ABSTRACT
The concept of internet has encouraged in the rapid growth of the Indian media industry by revolutionizing the news distribution system. Over the last two decades most of the English and regional newspapers in India have begun their online versions. The large-scale diffusion of internet has resulted in the creation of a new generation of readers, who prefer knowing news just at the click of a button. This study aims at knowing if still the print newspapers continue to play a significant role in disseminating the much needed news to the software professionals or if the software industry has become completely inclined to the online version.

KEYWORDS: Media, online, print, newspapers.