
MARKET FACTS!

MARKET FACT #356

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£4.99

**PER MONTH is being charged by
The Sun newspaper if the user
wants a cookie-less experience.**

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COMMENT: This is a smart development of news media outlets charging money where it makes sense to pay. True Journalism always needs to be rewarded, and having the end user pay to access the news media website for a small price is a smart business move. The Sun is NOT alone, by the way: "Mail Online, The Independent and the websites of the Daily Mirror and Daily Express have begun requiring readers to pay for access if they do not consent to third-party cookies."

– [SOURCE: Press Gazette](#) . Don't want any cookies? Pay. It's worth it.

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