

Media Release
12 December 2024



Free TV welcomes Government action to ensure digital platforms pay for Australian news

Free TV commends the Government on taking action to ensure global technology companies pay for the Australian journalism that delivers significant value to their platforms. The News Bargaining Incentive will contribute to the sustainability of commercial TV broadcasters and other verified news content creators so that all Australians can continue to access trusted news wherever and however they choose.

Free TV Chair Greg Hywood said: "Australians need a strong and vibrant news media sector now more than ever. They turn to their local trusted news providers through bushfires, floods and global instability.

The Government's announcement today that Meta and other digital platforms will be incentivised to make commercial deals with news publishers through a charge and offset mechanism, marks a critical step in safeguarding the future of local journalism."

Free TV CEO Bridget Fair said: "This is a win for the Australian public and for the sustainability of Australian news media. Global digital platforms enjoy extreme market power and the inability of Australian media companies to negotiate fair value for their content with these essential and unavoidable business partners is a threat to our ability to continue to access the local journalism that is essential to our democracy.

"The News Bargaining Incentive is a crucial step forward for Australian media and more importantly for the millions of Australians who want their local broadcast services to provide them with trusted news and shared entertainment experiences.

"We look forward to working with the Albanese Government on the consultation process for the final design of the scheme in coming months."

Meta announced in March this year that it would no longer pay for the use of Australian news content on Facebook. This had been a significant source of revenue in recent years for an industry that is being hit by increased advertising competition and other cost pressures.

Meta and other digital platforms should be fairly contributing to Australian journalism given the benefits they receive from operating in Australia. This was recognised years ago with the enactment of the News Media Bargaining Code, and today's announcement confirms the Government's commitment to supporting the Australian news media industry.

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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.