



## Canadians turning to broadcaster websites in wake of Meta news ban

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Media Technology Monitor (MTM) has released a new report looking at the impact of Meta's news ban on Facebook and Instagram in Canada.

The report looks at news consumption among online Canadians following the passage of Bill C-18, the Online News Act, with the survey conducted between Oct. 12 and Dec. 30 of last year.

The study found that the most popular source among Canadians for online news are Canadian news broadcasters. In light of news being unavailable on Meta platforms, nearly three in 10 (29%) Canadians say they are using the websites or apps of Canadian news organizations more. While MTM found that traditional outlets like TV and radio are being used more for news content, 18 to 34 year olds are looking more to YouTube and other social networking platforms to get their content.

More than one third (35%) of Canadians who are online feel they'll consume less Canadian news as a result of the Meta ban. Those 18-34 were most likely to believe their consumption of Canadian news would decrease (44%). Women were also more likely to feel that way than men (39% vs 31%).