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SUBSTITUTION OF OLD MEDIA AS A BARRIER OF INTERNET COMPANIES

In the era of media convergence migration of customers from the so-called old media, especially newspapers, to the Internet is the key phenomenon. As a result, media companies offer their customers an access to online editions of the press, in addition to the traditional paper versions. This common practice, however, carries risks for the publishers because of the very slowly changing structure of income. Media companies still receive their major advertising revenue from the paper edition. The Internet attracts customers, but the internet publication of newspapers in the vast majority are not profitable.