

The New Age to launch 24-hour TV news channel



By [Rod Baker](#)

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NEWSWATCH: According to a number of media reports, *The New Age* newspaper is to launch a 24-hour TV news channel in August.



For more:

- City Press: [Guptas' New Age to start 24-hour TV news channel...](#) Well, this should get things humming, but the question is: Will the new channel be able - or willing - to provide audited viewership figures? Currently, while *The New Age* newspaper claims a very respectable circulation, it is not audited to verify its claimed figures ... according to IOL, ["Unlike other mainstream newspapers, The New Age is not audited by the Audit Bureau of Circulation, which verifies the number of copies a newspaper sells."](#) Will the new channel be anything different when it comes to viewership claims and the question of auditing them?
- **Also see** [New Age to launch TV news channel - report...](#) and [Gupta's New Age to start TV news channel...](#)

ABOUT ROD BAKER

Rod Baker is Content Director at Bizcommunity.com. A journalist since before computers, he worked on a wide range of magazines and, in his youth, rose through the ranks from being a lowly and abused sub-editor, to a high and still abused editor and publisher. He has been editor and publisher of a number of magazines, as well as a newspaper. He has edited many books, and written a number too. Email him at rod@bizcommunity.com.

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