

Spokesperson from Meta,

1) Regarding NBI:

News organisations voluntarily post content on our platforms because they receive value from doing so. The idea that we take their news content is simply wrong. This proposed legislation, which would apply to platforms regardless of whether news content even appears on our services, is nothing more than a digital services tax.

A government-mandated transfer of wealth from one industry to another, with no connection to the value exchanged, will not deliver a sustainable or innovative news sector. Instead, it will create a news industry dependent on a government-administered subsidy scheme.

We are reviewing the details of the exposure draft and will provide feedback through the consultation process.

2) Regarding content on our platforms:

We work with independent third-party fact-checking partners — including AAP and AFP in Australia — to identify misinformation. When content is rated false, we reduce its distribution so fewer people see it and add a notice so people can read additional context. Where misinformation could contribute to imminent physical harm, we remove it entirely.

We also invest heavily in technology and expert teams to combat fake accounts, coordinated inauthentic behaviour, and AI-generated content — including labelling AI-generated images, video and audio so people know what they're looking at. These efforts sit alongside our Community Standards, which we enforce around the world 24/7 using both automated systems and human review.