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News Bargaining Incentive Passage a Win for Australian Journalism

Free TV Australia has welcomed the passage through Parliament of the News Bargaining Incentive (NBI) and the News Journalism Payments scheme, calling it a critical step toward ensuring global technology platforms contribute fairly to the Australian journalism they rely on.

Free TV broadcasters invested \$408 million in trusted news during FY24, including \$35.2 million in regional Australia. The NBI closes a loophole in the News Media Bargaining Code that allowed digital platforms to withdraw news services and avoid their obligations, while encouraging platforms to strike genuine commercial deals with news businesses.

Free TV CEO Bridget Fair said: “This is a significant milestone. The NBI puts a clear, workable mechanism in place to ensure that global tech platforms pay for the Australian journalism that they profit from. It will deliver real support for the trusted news services Australians rely on every day.

“Trusted news is essential to our democracy. Free TV has long advocated for a mechanism to allow Australian media companies to negotiate fair value for their content. We thank Minister Wells and Assistant Treasurer Mulino for delivering this outcome and look forward to working with the Government on its implementation.”

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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, WIN Network, and Imparja Television.