



**JOINT STATEMENT
NEWS BARGAINING INCENTIVE**

28 APRIL 2026

The vibrancy of Australian democracy relies on the robust and open exchange of news, views and opinions.

This is under threat.

If digital platforms fail to pay for the use of the news content from which they profit then journalism becomes unsustainable. It is also in the public interest that reliable, professionally created news and information remains accessible and visible on the digital platforms used by millions of Australians.

The government's News Bargaining Incentive (NBI) draft legislation is a critical step toward securing the future of Australian news. By prioritising commercial deals this legislation protects our democratic way of life.

It has been more than two years since Meta walked away from previous deals and almost 18 months since the government announced the NBI.

While Google has been positive about doing deals, others need to come to the table, and all platforms need to step up.

We urge all parliamentarians to support safeguarding Australian journalism and the vital role it plays in our democracy, for all Australians.

*Hugh Marks, Managing Director
ABC*

*Tony Kendall, Managing Director
Australian Community Media*

*Michael Miller, Executive Chairman
News Corp Australasia*

*Matt Stanton, CEO and Managing Director
Nine Entertainment Co*

*Beverley McGarvey, President
Network Ten*

*Jane Palfreyman, Acting Managing Director
SBS*

*Rohan Lund, CEO and Managing Director
Southern Cross Media Group*

*Rebecca Costello, Managing Director
The Guardian Australia*