Analysis-NY Times

Your Name (First M. Last)

Date

Analysis-NY Times

 The New York Times is one well-known American newspaper that has influence and readership on both national and worldwide level. Undoubtedly, the success of the business of the NY Times based on its corporate approach that reveals in the form of its business model and certain market strategy. It is vital to explore the business perspective of this company that differentiate it from other counterparts concerning the domain of readership and profitability. Here the main focus is to analyze the business model and new market strategy for the NY Times.

Business Model

 Modern business strategies are the critical feature of the unique and successful business model adopted by the organization of the New York Times. It is vital to apprehending that the management of the NY Times shifts the paradigm of the business model to the digital subscription business model (Bullas, 2018). The phenomenon of digital subscription ultimately expands the revenue ratio for the company (The Report of the 2020 Group, 2017). Digital and print platforms are used by the organization to attain better and profitable for the business. Advertising is another business domain that is actively considered by the NY Times to expand its level of business and generate maximum profit level.

New Market Strategy

 It is viable to explain that the organization of the NY Times gives new and successful direction to the business of journalism through advancing its market strategies. The crucial form of the digital market strategy is initiated by the organization to enhance its prospect of services. Digital operations are regularly evaluated by the organization to modify different and crucial domains of the business (Grunberg, 2018).

 In conclusion, it is feasible to mention that proper utilization of technological advancement is the key factor associated with the main business model of the NY Times. This particular organization is active to consider the ideas relevant to digital marketing and advertising.

References

Bullas, J. (2018). 21 Content Marketing Lesson from the New York Times.

Grunberg, J. (2018). Keeping the Gray Lady Spry: How The New York Times Is Going Digital-First. Retrieved from https://www.sailthru.com/marketing-blog/new-york-times-going-digital-first/

The Report of the 2020 Group. (2017). Journalism That Stands Apart. Retrieved from https://www.nytimes.com/projects/2020-report/index.html