

WORK WITH US OR DIE

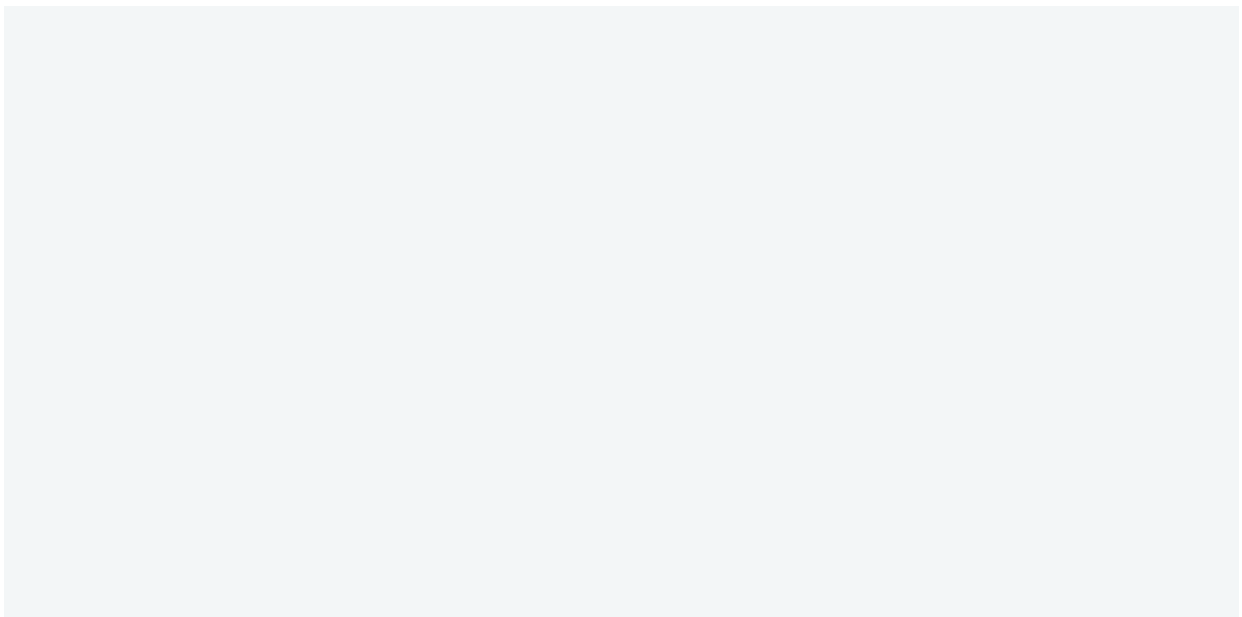
Facebook threatens Press saying: 'Work with us or end up in a hospice'


Campbell Brown, Facebook's head of news partnerships, is said to have told a group of Australian media executives that their businesses would die without their help

By [Natasha Clark](#)

FACEBOOK has been accused of threatening media firms into working with them by saying their businesses would end up "in a hospice" if they didn't.

Campbell Brown, Facebook's global head of news partnerships, is said to have told a group of Australian media executives that their businesses would die without their help, and that Mark Zuckerberg "doesn't care" about publishers.



 Campbell Brown is said to have claimed that Mark Zuckerberg, pictured, "doesn't care" about publishers



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According to [The Australian](#), as part of a four-hour closed-door meeting with Ms Brown, the top exec for the social media giant said: "We will help you revitalise journalism ... in a few years the reverse looks like I'll be holding your hands with your dying - business like in a hospice."

Five sources present at the meeting confirmed the comments.

She was also reported to have said: "Mark Zuckerberg doesn't care about publishers but is giving me a lot of leeway and concessions to make these changes".

She added: ""We are not interested in talking to you about your traffic and referrals anymore. That is the old world and there is no going back - Mark wouldn't agree to this."

Facebook strongly denies the reports and said the quotes were "not accurate" and have been "taken out of context." But they have not released transcripts of the meeting.

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The social media firm has been under fire to do [more to tackle fake news, as reports show that most people get their news from sites like Facebook.](#)

A House of Commons probe recently said the tech giants must do more to root out harmful content and dodgy adverts.

And they've spent millions publishing adverts showing the public how to spot false stories.

But Facebook's top bosses have said its not their responsibility to do so.

Samidh Chakrabarti said that the firm "don't want to be the arbiters of truth" even if their site lets fake stories get shared.

All the while under-pressure newspapers are fighting to stay in business - and 40 locals closed in 2017.

MOST READ IN NEWS



The image shows a horizontal carousel of news snippets. Each snippet consists of a small image icon at the top left, a bold blue headline, and a short text summary. The snippets are: 1. 'BABY BODY IN BIN' with a sub-headline 'Body of schoolgirl's newborn baby was found in bin at her parents' home'. 2. 'I WENT DOWN WITH IT' with a sub-headline 'Goalie who survived Italy bridge collapse that killed 35 fell 160ft'. 3. 'FEELING LUCKY?' with a sub-headline 'Winning EuroMillions numbers for Tuesday August 14 2018 £80million'. 4. 'STOKES COURT BATTLE' with a sub-headline 'CPS launched last-ditch bid to get Ben Stokes jailed for up to 13 years'. A fifth snippet is partially visible on the right with the text 'IE D ki ce b p'. A blue circular button with a white right-pointing arrow is overlaid on the right side of the carousel.

- BABY BODY IN BIN** Body of schoolgirl's newborn baby was found in bin at her parents' home
- 'I WENT DOWN WITH IT'** Goalie who survived Italy bridge collapse that killed 35 fell 160ft
- FEELING LUCKY?** Winning EuroMillions numbers for Tuesday August 14 2018 £80million
- STOKES COURT BATTLE** CPS launched last-ditch bid to get Ben Stokes jailed for up to 13 years
- IE D** ki ce b p

Ms Brown added in response to the reports: "These quotes are simply not accurate and don't reflect the discussion we had in the meeting.

"We know there's much more to do, but our goal at Facebook — what the team works on every day with publishers and reporters

around the world — is to help journalism succeed and thrive, both on our platform and off.

"That means a new focus on building sustainable business models, and that's what the discussion was about."

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