

## **Responses from media companies to questions from Croakey.**

### **Misha Ketchell**

#### **Editor & Executive Director, The Conversation, Australia and New Zealand**

1. Have you publicly reported or made a declaration to readers, viewers and/or shareholders the details of your private deal with Google and/or Facebook, including payment, the length of the agreement and any special conditions?

We have done a deal with Google but not Facebook (we have not commenced negotiation with Facebook). We have been very open about the fact we've done a deal and have talked about this publicly many times, including recently interviews with me and our CEO Lisa Watts on ABC radio. We have not publicly stated the exact amount of our deal as that is confidential, however we have endeavoured to give people a sense of the scale. In the interview for Fran Kelly's program I said that the amount was enough to hire an additional journalist, with some on-costs.

2. If so, what are those details?

Answered above. The deal is for three years and it does not prevent us seeking arbitration under the mandatory bargaining laws. It involves us putting content on Google Showcase and we have explained how that works.

3. Does your agreement with Google and/or Facebook prevent your organisation from releasing details of the agreement publicly?

We only have a deal with Google and yes some aspects of it are confidential.

4. What accountability measures have you – or will you – put in place to ensure transparency?

We have been very transparent about the fact we have entered a relationship with Google. Further measures are discussed below.

5. What measures have you – or will you – put in place to manage any conflict of interest regarding your editorial operations, including your organisation's capacity to report on matters relevant to the tech industry?

All of our Editors work with academic experts who are free to write whatever they wish. Our academic authors get final sign off on their articles, and we don't try and influence their views. There is a church and state separation between the editorial team and the business, and there is a guarantee of editorial independence and non-interference in our charter. We are very serious about this – any business relationships we may have will have no influence on our coverage.

6. Does your private deal with Google Showcase and Facebook include the visibility of your online content?

Yes, Google Showcase will feature our content.

7. Will you hire more journalists and invest more in news generation with the proceeds of these payments from Google Showcase and Facebook? Please detail.

Yes, the funding allows us to curate content for Google Showcase. To do this we will expand our social media and audience team.

8. Will you publicly report on how the funds will be spent?

I think I just did (see above).

More generally we think that mandatory bargaining code is flawed but on the upside it has definitely led to greater collaboration between The Conversation and the digital platforms and that has been positive in helping us reach audiences that we might not be able to get to otherwise.

**Peter Fray**

**Crikey editor-in-chief and managing editor of Private Media**

1. Have you publicly reported or made a declaration to readers, viewers and/or shareholders the details of your private deal with Google and/or Facebook, including payment, the length of the agreement and any special conditions?

We have declared the deal with Google News Showcase as a disclaimer on relevant articles in SmartCompany and Crikey. I have also spoken publicly about the Google deal and the pending Facebook one. Our agreements with both organisations are not yet finalised, but as is the default with most licensing deals, final terms are likely to be confidential.

2. If so, what are those details?

Here is an example of the disclaimer: The publisher of Crikey, Private Media, receives funds from Google's News Showcase. We will have a Facebook one too and when relevant will mention both.

3. Does your agreement with Google and/or Facebook prevent your organisation from releasing details of the agreement publicly?

As above. Our agreements with both organisations are not yet finalised, but as is the default with most licensing deals, final terms are likely to be confidential.

4. What accountability measures have you – or will you – put in place to ensure transparency?

We will continue to publish a disclaimer on all relevant editorial.

5. What measures have you – or will you – put in place to manage any conflict of interest regarding your editorial operations, including your organisation's capacity to report on matters relevant to the tech industry?

We are mindful of conflicts of interest. We have a reporter, Georgia Wilkins, dedicated to exposing them in other fields. Any conflicts will be managed by me, as editor-in-chief, and in consultation with other members of the management team. Private Media is a small and agile operation. We report back to staff about key developments on a regular basis. We have discussed these agreements with them.

6. Does your private deal with Google Showcase and Facebook include the visibility of your online content?

Yes.

7. Will you hire more journalists and invest more in news generation with the proceeds of these payments from Google Showcase and Facebook? Please detail.

Yes. We intend to spend these extra funds on public interest journalism. This may include hiring more staff but also other ways to best serve subscribers and supporters.

8. Will you publicly report on how the funds will be spent?

No.