In 2020, the Federal Government announced a world-first bargaining code to force digital platforms to pay a small share of their profits to news media companies for content they use for free.

“News content brings significant benefits to the digital platforms, far beyond the limited direct revenue generated from advertising ... News media businesses should be paid a fair amount in return for these benefits.”

ROD SIMS
Chair, Australian Competition and Consumer Commission

What is the News Media Bargaining Code and how does it work?

Google has a market value of $1.5 trillion. Last year, it made a net profit of $47.9 billion.

In 2018-19, Google and Facebook earnt just under $5 billion in advertising revenue from Australia, compared to $4.6 billion by our five largest listed media companies combined.

How the code will work in practice

1. News media businesses bargain individually or collectively with Google and Facebook over payment for the inclusion of news on their services.
2. If they can’t agree after three months, the Australian Communications and Media Authority will arbitrate an outcome.
For the future of Australian journalism and reliable media, Google and Facebook need to pay their fair share.

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