

# Canada Is Set to Become a Global Leader in Levelling the Playing Field for Local News

## Levelling the Playing Field with Digital Giants

In 2021, most Canadians get their news from digital platforms which drives key advertising revenues away from Canadian news organizations and towards platforms owned by social media companies and digital giants.

### A re-elected Liberal Government will:

- Introduce legislation, within 100 days, that would require digital platforms that generate revenues from the publication of news content to share a portion of their revenues with Canadian news outlets. This legislation would be based on the Australian model and level the playing field between global platforms and Canadian news outlets. The bill will also allow news publishers to work together to prepare for collective negotiation.

In a democracy, nothing is more vital than a healthy, vibrant local news media. But the threats from Big Tech are increasing every day.

The government's 100-day plan will place Canada in the front ranks of global leadership standing up for local news. The commitment is clear. All parties in Parliament support decisive action. Now is the time to act and pass legislation by early 2022.

**News Media Canada, representing hundreds of trusted titles in our print and digital media industry, and our news publishing partners across Canada and around the world, call on Canadian parliamentarians to work together to level the digital playing field between local news and Big Tech.**

