

## 4) Who said the public isn't ready for the paywall?

- Nearly two fifths of people (37%) said they would be willing to pay for their favourite content that they currently get free.
- YouTube and Facebook were the most popular, with 12% saying they would be willing to pay (at a an annual rate of £19 and £20 respectively).
- Fewer people (4%) said they would be willing to pay for their favourite broadsheet, but at a higher price - £39 per year.

### **Alexander Ross, Wiggin Partner, comments:**

It is heartening to see that a relatively significant percentage of people would be willing to pay for their favourite online content. However with an increasing number of services offering content online, it is unlikely that free content will be replaced by paid-for in the near future. In fact, we would expect that both business types - the so-called 'freemium' model - will persist."