New York Times launches 'Times Wire' page

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(AP) -- The New York Times launched a new feature on its Web site Tuesday offering readers a running stream of updates from the Times newsroom.

The new page, called the "Times Wire," compiles material more like a blog than a traditional news site. Updates appear chronologically rather than arranged by how newsworthy editors deem them.

The page also features a grid of photos along the right side linking to news and opinion items.

Visitors to the page can click on one of three tabs. One shows all news updates, another offers a customizable list and a third has only business and technology news.

It's part of an effort by the Times and other news sites to give readers more ways to access news online.

"Now readers can view the latest news as it breaks around the clock and have the option to create a more personalized news experience," Denise Warren, senior vice president for NYTimes.com, said in a statement.

The Times is also banking on a more personalized page appealing to advertisers. Warren added that "advertisers see this as a new and useful vehicle to reach their key audiences."

The New York Times Co., which also owns The Boston Globe and other

regional newspapers, has been exploring ways to make more money from its Web operations, including the possibility of charging for some content.

On the Net: www.nytimes.com/timeswire/

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