcaster, writer and educator who teaches at RMIT and Swinburne universities. He pioneered national talkback on Australian radio as the inaugural presenter of *Offspring* (now *Life Matters*) on ABC Radio National. Podcast theme created by Ivan Clarke, Pang Productions. Thanks to RMIT University's School of Media and Communication for the use of their studio.

Related Articles

[Read next](#)

647 words

[International](#)

Far right in Europe's far north

16 September 2014

Electoral advances by the national Sweden Democrats at last Sunday's election pose a challenge to cosmopolitan Sweden and the incoming Social Democrat-led government, writes *Andrew Vandenberg*



Swastikas long gone: supporters of Sweden Democrats during a rally in July this year. *Johan Wessman/News Øresund (CC BY 3.0)*