GOOGLE
A historical deal with the Press Publishers in France

END A CONFLICT AND PREPARE THE FUTURE 
BY HELPING FRENCH PUBLISHERS THROUGH 
THE DIGITAL TRANSITION

CONTEXT
The evolution of news consumption habits has become a matter of debate between newspaper publishers and search engines, as far as revenue sharing from online content is concerned. According to the Press Publishers, the search engine has become a media, through its press contents indexing activities. Publishers think that it benefits from these contents to generate revenues, at a time when press advertising revenues are declining steadily whereas the turnover of Google is on the rise.

MAZARS CONTRIBUTION
A Mazars Partner was appointed by the French government as a mediator to facilitate an agreement between the parties. Our main challenge was to create a facilitating environment for discussion with two actors with different cultures, opposed visions and divergent projects: on the one hand, the press and its distribution channels, sales houses and economic models; on the other hand, Google’s business model and its technological stacks.

RESULTS
An agreement was signed with two main themes: a commercial partnership and a 60m€ fund for digital innovation.

The key success factors were to respect fairness and neutrality, understand parties’ interests and control the negotiation process.

“A world première”. François Hollande
President of France

“It is an historical deal”. Eric Schmidt
Executive Chairman of Google Inc

Detailed information available on www.mazars.fr