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## NEWS RELEASE

**European press publishers warn that Google's new "News Showcase Service" is anti-competitive.**

EMMA and ENPA have taken note of Google's announcement of the launch of its «News Showcase Service. »

The fact that Google announces it is ready in principle to pay for the use of press content remains contradictory to its actual behaviour when it comes to implementing regulation for the protection of press content in Europe and elsewhere. In France Google has refused to negotiate in good faith with press publishers on the EU press publishers' right. In Australia it has also publicly opposed the mandatory code of conduct governing the relationship between digital platforms and media companies.

A free and sustainable press sector is key for the future of Europe. The press needs robust rights that cannot be bypassed by mega-platforms via fig leaf campaigns. Giving preference to individual offers in the listing remains anti-competitive and problematic behaviour. A behaviour of digital feudalism will only undermine a diverse digital ecosystem.

**Ilias Konteas, Executive Director of EMMA and ENPA** said: « *Today's announcement by Google reinforces our demand to the EU regulator for an ex-ante asymmetrical regulation for market dominant gatekeeping platforms with non-discriminatory access of all legal publications and offerings to the mega-platforms, as well as a prohibition of self-preferencing and undue hindering. We will be monitoring closely the new service.* »

For further information, please contact:

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**ENPA**, the European Newspaper Publishers' Association (ENPA) is the largest representative body of newspaper publishers across Europe. ENPA advocates for 16 national associations across 13 European countries, and is a principal interlocutor to the EU institutions and a key driver of media policy debates in the European Union. See: [www.enpa.eu/](http://www.enpa.eu/)

**EMMA**, the European Magazine Media Association, is the unique and complete representation of Europe's magazine media, which is today enjoyed by millions of consumers on various platforms, encompassing both paper and digital formats. EMMA represents 15,000 publishing houses, publishing 50,000 magazine titles across Europe in print and digital. See: [www.magazinemedi.eu](http://www.magazinemedi.eu).