

The Reader feature in Apple's Safari 5 web browser to make ads go away for distraction free reading has led to some publishers saying it could kill internet publishing of news - quite the contrary it only gives users the option to read some pages without ads. Even then some suggest Apple is pushing a hidden agenda with this - if this could kill web publishing - Apple may want publishers to move from web apps to iOS native apps in which users can make in app purchases of digital issues of a magazine or newspaper which is more closed than the Web. If users want to read articles on the Web they can bypass ads but read issues of TIME Magazine in the TIME Magazine for iPad app and you can't make the ads go away. They are often creating carbon copy PDFs of a printed magazine that users can download and buy.