

Journalism in America is in a state of crisis. However, the Internet is neither the solution nor the problem. Media consolidation is. Platforms like Apple's iPad tablet can generate revenue with the use of micro-payments in apps enabling users to purchase digital subscriptions or individual issues in electronic format to download to their devices. For those who prefer the Open Web they can use Safari Reader to bypass the ads for distraction free online reading and save articles for later reading in Safari's Reading List. However, use of such features like Safari Reader for an ad free in browser reading experience run the risk of threatening web publisher's ad revenue.

Apple's solution to the journalism crisis is to tell them to bundle/package their news into apps distributed via Apple's iOS App Store and sell digital subscriptions or individual issues using micro-payments. Apple's walled garden approach is basically a pay-wall for publishers to earn revenue by charging readers access to their news content in app. Apple's business model initially had some problems that upset publishers. Among them given Apple's tight control over the distribution of all content that passes through the iTunes Store/App Store their insistence on taking a 30% cut of all in app payments displeased publishers. The fact that Apple would not provide customer/subscriber information to the publishers also was unsettling for them.

Then there was the issue of digital subscriptions. Today Apple's iPad supports digital subscriptions but it didn't initially do so because publishers were unwilling at first to give in to Apple's demands for a subscription service. Few publishers dared leave the iOS App Store altogether though in protest. The few that did leave Apple's App Store like the Financial Times chose to use the open web to distribute their content as HTML 5 apps that can run on any mobile device including the iPad. The Financial Times pulled their iOS app from Apple's App Store in protest over Apple's digital subscription policy. Eventually after negotiations digital subscriptions did become available through Apple's App Store for the publishers who chose to stay.

The problems publishers had with Apple have been mostly resolved. Apple shares customer information with publishers provided the customers opt-in to allow their information to be shared and publishers can bundle digital subscriptions via Apple's App Store with their print offerings if they want to do so. That being said there are still challenges for the media industry.