

Meta Says it Doesn't Need News Content, as Canada Pushes for New Publisher Revenue Share Regulations | Social Media Today

By Andrew Hutchinson

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As Canada considers [implementing a new, mandatory process](#) that would force Meta and Google to negotiate commercial deals with local news publishers, as payment for benefiting from the use of their content within their sites and apps, Meta has [shared a new report](#) which shows that Meta doesn't need news publisher content anywhere near as much as the opposite is true.

According to a [new report](#) by NERA Economic Consulting (which was commissioned by Meta):

"News content from traditional publishers is of low value to Meta and declining, while publishers benefit from traffic from social media apps."

The report found that news publishers glean 'considerable economic benefits' from their use of Facebook, with 90% of organic views for news publishers coming from links posted by the publishers themselves, not by Facebook users.

[...]

Source: [Meta Says it Doesn't Need News Content, as Canada Pushes for New Publisher Revenue Share Regulations | Social Media Today](#)