USA Today to Introduce For-Pay Digital Edition

Editor's Note: What do you think? Is an e-version of a newspaper a viable business model? Would you pay for it?

NEW YORK (AP) - The new publisher of USA Today plans to introduce an electronic replica of the printed newspaper and charge readers for it.

The new version will be sent by e-mail to readers beginning Aug. 3 and cost slightly less than printed editions of USA Today, which is the nation's largest newspaper by circulation.

David Hunke, named publisher in April, told reporters Wednesday that USA Today will be looking for more ways to charge for content as the media industry grapples with steep advertising declines.

He said he does not envision charging for access to the newspaper's main Web site. But he said mobile applications, like those offered on Apple Inc.'s iPhone, may be a venue where readers will be willing to pay.

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