



AUSTRALIA

Media Release
1 March 2024

Free TV calls on Government to Designate Facebook under the News Media Bargaining Code

Today's announcement by Meta that it will not be renewing any of the deals struck with Australian media companies for use of news content on its platforms should be met with swift action by Government according to Free TV Australia.

Free TV CEO Bridget Fair said "The announcement from Meta that it will no longer pay for the use of Australian news content on Facebook is disappointing but unsurprising. We call on the Government to immediately designate all Meta platforms - Facebook, Instagram and Reels - under the News Media Bargaining Code, and require it to pay a fair price for the news content shared widely on its platforms. Meta does not employ any Australians to produce news but captures significant value from the sharing of trusted news content as part of its service offering.

There has never been a more important time for news media businesses to receive fair remuneration for their trusted news content that is relied upon by all Australians. The ACCC's Digital Platforms Inquiry Report laid bare the unprecedented levels of market dominance by Facebook and the importance for sustainable local news providers of being fairly remunerated for their content on these platforms. The News Media Bargaining Code legislation already gives the Government the power to act on this important issue and it should do by designating Facebook without delay."

ENDS

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ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia's commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, WIN Network and Imparja Television.