

The Evolving Saga of Journalism and Digital Platforms.

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Introduction

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Outlook to the future

02

03

04

The relationship
between platforms
and journalism

Q & A



01

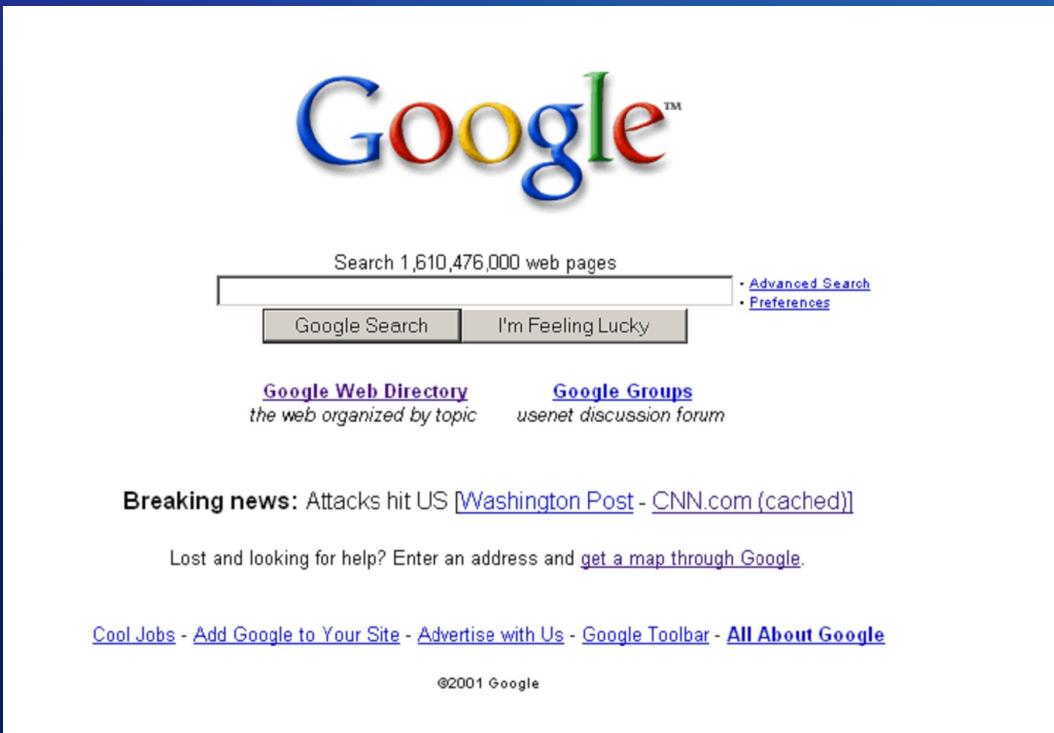
INTRODUCTION

Journalism in the platform era

Phase 1 - The birth of digital news

A time of optimism and early challenges

Phase 1 – Google News



Phase 1 – Google's consolidation



1998

Google founded.



2002

Google News launches as one of the first products outside of core Search, organising news articles to make it easier to see a range of sources on the same topic.



2008

DoubleClick acquired, expanding our relationship with web publishers and providing new technology and expertise to support their display advertising businesses.

Phase 1 – The first clouds

Technology

AFP sues Google over copyrighted content

Claire Cozens and agencies

Mon 21 Mar 2005 12.26 CET

f t e

News agency AFP is suing [Google](#) for nearly £10m, claiming the search engine breached its copyright by reproducing its pictures and articles.

The French news service is seeking damages of at least \$17.5m and an order barring Google News from displaying AFP photographs, news headlines or story leads.

Technology

AFP and Google News settle lawsuit

Reuters

August 9, 2007 11:10 PM GMT+2 · Updated 17 years ago

Aa

By Eric Auchard

SAN FRANCISCO (Reuters) - Agence France-Presse and Google Inc. have settled a copyright lawsuit, clearing the way for Google to post snippets of the French news agency's news and photos online, the two companies said on Friday.

Phase 2 – Pushback and symbiosis

The power of platforms and the rise of platform funding programs

Phase 2 – Digital News Innovation Fund

Eric Schmidt
Former Google's CEO



François Hollande
Former President of France

Phase 2 - The fight intensifies

05.11.2014

Axel Springer concludes its data documentation: Major losses resulting from down-graded search notices on Google

Far-reaching consequences of discrimination / In response to economic pressure, free license now also available for the remaining four titles in the Axel Springer portfolio

• This article is more than 8 years old

Google News says 'adiós' to Spain in row over publishing fees

Internet search company shuts Spanish operations and other sites threaten to follow suit in dispute over new publishing law

Technology

Google News re-opens in Spain after eight-year shutdown

By Foo Yun Chee

June 22, 2022 10:27 PM GMT+2 · Updated a year ago





“The production of news becomes progressively tailored to obey the mechanisms and organizing principles driving the platform ecosystem.”

José van Dijck, The Platform Society: Public Values in a Connective World, 2018, p. 50



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Phase 3 – The techlash

Global regulatory reckoning for digital platforms

Phase 3 - The techlash



World

U.N. investigators cite Facebook role in Myanmar crisis

By Tom Miles

March 12, 2018 10:54 PM GMT+1 · Updated 6 years ago

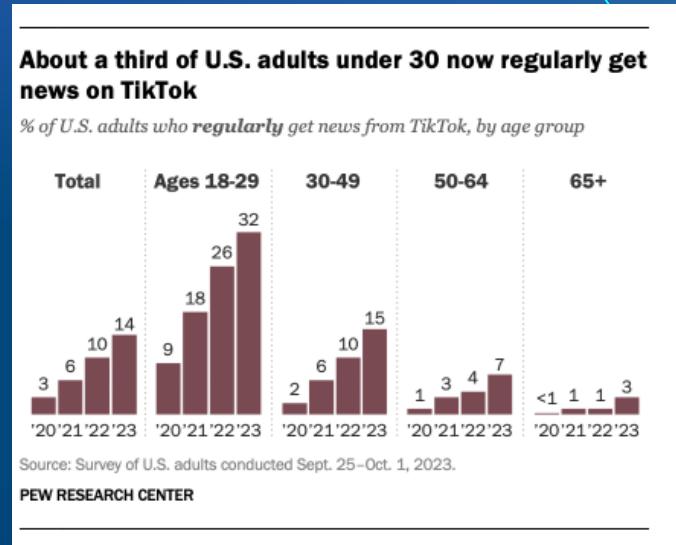


Phase 4 – Readjustment

The disentanglement of platforms from the news and new developments

Phase 4 – Contextual shift

- Google remains well connected to the news industry but its way of connecting is changing
- Meta is distancing itself from the news industry
- Broader re-allocation of resources to other areas (Metaverse; AI)
- Shifts in audience behaviour



Outlook to the future

- How can we ensure that issues of infrastructural and structural forms of power are considered by regulations?
- How can we push for further transparency and accountability in deals between tech companies and news media?
- How can we create policy and regulatory frameworks that empower news media instead of further entrenching their dependence on platforms?

Q & A

04



Thank you for your
attention!

Got questions?

You can reach me at:
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[@CharisPapaev](https://CharisPapaev)

Recap of presentation

Let's go over what we've discussed so far

Frenemies

News Media Organisations

Love... ❤️

News media need platforms to reach audiences (increase traffic, understand their readers better – often with the same surveillance tactics as platforms, communicate more directly, discover new stories)

💔 ... and hate?

BUT: they lose critical revenue, are vulnerable to sudden changes or opaque content moderation decisions, might not always receive actual traffic

Frenemies

Platform Companies

Love... ❤️

Platforms need news media
mainly for political reasons
(news are still able to sway
public opinion and press
politicians to regulate platforms)

💔 ... and hate?

BUT: they need high-quality
content, mainly produced by news
media, to populate their services
to increase user metrics
(retention, return, etc.,) train AI
models and gather more data
based on news readers

Frenemies

Yet...

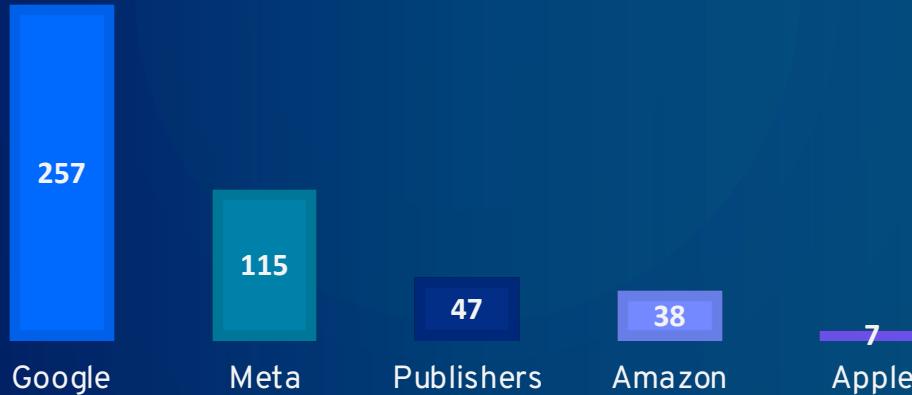
Journalism needs platforms more than the opposite



Some figures (in billions)

TOTAL AD REVENUE 2021-22
(DIGITAL + PRINT)

■ Google ■ Meta ■ Publishers ■ Amazon ■ Apple

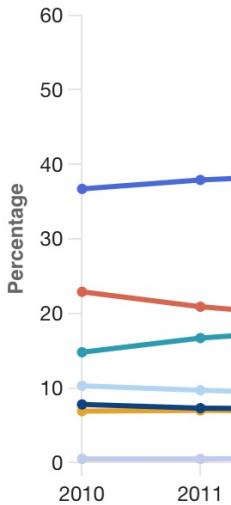


Sources: WARC, Marketing-Interactive, Reuters, CNBC

Meanwhile

Share of global advertising expenditure by medium over time

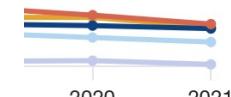
Newspapers Magaz



UNESCO: The business model of the news media is broken; our fundamental right to information at risk

Journalism's Market Failure Is a Crisis for Democracy

Commercial imperatives are at odds with democratic objectives. What would a new financial model look like? **by Victor Pickard**



Platform Money & Journalism

Platform funding Initiatives

- Google News Initiative
- Google News Showcase
- Meta Journalism Project
- More than \$900 million to 6,700+ organisations between 2017-2022

Regulation-elicited money

- Directive on Copyright in the Digital Single Market 2019/790 (Art. 15)
- Australia's News Media Bargaining Code (2021)

- Lack of transparency
- Strengthening of journalism's dependency

JOURNALISM IN THE PLATFORM ERA

Public Sphere

Journalism as the intermediary space between powerholders and citizens

Gatekeepers

Journalists also hold power: setting the agenda & how news are communicated

Business Model

Journalism has traditionally relied on advertisement

Disruption

A duopoly of companies (Meta & Alphabet) has usurped the lion's share

Platformisation

Editorial content is tailored to fit platforms' needs, logics, and architecture

Capture

Dependency of journalism on services, money, and networks provided by platforms