

## THE NEW YORK TIMES

The New York Times is one of the world's preeminent newspapers. Its online edition, called New York Times on The Web (<http://www.nytimes.com>), appeared on January 20, 1996. The site truly serves the world. Its readers come from all over the globe. Editor Bernard Gwertzman, who is in charge of the entire editorial operation online, determines the home page content each day. The site draws about one-quarter of its audience from outside the United States, another quarter of the audience from the New York metropolitan area, and the rest are from other parts of the United States.

The site draws high audience numbers, partly because of its print edition content but also because of original content. There are about 1.5 million users per day visiting the site and about 300 million page views per month. All of which, of course, leads Gwertzman to be concerned about the servers' capacities at the newspaper. The content of the site varies, but reflects the general news standards of the company, Gwertzman said. All of the newspaper's National Edition is offered on the online site, although the Web site pays, Gwertzman said, "a little more attention to entertainment."