

Third-Party Platforms

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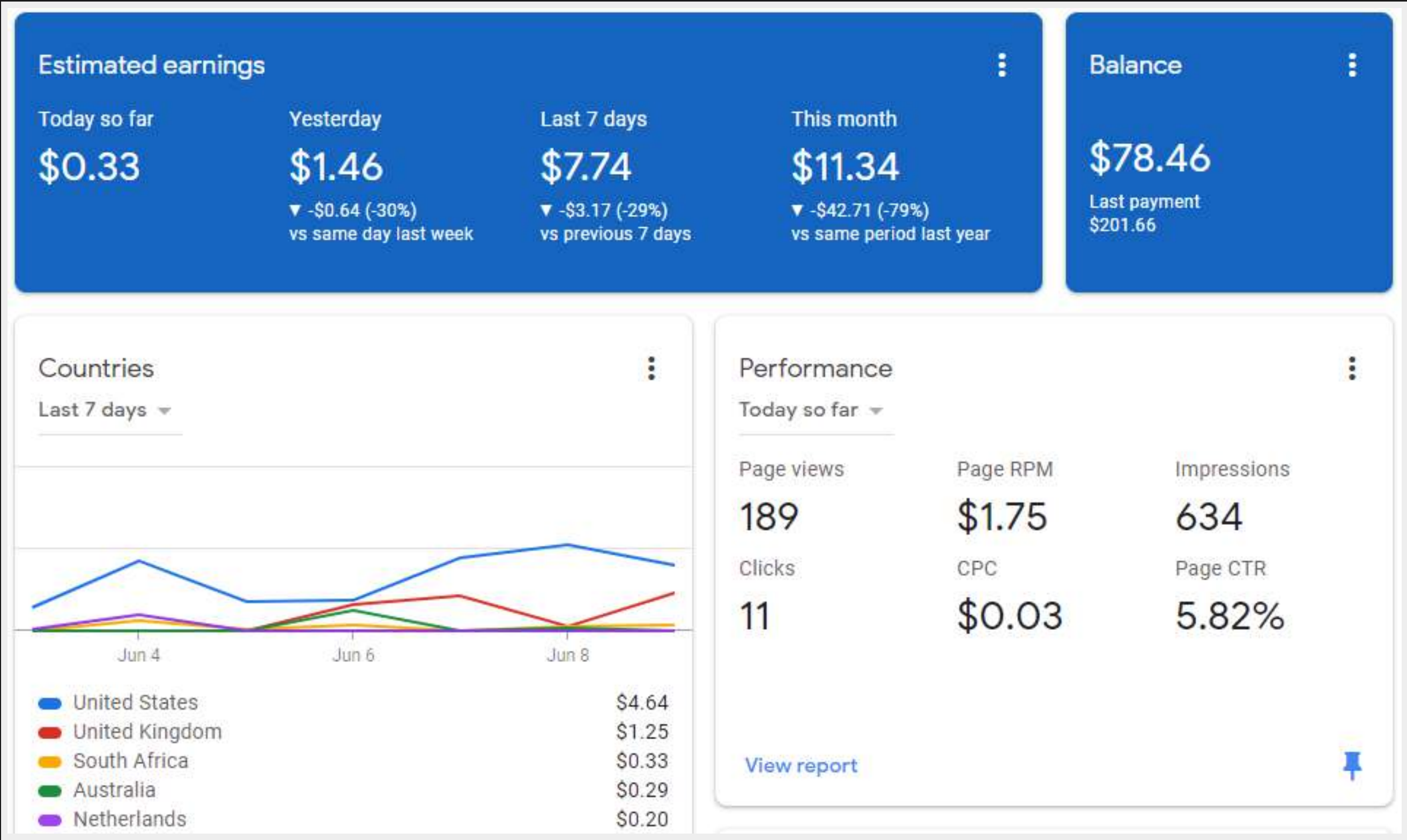
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Third-party platforms are the **technical systems** that mediate exchanges between content producers and consumers

Advertising On- and Offline

- Many journalistic organizations now have larger audiences, yet they receive less advertising revenue
 - Cost of placing online ads is much lower than that of offline ads
 - Much of online advertising is managed through intermediary third-party platforms (ad-tech)

Ad-Tech and Journalism



Concentration of Online Ad Revenue

- While digital ad spending has grown immensely, much of those gains have been concentrated among a few companies
 - Google and Facebook have a de-facto **duopoly** on digital ad spending
 - Relatively little of that growth is directly benefiting journalistic organizations, and **that growth has not come close to offsetting the losses in non-digital advertising**

Distributional Intermediaries

- A few U.S.-based companies play a huge role as global distributional intermediaries
 - They generally receive many of the economic benefits from news production while not suffering from its costs
- Distributional intermediaries often claim that they are not media organizations
 - This lowers the expectations that they must advance civic good
 - This allows them to claim some legal immunity as ‘neutral platforms’

Intermediaries and Brand Loyalty



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Dependence on Platforms



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Key Takeaways

- Third-party platforms refer to technical systems that mediate exchanges between content producers and consumers
- Digital advertising growth has not come close to replacing the revenue lost from non-digital advertising for most journalistic organizations
- Distributional intermediaries benefit greatly from journalism but bear little of its cost
- The costs of non-participation on platforms often exceeds those of participation for journalistic outlets