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17 July 2024

Dear Committee Members,

Thank you again for the opportunity to appear at the Committee hearing on 28 June 2024.  
At the hearing, we took the following questions on notice:

- 1. A breakdown of: (a) the 80 publishers with whom Google has a News Showcase agreement; and (b) the other news programs that Google supports (for example, philanthropic arrangements or other partnerships).**

<b>Senator HANSON-YOUNG:</b>	Ms Longcroft, for the sake of being able to get through questions and get to other members of the committee, could I ask you to give us a breakdown of the commercial arrangements that you have, as outlined under your group of 80, and a breakdown of those other programs that Google supports, whether it's philanthropically or through other types of partnerships as you have been describing.
<b>Ms Longcroft:</b>	Were you suggesting that we take that on notice?
<b>Senator HANSON-YOUNG:</b>	Yes
<b>Ms Longcroft:</b>	Yes, we'd be delighted to. We're proud of the programs that we provide.

(a) Since 2020, Google has reached Google News Showcase agreements with the partners in the table below. In 2024 we [have extended](#) a number of our agreements with partners including Solstice Media, Times News Group, The Conversation, Women's Agenda, Private Media, Yahoo and Independent Australia, and will continue to engage with partners as our Showcase deals reach the end of their original term.

	<b>Showcase Partner</b>	<b># mastheads</b>
1	ABC	1
2	Adelphi Printing Pty Ltd	1
3	Australian Associated Press	1
4	Australian Community Media	24
5	Barrier Daily Truth	1
6	Beaudesert Bulletin	1
7	Border Watch	1
8	Bundaberg Media Pty Ltd	1
9	Cairns Local News Pty Ltd	1
10	Central Queensland Media Pty Ltd	2
11	Coast Community News	1
12	Condobolin Argus	1
13	Connect Cairns Pty Ltd	1
14	Daily Mail Australia	1
15	Elliott Consolidated Newspapers Pty Ltd	1
16	Ethnic Publications Pty Ltd	1
17	Foreign Language Press Pty Ltd	1
18	Gannawarra Times	1
19	Geelong Independent Pty Ltd	1
20	Greenstone Media Pty Ltd	1
21	Gympie Today Pty Ltd	1
22	Independent Australia	1
23	Ipswich Tribune	1
24	Junkee	1
25	Latrobe Valley Express	2
26	Mamamia	1
27	Maryborough Advertiser	1

	<b>Showcase Partner</b>	<b># mastheads</b>
28	Mclvor Group of Businesses Pty Ltd	1
29	McPherson Media	11
30	Midland Express	1
31	MMP Star	5
32	Monaro Media Group Pty Limited	1
33	Murray Pioneer	2
34	Muso's Media Pty Ltd	1
35	MyCity Media	1
36	National Indigenous Times	1
37	News Corp Australia	37
38	Newstate Media Pty Ltd	1
39	Nine	8
40	North East Media Pty Ltd	3
41	North Western Courier Pty Ltd	1
42	Papers & Publications Pty Ltd	2
43	Pepper Publishing Pty Ltd	1
44	Phillip Island & San Remo Advertiser	1
45	Polaris Media Group Pty Ltd	1
46	Private Media	2
47	QNews Pty Ltd	1
48	Region Group	1
49	ROPT Pty Ltd	2
50	SBS	1
51	Schwartz Media	2
52	Sentinel-Times	1
53	Seven of Clubs Media Pty Ltd	1
54	Seven West Media	21
55	Shepparton Newspapers	1
56	Solstice Media	3
57	South Burnett Today Pty Ltd	6
58	Southern Cross Austereo	2

	<b>Showcase Partner</b>	<b># mastheads</b>
59	Star News Group Pty Ltd	11
60	Starts at 60 Pty Ltd	1
61	Sunraysia Publishing Co Pty Ltd	1
62	The Conversation	1
63	The Coonamble Times	1
64	The Gilgandra Weekly	1
65	The Guardian	1
66	The Local Publishing Group Pty Ltd	1
67	The Mareeba Express	2
68	The Moorabool	1
69	The Newsport Corporation Limited Pty Ltd	1
70	The North Central Review Pty Ltd	1
71	The Numurkah	1
72	The Publishing Media Company Pty Ltd	1
73	The Warragul & Drouin Gazette	1
74	The Yorke Peninsula Country Times	1
75	Times News Group	9
76	Western District Newspapers	1
77	Wilkie Watson Publications Pty Ltd	2
78	Wimmera Mallee News Pty Ltd	1
79	Women's Agenda	1
80	Yahoo Australia	1
	Total	217

(b) As referenced in our submission to this Inquiry, Google also provides support to help news publishers navigate the changing digital landscape and the evolving ways people are consuming information. We've partnered with Australian news organisations, industry and professional associations to provide extensive training, tools, and targeted funding to newsrooms looking to evolve their work in the digital economy.

We have also partnered extensively to help upskill more than 5,600 Australian journalists and news industry professionals since 2018. The Digital News Academy, our partnership with News Corp and the Melbourne Business School, has trained more than 600

journalists in its first three years. We are also investing to make it easier for Australians to find accurate, credible information by partnering with Australian organisations like AAP and Squiz Kids to build our children's media literacy and combat misinformation. We have teams of experts around the world working in the fight against misinformation and are continuously investing to innovate our systems and products to bring digital literacy tools to Australians, like the About this Result feature in Search, to equip Australians with tools that can help them to evaluate the information they find online. We work to ensure that Google provides users with high quality and trusted information, rewarding the publishers and creators who produce it, and surfacing trustworthy, high-quality sources.

In service of this objective, the Google News Initiative includes the following other arrangements, programs and partnerships that Google supports or had delivered outside of Google News Showcase (for example, ecosystem support, product training or other partnerships):

### Digital audience growth

- Training journalists in digital skills including verification, finding high value information online, creating engaging stories and mobile journalism through the [Digital News Academy](#), partnerships with [AAP](#), [The Walkley Foundation](#) and [Telum Media](#) and dedicated Google News Lab Teaching Fellows.
- Encouraging innovation and audience growth within Australian newsrooms through partnerships with Bastion Transform and FT Strategies which work with several newsrooms to understand and measure their audiences, create strategies for growth and revenue diversification, and run experiments to reach objectives that would achieve those goals. We have worked with publishers including the National Indigenous Times, The Sydney Morning Herald, The Adelaide Advertiser, Shepparton News, The Saturday Paper and The Australian Financial Review on these projects.
- Additionally, newsrooms have access to our free of charge tools such as [Pinpoint](#) (a research tool for journalists), [Fact Check Explorer](#) and online lessons via GNI's [Training Centre](#).

### Support for a more diverse ecosystem

- Providing funding and consulting support to emerging digital publishers seeking to grow and diversify their revenue streams. These include The Daily Aus, which used Google's support to reduce its reliance on social platforms by growing its direct email newsletter subscribers, and The Squiz, which expanded its core audience of female readers and invested in podcasting.
- Providing free consulting, audits and product training to hundreds of small, independent and regional publishers on topics including audience engagement and measurement, advertising strategy, privacy and data, and reader revenue strategies.
- Funded 60 editorial trainees to be placed with regional and diverse publications over three years, from 2021 to 2024. The recipient publications include Australian Community Media, McPherson Media, Star News Group, Women's

- Agenda and the National Indigenous Times.
- Provided innovation funding through the APAC Innovation Challenge to a variety of Australian news publishers, including The Conversation, The Guardian, Private Media, the Community Broadcasting Association of Australia and Mamamia
  - Provided financial support to small and regional publishers during the COVID pandemic. This funding was delivered to 77 Australian publishers to support their sustainability during COVID.
  - Supported a pipeline of diverse journalists in newsrooms through our partnership with Media Diversity Australia to create a report card, “Who Gets To Tell Australian Stories” and fellowships for diverse journalists in major newsrooms around the country
  - Partnered with Women in Media’s ReLaunch program for women needing training and community when re-entering the workforce
  - Funded 16 news publishers in Australia that target underrepresented communities from GNI’s New Equity fund including SAARI collective, Star Observer, The Warragul and Drouin Gazette and National Indigenous Radio Service.

#### **Working with newsrooms and news associations to combat misinformation**

- Supporting the launch and growth of AAP Fact Check since 2019 including special projects for the 2022 Federal Election and 2023 Referendum. The partnership includes growing capacity for fact checks and reach through translations and audience growth strategy
- Support for Squiz Kids’ Media Literacy Newshounds since its launch in 2022. The 8 part module is targeted at primary school children and their teachers to encourage students to “stop, think and check” before they decide to believe what’s in front of them. More than 3,000 Australian teachers have signed up to the module
- Our partnership with First Draft Australia to run simulations and masterclasses for more than 200 journalists across more than 10 newsrooms on misinformation trends and best practice response ahead of the 2019 and 2022 Federal Election.

2. Where does the amount of revenue News Corp earns from YouTube sit in the list of news organisations in Australia? Where do they rank?

<p><b>Senator Hanson-Young:</b></p>	<p>Could I ask you about your relationship with News Corp. I asked Michael Miller at our hearing last week about how much revenue News Corp collect via their various YouTube channels, which of course includes Sky News. I was told by Mr Miller—he was very specific with the figures—it was 0.00003 per cent of the Australian News Corp total revenue. Could you shed any light on the revenue that comes to News Corp from YouTube?</p>
<p><b>Ms Lord:</b></p>	<p>I'll jump in there on behalf of YouTube. Unfortunately, we only have one side of that equation, and we don't disclose payments to creators, including news publishers, but we'd obviously join you in welcoming some further clarity on how those figures were reached.</p>
<p><b>Senator Hanson-Young:</b></p>	<p>I'd like to understand how those figures were reached, as well. Obviously you wouldn't be able to tell what percentage it is of their total revenue, because that's—as you put it—their side, but, in terms of the amount that you are sharing in revenue with News Corp from YouTube, where does that sit in the list of news organisations in Australia?</p>
<p><b>Ms Lord:</b></p>	<p>We don't disclose the sums that we pay out to creators, including news publishers, under our revenue sharing arrangement. I couldn't provide that information about—</p>
<p><b>Senator Hanson-Young:</b></p>	<p>I'm not asking for the figure. What I want to know is: where do they rank? Maybe what would be helpful is if you, on notice, could give us a list of Australia's top news agencies, maybe the group of 80 that you've got that you consider to be delivering core news, and I'd like them ranked as to who gets the most revenue, from most to least, on YouTube.</p>
<p><b>Ms Lord:</b></p>	<p>We're happy to take that on notice and come back to you.</p>

YouTube is a video sharing platform, on which users can access a broad range of content.

Many Google News Showcase partners appear to have chosen not to operate YouTube channels. Some operate more than one YouTube channel. Many operate channels that contain content beyond what we understand to be news content.

As an open platform, YouTube democratizes the opportunity for all Australians to create, learn and earn. For Australian media and news companies, YouTube enables them to expand their reach and share uniquely Australian produced stories that connect with both a local and global audience.

News Corp in Australia, both their publishing and broadcast arm, operates a number of news YouTube channels, including (but not limited to): [The Australian](#), [news.com.au](#), and [Sky News Australia](#) with differing strategies.

For more information about the performance of different YouTube channels, please refer to these third party publications of the top YouTube channels in Australia:

- <https://www.speakrj.com/audit/top/youtube/au/Society>
- <https://socialblade.com/youtube/top/country/au/mostsubscribed>.

**3. What is Google’s portion of revenue from the 55% / 45% split revenue-sharing arrangement with News Corp in respect of its YouTube channels?**

<b>Senator Hanson-Young:</b>	Do you think that the revenue arrangement that you have with news agencies on YouTube is sufficient? The reason I'm asking that is that Google did request, formally and informally, the last time we were reviewing the news media bargaining code, for YouTube to have a carve-out. The argument for the carve-out was that it's a revenue sharing model anyway. So I'm trying to understand how much revenue is really being shared under that system.
<b>Ms Lord :</b>	Of course. I understand the genesis of that question. I'll defer to Lucinda to speak on any carve-outs at the time of the code. That was before my time with the company. I think it's important to note that we do have a well-established revenue-sharing model in place, and under that model revenue is split in favour of the creator. What this means for Australian publishers is that not only do we allow them to generate additional revenue but we also, as a global platform, allow them the opportunity to expand their reach, including into



	global audiences. It's a combination of both: payments and expanded reach.
<b>Senator Hanson-Young:</b>	In relation to News Corp, what's your side of that revenue from their pages?
<b>Ms Lord:</b>	Our rev share model is a 55-45 split in favour of the creator, or the news publisher in this case.
<b>Senator Hanson-Young:</b>	What is that worth to Google in relation to News Corp's YouTube channels?
<b>Ms Lord:</b>	I don't have that data at hand. I would need to take that on notice and determine if we could provide that without breaching the confidentiality of those arrangements with News Corp.
<b>Senator Hanson-Young:</b>	I'd appreciate it if we had some sense of what this is worth. You're arguing to us that YouTube shouldn't be designated. You're doing all this good work in relation to Google and these 80 news agencies and you're doing all these things to help fund the ecosystem—this is what we're hearing from your evidence today—but you don't want YouTube to be designated. We need to know how much money is being supported from YouTube through.

As a preliminary matter, we think it is important to provide some information about YouTube's business model and how creators (including news broadcasters and publishers) utilise YouTube.

YouTube is a video sharing platform which enables creators to reach a domestic and global audience and some elect to monetise their content. Creators choose whether and what content to upload to YouTube. The total amount any one creator earns in connection with the content they upload to YouTube depends in large part on the amount of content they upload that is of interest to viewers.

Creators who are eligible for the [YouTube Partner Program \(YPP\)](#) are able to make money directly on YouTube in a variety of different ways, including through placed advertising, merchandise sales, and subscriptions.

When YPP creators choose to upload content to YouTube, they are able to earn advertising revenue when people watch ads that are running on their content. This revenue from ads is shared between YouTube and the creator, with the creator generally earning 55% and Google 45%. We also share revenue from our monthly subscription business, [YouTube Premium](#), based on how much of a creator's content is watched.

In addition, we have a program called YouTube Partner Sales and a number of Australian news companies are signed up to this program. It is a program that supports a subset of strategic YouTube content partners who are granted co-sales rights to sell reservation ad inventory on their owned/licensed YouTube content directly to advertisers.

Some news partners (or some partners' channels) think less about on-platform revenue and instead choose to leverage YouTube as a marketing acquisition platform; to discover new audiences and generate traffic to their owned and operated platforms, including conversions for subscriptions. News partners can use [end screens to videos](#) to support this conversion and acquisition process.

Creators can also use [YouTube's copyright management tools](#) to protect and manage their copyrighted content, including monetising third party uploads that the creator considers contravene the creator's copyright.

YouTube operates in a highly competitive environment and content creators, and news media businesses in particular, have many other options as to how they distribute and monetise their video and audio content online. There are many other ad-supported video platforms, such as TikTok, Vimeo, Dailymotion, Metacafe, Instagram TV, Facebook Videos and broadcaster video-on-demand services such as 9Now, 7plus, 10play and SBS On Demand. SVOD services like Kayo Sports, BINGE, stan and Netflix also have ad-tier products. The ACCC has not made any findings that there is a bargaining power imbalance between YouTube and news publishers.

With respect to News Corp Australia in particular, the actual total amount received by News Corp is confidential (as is the amount YouTube earns in connection with any given partner's content).

We also received the Committee's additional questions on 3 and 10 July 2024 and as discussed will endeavour to answer them by 24 July 2024.

Yours faithfully,

Lucinda Longcroft