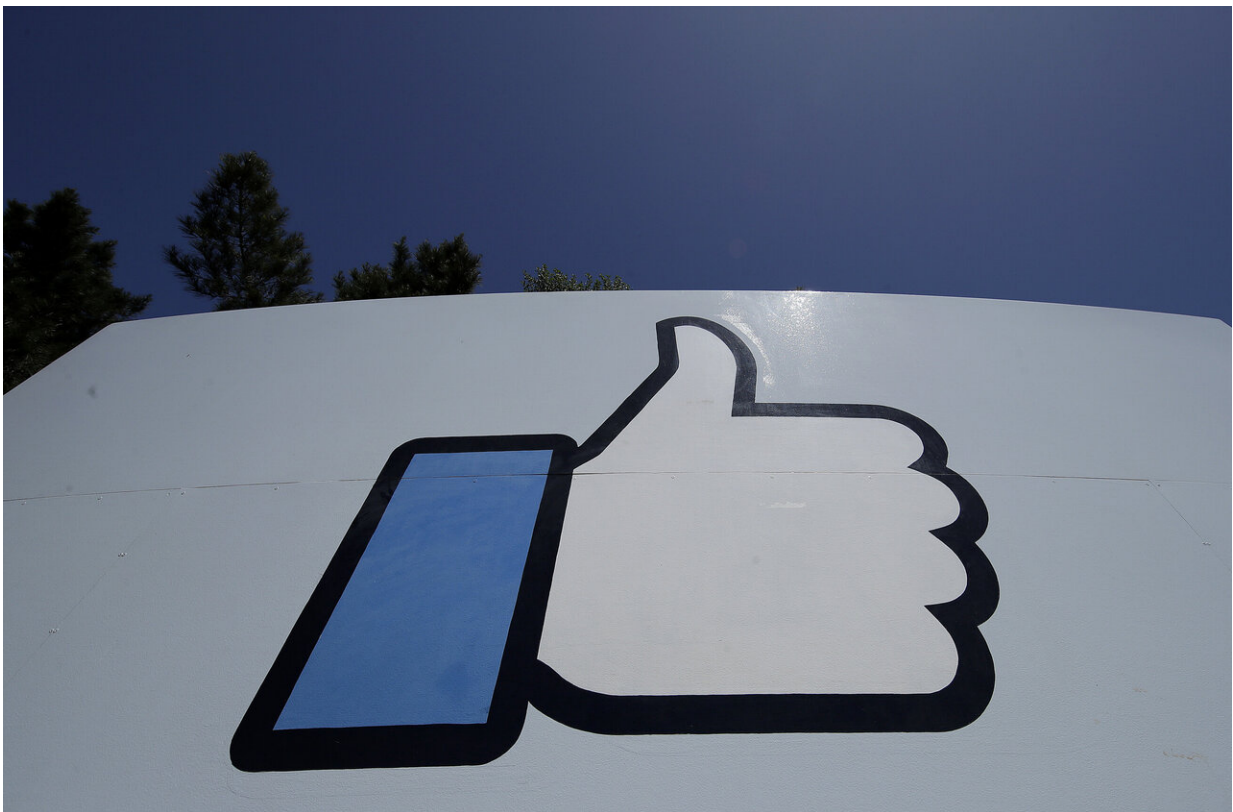


Facebook says it will pay \$1B over 3 years to news industry

February 25 2021, by Tali Arbel



This April 25, 2019, file photo shows the thumbs-up "Like" logo on a sign at Facebook headquarters in Menlo Park, Calif. Facebook, following in Google's footsteps, says it plans to invest \$1 billion to support the news industry over the next three years. The social networking giant, which has been tussling with Australia over a law that would make social platforms pay news organizations, said it has invested \$600 million since 2018 for news. (AP Photo/Jeff Chiu, File)

Facebook, following in Google's footsteps, says it [plans to invest \\$1 billion](#) to "support the news industry" over the next three years.

The social networking giant, which [has been tussling with Australia](#) over a law that would make [social platforms](#) pay [news organizations](#), said it has invested \$600 million since 2018 in [news](#).

Google [said in October](#) that it would pay publishers \$1 billion over the next three years.

News companies want Google and Facebook to pay for the news that appears on their platforms. Governments in Europe and Australia are increasingly sympathetic to this point of view. The two tech companies suck up the majority of U.S. digital advertising dollars, which—among other problems—has hurt publishers.

Facebook [said on Tuesday](#) it would lift a ban on news links in Australia after the government agreed to tweak proposed legislation that would help publishers negotiate payments with Facebook and Google. Facebook was criticized for its ban, which also temporarily cut access to government pandemic, public health and emergency services on the social networking site.

Facebook said Tuesday that the changes allow it to choose which publishers it will support and indicated that it will now start striking such deals in Australia.

Google had already been signing content licensing deals with Australian media companies, and says that it has arrangements with more than 50 publishers in the country and more than 500 globally.

There may be more such regulation in other countries. Microsoft is working with European publishers to push big tech platforms to pay for

news. European Union countries are working on adopting copyright rules that allow news companies and publishers to negotiate payments.

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