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**Re-invention and Survival:  
Newspapers in the era of digital multiplatform delivery**

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**Re-invention and Survival:  
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**Abstract:**

In response to growing use of digital platforms and devices, many leading newspaper groups have chosen to renew and re-invent themselves by becoming digital multi-platform entities. Drawing on quantitative and qualitative empirical research, this paper traces and analyses the processes of factor re-allocation through which firms in the newspaper industry are gradually, each in their own way, making the transition towards a multi-platform approach to distribution. Focusing on a selection of leading UK newspaper groups as case studies, the paper also examines how multi-platform strategies are affecting organization of production activities, content and business models in the newspaper industry.