OPINION

OUR VIEW | NEWS MEDIA ALLIANCE

News publishers need to make money

The American public consumes more news than ever, with more than 200 million unique visitors consuming digital news each month.

However, the economics of that consumption will not sustain the investments needed for quality journalism. The news industry has seen revenues drop 54 percent since 2006, according to research from Pew.

The rise of the tech platforms and their dominance of online content has played a major role in this trend.

Although many may claim that the two trends are unrelated and that the news industry has not adapted to digital distribution, a new study, containing analysis conducted by experts at strategy and economics consulting firm Keystone Strategy and written by the News Media Alliance, illustrates that the news industry's loss has been directly impacted by Google's gain.

According to the study, news content has produced significant financial returns for Google: - 39 percent of search results and 40 percent of clicks on trending queries are news content; - 16 percent of results and clicks on the "most searched" queries are news results; - In 2008, Google News generated approximately \$100 million to the company; - Based on News Media Alliance members' traffic, news consumption on Google Search is at least six times larger than on Google News; -Takentogether, Google made an estimated \$4.7 billion in revenue from news content in 2018; this is a conservative estimate, with the actual number likely being considerably higher.

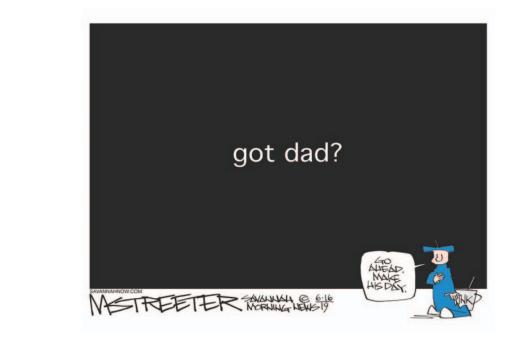
This estimate is conservative and the true value of news content is likely much higher for several reasons that are difficult or impossible to quantify. Not only is Google driving Search with news, but the company is using news content for product development, such as training its artificial intelligence services, in order to keep users in the Google ecosystem. The additional uses of news content as drivers of engagement are also potentially serious drivers of data and revenue for the platform.

Most notably, AMP (accelerated mobile pages) and the addition of a "Breaking News" category on YouTube have made it possible for people to indulge in all the news content they want without ever going to a publisher's website. As a result, publishers are losing ad revenue, brand recognition and valuable data that could help them build stronger relationships with their readers. Google, on the other hand, is generating more traffic and user data that they can use to keep consumers in their ecosystem for even longer periods of time.

As with any business, in order to survive, news publishers need to be able to make money from their own product, which can be reinvested in reporting. While information wants to be free, journalists need to get paid. This requires finding common rules for a fair and equitable online ecosystem that allows publishers to thrive and maintain the quality of their content that readers expect.

This is not only essential for the future of journalism, but helps ensure an informed democracy and civic society. Our local communities and public discourse rely on the availability of and access to high-quality news that keeps our decision makers accountable. News deserts are a growing concern, leaving many communities without access to local news. Local news publishers' health and sustainability - and that of our democracy requires the platforms to

ANOTHER VIEW



TOM O'MARA | 58TH DISTRICT

A bucket full of positive benefits

New York's legislative process rarely turns on a dime. It's more like turning an ocean liner – a deliberate and slow process.

In other words, finally accomplishing important actions often takes months, sometimes even years of steady work.

That certainly has been true for legislation I have sponsored since 2015 to relieve local governments of the responsibility for collecting and disposing of unused paint. The Senate has approved the measure year after year (and has done so again this year), with strong bipartisan support.

It earns strong support from a range of advocates including prominent environmental organizations, industry representatives, and municipal agencies. The joint, bipartisan NYS Caucus of Environmental Legislators has identified it as a priority in the past. So does the New York State Association of Counties (NYSAC).

According to NYSAC, "Nearly four million gallons of leftover paint are generated annually in New York State. Most leftover paint is currently disposed of in the garbage, despite the efforts of local governments. Municipalities spend millions of dollars annually to collect and manage a small fraction of unwanted paint through household hazardous waste collection programs...This measure would reduce local and state government costs, increase resident convenience,

and create new jobs in recycling and manufacturing."

Nevertheless, the Assembly's Democratic leadership has never acted to approve this action to get this cumbersome (and expensive) unfunded mandate off the backs of local property taxpayers – and to get it done with the cooperation of the paint industry itself.

There's still hope the Assembly will finally act in these final days of this year's regular legislative session. It would be a great step forward not just for this specific action, but also for others like it seeking to achieve commonsense, practical solutions.

According to the national Product Stewardship Institute (productstewardship.us), collecting and disposing of unused paint costs New York's local governments and local property taxpayers \$25 million annually.

This industry-funded collection program would eliminate this mandate. It would create some local jobs as the industry establishes the facilities responsible for collecting, storing, transporting, reusing, recycling, and otherwise properly disposing of postconsumer paint.

Obviously, it would encourage and facilitate the environmentally sound recycling and disposal of unused paint statewide. The program would seek to place a collection site within a 15-mile radius of at least 90 percent of New York State residents. According to NYSAC, eight states have passed similar paint stewardship laws. These laws have saved taxpayers nearly \$70 million, created 200 jobs, and facilitated the recycling of over 17 million gallons of high-quality paint.

In other words, this action achieves a bucket full of positive benefits.

The New York Product Stewardship Council (nypsc. org) states, "Most leftover paint is currently disposed of in the trash. Management of leftover paint in New York results in a cost that represents as much as 50% of municipalities' household hazardous waste budgets, costing small local governments tens of thousands of dollars each year (in larger counties...these costs are exponentially greater). A statewide paint stewardship program would hold the paint industry responsible for collecting and managing leftover paint in New York ... saving localmunicipalities tens of thousands of dollars on paint management costs, and establishing retail collection sites to make paint drop recycling more convenient for residents."

Enacting the "Postconsumer Paint Collection Program" into law this year in New York State could begin setting a different standard for stronger government-industry cooperation down the road. It could begin to help break the logjam of inaction that plagues too many other critical challenges.

acknowledge their role and to engage with publishers to create a more just digital marketplace.

LETTERS TO EDITOR

Letter to Lindley voters

To the Editor,

To Lindley residents who are registered Republicans Voters. On June 25th the Republican primaries will be held. The Lindley Highway Superintendent position is up once again for election.

I am urging all Lindley Republican voters to go to the polls and vote for Kevin G. Putman.

As many or most of you know the Town of Lindley roads are and have been for the past several years in deplorable conditions. As one Lindley town resident states, you hit pot holes trying to avoid pot holes because the roads are full of them.

Our tax dollars for highway

improvement is going to waste as nothing is done to improve the conditions of the road. You may say "I don't live on a town road" but think again just because you don't, your tax dollars are being wasted.

You probably have family and or friends who drive these roads daily. All town of Lindley road are dirt roads, the paved roads are maintained by Steuben County Highway Department.

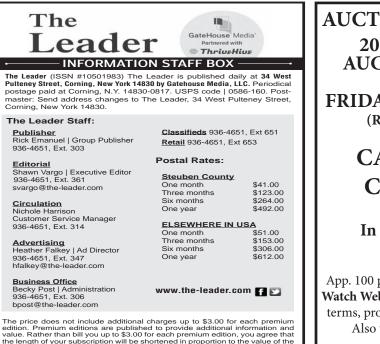
Several times a week I drive a Town of Corning road which is dirt. Their dirt roads are as smooth as a paved road. Can't say that for the Town of Lindley roads.

I also urge that the Democratic Party endorse Kevin Putnam and put him in as your democratic candidate.

Change is needed now.

Our present highway superintendent has had many years to correct the situation of the town roads and has failed to do so.

Again, republicans on June 25th get out and vote for Kevin G. Putnam for Lindley Highway Superintendent. It will only take a few minutes of your time Polls are open noon to 9 p.m. Mary Jane Semple Lindley



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