

Online Advertising Revenue and the Operations of Newspapers in Nigeria: A Qualitative Analysis

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Abstract

Online advertising revenue is arguably a great innovation with ambivalent impact on the operations and management of newspaper industry all over the world. The yields from this innovation is seen as a huge source of survival to newspaper outfits and at the same time pose a lot of challenges for newspapers to establish and maintain online versions. The foregoing has nonetheless led some newspaper outfits to have a fair share of advertising revenue as well as expand their readership base while others have derailed and gone moribund. This study therefore seeks to evaluate the interface between online advertising revenue and operations of newspapers in Nigeria. The study adopts the qualitative analytical approach in highlighting relevant concepts to the topic of inquiry and concludes that Nigeria newspaper industry have joined their counterparts all over the world to have online presence and then enjoy a fair share of online advertising revenue. It recommends among others that newspaper establishments in Nigeria should strive to balance their quest for advertising revenue and professional ethics of journalism.

Key words: Online advertising revenue, Operations of newspapers, Qualitative analysis, Nigeria.

1.0 Introduction

It is no more a casual fact that the operations of newspapers have traversed vicissitudes of transformation as a result of technology. From Gutenberg's printing press to the automated printing process, technology has been at the core of every revolution that has characterised the newspaper industry (Hasan, 2013). Even though there are positions such as those held by Obijiofor and Green (2001) and Okoro and Diri (2013) that the future of newspapers is bright because there are inherent qualities that traditional newspapers possess which enable them to withstand the Internet news revolution, in truth, there are also reasons to worry, especially since the Internet is encroaching into newspapers' audiences and their advertising revenue, not to mention the proliferation of news sources on the Internet (Solomon, 2014).

The emerging New Communication Technologies (NCTs) have made available a set of opportunities and challenges for conventional media (Garrison, 1996). The presence of new media and the Internet in particular, has posed a challenge to conventional media, especially the printed newspaper (Domingo and Heinonen, 2008). Analysts in industrial organizations and businesses are of the view that the newspaper industry is suffering through what could be its worst financial crisis since the Great Depression (Barthelemy et al, 2011). Advertising revenues are tumbling due to the severe economic downturn, while readership habits are changing as consumers turn to the Internet for free news and information. Some major newspaper chains are burdened by heavy debt loads. As in the past, major newspapers have declared bankruptcy as several big newspaper companies shut down, lay off reporters and editors, impose pay reductions, cut the size of the physical newspaper, or turn to Web-only publication (Kirchhoff, 2009).

The new media have also affected the way newspapers get and circulate their news. Since 1999, almost 90% of daily newspapers in the United States have been actively using online technologies to search for articles and most of them also create their own news websites to reach new markets (Garrison, 2001). The situation is not different in Nigeria and other developing countries of the world. According to Nwabueze, Ezebuenyi & Ezeoke (2012) the market forces under which most news organizations operate create a conflict between journalistic values and organizational revenue goals. They further posit that the power of advertisers to influence media content is of particular concern to stakeholders in the media sector because of the implications on credibility of the news organization and integrity of journalism profession further undermining the role of the press in the society.

Gone are the days of notepads and blue pens, tools of the trade that now belong to the past. Although the under-resourced nature of some Nigerian media organizations have meant that some journalists have continued to cling to such relics of the past, just like the old journalism days and golden years of Iwe Irohin (Nigeria's first newspaper) and the Nnamdi Azikiwe owned West African Pilot. It can be argued that in a way the Internet has led to decrease in the revenue of some of the media organizations in Nigeria, while at the same time increasing their costs, as money would have to be invested into setting up such web sites, and also paying the staff that would constantly maintain them. However, if we are to go by global trends which foretell an increase in online advertising usage and revenues, then any incidental costs will eventually be offset by the expected advertising revenues, hopefully (Nwora, 2012).

Online advertising is proving to be the most powerful and cost effective tool to drive traffic to your web site and business. Online advertising provides maximum exposure to your products than any other form of advertising. Research has confirmed that online advertising has given results and it is a growing business revenue. Most media outlets these days such as radio, television, newspapers and magazines are operating online versions and would not be in business without revenue generated through advertising (Nwabueze et al., 2012). The viability and profitability of news organizations are essential to their survival and sustainability. This study therefore seeks to appraise the interface between online advertising revenue and the operations and management of newspapers in Nigeria

1.1 Newspaper in Nigeria: An Overview

The history of newspapers in Nigeria dates back to 1859 when an Anglican Priest Rev. Henry Townsend established the first newspaper- Iwe Irohin fun awon Ara Egba ati Yoruba, translated to mean "Newspaper for the Egba-speaking people and Yorubas" (Sunday, 2008). The main aim for setting up the newspaper was to help in spreading the gospel and literacy among the rural populace. It combined cultural, political, social and religious commentaries in an effort to reach its readers. The advent of Iwe Irohin was followed by other publications which were later used as a tool by the nationalists to oppose colonial rule (Solomon, 2014).

The demise of Iwe Irohin later resulted in the emergence of other newspapers like Anglo African, Lagos Time and Gold Coast Advertiser, Lagos Observer, The Eagle and Lagos Critic, The Mirror, The Nigerian Chronicle, The Lagos Standard, Lagos Weekly Record, African Messenger, The West African Pilot, Nigerian Tribune among others, which Sunday (2008) describes as the second phase of newspaper development in the country as it represented a break from religious newspapers (or more aptly, newspapers that had religious groups as their proprietors). The era not only resulted in the emergence of secular newspapers in Nigeria but also gave birth to articulate and vibrant nationalist newspapers established by journalists turned politicians, who made judicious use of this institution to fight colonialism. This led to Nigeria's independence in 1960 which has cemented their place in the annals of Nigeria's political history and development since then. Corroborating this, Kukah (1999) states that journalism was the major vehicle through which the anti-colonial struggle in Nigeria was carried out.

Newspapers served as platforms for mobilising the people, spreading nationalist awareness and for opposing the worst manifestations of colonial subjugation. Fred Omu (1978) in Ismail (2011) says the early Nigerian press availed the reader of the most distinguished intellectual forum in Nigeria history, one in which the high standard of debate, discussion, the quality of thought and expression did not fail to fascinate the modern reader. The current generation of newspapers in Nigeria, have their roots in the 1980s and after, with the exception of Tribune, which has continued publishing since it was established. Newspapers like Guardian, the Punch, Concord, Comet (which is the forebear of the current The Nation newspaper), Vanguard, Sun, This Day, and others were established within this period, but they have served to give the Nigerian newspaper industry the complexion it has today.

Newspapers have played a key role in different revolutions since the Renaissance period, and their social relevance is still vital in our world today. It is clear that technology is changing how we consume media products, and if television (which was the biggest threat to newspapers before) was not spared from the huge impact of the internet, then it is unlikely that newspapers will escape. But the argument that focuses people's attention these days is not on the media form, but on the content Solomon (2014).

2.0 Online Advertising in Perspective

Online advertising, also called online marketing or Internet advertising (Nwabueze, 2015, p. 33) is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes but not limited to email marketing, search engine marketing (SEM), social media marketing, various types of display advertising (including web banner advertising), mobile advertising. Like other advertising

media, online advertising frequently involves both a publisher's content and advertisers, who provide the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies which help generate and place the ad copy, an ad server, which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. According to Baran (2004) cyberadvertising, which is the convergence of print and broadcast advertising with the Internet, has attracted a large amount of interests within various industries all over the world.

In early days of the Internet, online advertising was mostly prohibited. For example, two of the predecessor network to the Internet, ARPANET and NSFNet, had "acceptable use policies" that banned network "use for commercial activities by for-profit institutions" (CNI, 2012; Templeton, 2008). The NSFNet began phasing out its commercial use ban in 1991 (NSFNet, 2011; The Internet, 2011; Pakstas, September 2007).

The first widely publicized example of online advertising was conducted via electronic mail. On 3rd May 1978, a marketer from DEC (Digital Equipment Corporation), Gary Thuerk, sent an email to most of the ARPANET's American west coast users, advertising an open house for a new model of a DEC computer (Templeton, 2008; Seabrook, May 2008). Despite the prevailing acceptable use policies, electronic mail marketing rapidly expanded and eventually became known as "spam." The first known large scale non-commercial spam message was sent on 18th January 1994 by an Andrews University system administrator, by cross-posting a religious message to all USENET newsgroups (Denning, March 1982). Four months later, Laurence Canter and Martha Siegel, partners in a law firm, broadly promoted their legal services in a USENET posting titled "Green Card Lottery- Final One?" (CNI September 1994). Canter and Siegel's Green Card USENET spam raised the profile of online advertising, stimulating wide spread interest in advertising via both Usenet and traditional email (Templeton, 2008). More recently, however, spam has evolved into a more industrial operation, where spammers use armies of virus-infected computers (botnets) to send spam remotely (Seabrook, 2008).

2.1 Recent Trends in Online Advertising

In its most common use, the term online advertising comprises all sorts of banner advertisement, e-mail advertising, in game advertising, and keyword advertising, on platforms such Facebook, Twitter, or Myspace has received increased relevance. One major benefit of online advertising is the immediate publishing of information and content that is not limited by geography or time. To that end, the emerging area of interactive advertising presents fresh challenges for advertisers who have hitherto adopted the interruptive strategy (Adams, 2012).

In 2011 alone, online advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television (Moe, 2013, p. 19). In 2013, online advertising revenue in the same United States totaled 42.8 billion dollars, a 17% increase over the 36.57 billion dollar in revenue in 2012 (IAB, 2012, p. 4-5). U.S. online advert revenue hit a historic high of 20.1 billion dollar for the first half of 2013, up 18% over the same period in 2012 (IAB, 2013). Online advertising is widely used across virtually all industry sectors. Many online advertising practices are controversial and increasingly subject to regulation. Online advert revenues may not adequately replace other publishers' revenue streams. Declining advert revenue has led some publishers to hide their content behind paywalls (Gonzales, March 2013).

More recently, companies have sought to merge their advertising messages into editorial content or valuable services. Examples include Red Bull's Red Bull Media House streaming Felix Baumgartner's jump from space online, Coca-Cola's online magazines, and Nike's free applications for performance tracking (McCambley, 2013). Advertisers are also embracing social media (Social Media Today, February 2013; Curtis 2013] and mobile advertising; mobile ad spending has grown 90% each year from 2010 to 2013. (IAB, 2012, p. 1) #

2.2 Delivery Methods in Online Advertising

Display Advertising:

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Online advertisers (typically through their ad servers) often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited (Helft & Vega, August 2010).

Pop-ups/pop-unders: A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window (IAB, 2012). A pop-under ad opens a new browser window under a website visitor's initial browser window (IAB, 2012, p. 22).

Floating ad: A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.

Expanding ad: An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad (MRAID, 2013). Expanding ads allow advertisers to fit more information into a restricted ad space.

Trick banners: A trick banner is a banner ad where the ad copy imitates some screen element users commonly encounter, such as an operating system message or popular application message, to induce ad clicks. Trick banners typically do not mention the advertiser in the initial ad, and thus they are a form of bait-and-switch. Trick banners commonly attract a higher-than-average click-through rate, but tricked users may resent the advertiser for deceiving them (Trick Banners, 2012).

News Feed Ads: "News Feed Ads", also called "Sponsored Stories", "Boosted Posts", typically exist on Social Media Platforms that offer a steady stream of information updates (Facebook News Feed, 2014) in regulated formats (i.e. in similar sized small boxes with a uniform style). Those advertisements are intertwined with non promoted news that the users are reading through. Those advertisements can be of any content, such as promoting a website, a fan page, an app, or a product. Some examples are: Facebook's "Sponsored Stories", LinkedIn's "Sponsored Updates", and Twitter's "Promoted Tweets". This display ads format falls into its own category because unlike banner ads which are quite distinguishable, News Feed Ads' format blends well into non-paid news updates. This format of online advertisement yields much higher click-through rates than traditional display ads.

Interstitial: An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing (Hanley & Becker, 2007).

Text ads: A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyperlinking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing. Text based ads often render faster than graphical ads and can be harder for ad-blocking software to block.

Search Engine Marketing (SEM): Search engine marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query (Jansen & Mullen, 2008, p. 117). Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

Search Engine Optimization (SEO): Search engine optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. (Mothner, September 2012; Demers January 2013). Many vendors offer SEO services.

Sponsored Search: Sponsored search (also called sponsored links, search ads, or paid search) allows advertisers to be included in the sponsored results of a search for selected keywords. Search ads are often sold via real-time auctions, where advertisers bid on keywords. (Jansen & Mullen, 2008, p.118; Athey & Nekipelov, January 2013) In addition to setting a maximum price per keyword, bids may include time, language, geographical, and other constraints. Search engines originally sold listings in order of highest bids. Modern search engines rank sponsored listings based on a combination of bid price, expected click-through rate, keyword relevancy and site quality (Google, 2002).

Social Media Marketing: Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

Mobile Advertising: Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, “advergaming,” or application sponsorship) (IAB, 2012, p. 23). Industry groups such as the Mobile Marketing Association have attempted to standardize mobile ad unit specifications, similar to the IAB's efforts for general online advertising. Mobile advertising is growing rapidly for several reasons.

Email Advertising: Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt out of future emails, or it may be sent with the recipient's prior consent (opt-in).

Chat Advertising: As opposed to static messaging, chat advertising refers to real time messages dropped to users on certain sites. This is done by the usage of live chat software or tracking applications installed within certain websites with the operating personnel behind the site often dropping adverts on the traffic surfing around the sites. In reality this is a subset of the email advertising but different because of its time window.

Online Classified Advertising: Online classified advertising is advertising posted online in a categorical listing of specific products or services. Examples include online job boards, online real estate listings, automotive listings, online yellow pages, and online auction-based listings. Craigslist and eBay are two prominent providers of online classified listings.

Adware: Adware is software that, once installed, automatically displays advertisements on a user's computer. The ads may appear in the software itself, integrated into web pages visited by the user, or in pop-ups/pop-unders (Tulloch, 2003). Adware installed without the user's permission is a type of malware

Affiliate Marketing: Affiliate marketing (sometimes called lead generation) occurs when advertisers organize third parties to generate potential customers for them. Third-party affiliates receive payment based on sales generated through their promotion. Affiliate marketers generate traffic to offers from affiliate networks, and when the desired action is taken by the visitor, the affiliate earns a commission. These desired actions can be an email submission, a phone call, filling out an online form, or an online order being completed.

Content Marketing: Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers. This information can be presented in a variety of formats, including blogs, news, video, white papers, e-books, infographics, case studies, how-to guides and more. Considering that most marketing involves some form of published media, it is almost (though not entirely) redundant to call 'content marketing' anything other than simply 'marketing'. There are, of course, other forms of marketing (in-person marketing, telephone-based marketing, word of mouth marketing, etc.) where the label is more useful for identifying the type of marketing. However, even these are usually merely presenting content that they are marketing as information in a way that is different from traditional print, radio, TV, film, email, or web media.

3.0 The Challenges Facing Newspaper Operations vis a vis the Internet

Some observers believe that the challenge faced by conventional media, especially newspapers, has to do with the perfect storm of the global economic crisis, dwindling readership and advertising revenue, and the inability of newspapers to monetize their online efforts (Yap, 2009). Newspapers, especially in the West and the US in particular, have lost the lion's share of classified advertisement to the Internet. The situation worsened when a depressed economy forced more readers to cancel their newspaper subscriptions, and business firms to cut their advertising budget as part of the overall cost-cutting measurements. As a result, closures of newspapers, bankruptcy, job cuts and salary cuts are widespread (Mahmud, 2009).

This has made some representatives of the US newspaper industry seek some sort of bail-out from the government by allowing U.S. newspapers to recoup taxes they paid on profits earlier this decade to help offset

some of their current losses. This is what they put forward to the Joint Committee of Congress (Salman et al, 2011). Accusations are being hurled at search engines giants by publishers such as Sir David Bell, who categorically accused Google and Yahoo of “stealing” the contents of newspapers.

A similar allegation came from media mogul Rupert Murdoch in early April 2009. "Should we be allowing Google to steal all our copyrights?" asked the News Corp. Chief (Steel et al., 2010). Likewise, Sam Zell, owner of the Tribune Company that publishes the Chicago Tribune, the Los Angeles Times and the Baltimore Sun claimed it was the newspapers in America who allowed Google to steal their contents for nothing, but asked without the contents what would Google do, and how profitable would Google be? (Steel et al, 2010).

Major giants in the newspaper business have pointed their fingers at the 10-year old company founded by two students in their university dormitory. Google is now so powerful that media tycoons believe that it has been forcing the newspaper industry out of business. Google sees these allegations and accusations as unfounded and ungrounded. The search engine giant's response is that it is the Internet which has posed the threat to the traditional model of newspaper business. Google is not harming the industry, but helping to increase traffic to newspapers' websites. Google News shows only the headlines, a line or two of text and links to the story's Web site, which is fair in copyright laws. In addition, there are indications of a shift in the way people get their news. The average daily circulation of US newspapers declined 7% in the last and first quarters of 2008 and 2009 respectively, according to the latest data from the Audit Bureau of Circulations. The data indicate that a shift in consumer behaviour has led more people to get their news and information online (Mahmud, 2009).

In addition to the so-called stealing of contents in the US, for example, advertising revenue were not forthcoming due to the squeeze by the economic slowdown. Newspapers have also lost much of their classified advertisement to the Internet. To make things worse, a depressed economy has compelled more readers to cancel their newspaper subscriptions, and businesses to cut their advertisement budget as part of overall cost-cutting measures. As a result, closures of newspapers, bankruptcy, job cuts and salary cuts are widespread (Mahmud, 2009). Newspapers in the US cited huge losses. The Christian Science Monitor, for example, has lost about \$18.9 million per year forcing it to stop printing daily and, instead, printing only weekly editions. The Rocky Mountain News in Denver published its last print edition on April 3, 2009 after 149 years of publication as it was losing \$1.5 million a month (Mahmud, 2009).

Observers argue that these sites are successful because they are separated from the core newspaper business and all have been successful in building new markets with new sources of revenue (Gilbert, 2002). In addition to that, a large number of citizens in the US have their own internet connection so they can read newspapers online. The US has the second largest Internet user population in the world with 227.7 million users trailing only behind China. In terms of the percentage of population or penetration of internet users, the US has 74.1% (Internet World Stats, 2009).

Newspapers in Nigeria, however, have a different experience from their US counterparts. Readership has yet to drop to a drastic level, while advertisers still regard it as the medium of choice. The Internet might have become a force to be reckoned with in the political arena, but the reality is that most Nigerians still get their news from conventional media like newspapers and TV. This does not mean, however, that newspapers in Nigeria can sit back and do nothing while expecting their readership to be maintained or increase (Yap, 2009). Though in Nigeria the situation is still manageable, presently there are lots of efforts by the owners of conventional media, especially newspapers to counteract the challenge being posed by the Internet and Information and Communications Technology in order to remain in operation. This would mean that they have to have online presence by having electronic copy of their print newspaper.

In Nigeria, like the US, people go online where they get to read newspapers for free. For example, one can go to Nigerian newspapers online (<http://www.onlinenewspapers.com/nigeria.htm>) and read almost all the Nigerian newspapers. This has drawn away some of the readers who used to buy print newspapers. Despite all these developments, newspapers both in the US and Nigeria will not cease to operate. In the West itself, when television was introduced, there was an outcry that radio will die off. But until today radio still exists, continues to improve and is growing on a massive scale.

As Barthelemy et al (2011) found, while there are clearly significant shifts taking place within the print industry, particularly around attempts to monetize online content and find alternative sources of revenue to replace falling advertising revenues from print, the decline of the industry is overstated. News organizations are going through a process of change and adaptation. In addition, findings show that the narrative of newspapers being in

continuous decline is mostly Western centric, and does not take into account regional variations and the fact that in many emerging countries, print newspaper sales are robust and growing. In Nigeria, though there is a drop in readership and a subsequent drop in the circulation of newspapers, there are still some newspapers like The Sun which have grown dramatically. At one point, The Sun had only circulation of 100,000, but it is now distributing 300,000 daily using the free paper concept for both print and online versions, while growing their advertising revenue as well.

Some observers see the arrival of New Communication Technology as bringing with it a set of opportunities and challenges for traditional media professions such as journalism (Garrison, 1996). Journalists, especially when writing for newspapers and magazines, can gather news via the Internet and do their fact-checking or inquiries into facts and figures or background historical information directly from their homes or offices.

3.1 Relevance of Online Advertising Revenue

Advertising has not only become an integral part of man's socio-political and economic life, but has also grown both as business activity and as a profession. It has become a conscious daily activity and experience which man cannot ignore whether as a practitioner, advertiser or consumer (Nwabueze et al, 2012). When newspapers and magazines (print media) prosper financially, it is because advertisers recognize their worth as ad media. According to Agbanu and Nwammuo (2009, p. 210) revenue from advertisement represents a growing source of media finances in different parts of the world. Many corporate organizations in Nigeria spend millions of naira annually on advertisement.

As a communication phenomenon, advertising plays a key role in the development of human society. This vital role manifests easily in the sphere of information, which is central to the advancement of humanity (Okoro, 1998). As a channel for information dissemination on products, services, ideas, movements and places, the importance of advertising to human society cannot be over-emphasized. Major media revenue in Nigeria no doubt comes from advertising. Nwabueze (2011) observes that in Nigeria, advertorials (adverts written as stories or articles) yield much money for the print media. The economics of demand and supply for advertising space in the media such as newspapers and magazines is critical to the health of news organizations.

Nwabueze, (2014) lists the functions cum relevance of advertising as follows:

1. Provides information about a product
2. Announce new product in the market
3. Differentiate specific products brands from their competitors
4. Remind consumers of products in the market
5. Increase sales volume and expand distribution network
6. Reduce overall sales cost.

Advertising generates the vast majority of revenue in the search and social media portions of the Internet industry. Google, Yahoo etc. all rely heavily on income from advertising. In Nigeria, online advertising is gaining momentum by the day even as online business opportunities are also growing. This is attributed to the influx of Nigerians visiting the Internet. ITU cited in Ezebuenyi, Ezegwu & Onuigbo (2014, p. 48) state that Africa has 5.34 per 100 of Internet users.

4.0 Conclusion

Advertising revenue no doubt, constitute an essential source of newspaper survival anywhere in the world. As the life blood of newspaper operations, it is difficult to manage a newspaper company successfully without a good share of advertising revenue. The foregoing has invariably compelled almost all newspaper management to have online versions. It becomes imperative to note that having online versions of newspapers is a sure way of having a good share of online advertising revenue. Nigeria newspaper industry is not left out in this gale of attracting online advertising revenue as they have joined other newspaper industries in the world in maintaining online presence.

It is however very important to state that though advert revenue is essential, a line has to be drawn between professionalism in both online and print versions of newspapers. Online versions of newspapers should not be seen as an avenue for amassing wealth at the expense of the consumers. There is no reason to sacrifice credibility and professionalism on the altar of advert revenue scramble.

4.1 Recommendations

1. To checkmate the challenge, newspaper organisations should, at all times package good and contemporary editorial, feature articles, and other genres that the online newspapers may not treat in great detail.
2. Newspaper organisations should build relationships with their customers through events sponsorship, marketing promotions, public relations, advertising etc. Relationship building essentially involves delivering the goods and services that customers want and need, getting products (in this case newspapers) to them at the right time, in the right place and at a price they are willing to pay.
3. Newspaper organisations should conduct periodic research to discover the interests of readers, the brand's position in the market and to meet those needs promptly. Successful business planning requires information about potential target markets, the competition, individual customers, and their reaction to products. Periodic research should include the following: business research, operations research, product research, sales and marketing research.
4. Government should provide subsidies, especially for the importation of raw materials and machinery until such a time as local capacity is built to cater to the needs of the Nigerian newspaper industry.
5. Newspapers must endeavour to leverage new media platforms to increase their reach and relevance in a cost-efficient manner.

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