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The End of News Platformisation?

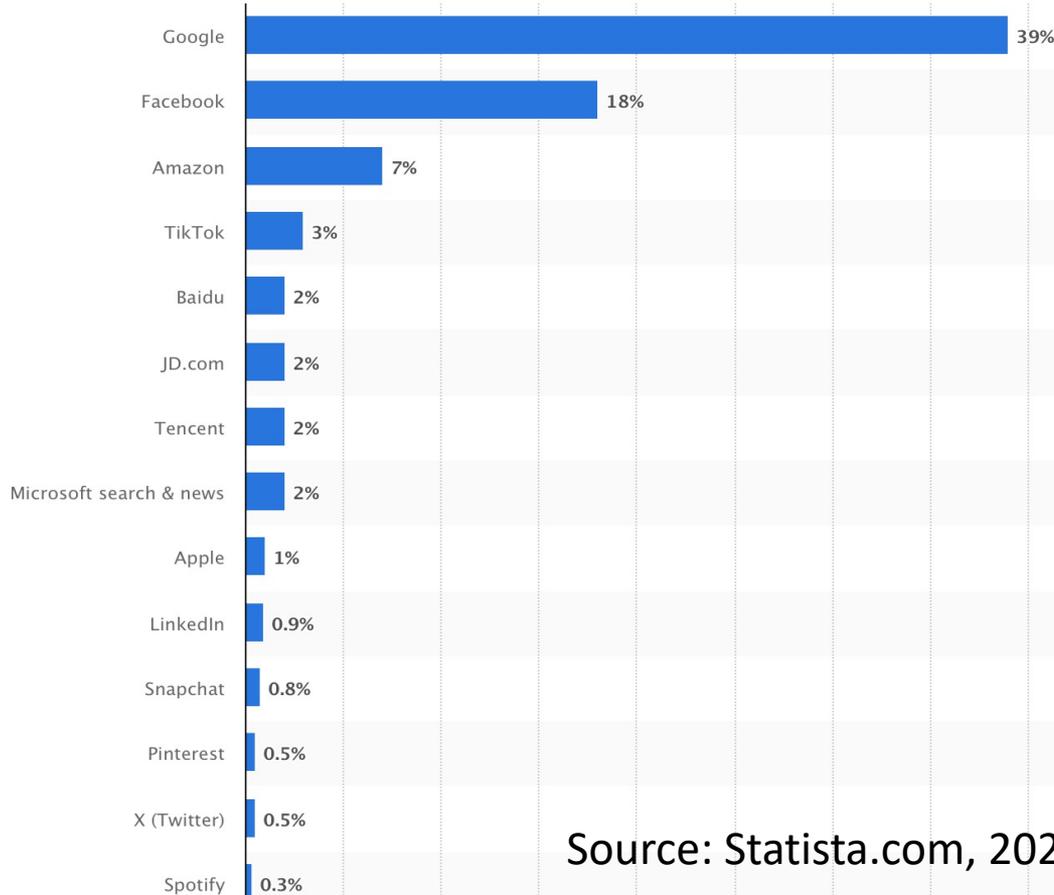
Global trends in news dissemination on Facebook after the news bargaining codes

Presentation by
Peng Hwa Ang

News Industries:
Funding Innovations and Futures
25 June 2024
Gold Coast



Companies with largest share of digital advertising revenue worldwide in 2023



The Problem:

Dominance of Platforms:
Google and Facebook command 57% of global digital advertising

Source: Statista.com, 2024



Revenue Does Not Enter the Local Media Eco-System

- Exacerbated in some countries where even the media planning is not done in that country, eg Moldova, where the language is Romanian
 - 3rd poorest country in Europe on per capita GDP after Albania and Ukraine
- Concerns over impact on national identity and culture

Big Tech Firms Can Ignore Small Media Markets (small states)

- YouTube cut off Danish musicians during the pandemic (2021) when Danish music collective Koda objected to 70% cut in fees
- Apple TV entered Singapore market only in 2019 even though rules were relaxed in 2016 for them

The Response of Governments

1. Set up a mechanism to fund the news media
 - Strengthen local media, eg make content more prominent and discoverable
2. Hold the tech giants accountable to a degree through “democratic control”
 - Eg News media bargaining code from Australia
 - EU Copyright Directive empowered states to pass law re copyright of news, eg Denmark protects online news content for 2 years
 - EU *Digital Markets Act* targeted at market dominance
 - EU *Digital Services Act* targeted at content moderation

The News Media Bargaining Code

Compels platforms to negotiate payment terms when news links are used or else be forced into arbitration with the government

- Australia (News Media Bargaining Code)
- Canada (Online News Act)
- Indonesia (wef 20 Aug *Digital Platform Company's Responsibility to Support Quality Journalism Regulation 32/2024*)

What Did It Cost the Platforms?

- Australia 2022—A\$200M (US\$130M)
- Canada 2023—C\$234M (US\$170M)

Australia	Canada	Indonesia	Singapore
Value/Population 130/26M	170/39M	X/280M X=\$1.2-\$1.4B?	Y/5M Y=\$25M?
\$5	\$4.40	\$4.40-\$5	\$5

Analysing What Facebook Did

- Using CrowdTangle, analyse posts and news links

TECH / FACEBOOK / BUSINESS

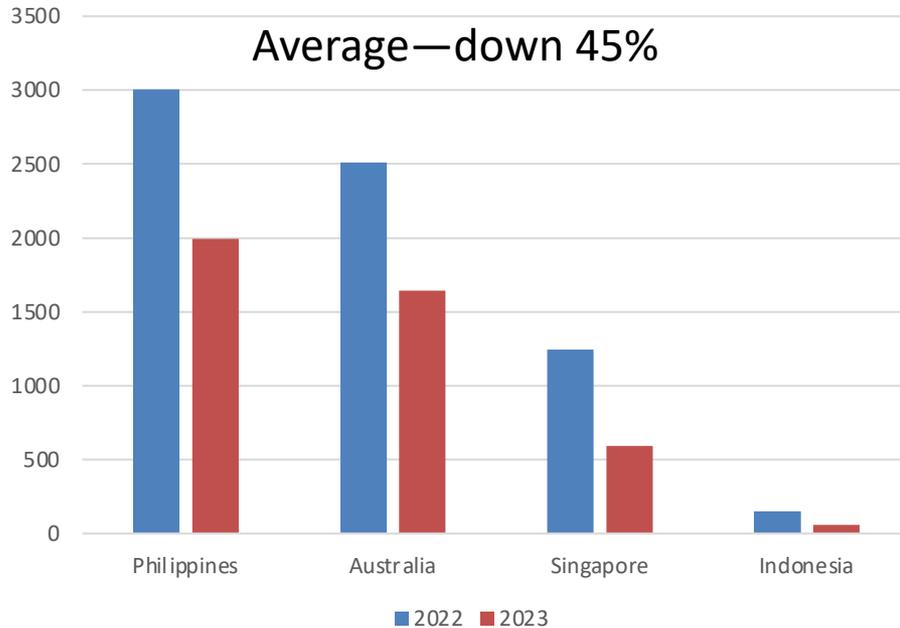
Facebook buys CrowdTangle, the tool publishers use to win the internet

- 15 countries on all continents
- Top 3 online news sites

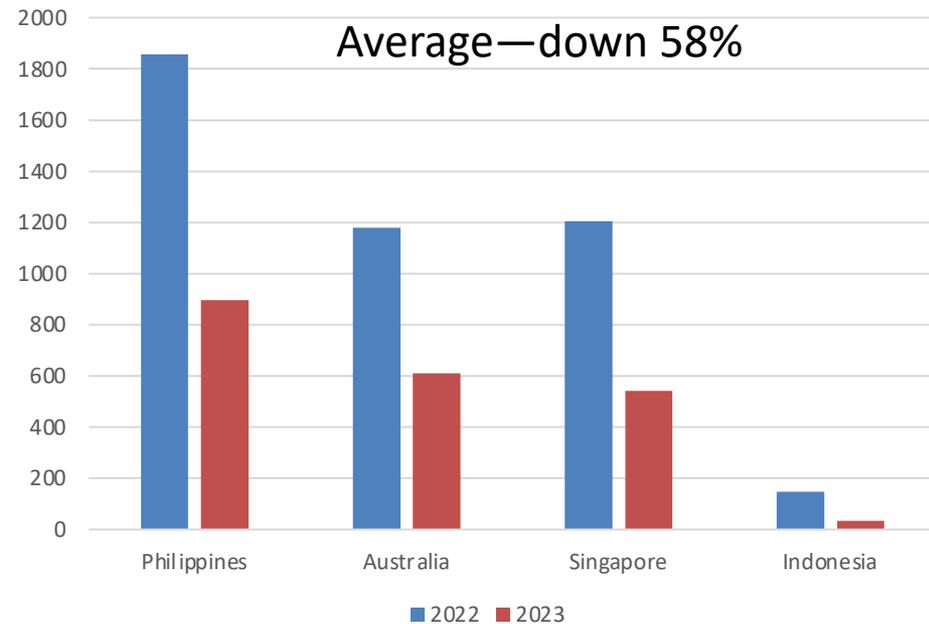
Interactions on Facebook

Asia-Pacific

Post Interactions (Post/Comments/Shares)

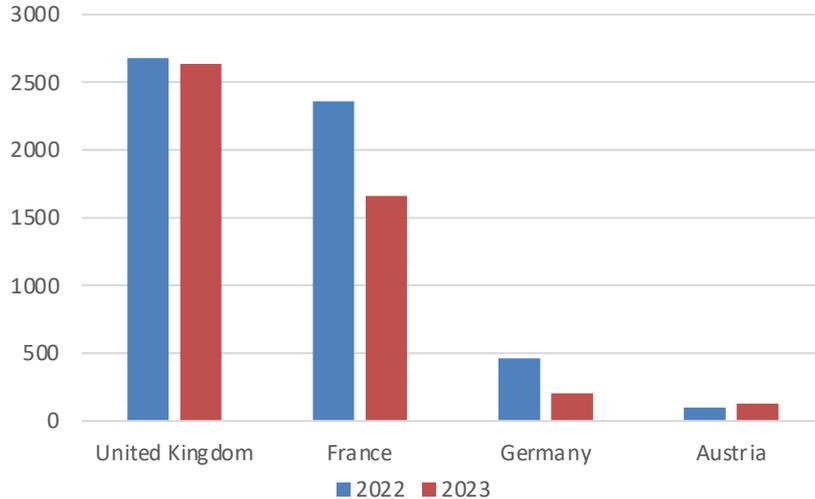


Link Interactions—Clicks to External News Links



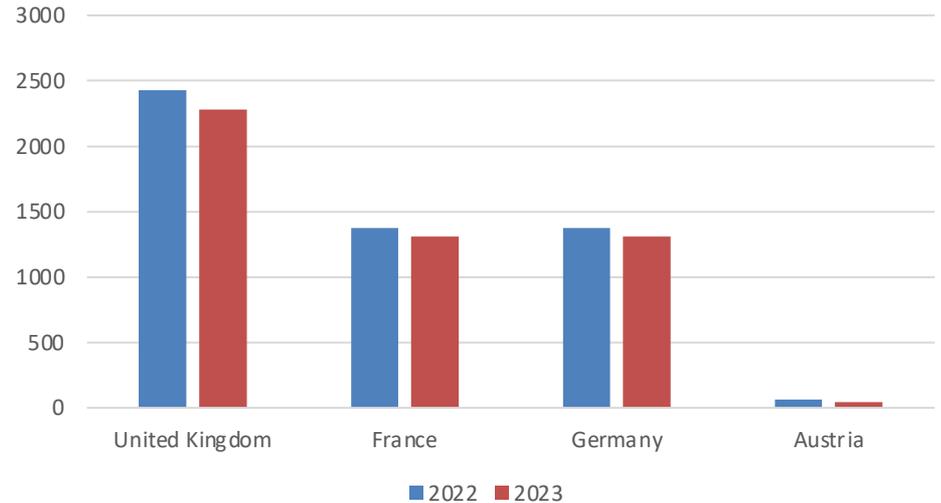
Interactions—Europe

Post Interactions



Post Interactions down 13%

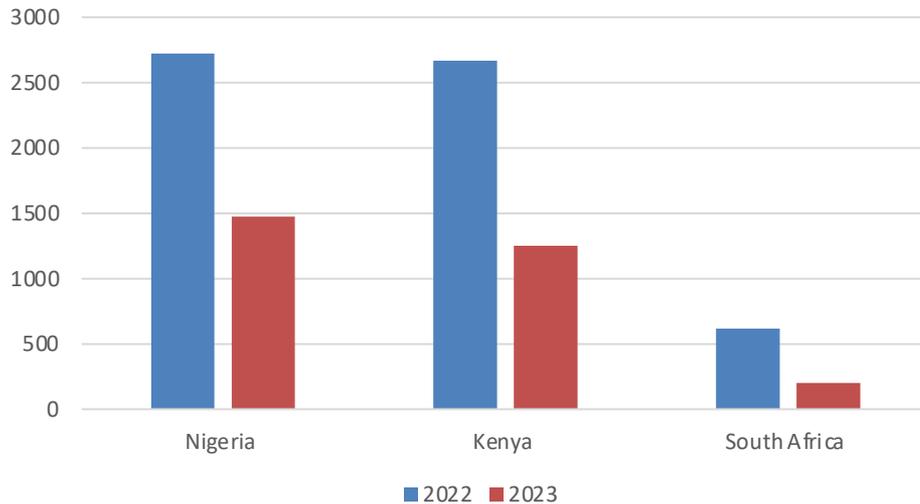
Link Interactions



Link Interactions down 12%

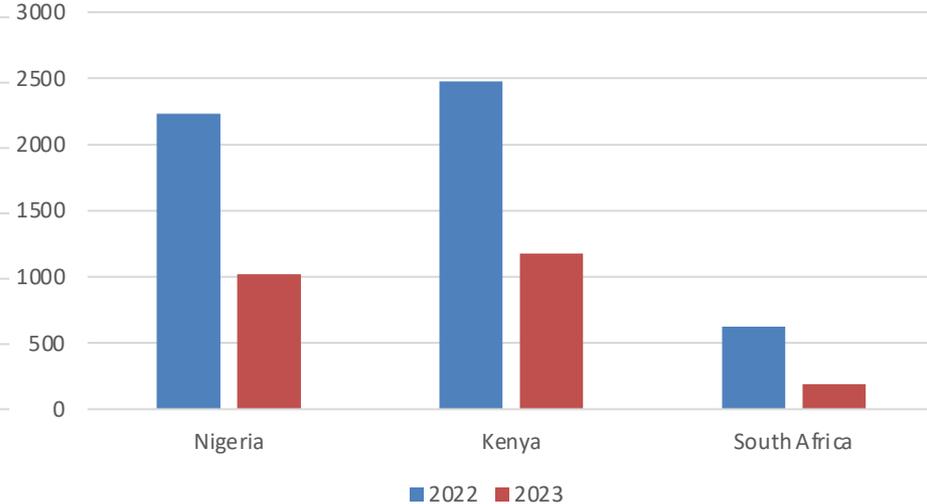
Interactions—Africa

Post Interactions Africa



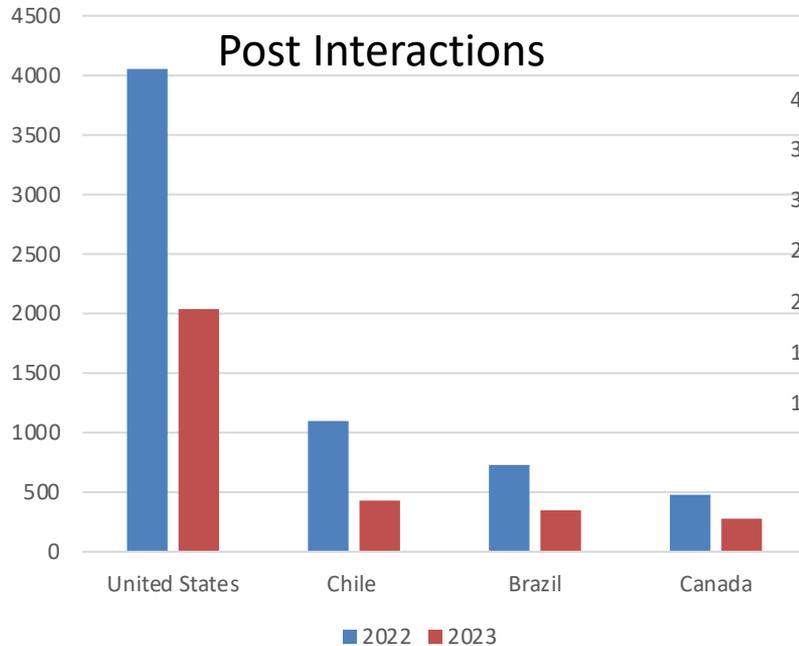
Post Interactions down 55%

Link Interactions Africa

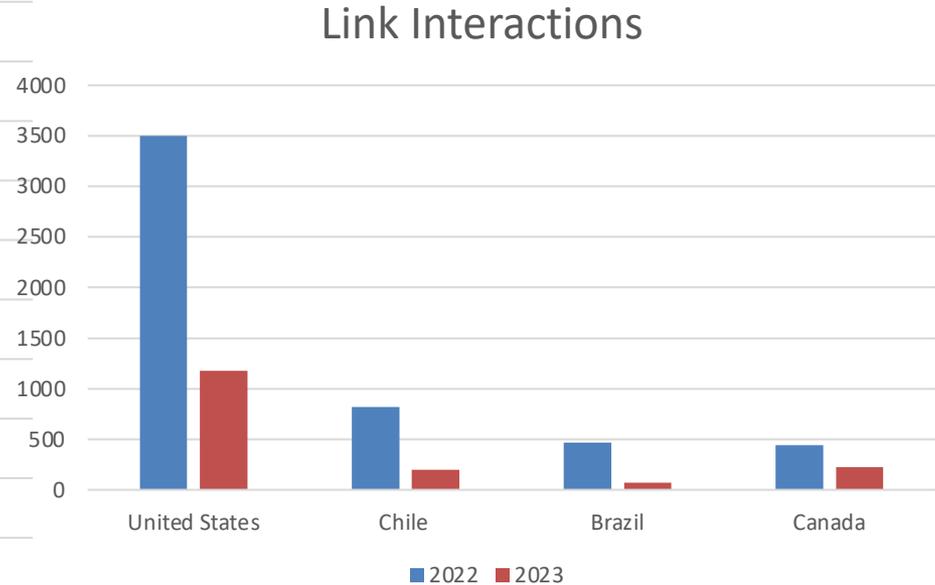


Africa down 59%

Interactions—Americas



Post Interactions down 51%



Link Interactions down 69%

Problems With Implementing the News Bargaining Code

- The data on how much is accessed comes from the platform themselves
 - Meta shutting down CrowdTangle, which it said would help publishers when they bought it in 2016, on August 14, 2024
- Benefit is to the larger entities

Problems with How the Funds Received are Used

- Is the use supposed to be “correct” (eg for quality journalism as in the case of Indonesia) or “good” (more money for marketing may be needed to bring in revenue)?

The Solution

- Do not use the news bargaining code
 - Platforms already deprecating news
 - Benefit is to the larger entities
- Instead, tax the online advertisers