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Jeremy Clarkson. Photograph: Martin Godwin

The Sun's [Jeremy Clarkson](#), the Guardian's Charlie Brooker and the Daily Mail's Richard Littlejohn are the UK national press's most "valuable" columnists online, according to a new report.

The report, by Continental Research, argued that micropayment systems would be more palatable to consumers than monthly or annual subscription systems. But three-quarters of consumers who would consider paying for digital newspaper content would be willing to pay only 10p or less per article.

Continental asked respondents to choose which columnists whose content they would be most to likely pay for online.

Clarkson came out on top, followed by Brooker, Littlejohn, the Times's Giles Coren and Simon Heffer of the Daily Telegraph.

In what could be interpreted as a blow for Rupert Murdoch's plan to [introduce paywalls across News Corporation's newspaper titles](#), the survey found that 63% of respondents would not pay at all for online articles.

Of those that would, 21% would consider making micropayments for content, compared with just 5% who would be happy with a monthly or annual online subscription.

When it came to micropayments, 35% of respondents said they would be prepared to pay 2p per article, 22% would pay 5p, 13% 10p and just 6% 20p for each piece of online content.

"The amounts may sound small but it is better getting a lot of people making small one-off payments than virtually no one paying higher for a subscription," said James Myring, the head of media at Continental Research. "For a comparison, think of the mobile industry profiting from the lots of amounts of small payments for text messages."

Top 10 national newspaper columnists people would be most likely to pay for online: