

# ECONOMIC SUSTAINABILITY OF SMALL-SCALE NEPALI ONLINE NEWS OUTLETS

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## **Abstract**

*This research article examines the economic sustainability of small-scale online news outlets in Nepal, particularly those run by self-employed journalists. It analyzes their revenue models and the challenges they encounter within the digital media landscape. As internet and mobile technology have become more prevalent, online news platforms have gained significant traction in Nepal's media environment. However, ensuring the economic viability of these outlets remains a pressing issue. The study employs a qualitative methodology, including interviews, focus group discussions, and an analysis of current trends from a sample of stakeholders in Nepali online news media. The findings indicate that these small outlets are utilizing multiple revenue models, as relying on a single model proves challenging for their sustainability. The study seeks to identify the revenue model adopted by Nepali online news outlets, key factors affecting their sustainability and provide recommendations for enhancing their future sustainability.*

**Keywords:** *online news media, media sustainability, news outlets, revenue model*

## **Introduction**

Nepal is also impacted by the profound changes in the global media landscape brought about by the digital revolution. Nepal's extensive internet penetration has created a vibrant online news landscape, with a growing reliance on online news sources. A total of 3794 online news sites have registered in Nepal as per the record of Department of Information till the mid of 2024. Nevertheless, a lot of Nepali online news outlets still struggle with long-term economic viability. It is important to figure out the elements that affect these outlets' economic sustainability as numerous outlets struggle to establish effective revenue models.

Hence, the paper through an exploratory analysis attempts to answer the following questions:

1. What are the current revenue models adopted by Nepali online news outlets?
2. What are the challenges faced in achieving financial stability?
3. What would be the strategies to increase revenue for economic sustainability?

The economic sustainability of Nepali online news outlets is a multifaceted issue influenced by various factors, including the shifting landscape of digital media,

the role of social media platforms, and the regulatory environment. The transition from traditional advertising revenue models to digital platforms has created significant challenges for news organizations globally, including those in Nepal. Flew argues that the crisis of sustainability for news organizations is exacerbated by the migration of advertising revenues to digital platforms, which undermines the institutional infrastructure necessary for democratic discourse and information dissemination (Flew, 2024). This situation is particularly acute in Nepal, where online news outlets must navigate a complex digital landscape characterized by limited infrastructure and varying levels of digital literacy among the population (Pokharel, 2023).

The economic sustainability of online news outlets in Nepal is a pressing issue that reflects broader global trends in the media landscape. As traditional revenue models falter, particularly in the wake of digital transformation, Nepali online news outlets face unique challenges and opportunities that require careful examination. The shift from print to digital media has not only altered how news is consumed but has also impacted the financial viability of news organizations. Research indicates that building a loyal subscriber base is essential

for the sustainability of local news outlets, as audiences increasingly value unique, non-substitutable content that caters to their specific needs (Park et al., 2021). This trend underscores the necessity for Nepali online news outlets to innovate their business models to attract and retain subscribers.

Furthermore, the potential for digital capitalism in Nepal presents both challenges and opportunities for online news outlets. While there are significant disparities in digital access and infrastructure, particularly between urban and rural areas, there is also a burgeoning market for digital content that could be harnessed to enhance the economic sustainability of news organizations (Pokharel, 2023). As internet penetration continues to grow, there is an opportunity for online news outlets to innovate their business models, perhaps by diversifying revenue streams through subscriptions, sponsored content, or partnerships with local businesses (Negredo et al., 2020).

Additionally, the economic sustainability of Nepali online news outlets is intricately linked to the broader socio-political context. Political stability, while often considered a prerequisite for economic growth, has shown mixed results in its impact on the media sector (Dahal, 2024). The interplay between political dynamics and media operations highlights the need for a supportive regulatory environment that fosters independent journalism while addressing the financial pressures faced by news organizations. As noted by Powers and Benson, the media's ability to navigate these challenges is crucial for maintaining a diverse and pluralistic news ecosystem (Powers & Benson, 2014).

The economic sustainability of Nepali online news outlets is a complex interplay of audience engagement, technological advancements, and socio-political factors. As the media landscape continues to evolve, it is imperative for these outlets to adopt innovative strategies that not only enhance their financial viability but also contribute to the overall health of democratic discourse in Nepal. By focusing on building loyal audiences and adapting to the digital environment, Nepali online news outlets can work towards achieving long-term sustainability.

## Literature Review

The economic sustainability of online news outlets in Nepal is an increasingly critical area of study, particularly in the context of rapid digital transformation and evolving media consumption patterns. This literature review synthesizes existing research on the intersection of digital transformation, economic sustainability, and the unique challenges faced by Nepali online news outlets.

Nepali online media organizations are currently unable to effectively implement paywalls or digital subscriptions, partnerships, crowd funding, donations, and merchandising revenue models due to the economic conditions in the country. While digital subscription growth has provided some optimism in the global market, this momentum is unlikely to be sustained in Nepal because of the underdeveloped digital commerce infrastructure. An analysis of the current state of the market clearly shows that no single business model is sufficient to support online media in the near future, so a sustainable industry will need to adopt a multi-model approach (Subedi, 2022).

One of the primary challenges for online news outlets in Nepal is the competition for audience attention in a crowded digital space. Vermeer et al. emphasize that online news consumption often mirrors offline reading habits, where users tend to gravitate towards familiar and mainstream outlets Vermeer et al. (2020). This tendency can create a barrier for new or smaller news outlets attempting to establish themselves in the market. The reliance on established brands for news consumption highlights the importance of brand loyalty in achieving economic sustainability, as audiences are more likely to continue engaging with outlets they trust.

The role of social media in shaping news consumption patterns is another critical factor influencing the economic sustainability of online news outlets. Vliegthart and Boukes note that online outlets increasingly utilize social media as a source for news, which can impact the quality and credibility of the information disseminated (Vliegthart & Boukes, 2018). This reliance on social media platforms not only affects content creation but also influences audience engagement strategies. The integration of social media can enhance visibility and reach, but it also raises

concerns about the potential for misinformation and the dilution of journalistic standards.

Moreover, the economic sustainability of online news outlets is closely tied to their ability to adapt to changing consumer preferences and technological advancements. Powers and Benson argue that the diversification of news content is essential for maintaining audience interest and engagement (Powers & Benson, 2014). In the context of Nepal, where digital literacy varies significantly across demographics, news outlets must tailor their content and delivery methods to cater to diverse audience segments. This adaptability is crucial for fostering a loyal readership that can contribute to the financial viability of these outlets.

Regulatory frameworks also play a significant role in shaping the economic landscape for online news outlets in Nepal. The lack of supportive policies for digital journalism can hinder the growth and sustainability of these organizations. However, the reference to Tiwari's work on green banking initiatives does not directly support the argument regarding media regulation and its impact on online news outlets (Tiwari, 2024).

## Methodology

Interpretivism is employed for this study. Interpretivism is a qualitative research paradigm that seeks to understand the subjective meanings and interpretations that individuals assign to their experiences and social phenomena. This approach is particularly valuable in fields such as sociology, anthropology, and education, where the complexities of human behavior and social interactions require a nuanced understanding. The following discussion outlines the key principles of interpretivism, its methodological implications, and its relevance in contemporary research.

At its core, interpretivism is grounded in the belief that reality is socially constructed and that individuals interpret their world through their unique experiences and contexts. According to Chowdhury Chowdhury (2014), interpretivism aids in understanding the contemporary social world by emphasizing the importance of context and the subjective nature of knowledge. This perspective challenges the positivist paradigm, which posits that knowledge can be derived from objective observations

and quantifiable data. Instead, interpretivism recognizes that human behavior is influenced by cultural, social, and historical factors, making it essential to explore these dimensions to gain a comprehensive understanding of social phenomena.

In addition to its methodological implications, interpretivism has significant epistemological and ontological dimensions. Epistemologically, interpretivism posits that knowledge is subjective and context-dependent, as highlighted by Kamau (Kamau, 2022), who notes that interpretivism advocates for qualitative research that captures the complexities of human experiences. Ontologically, interpretivism embraces a relativist stance, suggesting that multiple realities exist based on individuals' interpretations of their experiences. This perspective is crucial for understanding diverse viewpoints and experiences, particularly in multicultural and complex social settings.

In conclusion, interpretivism is a vital research paradigm that offers a nuanced understanding of human behavior and social interactions. By prioritizing qualitative methods and acknowledging the subjective nature of knowledge, interpretivism allows researchers to explore the complexities of social phenomena in depth. This approach is particularly relevant in contemporary research, where understanding the meanings individuals ascribe to their experiences is essential for addressing social issues and fostering positive change.

## Data Collection Process

The study adopts a qualitative methodology. By following the structured data collection process outlined below, it provided a deep understanding of the views of Nepali online news media stakeholders regarding economic sustainability and other significant topics.

- 1. Identification of Key Stakeholders:** The first step involved identifying key stakeholders in the Nepali media landscape, specifically targeting editors, publishers, and journalists from a range of small-scale online news outlets. This selection aimed to capture a broad spectrum of perspectives, ensuring that both established and emerging organizations were represented.

2. **Sampling Strategy:** A purposive sampling strategy was employed to deliberately select participants who could provide valuable insights. This approach helped ensure diversity in viewpoints, considering factors such as the size of the news outlet, geographical location, and the experience level of the participants in the media industry.
3. **Interview Design:** Semi-structured interviews were conducted with 12 journalists, editors, and publishers linked to small-scale Nepali online news outlets who are self-employed, promoting in-depth discussions. This format facilitated a guided conversation while allowing participants the freedom to express their thoughts openly. Key themes related to economic sustainability were identified beforehand to ensure pertinent topics were addressed, but the semi-structured approach also permitted participants to introduce new ideas and insights.
4. **Conducting Interviews:** The interviews were conducted in Nepali to ensure participants felt comfortable and could express their views more naturally. This also helped build rapport and trust, which are critical for obtaining candid responses.  
Topics Covered:
  - Current revenue models adopted by Nepali online news outlets.
  - Challenges faced in achieving financial stability.
  - Strategies to increase revenue.
5. **Focus Group Discussions:** In addition to one-on-one interviews, focus group discussions were organized among group of 5 self-employed Journalists linked to small-scale Nepali online news outlets to foster collective dialogue among participants. This format encouraged interaction, allowing participants to share ideas and challenge each other's viewpoints, leading to richer data.
6. **Translation and Transcription:** After the interviews and focus groups were completed, the recordings were transcribed. The transcripts were then translated from Nepali to English for analysis. Care was taken during the translation process to preserve the original meaning and context of participants' responses, ensuring that nuances were not lost. Differences and similarities in responses among various stakeholder groups provided deeper insights into the challenges and strategies.
7. **Data Analysis:** The translated data was analyzed thematically. Key themes were identified based on the responses, focusing on economic sustainability and other relevant issues discussed during the interviews and focus groups. This analysis aimed to refine insights that reflect the collective viewpoints of the participants.
8. **Ethical Consideration:** Throughout the data collection process, ethical considerations were prioritized, including informed consent, confidentiality, and the right to withdraw from the study at any time. Participants were assured that their identities would be protected in any published findings.

## Findings

### Economic Landscape of Online News Outlets in Nepal

The primary source of economic sustainability for most of the media outlet is advertising. However, with technological advancements, revenue generation methods have diversified. Advertising is increasingly viewed as a traditional revenue source. Advertisement, partnership with developing agencies, publications, subscriptions, social media revenue are being the source of economic sustainability of online news outlets. In the context of Nepal as well, these various revenue streams are currently being utilized as well.

### Semi-Structured Interview Content

Participants were asked 7 semi-structured questions covering key themes, including their known revenue model by Nepali online news outlets, challenges on achieving economic sustainability and strategies to increase increase revenue.

Most participants indicated that small-scale Nepali online news outlets are currently experiencing an economic crisis. Despite the significant potential and opportunities available, these outlets are struggling financially. All interview participants agreed that no single revenue model is adequate to sustain Nepali online news outlets. They emphasized the need for these outlets to

adopt a multi-model approach to revenue generation for economic sustainability.

Participant 1 articulates a critical perspective on the reliance on advertising as the primary revenue source for Nepali online news outlets, suggesting that this model is becoming increasingly antiquated in light of rapid technological advancements. These innovations have paved the way for diverse revenue streams, particularly through monetization opportunities on social media platforms, a sentiment echoed by Participants 3, 4, 5, 9, 10, and 12. To secure economic sustainability, it is imperative for Nepali online news outlets to actively seek out alternative advertising avenues.

Participant 3 highlights a significant trend: the migration of revenue from Nepali online news media to social media platforms. Corporations are increasingly prioritizing the cultivation of their own social media followings over traditional advertising partnerships with news outlets. Consequently, many companies engage with online news platforms primarily through personal connections, often seeking support during contentious situations, as noted by Participants 1, 3, 4, and 7. This shift underscores the evolving landscape of media consumption and the need for news organizations to adapt.

A consensus emerges among participants regarding the challenges of relying on a singular business model for the sustainability of small-scale Nepali online news outlets in today's dynamic environment. They collectively assert that media organizations must embrace a multifaceted approach, adopting multiple business models to achieve economic viability.

Participants 5, 9, and 11 express the complexities surrounding the implementation of paywalls or subscription models for smaller news outlets. While some platforms, such as Setopati, Ratopati, and Arthasarokar, have begun to experiment with subscription models for premium content, this approach remains daunting for smaller operations. However, they propose that enhancing content quality and focusing on in-depth storytelling could render subscription models more feasible for small-scale Nepali online news outlets.

The challenges posed by social media are particularly pronounced for small-scale Nepali online news outlets, as highlighted by Participants 4, 6, 10, and 12. Limited digital literacy among the public often hampers their ability to distinguish between credible news sources and general social media accounts. While larger media organizations may reap the benefits of social media engagement, smaller outlets frequently grapple with credibility issues. Participant 8 notes that readers often conflate social media content with news reporting, exacerbating the credibility dilemmas faced by Nepali online news platforms, as reiterated by Participant 12.

Participant 8 identifies a promising avenue for revenue generation through crowdfunding. By fostering audience participation, news media outlets can tap into this model for financial support. Ukalo, a Nepali online news outlet, is currently implementing crowdfunding strategies to bolster its economic sustainability. Although various YouTube content creators and the popular program "Indreni" have successfully adopted crowdfunding, it remains a relatively rare practice within the news media sector.

Despite the potential benefits of diverse revenue models, most interview participants emphasize the importance of maintaining a balance. Participant 1 cautions, "While diversifying revenue sources can sometimes divert from the core mission of a news outlet, finding alternatives to traditional advertising is essential in the current context. However, it is crucial not to compromise media credibility in the pursuit of increased revenue."

Participant 3 expresses a significant concern regarding the revenue generation strategies employed by many Nepali online news outlets, stating, "Many Nepali online news outlets have adopted sponsorship and partnership models for revenue generation, but this has led to noticeable bias in their reporting. There are several instances where media outlets have shown clear bias as a result of funding influencing their content." This observation underscores the intricate balance between financial sustainability and journalistic integrity. It emphasizes the pressing need for media organizations to carefully evaluate their revenue strategies to ensure

that they do not compromise the foundational principles of journalism.

In a complementary strain, Participant 12 suggests a proactive approach to economic sustainability, asserting, "We should pursue parallel businesses alongside our news outlets. For instance, some may have expertise in research, multimedia production, or designing and printing. Personally, I am involved in research for various development agencies, which provides a source of economic sustainability for both myself and my media organization. Others might engage in audio-visual production in collaboration with or through sponsorship from different agencies, or they could focus on publishing and design work." This perspective highlights the potential for diversification beyond traditional advertising, advocating for a multi-model approach that leverages existing skills and resources within the media landscape. By exploring these alternative avenues, Nepali online news outlets can enhance their economic viability while maintaining their commitment to quality journalism.

This dialogue of Participants 3 and 12 illustrates the critical need for innovation in revenue generation strategies. As the media landscape continues to evolve, it is essential for news organizations to adapt and explore diverse business models that align with their core values. By doing so, they can navigate the complexities of financial pressures without sacrificing the integrity and credibility that are vital to their role in society.

### Revenue Models of Nepali Online News Outlets

- 1. Advertising Revenue:** Advertising is still primary source of revenue of the Nepali online media outlets whether they are large or small scaled. Advertisement of services and products are facilitated to media with personal relations in the context of small scaled Nepali online media outlets.
- 2. Subscription Model:** A few Nepali online media outlets have implemented a subscription model, allowing access to premium content while keeping general news available for free. Outlets like Setopati, Ratopati, and Arthasarokar have begun offering subscriptions for their premium content.
- 3. Sponsorship and Partnerships:** Nepali online media have also turned to sponsorship and

collaborations with development and corporate agencies as a revenue source for content and advertorials. However, this model has raised ethical concerns and impacted the media's credibility.

- 4. Events and Workshops:** Hosting events, debates, festivals, seminars, or workshops is another revenue source for Nepali online media outlets. This approach boosts brand visibility and offers platforms for prominent personalities to gain exposure. Examples of this model include the Kantipur Conclave and literature festivals.
- 5. Publications:** Selling publications also provides an additional revenue stream for Nepali online news outlets. An example of this model is the story competition organized by the Barhakhari online news portal, which resulted in the publication of a storybook.
- 6. Crowdfunding:** Crowdfunding is a way for news outlets to gather financial support from their audience to generate revenue. It enables them to seek donations or investments from their readers and supporters. However, this model has not been widely adopted among online news outlets in Nepal. One notable exception is Ukalo, a Nepali online news platform that has implemented this revenue strategy.
- 7. Training and Consultancy:** Providing training sessions, research works, and consultancy services in digital media production has become an effective revenue source for small Nepali online news outlets run by self-employed journalists.

### Challenges to economic Sustainability

The Nepali online news media outlets are facing several challenges in achieving economic sustainability. These challenges impact their ability to generate consistent revenue and maintain operation effectively:

- 1. Market Fragmentation:** The online news market in Nepal is fragmented, with many outlets competing for the same audience and offering similar content, making it challenging to build a loyal readership. This situation directly impacts the revenue generation of Nepali online news outlets. Intense competition at this level dilutes revenue streams, adversely affecting the economic sustainability of these outlets.

2. **Revenue Diversion:** Revenue for Nepali online news media outlets is increasingly being diverted to social media platforms such as Facebook, Twitter, Instagram, YouTube, and TikTok. Corporations and businesses are choosing to invest in boosting their own social media followings instead of funding traditional advertising. As a result, this diversion of revenue has become a significant challenge for Nepali online news media in the current landscape.
3. **Less Quality Contents:** Small-scale Nepali online news media often operate with limited human resources. Instead of concentrating on producing original, valuable stories, many outlets resort to sharing similar content from news agencies or replicating articles from other media. This practice hinders their ability to build a loyal audience, directly impacting their revenue generation.
4. **Professionalism issues:** The Nepali online journalism sector still faces a shortage of professional human resources. Many individuals in the field lack the ability to distinguish between ethical and unethical practices in journalism. This lack of professionalism is leading to credibility issues for Nepali online news outlets, which in turn negatively affects their revenue generation.
 

**Limited Digital Literacy:** A large segment of the population lacks digital literacy, restricting the potential audience for online news. Many individuals struggle to differentiate between credible Nepali online news outlets and general social media accounts. Due to this limited digital literacy, audiences often view Nepali online news media and social media platforms as equivalent, which ultimately impacts the revenue of Nepali online news outlets.
5. **Unsupportive Government Body:** The Department of Information in Nepal allocates public welfare advertisements to newspapers, radio, and television, but does not extend this support to Nepali online news outlets. If the Government of Nepal were to provide public welfare advertisements to these online news outlets, it could significantly aid the sustainability of small-scale Nepali online news media.

### Strategies for Economic Sustainability

To enhance economic sustainability, Nepali online news outlets must:

1. **Alternative Sources of Advertisement:** Securing advertisement for small-scale Nepali online news media has become increasingly challenging in the current landscape. To ensure their sustainability, these outlets need to explore alternative revenue sources. It's essential for them to identify their target audience and determine suitable alternative advertising options.
2. **Multiple Sources of Revenue Streams:** Having multiple revenue streams makes it easier for Nepali online news media outlets to achieve sustainability. Instead of relying solely on advertising or a single source of income, diversifying their revenue streams enhances their overall viability.
3. **Enhance Audience Engagement:** Interactive content and articles boost audience engagement. Offering platforms that encourage creative and active participation can increase brand visibility, which in turn helps generate revenue.
4. **Diversifying Content:** Online media has the ability to distribute content in textual, audio, and audiovisual formats. By creating the same content in multiple forms-such as text, audio, and video-audience engagement is enhanced, ultimately leading to increased revenue.
5. **Revenue from Social Media:** Social media platforms such as Facebook, TikTok, and YouTube can also generate revenue for Nepali online news media. Utilizing these platforms to share content can significantly boost revenue generation for online news outlets.
6. **Monitoring Trends and Adaptability:** Online news media rely on rapidly evolving digital technology. Staying updated on global media trends and implementing successful strategies can help Nepali online news outlets stay competitive. Embracing current trends can ultimately lead to increased revenue.

## Discussion

The discussion section of this research article on the economic sustainability of small-scale Nepali online news outlets builds upon the insights presented in the literature review, providing a nuanced analysis of the findings in relation to existing research. This comparative analysis highlights the interplay between the identified challenges and opportunities for these outlets, drawing connections to broader trends in the media landscape.

The literature review emphasizes the necessity for Nepali online news outlets to adopt multiple revenue models due to the limitations of relying on a single source. Subedi (2022) argues that no single business model is sufficient for supporting online media in Nepal, necessitating a multi-model approach. This finding is echoed in the discussion, which identifies advertising, subscriptions, sponsorships, and events as critical revenue streams. The discussion further elaborates on how market fragmentation complicates the establishment of a loyal readership, a point underscored by Vermeer et al. (2020), who note that competition for audience attention in a crowded digital space poses significant challenges for smaller outlets. The discussion thus reinforces the literature's assertion that economic sustainability is contingent upon diversifying revenue streams while navigating a competitive landscape.

The literature review highlights the dual role of social media in shaping news consumption patterns, as noted by (Vliegthart & Boukes, 2018), who argue that online outlets increasingly rely on social media as a news source (Vliegthart & Boukes, 2018). This reliance raises concerns about the quality and credibility of information disseminated. The discussion section expands on this by illustrating how social media not only enhances visibility but also diverts revenue from traditional advertising to platforms like Facebook and Instagram. This aligns with the literature's assertion that social media can dilute journalistic standards while simultaneously providing opportunities for audience engagement. The discussion thus contextualizes the findings within the broader framework of media consumption, emphasizing the need for online news outlets to balance their social media strategies with maintaining journalistic integrity.

The literature review discusses the socio-political context's impact on the economic sustainability of online news outlets, referencing Dahal (2024) on the mixed results of political stability in the media sector (Dhakal, 2023). The discussion section reinforces this by arguing that a supportive regulatory environment is crucial for fostering independent journalism. This aligns with Powers and Benson's (2014) assertion that the media's ability to navigate socio-political challenges is vital for maintaining a diverse news ecosystem. The discussion thus contextualizes the findings within the broader socio-political landscape, emphasizing the need for policy reforms that support digital journalism in Nepal.

Finally, the literature review outlines various strategies for enhancing the economic sustainability of Nepali online news outlets, including diversifying revenue streams and enhancing audience engagement. The discussion section elaborates on these strategies, providing practical recommendations for outlets to explore alternative advertising avenues, create varied content, and leverage social media for revenue generation. This practical focus complements the theoretical insights presented in the literature review, offering actionable steps for stakeholders in the Nepali media landscape.

In conclusion, the discussion section effectively synthesizes the findings of this research with the existing literature, providing a comprehensive analysis of the economic sustainability of small-scale Nepali online news outlets. By drawing connections between the identified challenges and opportunities, the discussion highlights the need for innovative strategies that address the unique context of Nepal's digital media landscape.

## Conclusion

The economic sustainability of small-scale Nepali online news outlets is crucial for the country's democratic processes. While these platforms face numerous challenges, there are also significant opportunities for innovation and adaptation. Current strategies for ensuring sustainability include diverse revenue models such as advertising, subscriptions, sponsorships, partnerships, organizing events and workshops, publishing, and providing training and consultancy services. However, these outlets must navigate several obstacles, including



market fragmentation, revenue diversion, issues with content quality and professionalism, limited digital literacy among audiences, and a lack of support from governmental bodies. To enhance their viability, small-scale online news outlets can explore alternative advertising avenues, diversify their revenue streams, and actively engage with their audience. Additionally, creating varied content, monetizing social media interactions, and staying attuned to industry trends are essential steps for these platforms to not only survive but thrive in an increasingly competitive digital landscape. Ongoing research and collaborative efforts will be vital in empowering these outlets as they adapt to the evolving media environment in Nepal.

### Limitations

- The sample size for interviews may not capture the full diversity of online news outlets in Nepal, but it provides a representative snapshot of the landscape.
- Responses may be subject to self-selection bias, as those more engaged with online news outlets may be more likely to participate.
- The rapidly changing nature of digital media means that findings may need to be updated regularly to remain relevant.

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