

# AN URGENT LETTER TO THE GOVERNMENT OF CANADA

We have a very serious situation in this country.

Google and Facebook, two of the richest companies in history, control the onramp to the internet highway in Canada. They decide what we as a sovereign nation see and don't see in the news. To make matters worse, they take the news produced by Canadians and don't pay for it.

Meanwhile, all Canadian news media companies, big and small, are suffering for two reasons:

First, they don't get paid for their content by Facebook and Google;

Second, Facebook and Google take over 80 per cent of all Canadian digital advertising industry revenue. These massive American companies get virtually all of the revenue and don't pay for content. Movie content doesn't work that way in Canada. Music content doesn't work that way. TV show content doesn't work that way. So why is news content treated differently?

We only have to look south of the border to see what happens when real news companies disappear and social media platforms distribute divisive, fake news.

We need to support healthy, independent, diverse news companies as the backbone of our democracy.

This is urgent. It's a fact that news companies across Canada are going out of business. COVID-19 is accelerating the decline. Journalism jobs are disappearing.

That means real news keeps disappearing and hate and fake news will be all that's left to distribute. Let's not let this happen in Canada.

But there is good news. Australia has figured out the solution. They created a law that forces the trillion-dollar monopolies to pay fairly for news content. This costs the taxpayer absolutely nothing.

We strongly encourage the government to move quickly.  
Canada needs your leadership.

John Hinds  
President/CEO  
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Learn more at:  
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