

## THE FUTURE OF YOUR LOCAL NEWS IS AT STAKE

# This time it's David versus TWO Goliaths

Google and Facebook, the global corporate giants, use their monopoly power to pocket up to 80%\* of online advertising revenues.

These modern-day Goliaths also benefit from news content produced by Canadian journalists and publishers.

Reporting real news costs money. Local newspapers are entitled to fair compensation.

Governments in other countries are standing up to Google and Facebook.

**It is time for Canada to level the digital playing field for local news.**

Learn more at:

**[levellingthedigitalplayingfield.ca](https://levellingthedigitalplayingfield.ca)**



**News Media Canada**

**Médias d'Info Canada**

\* Canadian Media Concentration Research Project, 2020