



Murdoch threatens to sue Google as content battle heats up

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News Corp boss Rupert Murdoch has had to further defend his plans to charge for all of his company's online news content, this time he says he'll sue Google.

The media mogul was asked how he will be able to make his subscription-based model work when the likes of the BBC and others internationally provided free news content on its website. He responded by saying News Corp's content was simply "better".

In the past, the BBC and Google have been identified as threats to the fortune of online media by 50% and 38% of businesses, respectively.

Murdoch added that other online news sources were stealing content from the newspapers and threatened to sue for copyright.

Meanwhile, yet another survey has revealed that 55.5% of internet would be extremely unlikely to pay for online newspaper or magazine content, according to Ipsos Mendelsohn and PHD.

At the other end of the spectrum, results found that only 16.5 percent agreed that they were extremely, very or even a little likely to pay for content.

Despite the generally unenthusiastic results for publications hoping to charge for content, the survey did find that 38% would seek out a publication online if its print version ceased to exist.

The comments from Murdoch come as he announces that the company's online news will not be open to Google users when it introduces online charging to its key websites, such as The Times Online.

Asked by Sky News Australia why News Corporation has not stopped Google from finding its content, Murdoch replied: "I think we will." He added that he thought that it was a "scandal" that Briton's had to pay a licence fee.

Murdoch said: "Everybody with a TV set is compelled to pay approximately £150 a year, they [the BBC] have £4.6bn revenue and will go into any commercial enterprise where they see an opening."

Meanwhile, Almost three-quarters of digital publishers (70%) intend to charge for online content, with most preferring a flat-rate subscription model ahead of micro-payments, according to the Association of Online Publishers.