Shifting Revenue Patterns: The Irish Times

The Irish Times is a prominent Irish daily newspaper, known for its quality journalism and in-depth analysis. It was originally founded in 1859 and has been a leading print newspaper in Ireland.

1. Estimate the percentage of revenue that the Irish Times earns in print copies of the newspaper, compared to revenue earned from digital versions of it.

Print revenue: % Digital revenue: %

2. Using credible sources online (e.g. Irish Times articles, financial news, The Times UK, etc.), find the actual print vs. digital revenue split for at least two recent years (e.g. 2022 and 2023). Fill in the table and calculate the percentage change.

Year	Print Revenue € / %	Digital Revenue € / %	Source

Based on your findings, describe the trend:

3. Find and list two other ways The Irish Times earns revenue besides print and digital subscriptions. How important do you think they will become for The Irish Times? Why?

4. If you were put in charge of The Irish Times, what advice would you give them to grow its digital revenue further?

5. Costs of running The Irish Times

Identify four things that the Irish Times needs to spend money on to operate. For each, point out if it is a fixed cost (a cost that doesn't change as the number of papers printed changes) or a variable cost (as more papers get printed, these costs will increase.)

Cost descripiton	Fixed / Variable	Why?