



World Association
of News Publishers

Paris, July 25th, 2022

**The Honorable Amy Klobuchar
Chairwoman,
Subcommittee on Competition
Policy, Antitrust, and Consumer
Rights
United States Senate
425 Dirksen Senate Building
Washington, DC 20510**

**The Honorable David Cicilline
Chairman, Subcommittee on
Antitrust,
Commercial and Administrative
Law
U.S. House of Representatives
2233 Rayburn House Office
Building
Washington, DC 20515**

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

**The Honorable Ken Buck
Ranking Member,
Subcommittee on Antitrust,
Commercial and Administrative
Law, U.S. House of
Representatives
2455 Rayburn House Office
Building
Washington, D.C. 20515**

Dear Chairwoman Klobuchar, Chairman Cicilline, Ranking Member Lee, and Ranking Member Buck:

The World Association of News Publishers (WAN-IFRA) believes that freedom of expression is a fundamental right and a touchstone for all our freedoms. And press freedom, enhanced by solid independent news publishing companies, is one of its fundamental pillars. Independent news publishers carry out their public interest role while at the same time responding to commercial imperatives. As such, we have been closely watching H.R. 1735 / S.673, the Journalism Competition and Preservation Act (JCPA).

In the past decade, our global membership have shared a gripping concern for the sustainability of the industry. News publishers are facing shrinking print revenues and a shift of a large portion of their revenues to the global online platforms. Organisational transformation is well underway and the branch has taken radical measures to accompany its change in the business model. In particular, it has redoubled its efforts to compensate for the loss of advertising revenue, focusing on acquiring digital subscribers.

This shift to a model focused on digital subscription revenues, or readers' donations, has benefited publishers in a position to win over a scalable audience, but many others face a long road ahead. According to our World



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Press Trends research, reader revenue is expected to bring in around a third of total income in 2021-22, but advertising remains the leading revenue source. In 2022, digital advertising is expected to surpass two-thirds of total media ad spending, with news content creators accounting for about one-third of digital advertising spending.

Today's scenario, where a fair share of the digital advertising revenue do not accrue to the news media industry and compensate for the efforts to produce quality content, puts at risk the sustainability of the news sector itself.

With the understanding that a free and diverse press is the backbone of a healthy and vibrant democracy, ensuring a level playing field in the discussions between the news content creator sectors and their technology partners, is crucial in the quest for sustainability.

It is our view that JCPA would help address these problems by allowing publishers to come together to negotiate with other players in the ecosystem. A mechanism to ensure open discussion and equitable compensation to both big and small news publishers in the United States would benefit everyone.

Journalism is critical to a functioning democracy, and the price of inaction – the disappearance of local news in the U.S. – is too great. Therefore, we urge you to support news publishers across the United States and support the Journalism Competition and Preservation Act.

Sincerely,

Elena Perotti

A handwritten signature in black ink, appearing to read 'Elena Perotti'.

Executive Director Public Affairs and Media Policy
WAN-IFRA

[WAN-IFRA](#) is the World Association of News Publishers, the global organisation of the world's press. Founded in 1948, the association gained formal consultative status to UNESCO in 1949, to the UN in 1950, and to the Council of Europe in 1974. Today, WAN-IFRA membership comprises 3,000 news publishing companies, technology entrepreneurs, and 60 member publisher associations representing 18,000 publications in 120 countries. Our mission is to protect the rights of journalists and publishers around the world to operate independent media. We provide our members with expertise and services to innovate and prosper in a digital world and perform their crucial role in society.