

# Newsprint has a future - Google exec



By Duncan McLeod: @mcleodd

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Newspapers won't die out, but publishers need to recognise that they are in the journalism business, not the newsprint business, and must embrace a range of news delivery vehicles. That's the view of Peter Barron, Google's director of external affairs for Europe, the Middle East and Africa.

Barron is in South Africa this week to talk to editors and publishers about how they can work more closely with Google News, the company's news aggregator.

"Print is just one aspect of the newspaper publishing industry," Barron says. "The Internet has proven to be a big challenge to the traditional print model [because readers] are accessing content in different ways."

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