BECKY QUICK, HOST: The Chicago Sun Times is admitting that it inflated its circulation figures for years, and now its parent company is paying big time. The company has agreed to pay advertisers $27 million to compensate them for over-priced advertising. The question is, is this an industry-wide problem? Nick Economides, is a professor of economics at the NYU Stern School of Business. And, sir, we’ve heard an awful lot about other newspapers that have also been goosing their circulation figures. I guess the question is why does this seem to be such a widespread problem?

NICK ECONOMIDES, NYU STERN SCHOOL OF BUSINESS: Well, newspapers are not doing so well. And that’s partly because of the success of the Internet. We see many more and many more people getting their news from the Internet. And many more advertisers are looking to get these readers to pay attention to them through the Internet rather than through newspapers. Newspapers are in a bind and sometimes they inflate the numbers.

BECKY QUICK: Do you think this is a situation where newspapers don’t have a future?

NICK ECONOMIDES: Well, its not that they don’t have a future, their future is not that great. I think over time we will see more and more people getting their news from the Internet. And as Internet news providers get more established and more prestigious, the newspapers will have a role but it will not be a dominant role anymore as it has been for hundreds of years.

BECKY QUICK: Professor, most of these newspapers also have websites as well. Why don’t they have a situation where advertisers are cross-promoting on their websites and on their actual print newspapers?

NICK ECONOMIDES: Well, they might. But, the websites that the newspapers have are not necessarily the websites which are more (audio problem)

BECKY QUICK: I’m sorry, Professor. We seem to have lost the feed on that one. If we can get the professor back we will. [CUT TO COMMERCIAL] Welcome back to Bullseye. We’ve been speaking with Professor Nick Economides talking about circulation figures at newspapers; they’ve been inflating these numbers. And professor when we lost you just before the break you were talking about how some of the websites are really drawing a lot more of viewers than traditional newspaper websites. Could you tell us about what some of those websites are? Where are viewers actually being attracted?

BECKY QUICK: It sounds like we still have not managed to fix that connection with the professor. And Professor we do apologize for that, we’ll have you back on very soon for another version on this.