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Response to News Media Assistance Program Consultation Paper

Department of Infrastructure,
Transport, Regional Development,
Communications and the Arts

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About the Researchers	2
Introduction: The Crisis of News Journalism Sustainability	3
The Crisis of News Media Business Models.....	3
Questions for Government Support for Commercial News.....	3
Framework and Objectives.....	4
Public Interest Journalism.....	4
Measures to Support Public Interest Journalism	5
Direct Government Funding.....	5
Barriers to News Innovation.....	8
Tax Incentives.....	10
Government Advertising	11
Report authors	14
Contact.....	16
Appendix: News Subsidy schemes in Australia, Belgium, Canada, South Korea, Norway, and the United Kingdom	17

About the Researchers

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The authors have been engaged with the future of news media on the basis of their research on the Australian Research Council (ARC) Discovery-Project titled *Valuing News: Aligning Individual, Institutional and Societal Perspectives* (DP220100589), funded from 2022 to 2024. We thank the ARC for their support with this research.

Other members of the *Valuing News* research team are: Professor Sora Park (News and Media Research Centre, University of Canberra), Professor Derek Wilding (Co-director, Centre for Media Transition, University of technology, Sydney), Associate Professor Caroline Fisher (News and Media Research Centre, University of Canberra), Associate Professor Timothy Dwyer (The University of Sydney), and Dr. Aljosha Karim Schapals (Queensland University of Technology).

In this submission we have chosen to focus primarily upon the “Potential Measures” section of the Consultation Paper, as this raises issues of direct relevance to the work we have undertaken in the *Valuing News* report.

Our recommendations should be read in conjunction with the submission prepared by Professor Wilding and Professor Monica Attard of the Centre for Media Transition, UTS, and the submission prepared by Professor Park with Associate Professor Tanya Notley (Western Sydney University).

Introduction: The Crisis of News Journalism Sustainability

The Crisis of News Media Business Models

One of the great paradoxes of the current era is that we live in an age of news abundance, where digital technologies have made news available instantaneously from multiple sources around the world, yet we continually speak of there being a 'crisis in news'. Whether it be job losses at major news organisations, the closure of smaller newspaper titles, or the sense that we are awash in misinformation and 'fake news' that is eroding the integrity of the public sphere, it is rare to be talking about the future of news in anything other than a negative light.

These questions have become more pressing due to the near collapse of the traditional business model that has underpinned commercial news journalism.¹ For over a century, commercial news businesses have been able to rely upon *dual media markets*, where both display and classified advertising (or, for broadcast media, commercials) paid for the maintenance of a workforce that produced news that could be made available either for free or for a below-cost price to consumers.

The rise of the internet and digital platforms have undermined this model in fundamental ways. As the Nobel Prize winning economist Joseph Stiglitz has observed, "Historically, the production of news has been a joint product with advertising...and so those ads have supported the production of the news that we all depend on.... But if advertising is going down, there won't be the production of news".² There is considerable evidence of the declining number of news media outlets in Australia as there is internationally.

Questions for Government Support for Commercial News

As the crisis of advertiser-funded news means that questions of the future viability and sustainability of news publishers is increasingly becoming a public policy question, the value that is attached to news is increasingly going to be tied to questions of government support for news media sustainability. As the Department's *News Media Assistance Program Consultation Paper* has discussed, consideration of the role of government in news journalism has to balance several factors including:

- Whether commercial news media goals and strategies are compatible with the maintenance of public interest journalism and principles associated with civic responsibility;

¹ For the purposes of this submission, we are focusing upon news journalism whose production is funded by commercial means, whether through advertising or subscriptions. Discussion of public service media would present a different set of questions, although we note that the relationship between commercial and public service media is fundamental to the overall news ecology, and behaviour and priorities in one sector shape those in the other.

² Mason, M 2020, *Tax Facebook if it cuts news: Nobel prize winner*. *Australian Financial Review*. <https://www.afr.com/companies/media-and-marketing/if-facebook-removes-news-just-tax-themnobel-prize-winner-20201203-p56k7r>

- The importance of press freedom in democratic societies, and the roles that independent media play in safeguarding democratic norms and holding political and other leaders publicly accountable;
- The balance between any forms of support for commercial media and the roles played by public service media already funded through tax revenues;
- A suitable balance between evaluating the costs and risks of various forms of government intervention against the costs and risks of inaction.³

Framework and Objectives

This submission will not comment in detail upon the Framework and Objectives outlined in the Consultation Paper. We note, as others have done, that concepts such as access, quality, media diversity and engagement are significantly debated in the relevant academic literature on journalism, media and communication.⁴

Public Interest Journalism

In reflecting upon the relevance of public interest considerations, we note that ‘public interest journalism’ is a term that lacks a clear definition. The Cairncross Review in the UK associated it with two particular types of journalism. First, there was ‘investigative and campaigning journalism, and especially investigations into abuses of power in both the public and the private sphere’.⁵ Noting that such journalism is both high-cost and high risk, sustainable futures for journalism and the maintenance of such investigative journalism were seen as integrally linked. The second type is what can be termed civic journalism, or ‘the humdrum task of reporting on the daily activities of public institutions.’⁶

Such journalism has value that goes beyond the purely informational or interesting. Michael Schudson sought to capture this distinction when he observed that ‘the world will survive without a lot of the journalism we have today, but the absence of some kinds of journalism would be devastating to the prospects for building a good society, notably a good democratic political system’.⁷ Schudson defined the six core the six contributions that independent journalism makes to effective democracies and well-functioning civil societies:

³ Department of Infrastructure, Transport, Regional Development and Communications and the Arts 2023, *News Media Assistance Program Consultation Paper*. [online] Available at: <https://www.infrastructure.gov.au/sites/default/files/documents/news-media-assistance-program-consultation-paper-december2023.pdf>. p. 12.

⁴ McQuail, D and Deuze, M 2020, *Mcquail's Media and Mass Communication Theory*. 7th ed. London: Sage Publications.

⁵ The Cairncross Review 2019, *A Sustainable Future for Journalism*. [online] Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/779882/021919_DCMS_Cairncross_Review_.pdf. p. 19.

⁶ Ibid., p. 19

⁷ Schudson, M 2020, *Journalism: why it matters*. Cambridge, UK; Medford, MA: Polity. P.9.

1. Information: The news media can provide fair and full information so citizens can make sound political choices.
2. Investigation: The news media can investigate concentrated sources of power, particularly governmental power.
3. Analysis: The news media can provide coherent frameworks of interpretation to help citizens comprehend a complex world.
4. Social empathy: Journalism can tell people about others in their society and their world so that they can come to appreciate the viewpoints and lives of other people, especially those less advantaged than themselves.
5. Public forum: Journalism can provide a forum for dialogue among citizens and serve as a common carrier of the perspectives of varied groups in society.
6. Mobilization: The news media can serve as advocates for particular political programs and perspectives and mobilize people to act in support of these programs.⁸

Measures to Support Public Interest Journalism

It is not surprising that, given its importance to civic engagement, democratic participation and an informed public, there have been a range of measures initiated to support the production of news. Direct or indirect news subsidy schemes have been developed in multiple jurisdictions, including Canada, UK, France, Belgium, Norway, Germany, Australia, New Zealand, US, Denmark, Sweden, Austria, Italy, and The Netherlands. An outline of these schemes is provided in Appendix 1 of this Submission.

Canada and Australia have also developed legislation which requires major digital platform companies such as Google and Meta to contribute to the production of news, on the basis that they derive financial benefit from carrying the content of news publishers and professional journalists on their sites.

One thing that has been missing amidst all this activity has been some attempt to determine what is the value of news. The value of news is not simply the cost of producing it. It refers to the benefits that individuals and societies get from having such information in the public domain. Moreover, not all news is equally valuable. With multiple content sources providing real-time information on everything from share prices to sports results, we do not need to invest in professional news organisations to get such information.

Direct Government Funding

Q5.1: In what circumstances is it appropriate for government to intervene in the form of direct funding? What are the competitive impacts of Government funding?

⁸ Schudson, M 2013, *Why Democracies Need an Unlovable Press*, 2nd ed. Polity Press, Cambridge.

As noted earlier, Australian government already directly funds news media through the ABC and SBS. Many of the benefits realised through public service media are a result of their remit to provide news services to underserved communities, both within and outside metropolitan cities across the country.

The question is thus one of when governments should intervene and provide funding to commercial news businesses and, if governments do provide funding to commercial news businesses, how can they ensure that funding is distributed equitably?

Many of the subsidies we have examined address these questions through their stated objectives and eligibility requirements. For instance, in Canada, Norway, and Belgium media diversity is a stated aim; the goal is to ensure alternative perspectives are provided on topical issues and breaking news events. Norway, New Zealand and Australia also provide funding for news businesses that ensure indigenous peoples are visible in the public sphere, such as Australia's NITV and New Zealand's Maori TV.

Available data suggests that many subsidy or funding schemes have been specifically developed to enhance competition in the market. Some of Norway's interventions specify that they support less profitable and less dominant titles in a given media market, while others state an objective to enhance the diversity of the market. Almost every country that applies news media subsidies has less concentrated media markets than Australia, despite in some cases having subsidies in place for more than 50 years. The notable exception here is the UK. Its "All in, All together" scheme—one of the largest direct subsidies the UK has provided—appeared to ensure the largest media organisations were beneficiaries while independent and smaller media organisations were specifically excluded. This suggests that such interventions can hurt competition.

As with any proposed government funding for private entities, it is crucial that the objectives are clearly stated, measurable, and reflect the needs of the entire Australian public, that these objectives are reflected in eligibility criteria, and that priority is placed on funding news businesses that provide news services to otherwise underserved communities.

Q5.2: How can any government support for public interest journalism be structured to maintain the editorial independence of recipients and avoid undue influence over news content? What factors should be taken into consideration, and how do these factors change between short-term and ongoing support?

Funding commercial organisations can provide some remedy to concerns of bias resulting from government media support if state media and public service media are unable to avoid structural political pressures on their editorial independence. However, in some systems, private media organisations are identifiably as or more biased than state or public media systems, visible through Heawood's⁹ observations that the largest media organisations in the UK have perceptible ties to the ruling Conservative Party. The risk of this in Australia is considerable, with increasingly

⁹ Heawood, J 2021, 'All in, all together? Government subsidy for news', In *Reappraising Local and Community News in the UK*. Routledge.

overt signals that commercial news media outlets are politically aligned.¹⁰ This means that, as in the UK, subsidies to private media organisations could might not be able to avoid problems of bias unless they are very specifically and carefully designed to do so.

There appear to be several ways that the subsidies and schemes we have examined have been structured to address these concerns, grounded in discussions around ways to identify the areas where risks are likely to occur. In most cases, the focus was on the authority charged with selecting support recipients. Belgium, for instance, relied on non-government organisations like press associations to select successful candidates for many of its subsidies,¹¹ though the eligibility criteria is almost exclusively written into the policy itself. Other cases focused on how funds or benefits would be monitored, with a tendency to again rely on external organisations that could audit or require reports from support recipients. One novel approach undertaken by Norway included randomised audits,¹² where grant recipients were randomly selected to provide extensive reports on their activities and fund use. In several cases, partial payment was reserved until after reporting or reviews had been conducted and sent to supervising organisation, such as the Korean Press Foundation.¹³

Another area of risk for editorial independence is funding surety. This was particularly of concern for countries that provide subsidies through government ads, such as Korea¹⁴ and the UK,¹⁵ or tax exemptions, like Belgium.¹⁶ In these places, government

¹⁰ Hobbs, M, McKnight, D, 2014, 'Kick this mob out': *The Murdoch media and the Australian Labor Government (2007 to 2013)*, Glob. Media J, Vol. 8, pp.1–13.

¹¹ Ministère de la Communauté Française 2017, *Décret du 31/03/2004 décret relatif aux aides attribuées à la presse quotidienne écrite francophone et au développement d'initiatives de la presse quotidienne écrite francophone en milieu scolaire*.

¹² Medietilsynet 2024, *Rettleiing til søknad om midlar til innovasjons- og utviklingstilskott for 2024* [WWW Document]. Medietilsynet. URL <https://www.medietilsynet.no/mediestotte/innovasjons--og-utviklingstilskudd/veileder--tilskudd-innovasjon-utvikling/> (accessed 2.9.24).

¹³ Korea Press Foundation 2020, *Basis for installation and purpose, etc.* [WWW Document]. URL https://www.kpf.or.kr/front/intropage/intropageShow.do?page_id=f1a7be90867d4fcab1dbcc6302825776 (accessed 2.5.24).

¹⁴ Korea Press Foundation n.d, *Government advertising integrated support system* [WWW Document]. URL <https://www.goad.or.kr/hp/syst/introduce.do> (accessed 2.5.24).

¹⁵ Heawood, J 2023, *How do we reform local government spending on public notices?* [WWW Document]. PINF. URL <https://www.publicinterestnews.org.uk/post/how-do-we-reform-local-government-spending-on-public-notice> (accessed 2.8.24).

¹⁶ Etaamb 2019, *Loi du 13/04/2019 modifiant l'arrete royal n° 20, du 20 juillet 1970, fixant les taux de la taxe sur la valeur ajoutée et déterminant la répartition des biens et des services selon ces taux en ce qui concerne certaines publications* [WWW Document]. etaamb.openjustice.be. URL https://etaamb.openjustice.be/fr/loi-du-13-avril-2019_n2019041002.html (accessed 2.13.24).

ads or tax exemptions have become a cornerstone of some news organisations' business models, and limited profits are only available because of an ongoing commitment to this type of support.

Our research is not positioned to identify which methods are successful at maintaining editorial independence within direct funding interventions, but rather to identify features within existing funds and schemes that could be considered against risks within other media markets. Independent administration, transparency in reporting and auditing, and equity in eligibility criteria stand out as mechanisms to be considered within the Australian news media.

Norwegian models for subsidies provide instructive approaches to each kind of subsidy that corresponds to these issues. Their randomised audits allow for robust monitoring that incentivises careful adherence to policies without appearances of favoritism,¹⁷ and the eligibility of every policy, including their tax exemptions, are carefully detailed to target the most relevant media for the purpose.¹⁸ Conversely, they lack the well-established press agencies seen in Belgium that offer benefits for avoiding bias and increasing transparency.¹⁹ In both cases, policymakers were building off of and extending existing approaches, but new policies can leverage the best fit practices for the Australian media environment.

Barriers to News Innovation

Q6.1: What are the key barriers or challenges faced by news media organisations in adopting innovative business models or pursuing new revenue streams? How can these barriers be addressed through policy, regulation, or industry-led initiatives?

Q6.2: How can government and regulators encourage and support innovation and the development of sustainable business models in the news media sector? Are there any examples from Australia or internationally that could be adapted to serve this purpose?

From our primary research, the most commonly cited challenge to developing new revenue streams or adopting innovative business models relates to the economies of scale needed for news businesses to generate profitable revenue. The total market size for news in many countries including Australia is small compared to other global markets such as North America, Japan and the UK, while the cost of producing news remains somewhat comparable. This makes realising potential profits from alternate

¹⁷ Medietilsynet 2024, *Rettleiing til søknad om midlar til innovasjons- og utviklingstilskott for 2024 [WWW Document]*. Medietilsynet. URL

<https://www.medietilsynet.no/mediestotte/innovasjons--og-utviklingstilskudd/veileder-tilskudd-innovasjon-utvikling/> (accessed 2.9.24).

¹⁸ Medietilsynet 2024, *Rettleiing til søknad om midlar til innovasjons- og utviklingstilskott for 2024 [WWW Document]*. Medietilsynet. URL

<https://www.medietilsynet.no/mediestotte/innovasjons--og-utviklingstilskudd/veileder-tilskudd-innovasjon-utvikling/> (accessed 2.9.24).

¹⁹ Journalismfund Europe n.d, *Flemish Journalism Fund [WWW Document]*. URL

<https://www.journalismfund.eu/flemish-journalism-fund> (accessed 2.8.24).

business models or new revenue streams that target consumers difficult to achieve, and assumes that news business have sufficient profit margins and capital revenue available to them to experiment and expand into new directions in the first instance. Perusing alternative revenue streams often requires news business to divide their attention and resources between their ongoing core news business and the production and development of a new commodity or service, jeopardising the quality and coverage of core news business activities.

Achieving these economies of scale directly links to consumer's willingness to pay—not only for news media, but to pay for any non-essential product or service, especially amidst continuing cost of living pressures. Consumer willingness to pay for news is a well-researched field of study both in Australia and globally. In Australia, 22% of respondents to the Digital News Report Australia said they are currently paying for news, and positive attitudes towards direct payment for news is also on the rise in Australia²⁰. However, this statistic also highlights that the overall proportion of Australians paying for news remains low, and the number of respondents who have cancelled or are considering cancelling a digital subscription is increasing – a move that follows global trends in news subscriptions²¹.

Various policy, regulation, and industry-led initiatives that claim to encourage and support innovation in news media have been implemented in several markets, including Australia, Canada, South Korea, Belgium, and the UK. These initiatives have frequently been short term and/or low value, offer limited reporting on effectiveness of the intervention, and tend to be premised on addressing the ongoing sustainability of news production by funding innovations that lower operational costs and raise profitability rather than interventions that develop new revenue streams or alternate business models. The exception to this trend is South Korea's recent News Media Digital Innovation fund, which aims to fund project costs for approved plans that address innovation and improvement of digital media services²².

With little evidence available on the effectiveness of these innovation interventions, and the looming issues of insufficient economies of scale and low consumer willingness to pay for news in the Australian market, we would caution against such

²⁰ Park, S, McGuinness, K, Fisher, C, Lee, J. Y., & McCallum, K 2023, *Digital news report: Australia 2023* [Report]. News and Media Research Centre, The University of Canberra. <https://doi.org/10.25916/v0mt-9k87>

²¹ Newman, N, Fletcher, R, Eddy, K, Robertson, C. T., & Kleis Nielsen, R 2023, *Digital news report 2023* [Report]. Reuters Institute for the Study of Journalism. [https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2023-06/Digital News Report 2023.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2023-06/Digital%20News%20Report%202023.pdf)

Park, S., McGuinness, K., Fisher, C., Lee, J. Y., & McCallum, K. (2023). *Digital news report: Australia 2023* [Report]. News and Media Research Centre, The University of Canberra. <https://doi.org/10.25916/v0mt-9k87>

²² Choi, S 2023, Press Foundation confirms 81.6 billion won in project expenses for this year. *Hankyoreh*. <https://www.hani.co.kr/arti/society/media/1075841.html> Korea Press Foundation. (2023). *Korea Press Foundation 2023 Prospectus*. https://www.kpf.or.kr/front/board/boardContentsView.do?board_id=246&contents_id=9776d0ecffcc42d39c4b888565dab359

an approach. Unless either or both of these factors significantly change, profits from direct consumer payments are unlikely to generate sufficient operating revenue for news businesses to remain sustainable.

If, however, the objective of such interventions is to maximise commercial news business's profitability so as to decrease the amount of financial subsidy they require to remain operational, more attention would be needed around reporting requirements for such schemes, with explicit inclusion of measures and mechanisms for determining the ROI of the implemented interventions.

Tax Incentives

Q7.1: What are key advantages and disadvantages of tax-based incentives to support public interest journalism?

Tax-based incentives as a form of media support are a relatively common form of support and some countries, like Finland, prefer these to providing direct aid. They have the advantages of achieving relatively easy political support with potentially less undue political influence on editorial decisions.²³ Monitoring is usually done by the tax authority rather than any department of media or culture,²⁴ which puts the support at arms' length – though it does require creating a category for media publications.

However, they have come under fire more recently because they can be expensive and do not generally incentivise any particular outcome outside of general sustainability.²⁵ In the UK, the largest direct subsidy is government advertising, which injects approximately \$90 million AUD into primarily the established newspaper market.²⁶ Conversely, the zero VAT rating for production and distribution of news

²³ Ots, M *et al.* 2016, 'The Shifting Role of Value-Added Tax (VAT) as a Media Policy Tool: A Three-Country Comparison of Political Justifications', *Javnost - The Public*, 23(2), pp. 170–187. Available at: <https://doi.org/10.1080/13183222.2016.1162988>.

²⁴ Canada Revenue Agency 2020, *Canadian Journalism Labour Tax Credit*. Available at: <https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/corporations/business-tax-credits/canadian-journalism-labour-tax-credit.html> (Accessed: 5 December 2023); General Administration of Taxation (2015) 'Fiscalité'. Available at: https://finances.belgium.be/fr/sur_le_spf/structure_et_services/administrations_generales/fiscalite (Accessed: 13 February 2024); Seely, A. (2020) 'VAT: Zero-rating epublications'. Available at: <https://researchbriefings.files.parliament.uk/documents/CBP-8853/CBP-8853.pdf>.

²⁵ Murschetz, P.C 2020, 'State Aid for Independent News Journalism in the Public Interest? A Critical Debate of Government Funding Models and Principles, the Market Failure Paradigm, and Policy Efficacy', *Digital Journalism*, 8(6), pp. 720–739. Available at: <https://doi.org/10.1080/21670811.2020.1732227>.

²⁶ Heawood, J 2023, *How do we reform local government spending on public notices?*, *PINF*. Available at: <https://www.publicinterestnews.org.uk/post/how-do-we-reform-local-government-spending-on-public-notice> (Accessed: 8 February 2024).

publications costs the budget nearly \$3 billion AUD, with the only apparent objective being to broadly boost the media industry.²⁷

Q7.2: Are tax-based incentives preferable to other mechanisms, such as grants?

The shifts towards tax exemptions appear to reflect a push towards market-oriented solutions and away from political and cultural goals.²⁸ However, the recent rise in direct subsidies flags that this is misguided – the subsidies are being implemented to address market failures and failing markets.²⁹ Given the general failure of new business models to arise or stabilise media markets,³⁰ tax exemptions will do more to continue the status quo than to provide an intervention towards a more effective system.

Government Advertising

Q8.1: What are key advantages and disadvantages of government advertising to support public interest journalism?

Countries that heavily utilise government advertising as a kind of subsidy to support news media markets, such as Korea and the UK, have demonstrated some benefits for this approach. In the UK, newspapers in particular have experienced security and continuity due to the approximately \$90 million AUD in annual ad placements through local councils to local news organisations,³¹ and a \$67 million AUD Covid-19 support subsidy for the media took the form of a large-scale public health campaign,³² making up for a dramatic shortfall while providing a demonstrable service. Ads placed by ministries through the Korean Press Foundation are a crucial source of revenue for Korean media organisations while enabling the communication of policies and

²⁷ Seely, A 2020, 'VAT: Zero-rating epublications'. Available at:

<https://researchbriefings.files.parliament.uk/documents/CBP-8853/CBP-8853.pdf>.

²⁸ Ots, M. *et al* 2016, 'The Shifting Role of Value-Added Tax (VAT) as a Media Policy Tool: A Three-Country Comparison of Political Justifications', *Javnost - The Public*, 23(2), pp. 170–187. Available at: <https://doi.org/10.1080/13183222.2016.1162988>.

²⁹ Canadian Heritage 2023, *Canada Periodical Fund*. Available at:

<https://www.canada.ca/en/canadian-heritage/services/funding/periodical-fund.html> (Accessed: 6 December 2023); Heawood, J. (2021) 'All in, all together? Government subsidy for news', in *Reappraising Local and Community News in the UK*. Routledge; NZ On Air (2022) *Public Interest Journalism Fund: General Guidelines*. Available at: https://d3r9t6niqlb7tz.cloudfront.net/media/documents/220221_PIJF_General_Guidelines_updated.pdf (Accessed: 19 September 2023).

³⁰ Senate Select Committee on the Future of Public Interest Journalism 2018, *The Senate Select Committee on the Future of Public Interest Journalism: Report*. Commonwealth of Australia, 2018.

³¹ Heawood, J 2023, *How do we reform local government spending on public notices?*, *PINF*. Available at: <https://www.publicinterestnews.org.uk/post/how-do-we-reform-local-government-spending-on-public-notice> (Accessed: 8 February 2024).

³² Heawood, J 2021, 'All in, all together? Government subsidy for news', in *Reappraising Local and Community News in the UK*. Routledge.

procedures to the public.³³ These provide benefits because they are a predictable and consistent form of support that is exchanged for services, unlike grants.

Conversely, there are two key disadvantages that make this approach problematic. The first concern lies in deciding who gets to run the advertisements. In the UK, this is ambiguously granted specifically to the very largest and most established of news organisations to the exclusion of smaller or independent media, particularly newer media.³⁴ While there is a logic to the idea of using the service with the broadest reach, the payments are commensurate with readership; smaller media would cost less for placements anyways in line with their smaller readership.³⁵ Secondly, the governments generally produce ads in line with their own needs rather than the needs of public interest journalism.

Q8.2: Is government advertising preferable to other mechanisms, such as grants?

The surety of government advertising has enabled some continuity for established media in those markets where it is heavily utilised. By contrast, grants in many cases are one off production funds focusing on events and issues that can be identified in a proposal, such as investigations into child poverty in NZ,³⁶ or one-off purchases of services and equipment for adapting to digitalisation.³⁷ This makes government advertising a useful way to ensure that news organisations will be there to cover the range of news as it may arise – even if it is not yet visible. Further, the advertising funding is going towards the purchase of a service, while grants can be seen as an attempt to influence or a reward for political alignment.³⁸ At the same time, making

³³ Choi, S 2023, 'Press Foundation confirms 81.6 billion won in project expenses for this year', *Hankyoreh*, 16 January. Available at:

<https://www.hani.co.kr/arti/society/media/1075841.html>; Korea Press Foundation (no date) *Government advertising integrated support system*. Available at: <https://www.goad.or.kr/hp/syst/introduce.do> (Accessed: 5 February 2024)

³⁴ Heawood, J 2023, *How do we reform local government spending on public notices?*, *PINF*. Available at: <https://www.publicinterestnews.org.uk/post/how-do-we-reform-local-government-spending-on-public-notice> (Accessed: 8 February 2024).

³⁵ Heawood, J 2021, 'All in, all together? Government subsidy for news', in *Reappraising Local and Community News in the UK*. Routledge.

³⁶ NZ On Air 2023, *Public Interest Journalism Fund Interim Report 2021-2023*. Available at: https://d3r9t6niqlb7tz.cloudfront.net/media/documents/NZOA_PJIF_Interim_Report_FINAL.pdf

³⁷ Korea Press Foundation 2023, *Korea Press Foundation 2023 Prospectus*. Available at: https://www.kpf.or.kr/front/board/boardContentsView.do?board_id=246&contents_id=9776d0ecffcc42d39c4b888565dab359.

³⁸ Thompson, P 2023, *Is Winston Peters right to call state-funded journalism 'bribery' – or is there a bigger threat to democracy?*, *The Conversation*. Available at: <http://theconversation.com/is-winston-peters-right-to-call-state-funded-journalism-bribery-or-is-there-a-bigger-threat-to-democracy-218782> (Accessed: 24 February 2024).

ongoing funding secure through advertising may only provide an indirect benefit for public interest journalism, depending on the placement scheme.

Conversely, the UK demonstrates how eligibility criteria and the lack of a public interest journalism focus means government advertising can keep the doors open at media organisations that employ few or no local journalists.³⁹ Making ongoing funding secure through advertising may only provide an indirect benefit for public interest journalism, depending on the placement scheme.

³⁹ Heawood, J 2023, *How do we reform local government spending on public notices?*, PINF. Available at: <https://www.publicinterestnews.org.uk/post/how-do-we-reform-local-government-spending-on-public-notice> (Accessed: 8 February 2024)

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Professor Terry Flew

Terry Flew is Professor of Digital Communication and Culture and Australian Research Council (ARC) Laureate Fellow at the University of Sydney. His books include *The Creative Industries, Culture and Policy* (SAGE, 2012), *Global Creative Industries* (Polity, 2013), *Media Economics* (Palgrave, 2015), *Understanding Global Media* (Palgrave, 2018), *Regulating Platforms* (Polity, 2021), and *Digital Platform Regulation: Global Perspectives on Internet Governance* (Springer, 2022).

He was President of the International Communications Association (ICA) from 2019 to 2020, and is an ICA Fellow, elected in 2019. He is a Fellow of the Australian Academy of the Humanities (FAHA). In 2011-12 he chaired a review of the Australian media classification system for the Australian Law Reform Commission. Organisations he has advised include the OECD, Australian Communication and Media Authority, Cisco Systems, Special Broadcasting Service, Meta and Telstra. His ARC Laureate Fellowship is a five-year study (2024-2028) of *Mediated Trust: Ideas, Interests, Institutions, Futures*.



Dr Timothy Koskie

Timothy Koskie is a researcher of online media and media pluralism at the CMT, with a recent focus on generative AI. His current projects include *Valuing News* and *WikiHistories Discovery* projects and the *Implications of Generative AI for knowledge integrity on Wikipedia*. He has completed a doctoral degree, investigating news comments' potential as a component of media pluralism, and has two master's degrees in media research. He has taught undergraduate and postgraduate seminars and tutorials in multiple fields across media, internet governance, and digital cultures at UTS and the University of Sydney. In addition, he has nearly two decades of experience in publishing and education and has taught in and conducted courses on media and communication skills across 22 years in the US, Australia, Spain, and South Korea.



Dr Agata Stepnik

Agata Stepnik is a postdoctoral researcher in the discipline of Media and Communication at the University of Sydney. Her doctoral thesis explored users' social media curation practices and how these impacted news visibility on these platforms. Her research interests include news production and consumption practices on social media, user agency in recommender systems, and platform regulation.



Ms Wenjia Tang

Wenjia Tang is a PhD candidate, research assistant, and tutor in the Discipline of Media and Communications at the University of Sydney. Her thesis surveys the changing business model of streaming media and the impact of glocalised entertainment media production and consumption internationally. She is also interested in general Big Tech and emerging technologies regulation and has a particular focus on the dynamics in the Internet sphere between the U.S. and China with a digital geopolitics perspective.

Contact

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Appendix: News Subsidy schemes in Australia, Belgium, Canada, South Korea, Norway, and the United Kingdom

This document lists details of subsidies per policy initiative. They are grouped here by country because subsidy programs often overlap at the national level and share documentation.

Category sets out overlapping areas of description that enable comparison between subsidies – these are elaborations of the “Subsidy Table” columns. *Data* includes the relevant information for each category. *Sources* indicates where information can be verified, but does not indicate every location where that information can be found or what was evaluated as the most in-depth source. The categories describe:

- Policy authority: Who established the initiative
- Objective: What the policy authority stated was the aim, objective, or goal of the initiative
- Starting year: The first year the subsidy was or is slated to be active
- Policy duration: The period of time the subsidy will be available for distribution
- Continuity: One-off initiatives have an established ending date, Ongoing initiatives do not provide a definitive finishing date
- Subsidy type: Direct means that money transfers from the authority to the recipient, indirect refers to measures that preclude recipient’s costs (such as tax exemptions)
- Payment form: Cash means a direct payment of money to recipients, alternatives are idiosyncratic and described individually
- Payment duration: The period over which a recipient will receive the benefit
- Individual payment: How much an individual recipient can receive per instance or application
- Annual funding: The total amount the initiative will cost per year, on average
- Total funding: The total amount indicated for the entire initiative for one-off subsidies
- Eligible activity: What activities the initiative will support
- Eligible media: Restrictions on characteristics of media for eligibility
- Eligible recipients: Restrictions on type of recipient
- Supervision: The deciding and evaluating authority over the program
- Monitoring: Any processes of evaluation and enforcement of restrictions

Not every initiative provides every category of information.

Australia

Journalist Fund (cadetship)

Category	Data	Sources
Policy authority	Department of Infrastructure, Transport, Regional Development and Communications	(Rowland, 2023)
Objective	to support regional media organisations to hire new cadet journalists	(GrantConnect, 2022)
Starting year	2021	(Dearman, 2022)
Policy duration	2 years	(Dearman, 2022)
Continuity	One-off	(Rowland, 2023)
Subsidy type	Direct	(Rowland, 2023)
Payment form	Cash	(Rowland, 2023)
Payment duration	2 years	(Rowland, 2023)
Individual payment	Up to \$105,000/year	(Rowland, 2023)
Annual funding	\$5,000,000.00	(Rowland, 2023)
Total funding	\$10,000,000.00 *originally \$8,000,000 (Dearman, 2022), until merged with Training	(The Commonwealth of Australia., 2022)
Eligible activity	Hiring and salary for cadet journalists in regional areas	(Rowland, 2023)
Eligible media	Regional media, core news content	(Rowland, 2023)
Eligible recipients	Registered regional media organisations with less than \$30 mil turnover/3 years	(GrantConnect, 2022)
Supervision	Minister of Department of Infrastructure, Transport, Regional Development, Communications and the Arts	(Department of Infrastructure, Transport, Regional Development and Communications, 2022)
Monitoring	Progress reports	(Department of Infrastructure, Transport, Regional Development and Communications, 2022)

Journalist Fund (training)*

Category	Data	Sources
Policy authority	Department of Infrastructure, Transport, Regional Development and Communications	(Dearman, 2022)
Objective	Upskilling journalists	(Dearman, 2022)
Starting year	2021	(Dearman, 2022)
Policy duration	2 years	(Dearman, 2022)
Continuity	One-off	(Dearman, 2022)
Subsidy type	Direct	(Dearman, 2022)
Payment form	Cash	(Dearman, 2022)
Payment duration		
Individual payment		
Annual funding		
Total funding	\$2,000,000.00	(Dearman, 2022)
Eligible activity	Training	(Dearman, 2022)
Eligible media		
Eligible recipients		
Supervision		
Monitoring		

*Note: This has now been rolled into the Cadetship grant as of 2022, which has had its total distribution increased to \$10 million. (The Commonwealth of Australia., 2022).

Public Interest News Gathering Grant

Category	Data	Sources
Policy authority	Department of Infrastructure, Transport, Regional Development and Communications	(Department of Infrastructure, Transport, Regional Development and Communications, n.d.)
Objective	Support production and distribution of public interest journalism in regional Australia during covid	(Department of Infrastructure, Transport, Regional Development and Communications, n.d.)
Starting year	2020	(SmartyGrants, 2020a)
Policy duration	6 months	(Department of Infrastructure, Transport, Regional Development and Communications, n.d.)
Continuity	One-off	(SmartyGrants, 2020a)
Subsidy type	Direct	(SmartyGrants, 2020a)
Payment form	Cash	(SmartyGrants, 2020a)
Payment duration	1 year	(SmartyGrants, 2020a)
Individual payment		
Annual funding		
Total funding	\$50,000,000.00	(Department of Infrastructure, Transport, Regional Development and Communications, n.d.)
Eligible activity	Production and distribution	(SmartyGrants, 2020a)
Eligible media	Primarily public interest news journalism expenses	(SmartyGrants, 2020a)
Eligible recipients	Registered and licensed television, radio, and print news media with some public interest content	(SmartyGrants, 2020a)
Supervision	The Minister for Communications, Cyber Safety and the Arts	(SmartyGrants, 2020a)
Monitoring	Partial payment (90/10), reports	(SmartyGrants, 2020a)

Regional and Small Publishers Innovation Fund

Category	Data	Sources
Policy authority	Department of Communication and the Arts	(Department of Communication and the Arts, n.d.)
Objective	support these publishers to put themselves on a sustainable commercial footing, better enabling businesses to develop new business models and practices	(Department of Communication and the Arts, n.d.)
Starting year	2018	(Department of Communication and the Arts, n.d.)
Policy duration	3 Years	(Department of Communication and the Arts, n.d.)
Continuity	One-off	(SmartyGrants, 2020b)
Subsidy type	Direct	(SmartyGrants, 2020b)
Payment form	Cash	(SmartyGrants, 2020b)
Payment duration		
Individual payment	Up to \$1,000,000	(SmartyGrants, 2020b)
Annual funding	Up to \$16,000,000	(Department of Communication and the Arts, n.d.)
Total funding	\$50,000,000.00	(Department of Communication and the Arts, n.d.)
Eligible activity	Equipment, development, and training	(SmartyGrants, 2020b)
Eligible media	Regional and small publisher civic journalism	(SmartyGrants, 2020b)
Eligible recipients	Registered and licensed television, radio, and print news media with some public interest content	(SmartyGrants, 2020b)
Supervision	ACMA	(SmartyGrants, 2020b)
Monitoring	Payment for progress reports	(SmartyGrants, 2020b)

Belgium

Flemish Journalism Fund (VJF)

Category	Data	Sources
Policy authority	Flanders Minister of Media	(Journalismfund Europe, 2019)
Objective	Offering future-oriented support for independent, high-quality and innovative journalism in Flanders	(Journalismfund Europe, n.d.-a)
Starting year	2018	(Journalismfund Europe, n.d.-a)
Policy duration	2 years	(Journalismfund Europe, n.d.-a)
Continuity	One-off	(Journalismfund Europe, n.d.-a)
Subsidy type	Direct	(Journalismfund Europe, n.d.-a)
Payment form	Cash	(Journalismfund Europe, n.d.-a)
Payment duration	Per project	(Journalismfund Europe, n.d.-a)
Individual payment		
Annual funding		
Total funding	\$835,200.00	(Journalismfund Europe, n.d.-a)
Eligible activity	Projects for journalism innovation and collaboration	(Journalismfund Europe, n.d.-a)
Eligible media	Diverse, quality, innovative journalism	(Journalismfund Europe, n.d.-a)
Eligible recipients	Start-ups, journalists, media organisations	(Journalismfund Europe, 2019)
Supervision	Journalismfund Europe	(Journalismfund Europe, 2019)
Monitoring	Reporting and knowledge sharing	(Journalismfund Europe, n.d.-a)

Pascal Decroos Fund

Category	Data	Sources
Policy authority	Flemish Government	(Journalismfund Europe, n.d.-b)
Objective	Investigative Journalism	(Journalismfund Europe, n.d.-c)
Starting year	1999	(Journalismfund Europe, n.d.-b)
Policy duration	25 years	(Journalismfund Europe, n.d.-b)
Continuity	Ongoing	(Journalismfund Europe, n.d.-c)
Subsidy type	Direct	(Journalismfund Europe, n.d.-c)
Payment form	Cash	(Journalismfund Europe, n.d.-c)
Payment duration	Project duration	(Journalismfund Europe, n.d.-b)
Individual payment	\$115,520.59	(Journalismfund Europe, n.d.-b)
Annual funding		
Total funding	\$462,082.37	(Journalismfund Europe, n.d.-c)
Eligible activity	Investigative or special journalism projects	(Journalismfund Europe, n.d.-c)
Eligible media	Dutch-language journalism about Flanders region	(Journalismfund Europe, n.d.-c)
Eligible recipients	Journalists intending to publish with media organisations	(Journalismfund Europe, n.d.-b)
Supervision	Journalismfund Europe	(Journalismfund Europe, n.d.-c)
Monitoring	Partial payment until publication, NGO review	(Journalismfund Europe, n.d.-c)

Journalism Fund (Wallonia Brussels)

Category	Data	Sources
Policy authority	Wallonia Brussels Federation	(Journalism Fund, n.d.)
Objective	Support quality journalism projects and innovations	(Journalism Fund, n.d.)
Starting year	2009	(Journalism Fund, n.d.)
Policy duration	15 years	(Journalism Fund, n.d.)
Continuity	Ongoing	(Journalism Fund, n.d.)
Subsidy type	Direct	(Journalism Fund, n.d.)
Payment form	Cash	(Journalism Fund, n.d.)
Payment duration		
Individual payment	\$41,257.35	(Journalism Fund, n.d.)
Annual funding		
Total funding	\$453,830.89	(Journalism Fund, 2020)
Eligible activity	Production of journalistic content	(Journalism Fund, n.d.)
Eligible media	Investigative or innovative journalism with a press card	(Journalism Fund, n.d.)
Eligible recipients	At least one journalist with Belgium press credentials	(Journalism Fund, n.d.)
Supervision	NGO/WB Federation	(Journalism Fund, n.d.)
Monitoring	Partial payment until publication, NGO review	(Journalism Fund, n.d.)

Reduced VAT on publications

Category	Data	Sources
Policy authority	Minister of Finance	(Etaamb, 2019)
Objective		
Starting year	1970	(Etaamb, 2019)
Policy duration	53 years	(Etaamb, 2019)
Continuity	Ongoing	(Media Landscapes, 2024)
Subsidy type	Indirect	(Media Landscapes, 2024)
Payment form	Tax relief	(Media Landscapes, 2024)
Payment duration		
Individual payment	0%/6% tax rate	(Media Landscapes, 2024)
Annual funding	\$198,035,299.44	(Media Landscapes, 2024)
Total funding		
Eligible activity	Sales	(Raeymaeckers & Heinderyckx, 2017)
Eligible media	Containing general information and not advertising focused with a responsible editor	(Etaamb, 2019)
Eligible recipients	Daily or weekly periodical publishers (reduced rate for non-weekly)	(Etaamb, 2019)
Supervision	Belgium Tax Authority	(General Administration of Taxation, 2015)
Monitoring	Annual tax filing documentation	(General Administration of Taxation, 2015)

Daily written non-commercial press journalist salaries

Category	Data	Sources
Policy authority	Belgium Government	(Ministere de la Communauté Française, 2017)
Objective	supports the creation of daily press titles or groups of titles during their first three years of existence	(l'Audiotvisuel et des Médias, 2023)
Starting year	2004	(Ministere de la Communauté Française, 2017)
Policy duration	16 years	(Ministere de la Communauté Française, 2017)
Continuity	Ongoing	(Ministere de la Communauté Française, 2017)
Subsidy type	Direct	(Ministere de la Communauté Française, 2017)
Payment form	Cash	(Ministere de la Communauté Française, 2017)
Payment duration		
Individual payment	\$110,018.51 per year	(Linard, 2023)
Annual funding	\$825,147.08	(Linard, 2023)
Total funding		
Eligible activity	Salaried employment of dedicated journalistic staff	(Ministere de la Communauté Française, 2017)
Eligible media	Quality French language journalism adhering to ethical code	(Ministere de la Communauté Française, 2017)
Eligible recipients	Media organisations employing journalists	(Ministere de la Communauté Française, 2017)
Supervision	General Audiovisual and Multimedia Service	(Ministere de la Communauté Française, 2017)

Monitoring	Submitting documents to the Centre for review, review by an auditor	(Ministere de la Communaute Francaise, 2017)
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Encouraging reading, citizenship, and literacy

Category	Data	Sources
Policy authority	Ministry of the French Community	(Ministere de la Communauté Française, 2017)
Objective	encourage reading of the newspaper, reader training in citizenship and media education.	(Ministere de la Communauté Française, 2017)
Starting year	2004	(Ministere de la Communauté Française, 2017)
Policy duration	20 years	(Ministere de la Communauté Française, 2017)
Continuity	Ongoing	(Ministere de la Communauté Française, 2017)
Subsidy type	Direct	(Ministere de la Communauté Française, 2017)
Payment form	Cash	(Ministere de la Communauté Française, 2017)
Payment duration		
Individual payment		
Annual funding	\$804,221.32	(Wallonie Brussels Federation, 2018)
Total funding		
Eligible activity	Visiting classes, newspapers for classes, other initiatives and projects contributing to education	(Ministere de la Communauté Française, 2017)
Eligible media	Quality French language journalism adhering to ethical code	(Ministere de la Communauté Française, 2017)
Eligible recipients	Media organisations employing journalists	(Ministere de la Communauté Française, 2017)
Supervision	Media Education Council	(Ministere de la Communauté Française, 2017)

Monitoring	Consultation and review with the Media Education Council	(Ministere de la Communaute Francaise, 2017)
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Media transition fund

Category	Data	Sources
Policy authority	Ministry of the French Community	(Ministere de la Communauté Française, 2017)
Objective	encourage reading of the newspaper, reader training in citizenship and media education.	(Ministere de la Communauté Française, 2017)
Starting year	2004	(Ministere de la Communauté Française, 2017)
Policy duration	20 years	(Ministere de la Communauté Française, 2017)
Continuity	Ongoing	(Ministere de la Communauté Française, 2017)
Subsidy type	Direct	(Ministere de la Communauté Française, 2017)
Payment form	Cash	(Ministere de la Communauté Française, 2017)
Payment duration		
Individual payment		
Annual funding	\$321,073.58	(Wallonie Brussels Federation, 2018)
Total funding		
Eligible activity	The purchase of equipment, software, or other services needed for adaptation to media transition	(Ministere de la Communauté Française, 2017)
Eligible media	Existing media organisations adhering to ethical code	(Ministere de la Communauté Française, 2017)
Eligible recipients	Media organisations	(Ministere de la Communauté Française, 2017)

Supervision	General Audiovisual and Multimedia Service	(Ministere de la Communaute Francaise, 2017)
Monitoring	Press Assistance Centre NGO	(Ministere de la Communaute Francaise, 2017)

Aid for maintaining the diversity of the written press

Category	Data	Sources
Policy authority	Belgium Parliament	(Ministere de la Communauté Française, 2017)
Objective	to ensure the greatest diversity within the daily press	(l'Audiotvisuel et des Médias, 2023)
Starting year	2016	(Ministere de la Communauté Française, 2017)
Policy duration	7 years	(Ministere de la Communauté Française, 2017)
Continuity	Ongoing	(Ministere de la Communauté Française, 2017)
Subsidy type	Direct	(Ministere de la Communauté Française, 2017)
Payment form	Cash	(Ministere de la Communauté Française, 2017)
Payment duration		
Individual payment		
Annual funding	\$4,600,000.00	(Wallonie Brussels Federation, 2018)
Total funding		
Eligible activity	Sustainment of established but less profitable media organisations	(Ministere de la Communauté Française, 2017)
Eligible media	Existing media organisations adhering to ethical code	(Ministere de la Communauté Française, 2017)
Eligible recipients	Least profitable registered media organisations	(Ministere de la Communauté Française, 2017)
Supervision	Audiovisual and Media department	(Ministere de la Communauté Française, 2017)

Monitoring	Submit employment and income figures to be authenticated by the ministry	(Ministere de la Communaute Francaise, 2017)
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Free and discount services

Category	Data	Sources
Policy authority		
Objective		
Starting year		
Policy duration		
Continuity	Ongoing	(National Railway Company of Belgium, 2022)
Subsidy type	Indirect	(National Railway Company of Belgium, 2022)
Payment form	Discount	(National Railway Company of Belgium, 2022)
Payment duration		
Individual payment	Free rail services and reduced fares	(National Railway Company of Belgium, 2022)
Annual funding		
Total funding		
Eligible activity	Travel fares	(National Railway Company of Belgium, 2022)
Eligible media	Registered journalists	(National Railway Company of Belgium, 2022)
Eligible recipients	Journalists	(National Railway Company of Belgium, 2022)
Supervision	SNCB	(National Railway Company of Belgium, 2022)
Monitoring	Registration as a Belgian journalist	(National Railway Company of Belgium, 2022)

Reduced postal rates for periodicals

Category	Data	Sources
Policy authority	Belgium Parliament	(Gassée, 2005)
Objective	Compensating for the unequal cost of distribution by region	(Gassée, 2005)
Starting year	1974	(Gassée, 2005)
Policy duration	50 years	(Gassée, 2005)
Continuity	Ongoing	(Lyons, 2023)
Subsidy type	Indirect	(Lyons, 2023)
Payment form	Discount	(Lyons, 2023)
Payment duration		
Individual payment	Postage fees for newspaper delivery	(Lyons, 2023)
Annual funding	\$198,896,400.00	(Lyons, 2023)
Total funding		
Eligible activity	Distribution of print publications	(Lyons, 2023)
Eligible media	Belgian newspapers and magazines	(Bossaert, 2021)
Eligible recipients	Belgian newspapers and magazines	(Bossaert, 2021)
Supervision	BPost	(Lyons, 2023)
Monitoring		

Canada

Tax credit for journalism

Category	Data	Sources
Policy authority	Canadian Parliament	(Canada Revenue Agency, 2020)
Objective	helping citizens make informed decisions about important issues	(Canada Revenue Agency, 2020)
Starting year	2019	(Canada Revenue Agency, 2020)
Policy duration	4 years	(Government of Canada, 2019)
Continuity	Ongoing	(Canada Revenue Agency, 2020)
Subsidy type	Indirect	(Canada Revenue Agency, 2020)
Payment form	Tax credit	(Canada Revenue Agency, 2020)
Payment duration	Up to one year	(Canada Revenue Agency, 2020)
Individual payment	25% of a labour expense, up to \$15,616.00	(Canada Revenue Agency, 2020)
Annual funding	\$106000525.00	(Government of Canada, 2019)
Total funding	\$409,000,000.00	(Government of Canada, 2019)
Eligible activity	Labour costs exceeding 26 hours per week for 75% news production activities	(Canada Revenue Agency, 2020)
Eligible media	Focused on news production on current events relevant to democratic processes	(Canada Revenue Agency, 2020)

Eligible recipients	Corporation, partnership or trust operating in Canada that is a Qualifying Journalism Organisation without a broadcasting license	(Canada Revenue Agency, 2020)
Supervision	Independent Advisory Board on the Eligibility for Journalism Tax Measures	(Canada Revenue Agency, 2021b)
Monitoring	Annual review on eligibility as Qualifying Journalism Organisation	(Canada Revenue Agency, 2021b)

Digital news subscription tax credit

Category	Data	Sources
Policy authority	Canadian Parliament	(Canada Revenue Agency, 2020)
Objective	helping citizens make informed decisions about important issues	(Canada Revenue Agency, 2020)
Starting year	2019	(Canada Revenue Agency, 2020)
Policy duration	5 years	(Canada Revenue Agency, 2020)
Continuity	Ongoing	(Canada Revenue Agency, 2020)
Subsidy type	Indirect	(Canada Revenue Agency, 2020)
Payment form	Tax relief	(Canada Revenue Agency, 2020)
Payment duration	Up to one year (one payment)	(Canada Revenue Agency, 2021a)
Individual payment	Up to \$83.68 (15% x up to \$557.90 of subscription costs)	(Canada Revenue Agency, 2021a)
Annual funding	\$37,379,000.00	(Government of Canada, 2019)
Total funding	\$156,000,000.00	(Government of Canada, 2019)
Eligible activity	Subscription	(Canada Revenue Agency, 2020)
Eligible media	Focused on news production on current events relevant to democratic processes	(Canada Revenue Agency, 2021a)
Eligible recipients	Citizens	(Canada Revenue Agency, 2021a)

Supervision	Independent Advisory Board on the Eligibility for Journalism Tax Measures	(Canada Revenue Agency, 2021a)
Monitoring	Annual review on organisation eligibility as Qualifying Journalism Organisation	(Canada Revenue Agency, 2021a)

Charitable status for non-profit journalism

Category	Data	Sources
Policy authority	Canadian Parliament	(Canada Revenue Agency, 2020)
Objective	Helping citizens make informed decisions about important issues	(Canada Revenue Agency, 2020)
Starting year	2019	(Government of Canada, 2019)
Policy duration	4 years	(Government of Canada, 2019)
Continuity	Ongoing	(Canada Revenue Agency, 2021c)
Subsidy type	Indirect	(Government of Canada, 2019)
Payment form	Tax exemption	(Government of Canada, 2019)
Payment duration	1 year	(Government of Canada, 2019)
Individual payment	Charitable tax exemption	(Government of Canada, 2019)
Annual funding	\$26,950,000.00	(Government of Canada, 2019)
Total funding	\$109,000,000.00	(Government of Canada, 2019)
Eligible activity	Income tax exemption	(Canada Revenue Agency, 2021c)
Eligible media	Focused on news production on current events relevant to democratic processes	(Canada Revenue Agency, 2021c)
Eligible recipients	Non-profit corporation, partnership or trust operating in Canada	(Canada Revenue Agency, 2021c)
Supervision	Independent Advisory Board on the Eligibility for Journalism Tax Measures	(Canada Revenue Agency, 2021c)
Monitoring	Training, compliance agreements, reports, revocation	(Canada Revenue Agency, 2021c)

Canada Periodical Fund (aid)

Category	Data	Sources
Policy authority	Department of Canadian Heritage	(Canadian Heritage, 2009)
Objective	Ensure Canadians have access to diverse editorial content by overcoming market disadvantages	(Canadian Heritage, 2009)
Starting year	2009	(Canadian Heritage, 2009)
Policy duration	14 years	(Canadian Heritage, 2009)
Continuity	Ongoing	(Canadian Heritage, 2020)
Subsidy type	Direct	(Canadian Heritage, 2009)
Payment form	Cash	(Canadian Heritage, 2009)
Payment duration	1 year	(Canadian Heritage, 2009)
Individual payment	\$1,704,000.00	(Canadian Heritage, 2009)
Annual funding	\$80,536,680.00	(Canadian Heritage, 2009, 2020)
Total funding		
Eligible activity	the creation of content, distribution, online activities, or business development. 75% of expense	(Canadian Heritage, 2023b)
Eligible media	Regular but not daily high quality editorial content	(Canadian Heritage, 2023b)
Eligible recipients	Small to medium print magazines, print community newspapers (non-daily) and digital periodicals	(Canadian Heritage, 2023b)
Supervision	Department of Canadian Heritage	(Canadian Heritage, 2023a)
Monitoring	Record keeping and audits	(Canadian Heritage, 2023a)

Canada Periodical Fund (innovation)

Category	Data	Sources
Policy authority	Department of Canadian Heritage	(Canadian Heritage, 2020)
Objective	Ensure Canadians have access to diverse editorial content by overcoming market disadvantages	(Canadian Heritage, 2020)
Starting year	2009	(Canadian Heritage, 2009)
Policy duration	14 Years	(Canadian Heritage, 2009)
Continuity	Ongoing	(Canadian Heritage, 2009)
Subsidy type	Direct	(Canadian Heritage, 2009)
Payment form	Cash	(Canadian Heritage, 2009)
Payment duration	1 year	(Canadian Heritage, 2009)
Individual payment	\$568,110.00	(Canadian Heritage, 2021b)
Annual funding	\$1,684,935.00	(Canadian Heritage, 2009)
Total funding		
Eligible activity	Equipment, development, and training, 75% of expense	(Canadian Heritage, 2021a)
Eligible media	Regular but not daily high quality editorial content	(Canadian Heritage, 2021a)
Eligible recipients	Small to medium distribution publishers or startups	(Canadian Heritage, 2021a)

Supervision	Department of Canadian Heritage	(Canadian Heritage, 2021a)
Monitoring	Board certification, reports, financial audits	(Canadian Heritage, 2021a)

Canada Periodical Fund (Special Journalism)

Category	Data	Sources
Policy authority	Department of Canadian Heritage	(Canadian Heritage, 2022b)
Objective	Ensure Canadians have access to diverse editorial content by overcoming market disadvantages	(Canadian Heritage, 2022b)
Starting year	2020	(Rutledge, 2021)
Policy duration	3 years	(Canadian Heritage, 2020)
Continuity	Ongoing	(Canadian Heritage, 2020)
Subsidy type	Direct	(Canadian Heritage, 2021c)
Payment form	Cash	(Canadian Heritage, 2021c)
Payment duration	1 year	(Canadian Heritage, 2020)
Individual payment	\$170,400.00	(Canadian Heritage, 2021c)
Annual funding	\$50,618,925.00	(Canadian Heritage, 2020)
Total funding		
Eligible activity	Production, marketing, development	(Canadian Heritage, 2020)
Eligible media	Regular but not daily high quality editorial content	(Canadian Heritage, 2020)
Eligible recipients	Publishers with small or free distribution not covered by Aid to Publishers	(Canadian Heritage, 2020)

Supervision	Department of Canadian Heritage	(Canadian Heritage, 2020)
Monitoring	Reports, audits, and statements	(Canadian Heritage, 2021c)

Canada Periodical Fund (Collective initiatives)

Category	Data	Sources
Policy authority	Department of Canadian Heritage	(Canadian Heritage, 2009)
Objective	Ensure Canadians have access to diverse editorial content by overcoming market disadvantages	(Canadian Heritage, 2009)
Starting year	2009	(Canadian Heritage, 2009)
Policy duration	14 years	(Canadian Heritage, 2009)
Continuity	Ongoing	(Canadian Heritage, 2009)
Subsidy type	Direct	(Canadian Heritage, 2009)
Payment form	Cash	(Canadian Heritage, 2009)
Payment duration		
Individual payment	\$568,110.00	(Canadian Heritage, 2023a)
Annual funding	\$2,246,580.00	(Canadian Heritage, 2009)
Total funding		
Eligible activity	Project-related expenses, 75% of expense	(Canadian Heritage, 2023a)
Eligible media	Periodicals-orientated research	(Canadian Heritage, 2023a)
Eligible recipients	non-profit, NGO media researchers	(Canadian Heritage, 2023a)

Supervision	Department of Canadian Heritage	(Canadian Heritage, 2023a)
Monitoring	Reports and audits	(Canadian Heritage, 2023a)

Local Journalism Initiative

Category	Data	Sources
Policy authority	Department of Canadian Heritage	(Canadian Heritage, 2022b)
Objective	strengthen support for local journalism in underserved communities	(Canadian Heritage, 2022b)
Starting year	2018	(Government of Canada, 2018)
Policy duration	5 years	(Government of Canada, 2018)
Continuity	Ongoing	(Canadian Heritage, 2022b)
Subsidy type	Direct	(Canadian Heritage, 2022a)
Payment form	Cash	(Canadian Heritage, 2022a)
Payment duration	1 year	(News Media Canada, 2023)
Individual payment	\$67,233.30	(News Media Canada, 2023)
Annual funding	\$11,360,000.00	(Government of Canada, 2018)
Total funding	\$56,027,750.00	(Government of Canada, 2018)
Eligible activity	Journalist labour costs	(News Media Canada, 2023)
Eligible media	Civic journalism in underserved areas	(Canadian Heritage, 2022b)
Eligible recipients	Private or non-profit media organisation or press agency	(News Media Canada, 2023)

Supervision	News Media Canada	(News Media Canada, 2023)
Monitoring	Judging panel to determine eligibility and allocation	(News Media Canada, 2023)

Korea

Support for the production of high-quality news content

Category	Data	Sources
Policy authority	Ministry of Culture, Sports and Tourism (Media Policy Division)	(Act on the Promotion of Newspaper, 2023)
Objective	support in-depth and special reporting in newspapers, magazines, Internet newspapers, and broadcasts.	(Choi, 2023)
Starting year		
Policy duration		
Continuity		
Subsidy type	Direct	(Korea Press Foundation, 2023a)
Payment form	Cash	(Korea Press Foundation, 2023a)
Payment duration	Per project	(Korea Press Foundation, 2023a)
Individual payment	Up to \$2,138,365.34	(Korea Press Foundation, 2023a)
Annual funding	\$11,809,056.03	(Choi, 2023)
Total funding		
Eligible activity	Project costs	(Korea Press Foundation, 2023a)
Eligible media	In-depth investigative reporting	(Korea Press Foundation, 2023a)
Eligible recipients	Daily, weekly, and internet newspapers and internet news services, magazines, and broadcasters	(Korea Press Foundation, 2023a)
Supervision	Korea Press Foundation	(Choi, 2023)
Monitoring	Approved project plan with interim report	(Korea Press Foundation, 2023a)

News media digital innovation

Category	Data	Sources
Policy authority	Ministry of Culture, Sports and Tourism (Media Policy Division)	(Act on the Promotion of Newspaper, 2023)
Objective	Contributing to the self-sustainability of journalism	(Korea Press Foundation, 2023a)
Starting year		
Policy duration		
Continuity		
Subsidy type	Direct	(Korea Press Foundation, 2023a)
Payment form	Cash	(Korea Press Foundation, 2023a)
Payment duration	Per project	(Korea Press Foundation, 2023a)
Individual payment	Up to \$2865806.23	(Korea Press Foundation, 2023a)
Annual funding	\$9,262,004.73	(Choi, 2023)
Total funding		
Eligible activity	Project costs for innovation and improvement of digital media services	(Korea Press Foundation, 2023a)
Eligible media	Qualified news and media industry	(Korea Press Foundation, 2023a)
Eligible recipients	Daily and weekly newspapers and magazines or other qualifying media organisations	(Korea Press Foundation, 2023a)
Supervision	Korea Press Foundation	(Choi, 2023)
Monitoring	Approved project plan with interim report	(Korea Press Foundation, 2023a)

Strengthening reporting capabilities

Category	Data	Sources
Policy authority	Ministry of Culture, Sports and Tourism (Media Policy Division)	(Act on the Promotion of Newspaper, 2023)
Objective	Support for journalists to obtain domestic and overseas field-specific training and education	(Korea Press Foundation, 2023a)
Starting year		
Policy duration		
Continuity		
Subsidy type	Direct	(Korea Press Foundation, 2023a)
Payment form	Cash	(Korea Press Foundation, 2023a)
Payment duration	Duration of qualification, paid annually	(Korea Press Foundation, 2023a)
Individual payment	Tuition, accommodation and airfare, up to 80% (where applicable)	(Korea Press Foundation, 2023a)
Annual funding	\$2,199,726.12	(Choi, 2023)
Total funding		
Eligible activity	Domestic and overseas training or academic programs	(Korea Press Foundation, 2023a)
Eligible media	Daily, weekly, and internet newspapers and internet news services	(Korea Press Foundation, 2023a)
Eligible recipients	Experienced and licensed journalists with 7 or more years of experience who will continue to work in journalism for at least 3 years	(Korea Press Foundation, 2023a)
Supervision	Korea Press Foundation	(Choi, 2023)
Monitoring	Approved project plan with interim report	(Korea Press Foundation, 2023a)

Improvement of national media literacy

Category	Data	Sources
Policy authority	Ministry of Culture, Sports and Tourism (Media Policy Division)	(Act on the Promotion of Newspaper, 2023)
Objective	Provide training and education to improve public media literacy and access	(Korea Press Foundation, 2023a)
Starting year		
Policy duration		
Continuity		
Subsidy type	Direct/indirect	(Korea Press Foundation, 2023a)
Payment form	Cash/postage fees	(Korea Press Foundation, 2023a)
Payment duration	Training program duration	(Korea Press Foundation, 2023a)
Individual payment	\$23,064.84 per organisation, with variation for schools; postage costs	(Korea Press Foundation, 2023a)
Annual funding	\$13,661,456.97	(Choi, 2023)
Total funding		
Eligible activity	Conducting of classes or training programs; postage to rural areas for newspapers	(Korea Press Foundation, 2023a)
Eligible media	Registered educational institutions and media organisations	(Korea Press Foundation, 2023a)
Eligible recipients	Schools, universities, and media organisations; paid daily newspapers (for postage)	(Korea Press Foundation, 2023a)
Supervision	Korea Press Foundation	(Choi, 2023)
Monitoring	Partial payment contingent on reporting	(Korea Press Foundation, 2023a)

Press fund loan project

Category	Data	Sources
Policy authority	Ministry of Culture, Sports and Tourism (Media Policy Division)	(Act on the Promotion of Newspaper, 2023)
Objective	Support for the promotion of newspapers, internet newspapers, internet news services and magazines	(Act on the Promotion of Newspaper, 2023)
Starting year		
Policy duration		
Continuity		
Subsidy type	Indirect	(Korea Press Foundation, 2023b)
Payment form	Low interest loans	(Korea Press Foundation, 2023b)
Payment duration	Up to 10 years	(Korea Press Foundation, 2023b)
Individual payment	Variable, depending on variable interest rates	(Korea Press Foundation, 2023b)
Annual funding	\$29,175,314.89	(Choi, 2023)
Total funding		
Eligible activity	Housing and living costs	(Korea Press Foundation, 2023b)
Eligible media	Daily, weekly, and internet newspapers and internet news services	(Korea Press Foundation, 2023a)
Eligible recipients	Employees of media organisations with over 1 year of tenure	(Korea Press Foundation, 2023b)
Supervision	Korea Press Foundation	(Choi, 2023)
Monitoring	Compliance with established plan, self-reporting	(Korea Press Foundation, 2023b)

Local Newspaper Development Fund

Category	Data	Sources
Policy authority	Ministry of Culture, Sports and Tourism	(National Law Information Center, 2023)
Objective	Contribute to diversification of public opinion, the realisation of democracy, and the balanced development of the local community	(National Law Information Center, 2023)
Starting year	2005	(National Law Information Center, 2005)
Policy duration	19 years	(National Law Information Center, 2005)
Continuity	Ongoing	(National Law Information Center, 2023)
Subsidy type	Direct	(National Law Information Center, 2023)
Payment form	Cash	(National Law Information Center, 2023)
Payment duration	One year per application	(National Law Information Center, 2023)
Individual payment		
Annual funding	\$9,924,807.48	(Media Today, 2023)
Total funding		
Eligible activity	Management and distribution costs	(National Law Information Center, 2023)
Eligible media	Local news	(National Law Information Center, 2023)
Eligible recipients	Local newspapers with less than half of content being advertisements	(National Law Information Center, 2023)

Supervision	Local Newspaper Development Committee	(National Law Information Center, 2023)
Monitoring	Self-reporting and other conditions as specified on a case by case basis	(National Law Information Center, 2023)

Local Broadcasting Support

Category	Data	Sources
Policy authority	Korea Communications Commission	(National Law Information Center, 2020)
Objective	to create a foundation for the sound development of local broadcasting and to contribute to the realization of regionality and diversity in local broadcasting, the realization of democracy, and the balanced development of the local community	(National Law Information Center, 2020)
Starting year	2014	(Journalism Association of Korea, 2024)
Policy duration	10 years	(Journalism Association of Korea, 2024)
Continuity	Ongoing	(Journalism Association of Korea, 2024)
Subsidy type	Direct	(Journalism Association of Korea, 2024)
Payment form	Cash	(Journalism Association of Korea, 2024)
Payment duration	3-year plans	(National Law Information Center, 2020)
Individual payment		
Annual funding	\$5,179,651.83	(Journalism Association of Korea, 2024)
Total funding		
Eligible activity	Development and improvement plans as targeted by the Commission	(National Law Information Center, 2020)
Eligible media	Regional broadcast media	(National Law Information Center, 2020)
Eligible recipients	Broadcast media operating outside of major cities	(National Law Information Center, 2020)
Supervision	Korean Communications Commission	(Journalism Association of Korea, 2024)

Monitoring	Reporting from organisation and other connected authorities	(Journalism Association of Korea, 2024)
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Government advertising

Category	Data	Sources
Policy authority	Various national offices	(National Law Information Center, 2021)
Objective	support the advancement of the media industries	(Korea Press Foundation, 2020)
Starting year	2009	(Korea Press Foundation, 2020)
Policy duration	14 years	(Korea Press Foundation, 2020)
Continuity	Ongoing	(National Law Information Center, 2021)
Subsidy type	Direct	(Korea Press Foundation, 2020)
Payment form	Ad fees	(Korea Press Foundation, 2020)
Payment duration		
Individual payment	As set by organisation and Korean Press Foundation	(Korea Press Foundation, 2020)
Annual funding		
Total funding		
Eligible activity	The price of advertising placements	(National Law Information Center, 2021)
Eligible media	Newspapers, periodicals, and other news communication services	(National Law Information Center, 2021)
Eligible recipients	Registered media organisations	(National Law Information Center, 2021)
Supervision	Korean Press Foundation	(Korea Press Foundation, n.d.)

Monitoring	Registration and reporting, agency selection	(National Law Information Center, 2021)
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Press Promotion Fund

Category	Data	Sources
Policy authority	Minister of Culture, Sports, and Tourism	(Act on the Promotion of Newspaper, 2023)
Objective	Support for the promotion, development, distribution, and reception of newspapers, internet newspapers, internet news services and magazines	(Act on the Promotion of Newspaper, 2023)
Starting year	2009	(Korea Press Foundation, 2020)
Policy duration	15 years	(Korea Press Foundation, 2020)
Continuity	Ongoing	(Act on the Promotion of Newspaper, 2023)
Subsidy type	Direct	(Act on the Promotion of Newspaper, 2023)
Payment form	Cash	(Act on the Promotion of Newspaper, 2023)
Payment duration		
Individual payment	Varies	(Korea Press Foundation, 2020)
Annual funding	\$55,243,673.37	(Yoon, 2023)
Total funding		
Eligible activity	Costs of expanding readership and developing media organisations	(Korea Press Foundation, 2020)
Eligible media	Paid newspapers and periodicals as well as online news, fee-paying readers	(Korea Press Foundation, 2020)
Eligible recipients	Registered news organisations, fee-paying readers, development projects	(Korea Press Foundation, 2020)
Supervision	Korean Press Foundation	(Korea Press Foundation, 2020)

Monitoring	Committee review	(Act on the Promotion of Newspaper, 2023)
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New Zealand

Local Democracy Reporting Service

Category	Data	Sources
Policy authority	NPA/RNZ/NZ On Air	(NZ On Air, 2019b)
Objective	Rebuilding or increasing coverage of local institutions and disseminating content to as wide a range of public audiences as possible	(NZ On Air, 2019b)
Starting year	2018	(NZ On Air, 2019b)
Policy duration	4 years	(Ellis, 2023)
Continuity	One-off	(Ellis, 2023)
Subsidy type	Direct	(Ellis, 2023)
Payment form	Cash	(Ellis, 2023)
Payment duration	Annual	(Ellis, 2023)
Individual payment	\$79,732.60	(Ellis, 2023)
Annual funding	\$1,236,529.80	(Ellis, 2023)
Total funding	\$3,709,589.41	(Ellis, 2023)
Eligible activity	Labour costs	(NZ On Air, 2019b)
Eligible media	Local reporting about publicly appointed or elected officials or bodies	(NZ On Air, 2019b)
Eligible recipients	News organisations	(NZ On Air, 2019b)
Supervision	NPA/RNZ/NZ On Air	(NZ On Air, 2019b)
Monitoring	Internal review, auditing, editor oversight	(Ellis, 2023)

Public Interest Journalism Fund

Category	Data	Sources
Policy authority	Minister of Broadcasting and Media	(NZ On Air, 2023)
Objective	Inform the public with accurate and fair coverage that reflects cultural diversity through sustainable media that abides by NZ principles	(NZ On Air, 2022b)
Starting year	2021	(NZ On Air, 2022b)
Policy duration	26 months	(NZ On Air, 2023)
Continuity	One-off	(NZ On Air, 2023)
Subsidy type	Direct	(NZ On Air, 2023)
Payment form	Cash	(NZ On Air, 2023)
Payment duration	Up to 5 years	(NZ On Air, 2023)
Individual payment	Varies by project/initiative	(NZ On Air, 2023)
Annual funding	From \$36,432,076.18 to 3,643,207.62	(NZ On Air, 2023)
Total funding	\$51,378,568.98	(NZ On Air, 2023)
Eligible activity	Content production costs, staff costs, training	(NZ On Air, 2022b)
Eligible media	Production of public interest journalistic content	(NZ On Air, 2022b)
Eligible recipients	Media entities with a need and audience	(NZ On Air, 2022b)
Supervision	NZ on Air	(NZ On Air, 2022b)
Monitoring	By project, designed as part of funding proposal	(NZ On Air, 2022b)

NZ Media Fund - Non-fiction

Category	Data	Sources
Policy authority	NZ on Air	(NZ On Air, 2024)
Objective	involve different New Zealand regions and cultures, investigate significant local topics, cover events or issues important to our culture and identity, or reveal an aspect of te ao Māori.	(NZ On Air, 2024)
Starting year	2018	(NZ On Air, 2019a)
Policy duration	6 years	(NZ On Air, 2019a)
Continuity	Ongoing	(NZ On Air, 2024)
Subsidy type	Direct	(NZ On Air, 2024)
Payment form	Cash	(NZ On Air, 2024)
Payment duration	By project	(NZ On Air, 2024)
Individual payment	Varies based on project and audience	(NZ On Air, 2019a)
Annual funding	\$21,806,932.99	(NZ On Air, 2022a)
Total funding		
Eligible activity	Project costs	(NZ On Air, 2024)
Eligible media	audio/visual documentary and Non-Fiction projects for diverse audiences.	(NZ On Air, 2024)
Eligible recipients	Producers that make content freely available	(NZ On Air, 2024)
Supervision	NZ on Air	(NZ On Air, 2024)
Monitoring	NZ on Air	(NZ On Air, 2024)

Norway

VAT exemption

Category	Data	Sources
Policy authority	Ministry of Finance	(Finansdepartementet, 2015)
Objective	promoting media pluralism as a prerequisite for freedom of expression and democracy	(Finansdepartementet, 2015)
Starting year	1970	(Finansdepartementet, 2015)
Policy duration	54 years	(Finansdepartementet, 2015)
Continuity	Ongoing	(Finansdepartementet, 2015)
Subsidy type	Indirect	(Finansdepartementet, 2015)
Payment form	Tax relief	(Finansdepartementet, 2015)
Payment duration	1 year	(Finansdepartementet, 2015)
Individual payment	Depending on tax burden	(Finansdepartementet, 2015)
Annual funding	\$217,495,190.40	(Finansdepartementet, 2015)
Total funding		
Eligible activity	Sales and input costs for news production and distribution	(Finansdepartementet, 2015)
Eligible media	Fee charging publishers of news and current affairs publishing frequently with a responsible editor	(Finansdepartementet, 2015)
Eligible recipients	Newspaper and online news service providers	(Finansdepartementet, 2015)
Supervision	The Norwegian Tax Administration	(Finansdepartementet, 2015)
Monitoring	Written documentation and reports to maintain exempt status	(Finansdepartementet, 2015)

Innovation and development grants

Category	Data	Sources
Policy authority	Norwegian Media Authority	(Lovdata, 2020a)
Objective	To strengthen the Norwegian media diversity and the enlightened public conversation by stimulating editorial, content-oriented innovation and development in news and current affairs media.	(Medietilsynet, 2023a)
Starting year	2018	(Lovdata, 2018)
Policy duration	5 years	(Medietilsynet, 2023a)
Continuity	Ongoing	(Medietilsynet, 2023a)
Subsidy type	Direct	(Medietilsynet, 2023a)
Payment form	Cash	(Medietilsynet, 2023a)
Payment duration	By project	(Medietilsynet, 2024)
Individual payment	Partial payment of project costs, up to 75%	(Medietilsynet, 2024)
Annual funding	\$1,014,977.56	(Mediebedriftene, 2018)
Total funding		
Eligible activity	Project costs including salary	(Medietilsynet, 2024)
Eligible media	news and current affairs media whose main purpose is to produce journalism and convey news, current affairs and social debate to the population	(Medietilsynet, 2024)
Eligible recipients	Media businesses	(Medietilsynet, 2024)
Supervision	the Expert Committee for Innovation and Development Grants	(Medietilsynet, 2023a)
Monitoring	Committee review of applications and randomised auditing of self-reporting	(Medietilsynet, 2024)

Coronavirus aid package

Category	Data	Sources
Policy authority	Norwegian Media Authority	(EFTA Surveillance Authority, 2020b)
Objective	Compensate beneficiaries for losses in turnover in media products caused by the COVID-19 outbreak	(EFTA Surveillance Authority, 2020b)
Starting year	2020	(EFTA Surveillance Authority, 2020b)
Policy duration	3 months	(EFTA Surveillance Authority, 2020b)
Continuity	On-off	(EFTA Surveillance Authority, 2020b)
Subsidy type	Direct	(EFTA Surveillance Authority, 2020b)
Payment form	Cash	(EFTA Surveillance Authority, 2020b)
Payment duration		
Individual payment	\$2,123,989.10	(EFTA Surveillance Authority, 2020b)
Annual funding		
Total funding	\$43,499,038.08	(EFTA Surveillance Authority, 2020b)
Eligible activity	The loss of revenue compared to previous years	(EFTA Surveillance Authority, 2020b)
Eligible media	Editor controlled journalistic media	(EFTA Surveillance Authority, 2020b)
Eligible recipients	Registered organisations that publish media products	(EFTA Surveillance Authority, 2020b)
Supervision	Norwegian Media Authority	(EFTA Surveillance Authority, 2020b)
Monitoring	Application requirements and tax records	(EFTA Surveillance Authority, 2020b)

Production subsidy

Category	Data	Sources
Policy authority	Ministry of Culture and Equality	(Lovdata, 2023)
Objective	to stimulate a diversity of text-based news and current affairs media across the country, with a broad journalistic content aimed at the general public.	(Lovdata, 2023)
Starting year	1969	(Ottosen & Hovden, 2017)
Policy duration	55 years	(Ottosen & Hovden, 2017)
Continuity	Ongoing	(Lovdata, 2023)
Subsidy type	Direct	(Lovdata, 2023)
Payment form	Cash	(Lovdata, 2023)
Payment duration	1 year with renewal	(Lovdata, 2023)
Individual payment	No more than \$5,799,871.74	(Lovdata, 2023)
Annual funding	\$55,039,637.49	(Medietilsynet, 2021)
Total funding		
Eligible activity	Operation and production costs	(Lovdata, 2023)
Eligible media	Text-based editorially independent news, current affairs, and social debate	(Lovdata, 2023)
Eligible recipients	Small market or non-dominant media organisations	(Lovdata, 2023)
Supervision	Norwegian Media Authority	(Lovdata, 2023)
Monitoring	Application selection and annual reviews	(Lovdata, 2023)

Local broadcasting support

Category	Data	Sources
Policy authority	Norwegian Media Authority	(EFTA Surveillance Authority, 2020a)
Objective	Contribute to media diversity, freedom of expression and to strengthen the democratic function of the local broadcasting	(EFTA Surveillance Authority, 2020a)
Starting year	2016	(EFTA Surveillance Authority, 2020a)
Policy duration	8 years	(EFTA Surveillance Authority, 2020a)
Continuity	Ongoing	(EFTA Surveillance Authority, 2020a)
Subsidy type	Direct	(EFTA Surveillance Authority, 2020a)
Payment form	Cash	(EFTA Surveillance Authority, 2020a)
Payment duration	1 year	(EFTA Surveillance Authority, 2020a)
Individual payment	\$212,398.91	(EFTA Surveillance Authority, 2020a)
Annual funding		
Total funding	\$3,115,184.01	(EFTA Surveillance Authority, 2020a)
Eligible activity	Digitisation and development of diverse media production	(EFTA Surveillance Authority, 2020a)
Eligible media	Diverse local broadcasting	(EFTA Surveillance Authority, 2020a)
Eligible recipients	Local broadcasters	(EFTA Surveillance Authority, 2020a)
Supervision	Norwegian Media Authority	(EFTA Surveillance Authority, 2020a)
Monitoring	Application review, self-reporting with random audits and payment in instalments	(EFTA Surveillance Authority, 2020a)

Media research support scheme

Category	Data	Sources
Policy authority	Norwegian Media Authority	(Medietilsynet, 2023b)
Objective	Developing research contributing to media diversity and critical media understanding	(Medietilsynet, 2023b)
Starting year	1996	(Skogerbø, 1997)
Policy duration	28 years	(Skogerbø, 1997)
Continuity	Ongoing	(Medietilsynet, 2023b)
Subsidy type	Direct	(Medietilsynet, 2023b)
Payment form	Cash	(Medietilsynet, 2023b)
Payment duration		
Individual payment		
Annual funding	\$666,985.25	(Medietilsynet, 2023d)
Total funding		
Eligible activity	Research and development work	(Medietilsynet, 2023b)
Eligible media	Academic scholarship of applied media research	(Medietilsynet, 2023b)
Eligible recipients	Researchers, journalists, and media-affiliated individuals	(Medietilsynet, 2023b)
Supervision	Norwegian Media Authority	(Medietilsynet, 2023b)
Monitoring	Application and reporting requirements	(Medietilsynet, 2023b)

Sami newspapers support scheme

Category	Data	Sources
Policy authority	Norwegian Media Authority	(Medietilsynet, 2023c)
Objective	Facilitate democratic debate, opinion formation and language development in Sami society.	(Medietilsynet, 2023c)
Starting year	1997	(Lovdata, 2020b)
Policy duration	27 years	(Lovdata, 2020b)
Continuity	Ongoing	(Lovdata, 2020b)
Subsidy type	Direct	(Lovdata, 2020b)
Payment form	Cash	(Lovdata, 2020b)
Payment duration	1 year	(Lovdata, 2020b)
Individual payment	Up to \$2,961,648.20	(Medietilsynet, 2023c)
Annual funding		
Total funding	\$5,544,319.54	(Medietilsynet, 2023c)
Eligible activity	Production costs	(Lovdata, 2020b)
Eligible media	Sami-language news and current affairs	(Medietilsynet, 2023c)
Eligible recipients	Registered Sami newspapers	(Medietilsynet, 2023c)
Supervision	Norwegian Media Authority	(Medietilsynet, 2023c)
Monitoring	Reporting to grant auditor	(Lovdata, 2020b)

United Kingdom

All in, All together covid subsidy

Category	Data	Sources
Policy authority	Cabinet office	(Heawood, 2021)
Objective	saving lives by providing essential information to the public, and supporting cherished local institutions	(Hudson, 2020)
Starting year	2020	(Heawood, 2021)
Policy duration	3 months	(Hudson, 2020)
Continuity	One-off	(Hudson, 2020)
Subsidy type	Direct	(Hudson, 2020)
Payment form	Ad fees	(Heawood, 2021)
Payment duration	3 months	(Hudson, 2020)
Individual payment	Varies by audience	(Heawood, 2021)
Annual funding		
Total funding	\$67,220,000.00	(Heawood, 2021)
Eligible activity	The price of advertising placements	(Heawood, 2021)
Eligible media	Only media with a high enough readership that can be audited – no standard published	(Heawood, 2021)
Eligible recipients	UK Newspapers with a high readership	(Heawood, 2021)
Supervision	NMA/Newsworks	(Heawood, 2021)
Monitoring		

Newspaper publisher rates relief

Category	Data	Sources
Policy authority	Department for Culture, Media, and Sport	(HM Government, 2015)
Objective	supporting a strong and vibrant local press	(HM Government, 2015)
Starting year	2016	(HM Government, 2015)
Policy duration	8 years	(HM Government, n.d.)
Continuity	Ongoing	(HM Government, n.d.)
Subsidy type	Indirect	(HM Government, n.d.)
Payment form	Tax relief	(HM Government, n.d.)
Payment duration	1 year	(HM Government, n.d.)
Individual payment	\$2,880.82	(HM Government, n.d.)
Annual funding		
Total funding		
Eligible activity	Reduced taxes paid for properties	(HM Government, n.d.)
Eligible media	Local newspaper	(HM Government, n.d.)
Eligible recipients	Owners of property where journalists are employed	(HM Government, n.d.)
Supervision	Local Councils	(HM Government, n.d.)
Monitoring	Valuation Office Agency	(HM Government, n.d.)

Public notice funding

Category	Data	Sources
Policy authority	Local councils	(Heawood, 2023)
Objective	To help bring such notices to the attention of a wide local audience	(Digital, Culture, Media and Sport Committee, 2023)
Starting year		
Policy duration		
Continuity	Ongoing	(Heawood, 2023)
Subsidy type	Direct	(Heawood, 2023)
Payment form	Ad fees	(Heawood, 2023)
Payment duration	1 per public notice	(Heawood, 2023)
Individual payment		
Annual funding	\$89,578,093.50	(Heawood, 2023)
Total funding		
Eligible activity	The price of advertising placements	(Digital, Culture, Media and Sport Committee, 2023)
Eligible media	Traditional local newspapers	(Digital, Culture, Media and Sport Committee, 2023)
Eligible recipients	Established newspapers that publish multiple times per month	(Digital, Culture, Media and Sport Committee, 2023)
Supervision	Local Councils	(Digital, Culture, Media and Sport Committee, 2023)
Monitoring		

Future news pilot fund

Category	Data	Sources
Policy authority	Department for Culture, Media, and Sport	(Nesta, 2019)
Objective	To reboost our democratic immune system by finding bold new approaches to public interest news, so every community can have access to reliable and accurate news about the issues that matter most to them	(Nesta, 2024)
Starting year	2020	(Nesta, 2019)
Policy duration	6 months	(Nesta, 2019)
Continuity	One-off	(Nesta, 2019)
Subsidy type	Direct	(Nesta, 2019)
Payment form	Cash	(Nesta, 2019)
Payment duration		
Individual payment	Up to \$192,054.57	(Nesta, 2024)
Annual funding		
Total funding	\$3,841,091.43	(UK Parliament, 2021)
Eligible activity	The implementation of innovative ideas for sustainable public interest news	(Nesta, 2019)
Eligible media	Public interest news	(Nesta, 2019)
Eligible recipients	UK registered organisation with capacity to improve public interest news	(Nesta, 2019)
Supervision	Nesta	(Nesta, 2019)
Monitoring		

Zero VAT for periodicals

Category	Data	Sources
Policy authority	HM Revenues and Customs	(HM Government, 2020)
Objective	To boost the media industry	(Seely, 2020)
Starting year	1973	(Seely, 2020)
Policy duration	8 years	(HM Government, 2020)
Continuity	Ongoing	(HM Government, 2020)
Subsidy type	Indirect	(HM Government, 2020)
Payment form	Tax relief	(HM Government, 2020)
Payment duration	1 year	(HM Government, 2020)
Individual payment	Zero-rating for sales and supplies	(HM Government, 2020)
Annual funding	Over \$2,903,295,000.00	(Seely, 2020)
Total funding		
Eligible activity	Production and sale of publications	(HM Government, 2020)
Eligible media	Weekly information about current events of local, national or international interest.	(HM Government, 2020)
Eligible recipients	Publishers	(HM Government, 2020)
Supervision	HM Revenues and Customs	(HM Government, 2020)
Monitoring	Tax filing	(HM Government, 2020)

Local Democracy Reporting Service

Category	Data	Sources
Policy authority	BBC	(House of Commons, 2023)
Objective	Fill a gap in the reporting of local democracy issues across the UK	(House of Commons, 2023)
Starting year	2017	(House of Commons, 2023)
Policy duration	7 years	(House of Commons, 2023)
Continuity	Ongoing	(House of Commons, 2023)
Subsidy type	Direct	(House of Commons, 2023)
Payment form	Cash	(House of Commons, 2023)
Payment duration		
Individual payment	Up to \$77,421.20	(NUJ, 2023)
Annual funding	Up to \$15,364,365.70	(House of Commons, 2023)
Total funding		
Eligible activity	Labour costs for a local journalist	(BBC, 2023)
Eligible media	Freely available journalistic content covering at least one local authority	(BBC, 2023)
Eligible recipients	Media organisations that adhere to editorial guidelines	(BBC, 2023)
Supervision	BBC	(BBC, 2023)
Monitoring	The contracting news organisation oversees employment conditions	(BBC, 2023)

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