

ACCC authorises Commercial Radio Australia members to collectively bargain with Google and Facebook

29 October 2021

Industry body Commercial Radio Australia has welcomed the decision by the ACCC to grant authorisation to CRA and its members to collectively bargain with Google and Facebook over payment for content featured on those platforms.

The authorisation is for a period of 10 years until 22 November 2031.

“We welcome this decision, which provides us with the opportunity to negotiate fair compensation from Google and Facebook for access to the valuable local news and information radio stations produce,” CRA chief executive officer Joan Warner said.

“Negotiated outcomes will help sustain radio stations in Australia, many of which service small and local communities that have no other source of local news and information.”

In its determination, the ACCC said the authorisation is likely to result in public benefits from reduced transaction costs, improved input into negotiations and contribution to the sustainability of Australian news businesses.

The ACCC pointed to research by the Public Interest Journalism Institute that there had been a net reduction of 106 in newspaper mastheads, news websites and broadcast news stations between January 2019 and August 2021.

“The ACCC notes that commercial radio stations including those operated by CRA’s members play an important role in providing regional and local reporting.”

CRA represents 261 member radio stations across metropolitan and regional Australia, including ARN, Southern Cross Austereo, NOVA Entertainment, Grant Broadcasters and Nine Entertainment. The proposed authorisation excludes Nine, which previously announced it has reached agreements with Google and Facebook.

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About Commercial Radio Australia

Commercial Radio Australia is the peak industry body representing the interests of commercial radio broadcasters throughout Australia. CRA manages industry codes and standards, regulatory and legislative matters, metropolitan and regional audience measurement surveys, revenue reporting, industry innovation including the automated trading platform RadioMatrix, RadioApp, the Australian Podcast Ranker, consumer research, marketing and industry training and development programs. CRA also hosts the Australian Commercial Radio Awards and the Siren Creative Awards.

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