



MEDIA@LSE Working Paper Series

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The Guardian: Game of Editions

Colleen Murrell

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Published by Media@LSE, London School of Economics and Political Science ("LSE"), Houghton Street, London WC2A 2AE. The LSE is a School of the University of London. It is a Charity and is incorporated in England as a company limited by guarantee under the Companies Act (Reg number 70527).

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The Guardian: Game of Editions

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Abstract

In 2013 The Guardian launched its third online iteration as 'Guardian Australia' – complementing 'Guardian US' and Guardian UK'. Via these three digital editions the Guardian has expanded its global readership, which is one of its strategies to strengthen its future viability in the digital and mobile news sphere. The Guardian's journalists, while gathering news from around the world, now report in to the different news hubs. In the three main newsrooms, the journalists also create particular stories for their niche audiences in Australia, the USA and the UK. This paper examines the editorial content the Guardian has created on the back of digital disruption. Two months' worth of 'Editor's Picks' from across the three platforms are analysed to reveal how much the Guardian is promoting new, distinctive, locally created content versus how much it draws on material written by journalists from the other editions. This content is compared to data derived from interviewing those in charge of the three editions (Editor in chief Kath Viner, Guardian Australia Editor Emily Wilson and Guardian US Editor Lee Glendinning) plus interviews with other senior managers of the news organisation. In mid-2015 a fourth online edition of the Guardian began rolling out – Guardian International. This edition is not geo-specific and will instead promote and aggregate international news gathered from the other editions on its digital 'front page'. In January 2016 the Guardian announced it planned to cut annual costs by £53.6m due to rising losses: a move that will almost certainly involve staff redundancies. Later in the same month, Guardian Australia's editor, Emily Wilson, said in a public forum that the opera

INTRODUCTION

This article examines the content of three online editions of the *Guardian* – ‘*Guardian*

Lasorsa, 2012; Paulussen & Harder, 2014). As newspaper managers battle to keep their operations afloat, scholars have charted newspapers' different strategies for monetising their product via pay-walls or subscriptions (Herbert & Thurman,

We urgently need to reach young readers, who are already into platforms we'

FINDINGS – GUARDIAN US

In the American edition of the readers' newsletters there was a greater variety of stories chosen for the 'Editor's picks' section. 148 of the 258 stories selected (57%) were written by the edition's own journalists about American domestic matters,

competitive media market in the States, which

Herbert, J. and Thurman, N. (2007) 'Paid Content Strategies for News Websites', *Journalism Practice*, 1(2): 208-26.

Hermida, A. (2010) 'Twittering the news: The emergence of ambient journalism', *Journalism Practice*, 4(3): 297-308.

Hermida, A. and Thurman, N. (2008) 'A Clash of

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ISSN: 1474-1938/1946