



April 9, 2025

The Honorable Senator Kayse Jama, Chair  
The Honorable Senator Daniel Bonham, Vice Chair  
Rules Committee  
Oregon Senate  
900 Court St. NE  
Salem, OR 97301

Dear Chair Jama, Vice Chair Bonham, and members of the committee:

We appreciate the opportunity to provide you and the Committee with comments on Senate Bill 686.

In Canada, Meta [made the business decision to end the availability of news](#) rather than be forced to pay for links that we do not choose to post on Facebook and Instagram. In California, we [made it clear](#) that we would be forced to end the availability of news on Facebook and Instagram if a similar bill were to pass. If faced with legislation that requires us to pay for news content that publishers voluntarily post on our platforms and is not the reason most people come to Facebook and Instagram, we will be forced to make the same business decision in Oregon.

Senate Bill 686 is based on a false premise that social media companies are unjustly benefiting from news content on their platforms. News outlets voluntarily share their content on Facebook and Instagram to expand their audiences with distribution on our free services, allowing them to expand their reach, boost subscriptions and ad revenue, and retain 100% of the profits generated from outbound links on Facebook. Meta does not proactively pull news links from the internet and place them in users' Facebook or Instagram feeds. Links only appear on Facebook and Instagram when shared by news outlets or our users. Globally, approximately 90% of news links that appear in someone's Facebook Feed are posted on by the news outlets themselves.

Meta faces stiff competition, and as a company, we have to focus our time and resources on things people tell us they want to see more of on the platform, like new types of creator-driven content and short-form video. We know that most people come to Facebook to connect with people and discover new opportunities, passions and interests. News links are a small part of the Facebook Feed experience for the majority of people who use the platform. In the U.S., the number of daily active users of

Facebook News, which was once a dedicated tab for news content, dropped over 80% in 2023, which is why we discontinued that product in April 2024. Additionally, news is not a principal reason why most users come to Facebook – for example, [Reuters independently reported](#) that Meta’s decision to block news links in Canada following the passage of Canada’s Online News Act had no negative impact on usage of Facebook.

While we understand and appreciate your concerns, we believe this bill is not the right path forward. Thank you again for the opportunity to submit these comments.

Respectfully,

A handwritten signature in black ink that reads "Dan Sachs". The signature is written in a cursive, flowing style.

Dan Sachs  
Senior National Director, State and Local Policy  
Meta Platforms, Inc.