February 2, 2022

The Honorable Amy Klobuchar, Chairwoman
Subcommittee on Competition Policy, Antitrust, and Consumer Rights
U.S. Senate
425 Dirksen Senate Office Building
Washington, DC 20510

The Honorable Mike Lee, Ranking Member
Subcommittee on Competition Policy, Antitrust, and Consumer Rights
U.S. Senate
361A Russell Senate Office Building
Washington, D.C. 20510

Dear Chairwoman Klobuchar and Ranking Member Lee:

Thank you for your interest and leadership on legislation to protect and promote journalism and the free press. MPA -- The Association of Magazine Media (MPA) writes in advance of the Feb. 3 hearing of the Subcommittee on Competition Policy, Antitrust and Consumer Rights, entitled *Journalism, Competition, and the Effects of Market Power on a Free Press*, to express our support for the Journalism Competition & Preservation Act (JCPA) (H.R. 1735 and S. 673).

We believe the JCPA's allowance of collective negotiations by publishers of online content with dominant online platforms can be an important step toward levelling a market playing field gone askew because of unfair and monopolistic practices by tech platforms.  As the Committee considers and deliberates on the JCPA, we trust that magazine media publishers will be clearly included as covered entities that may utilize the collective negotiations mechanism.

MPA is the national trade association for the consumer magazine industry, representing more than 500 magazine media brands, including some of the nation's largest and best-known publications, that span a vast range of genres across print, online, mobile, and video media. Magazine media is a long-standing, trusted cornerstone of the publishing industry and an economic force in the United States.[1] Even amid a downturn in public trust in media,

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[1] While changes in recent years have led to a drop in employment, what has traditionally been considered the periodical publishing industry in America still directly employs close to 75,000 people in the U.S., according to the

Americans have expressed their faith in magazines – magazine media (defined as "traditional media") continues to rank well above both owned and social media in public trust, according to the 2021 Edelman Trust Barometer.[2] This is largely because magazines have spent years, and in most cases decades, building relationships with consumers, fine-tuning and fact-checking content, and establishing editorial expertise. Our industry's commitment to producing quality news and related content has not, however, mitigated the negative impact of platform dominance.

Though the magazine media industry has faced numerous challenges on the road to multi-media dissemination of content, the rise and ongoing dominance of news aggregators and platforms, born from and sustained via scraping, distributing, and monetizing publishers' original content, has landed the biggest blow to the industry. Magazine publishers' ability to monetize original content has weakened along with their power to negotiate with the platforms for fair terms related to access to, and distribution of, their content. The JCPA would provide a mechanism to remedy this imbalance by allowing press publishers to negotiate collectively, to be paid fairly for their content, and to set reasonable terms for access and use of its professionally curated and valued journalism.

Thank you very much again for your work on this critical issue. We look forward to providing helpful information to the subcommittee as you move forward with your deliberations.


Respectfully,

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Bureau of Labor Statistics, and supports almost 150,000 indirect and induced jobs. Wages for direct jobs in the industry total about $7.5billion. This is in addition to the industry's use of freelance contractors.

[2] 2021 Edelman Trust Barometer. MPA 2021 Magazine Media Factbook, Page 19. Available here
http://fipp.com/wp-content/uploads/2021/09/2021-MPA-Factbook_PDF.pdf