

Levelling the Digital Playing Field



The top of the slide features a blue background with several microphones and a hand pointing towards the center. A black rectangular box is overlaid on this background, containing the title text.

The Issue

- Google and Facebook are **global monopolies** that are abusing their power and control against news media around the world.
- In Canada, they're using their monopoly power to scoop up **80% of online advertising revenues** and to free ride on the news content produced by hardworking journalists and publishers across the country.
- **Real news costs real money to report.** But the monopolies are deliberately cutting newspapers off from the sources of revenue to pay for it.

The top of the slide features a blue background with several black silhouettes of hands holding microphones, suggesting a press conference or a public hearing. A black rectangular box is centered over this image, containing the title text in white.

The Solution

- Governments in other democracies are fighting back. In Australia, they're putting in place a comprehensive solution to allow their newspapers to negotiate fair compensation with the monopolies. **They're doing it with support from all the main political parties.**
- The Australian approach is the perfect solution for Canada. It levels the playing field – and does so **without** relying on government funding or new taxes or user fees. That's why we are proposing that Canada adopt it.

What Can Publishers Do?

Visit www.levellingthedigitalplayingfield.ca

1. Read the report.
2. Educate your readers.
 - Print/Digital ad campaigns
 - Editorial support
3. Tell your MP to stand with David against the Goliaths.
4. Participate in Federal Lobby Week (Nov. 30).



Google and Facebook are two of the biggest companies in the world. You might say they're modern-day Goliaths.

They're using their monopoly power to scoop up 80% of online advertising revenues and to free ride on the news content produced by hardworking journalists and publishers across Canada.

Maybe it's time to start leveling the playing field a little, so the Davids of this world can start fighting back.

That's what Australia is doing. They're putting in place a comprehensive solution to enable news publishers in that country to counteract the power of the web giants. They're doing it with support from all the main political parties. And they're doing it without new government funding, or new taxes, or new consumer fees.

We think our parliament here in Canada should do the same. It's all in our new report at www.levellingthedigitalplayingfield.ca. Read it. And tell your MP to stand up with David against the Goliaths.



News Media Canada
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