



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

Paris, Tuesday July 26<sup>th</sup> 2022

Dear Chairwoman Klobuchar and Ranking Member Lee,

My name is Pierre Louette and I am the chairman of Alliance de la Presse d'Information Générale, which gathers 280 news publishers from France. I am reaching out to request your support for H.R. 1735 / S.673, the Journalism Competition and Preservation Act (JCPA). This bipartisan bill is critically important to protecting the future of high-quality, local journalism across your country and beyond.

A free and diverse press is the backbone of a healthy and vibrant democracy. Yet the control of access to trustworthy news online has become concentrated in the hands of a few dominant tech platforms. Despite news being the reason for which a significant portion of users turn to these platforms, they leverage their dominance over the digital marketplace to set the rules for news publishers and determine how journalism is displayed, prioritized, and monetized. In France alone, news publishers lost half of their advertising revenues in ten years for the benefit of tech players.

Recent experiences in Australia and Europe demonstrate that the disparity in bargaining power between news publishers and platforms is the core of the problem. Although a neighboring right for publishers was created by European law in 2019, it took two complaints and almost three years of litigation in the competition authority to get it implemented in France. Our Alliance finally closed deals with Facebook in December 2021 and with Google in March 2022, leading to the signing of individual licenses by our publishers and, eventually, to a fair compensation for them.

The lesson we draw from these events is that competition law is a crucial lever to ensure good faith negotiations & create a fair compensation model for publishers.

The JCPA would help address these problems by allowing U.S. publishers to come together to negotiate with the platforms for the compensation they deserve.

The moment to act in the U.S. is now. It is more important than ever to protect quality journalism and ensure that the people who create journalistic content are compensated fairly for their often-painstaking work & costs.

Journalism is critical to a functioning democracy, and the price of inaction – the disappearance of local news – is too great. I urge you to support news publishers across the country and sponsor the Journalism Competition and Preservation Act.

Sincerely,

Pierre Louette

Chairman