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**From:** s47F @meta.com >  
**Sent:** Friday, 1 March 2024 11:53 AM  
**To:** Minister.Rowland.MO; Rafizadeh, Shervin; s22(1)(a)(ii)  
**Cc:** s47F; s47F; s47F  
**Subject:** Re: Meta announcement: Update on Facebook News  
**Attachments:** An-Update-on-Facebook-News-embargoed-until-12pm-AEDT-1-March-\_5pm-PT-29-February.pdf

Dear Minister,

We wanted to follow up on our meeting with Minister Jones that Shervin attended yesterday.

As indicated, we are today announcing that we are deprecating the News Tab product in both Australia and the US. This follows our September 2023 [announcement](#) that we deprecated Facebook News in the UK, France and Germany last year. The deprecation of Facebook News will not impact people's ability to view news on Facebook Feed.

Together with this announcement, we will also be advising Australian publishers that we will not be renewing the commercial deals that we entered into with them to support the new product of Facebook Video and News Tab, as these expire over the remainder of 2024. We will honour existing financial agreements under our current terms of service but will not renew commercial deals for Facebook News Tab or news video moving forward. As you may also be aware, the [Walkley Foundation announced](#) their third and final round of recipients of the \$15m Meta Australian News Fund in February 2024. The fund program has so far supported around 150 eligible Australian-based newsrooms and journalists to foster innovation and improve public interest journalism in Australia.

We know that people primarily come to Facebook for reasons other than news; to connect with people and discover new opportunities, passions, and interests. As a company, we have to focus our investment on things people tell us they want to see more of on the platform. As a result, we have decided ongoing investment in news products for Facebook is not commercially viable for us in the long-term in these markets.

Attached is a copy of the Newsroom post that will go live at 12pm AEDT.

Please let us know if you have any questions and would like to discuss further.

Kind regards,

s47F

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Date: 12pm AEDT 1 March |5pm PT 29 February

Publish: Meta Newsroom

Link: <https://about.fb.com/news/2024/02/update-on-facebook-news-us-australia/>

### An Update on Facebook News



#### **Takeaways:**

- In early April, we will deprecate Facebook News, a dedicated tab for news content, in the United States and Australia. As we [previously announced](#), Facebook News was deprecated in the UK, France and Germany last year.
- People will still be able to view news on Facebook in feed in these countries, and publishers will continue to have access to their Facebook accounts and Pages, where they can post their news article links and content.
- This update does not otherwise impact the existing agreements we have in relation to Facebook News with news publishers in Australia, France and Germany until they expire.

In early April 2024, we will deprecate Facebook News - a dedicated tab in the bookmarks section on Facebook that spotlights news - in the US and Australia. This follows our September 2023 [announcement](#) that we deprecated Facebook News in the UK, France and Germany last year.

This is part of an ongoing effort to better align our investments to our products and services people value the most. As a company, we have to focus our time and resources on things people tell us they want to see more of on the platform, including short form video. The number of people using Facebook News in Australia and the U.S. has dropped by over 80% last year. We know that [people don't come to Facebook for news and political content](#) — they come to connect with people and discover new opportunities, passions and interests. As we previously shared in 2023, news makes up less than 3% of what people around the world see in their Facebook feed, and is a small part of the Facebook experience for the vast majority of people.

The changes affecting the Facebook News feature will not otherwise impact Meta's products and services in these countries. People will still be able to view links to news articles on Facebook. News publishers will continue to have access to their Facebook accounts and Pages, where they can post links to their stories and direct people to their websites, in the same way any other individual or organization can. News organizations can also still leverage products like Reels and our ads system to reach broader audiences and drive people to their website, where they keep 100% of the revenue derived from outbound links on Facebook.

While we'll be deprecating Facebook News in these countries, this announcement does not impact the terms under our existing Facebook News agreements with publishers in Australia, France and Germany. These deals have already expired in the US and the UK. Additionally, to ensure that we continue to invest in products and services that drive user engagement, we will not enter into new commercial deals for traditional news content in these countries and will not offer new Facebook products specifically for news publishers in the future.

### **Our Commitment to Connecting People to Reliable Information**

This does not impact our commitment to connecting people to reliable information on our platforms. We work with third-party fact-checkers — certified through accreditation bodies like the non-partisan International Fact-Checking Network — who review and rate viral misinformation on our apps. We have built [the largest global fact-checking network](#) of any platform by partnering with more than 90 independent fact-checking organizations around the world who [review](#) content in more than 60 languages. We have contributed more than [\\$150 million](#) to programs supporting our fact-checking efforts since 2016 to combat the spread of misinformation and we will continue to invest in this area.

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