

Online Supplementary Material

Symbiosis or Precarity? Digital Platforms' Role on Australian Digital-Native Journalism and Their Funding Models

Interviewees and Semi-Structure Question Schedule

Interview No.	Interviewee Name	Role	Position	Interview Date
1	Eric Beecher	Proprietor, Private Media	Owner of Crikey	1 July 2017
2	Peter Fray	Managing Editor, Private Media	Editor-in-Chief, Crikey	18 February, 2020
3	Will Hayward	CEO Private Media	Publisher of Crikey	5 July, 2023
4	Tim Burrowes	Digital Native Proprietor	Founder, Mumbrella	11 July, 2017
5	Tim Burrowes			18 February 2020
6	Shannon Molloy	Editor	Editor Mumbrella	11 July, 2023
7	Simon Crerar	General Manager, Australia	Editor-in-Chief BuzzFeed News, Australia	1 July, 2017
8	Lane Saintly	Editor	Editor, BuzzFeed News, Australia	18 February, 2020
9	Tim Duggan	Digital Native Proprietor	Co-Founder & Editor-at-Large Junkee Media	12 July, 2017
10	Tim Duggan			19 February, 2020
11	Tim Duggan	Founder	Chairman Digital Publishers Alliance (DPA)	17 July, 2023
12	Ray Gill	Digital Native Proprietor	Editor, The Daily Review	11 August, 2017
13	Ray Gill			9 March, 2020
14	Tory Maguire	Editor	Editor-in-Chief, HuffPost, Australia	12 May, 2017
15	Lenore Taylor	Editor	Editor-in-Chief, Guardian News Australia (GNA)	6 July, 2017
16	Lenore Taylor			19 February, 2020
17	Lenore Taylor			6 July, 2023

Questions

Record name, position, organisation and whether they would prefer anonymity or are prepared to be identified.)

1. How many journalists do you have: and how big is the overall workforce?
 2. Your platform has survived while others have perished. In general, what would you say have been the key factors in your platform's success?
 3. What is your target audience?
 4. From your experience what do you believe are the journalistic qualities your audience is looking for in your content?
 5. What classes of story do you prioritise?
 6. In recruiting journalistic staff, what attributes do you look for?
 7. Are there any particular attributes that are hard to find?
 8. What are your platform's main sources of revenue and how have you gone about building them?
 9. We last looked at this in 2020. Has it changed since then?
 10. Did you get funding from the News Media Bargaining Code and if so was it from Facebook, Google or both?
 11. What were the platforms like to deal with?
 12. Is the bargaining Code as sustainable: for instance, do you expect to renegotiate it when the current deal expires?
 13. (If money was received from the bargaining code): What did you use that money for? In particular, did you use it to hire extra journalists?
 14. Were there restrictions on the funding – for instance, did it have to be spent on Google or Facebook products?
 15. Did you get COVID funding support from the government?
 16. If so, was it a one off or ongoing?
 17. How have you fared financially since COVID?
 18. And what about your audience since COVID: has it changed either in size or make-up or both?
 19. What are the main sustainability issues facing the Australian media sector and can they be resolved?
- Anything else you would like to add?