



World Association
of News Publishers

Mr Mark Zuckerberg
Founder, Chairman and Chief Executive Officer
Meta Platforms, Inc.

Frankfurt and Paris, 29 October 2026

Meta's Commercial Terms: what publishers expect from the consultation

Dear Mr Zuckerberg,

We write to you on behalf of WAN-IFRA, the World Association of News Publishers, and its 60 national publishers' associations, which together represent more than 20,000 news and magazine brands in 120 countries. These publishers produce much of the content that billions of people discuss and share on Meta's platforms every day.

Following the Oslo District Court's temporary suspension of Meta's new Commercial Terms, we welcome Meta's commitment not to make policy changes "without a full consultation with industry groups and leaders", and to keep its existing terms in place until then. It shows that the concerns raised by publishers around the world have been heard.

But putting the terms on hold is not withdrawing them, and the consultation Meta has announced will determine what comes next. It should be an opportunity for a real dialogue in which the rights of publishers are respected. This letter sets out what publishers expect from it.

WAN-IFRA welcomes the agreements Meta has signed with several publishers, allowing Meta AI to draw on their reporting. These agreements acknowledge that reliable information has value, and that access to it should be negotiated and paid for.

Meta's stated mission is to build "the future of human connection". When announcing its agreements, Meta also said it wants Meta AI to be "more responsive, accurate, and balanced". That ambition depends on reliable information, identifiable sources and professionals who take responsibility for what they publish. It requires journalism from trusted media. Platforms may have changed the way news reaches citizens, but that does not make them the owners of the news.

The terms Meta proposed broke with the principle that access to news should be negotiated and paid for. They would have required publishers to allow Meta to collect and reuse their content without payment as a condition of using its business services, treating journalism as a free resource rather than work whose use requires a negotiated agreement and fair payment.

This is not a negotiation between equals: for publishers, choosing between a presence on Meta's platforms and control over their own content is no real choice. Whatever emerges from the consultation, using Meta's business services must not require publishers to grant permission to collect or reuse their content, and every publisher, whatever its size, must be able to refuse that permission without penalties affecting access, distribution or referral.



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Producing journalism requires substantial financial resources. A model where AI services draw on publishers' work without paying for it is not sustainable. The resulting weakening of journalism leaves societies more vulnerable to disinformation, manipulation and the concentration of power over public knowledge.

Any revised terms should also respect three of the five principles of 'News Integrity in the Age of AI', the initiative led by WAN-IFRA and the European Broadcasting Union: that news content should be used only with the authorisation of those who produce it, that the value it creates should be shared fairly, and that original sources should be accurately attributed.

A company of Meta's reach and influence carries a particular responsibility. For many of its users, Meta's platforms are a main gateway to news. Ensuring that the public continues to have access to reliable information, including through those platforms, is a responsibility we share.

On 20 November, UNESCO will present its guidance on fair compensation for news in the age of AI. As governments, international organisations and the media industry work to define how journalism should be valued in the AI economy, Meta can choose to rise to the occasion and contribute to that effort, starting with its own terms.

For the consultation to be credible, it must go beyond bilateral meetings and take into account the interests of all publishers, of every size and region, not only Meta's partners. Its outcome must be agreed with them, not announced to them. This is the breadth WAN-IFRA represents. We therefore invite you to meet a delegation from across the industry, as part of the consultation, to work towards revised terms. Publishers and their organisations worldwide stand ready to work with Meta on AI, on the basis of consent, transparency and a fair share of the value their work creates. We make this invitation publicly, because journalism matters to everyone who depends on trustworthy information. We look forward to your response.

Yours sincerely,

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