

# Google CEO sees newspaper future in advertising

April 7 2009

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(AP) -- Google's CEO Eric Schmidt recommends that news organizations continue to rely on advertising but seek new ways to reach readers.

Without providing specific recipes, Schmidt's speech Tuesday lays out a few possibilities.

One is a site for medicine similar to the online encyclopedia [Wikipedia](#), which lets users collectively contribute and edit entries.

He says there's still room for subscription and pay-by-the-piece journalism but he emphasizes [advertising](#), the source of 98 percent of Google Inc.'s revenue.

Schmidt makes the remarks at the [Newspaper](#) Association of America convention in San Diego.

Schmidt commends newspapers for staking a claim on the Internet in the 1990s but says there wasn't a second act. He says news Web sites are too slow to read, even slower than flipping through a newspaper.

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Citation: Google CEO sees newspaper future in advertising (2009, April 7) retrieved 30 January 2023 from <https://phys.org/news/2009-04-google-ceo-newspaper-future-advertising.html>

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