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# Madhav Chinnappa

Director of News Partnerships,  
Google EMEA

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# Google News Initiative

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# News matters to us as a company

Google cares deeply about journalism.

We believe deeply in spreading knowledge to make life better for everyone.

It's at the heart of Google's mission.  
It's the mission of publishers and journalists.

**Put simply, our futures are tied.**

SUNDAR PICHAI, GOOGLE CEO



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**If you're not successful,  
We're not successful.**

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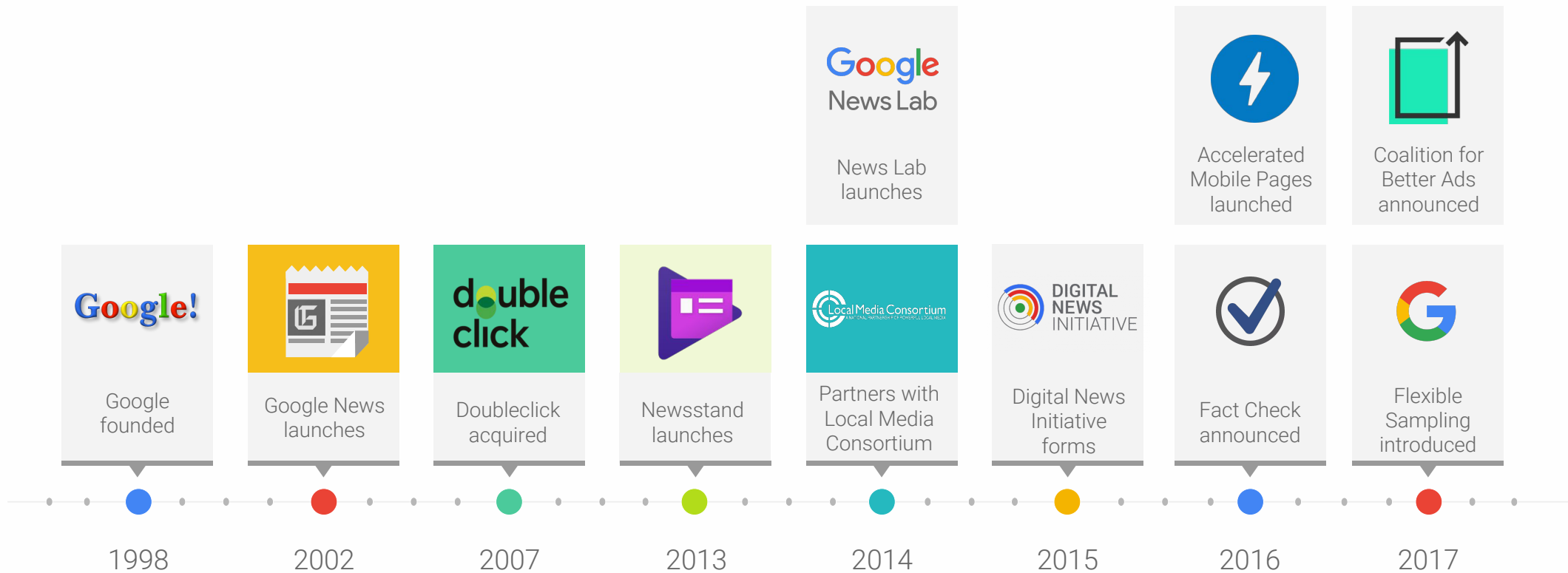
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If you don't grow  
We don't grow.

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# Our commitment to news dates back more than 15 years



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At our best, we've worked alongside  
you to **build products**

Mobile speed  
and video



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# At our best, we've worked alongside you to **build products**

Mobile speed  
and video



Drive news  
innovation





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# At our best, we've worked alongside you to **build products**

Mobile speed  
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Drive news  
innovation



Fight  
misinformation



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# At our best, we've worked alongside you to **build products**

Mobile speed  
and video



Drive news  
innovation



Fight  
misinformation



Expand  
more choice



Flexible Sampling

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**We're in a unique and challenging moment  
for quality journalism**

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It's more difficult  
to ensure people  
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# We're in a **unique and challenging moment** for quality journalism

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Digital ad revenue isn't  
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# We're in a **unique and challenging moment** for quality journalism

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It's more difficult  
to ensure people  
are consuming  
accurate information

Digital ad revenue isn't  
growing fast enough  
to offset decreases in  
print ad revenue

It's challenging for  
news organizations to  
keep pace with  
technological innovation

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**We need to do more.**

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# Google News Initiative

Our effort to build a **stronger future for journalism**

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Elevate and strengthen  
quality journalism

Evolve business  
models to drive  
sustainable growth

Empower news  
organizations through  
technological innovation

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# Elevating and strengthening quality journalism

## Google

We build products to elevate quality journalism on our platforms



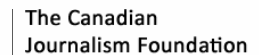
## Ecosystem

We collaborate with newsrooms surface accurate information



## Audiences

We support research and build programs to improve digital literacy



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## We are proud to announce

that we are expanding our commitment to help create a more informed world with the launch of a **\$10M global Google.org initiative** to tackle the challenges of media literacy

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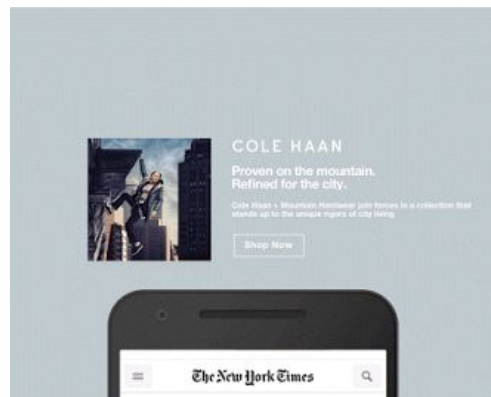
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# Evolving business models to drive sustainable growth

## Optimizing Ad revenue



Flex Frame Ads

## Enabling subscriptions




Subscribe w/ Google

# We're using machine learning to surface more ad growth opportunities

**Mobile revenue change** ⋮

**22% ↑** Revenue increased last week in USA on mobile.




Related factors

32% ↑ Total queries  
8% ↑ eCPM

[VIEW IN QUERY TOOL](#) < 1/6 >

**Video revenue change** ⋮

**10% ↓** Revenue decreased last week in USA on video.



Related change

**Finance was blocked in rule**  
[Allow\\_Internethaber\\_diger\\_dom](#) on June 23.

[VIEW IN QUERY TOOL](#) < 2/6 >

**Opportunities** ⋮


Earn 20% more revenue with the 15 available opportunities.

Total accepted opportunities  
\$10K

Total available opportunities  
\$12.6K

[VIEW OPPORTUNITIES](#) < 3/6 >

**Try first look** ⋮



Publishers like you are getting a high average CPM from first look.

Peer first look CPM  
**\$11.12**

[LEARN MORE](#) < 4/6 >

**Peer latency** ⋮

Your median page load on mobile web is 22% slower than your peers. Learn how to decrease page load time.

Your page load time  
9.2 sec

Peer page load time  
7.1 sec

[LEARN MORE](#) < 5/6 >

**Peer viewability** ⋮

Publishers like you are getting higher average viewability. Learn how to increase viewability.

Your average viewability  
45%

Peer average viewability  
55%

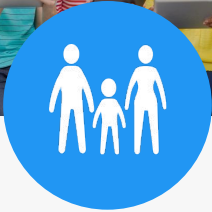
[LEARN MORE](#) < 6/6 >

Insights Engine Project

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# We're working with the industry to support better ad standards



User based

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Leveraged real user feedback



Context-based

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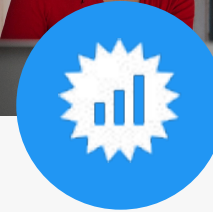
Developed based on a natural content consumption experience



Empirical

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Based on data, and reflects national and regional preferences



Impactful

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Should help the marketplace improve the consumer experience

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# We have worked with nearly 60 publishers from 18 countries on **our subscriptions strategy**

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## PARTICIPANTS IN OUR SUBSCRIPTIONS WORKING GROUP

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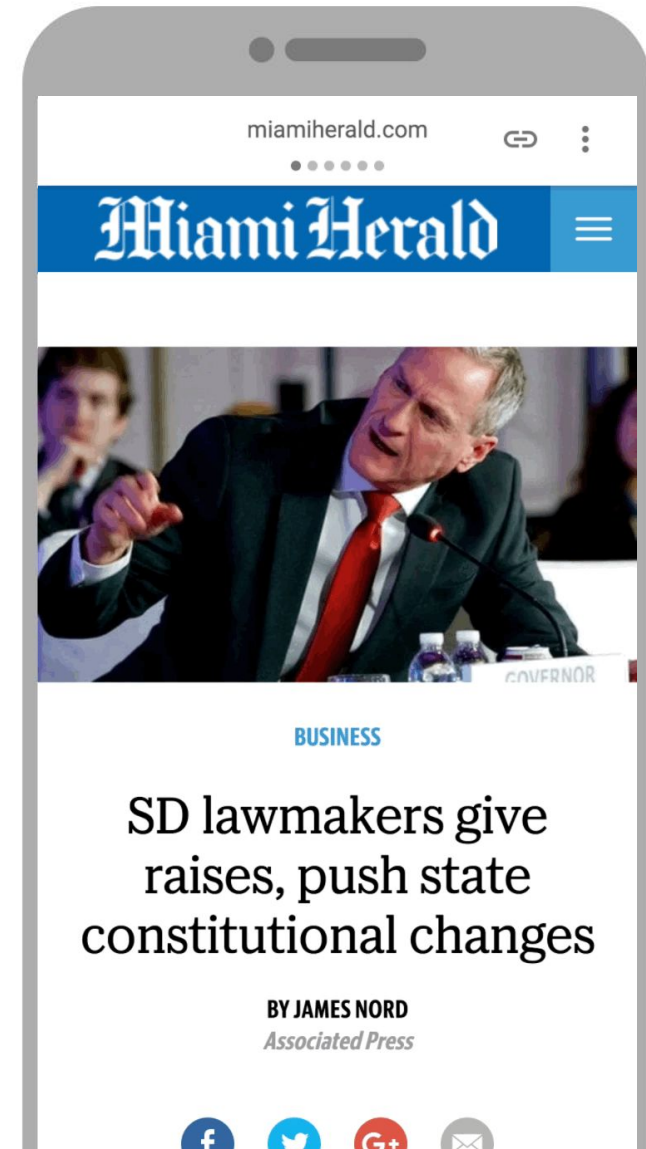
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Simplifying the  
subscription process  
with a **seamless flow**

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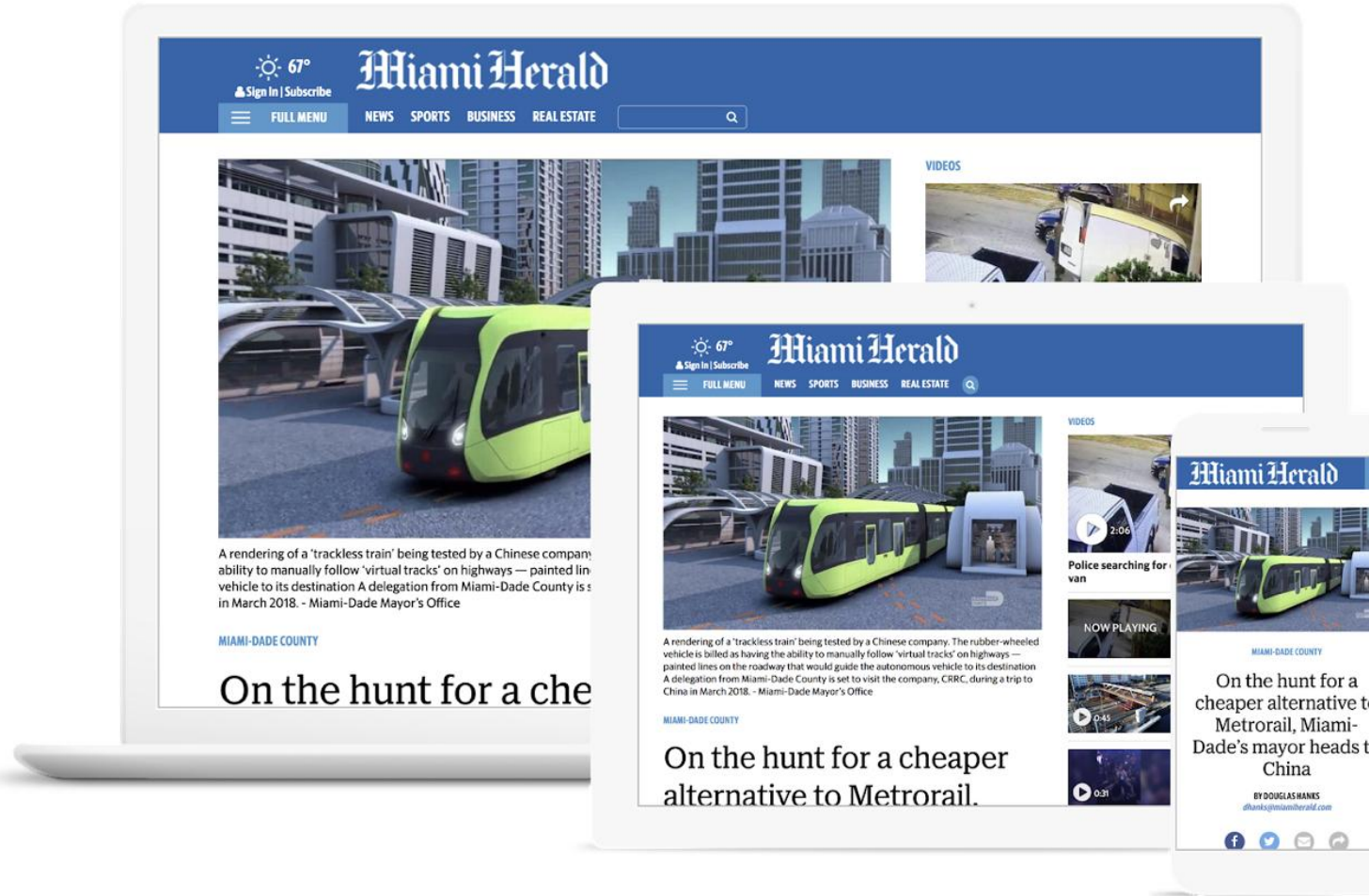




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Helping existing  
subscribers  
stay logged in  
across the web

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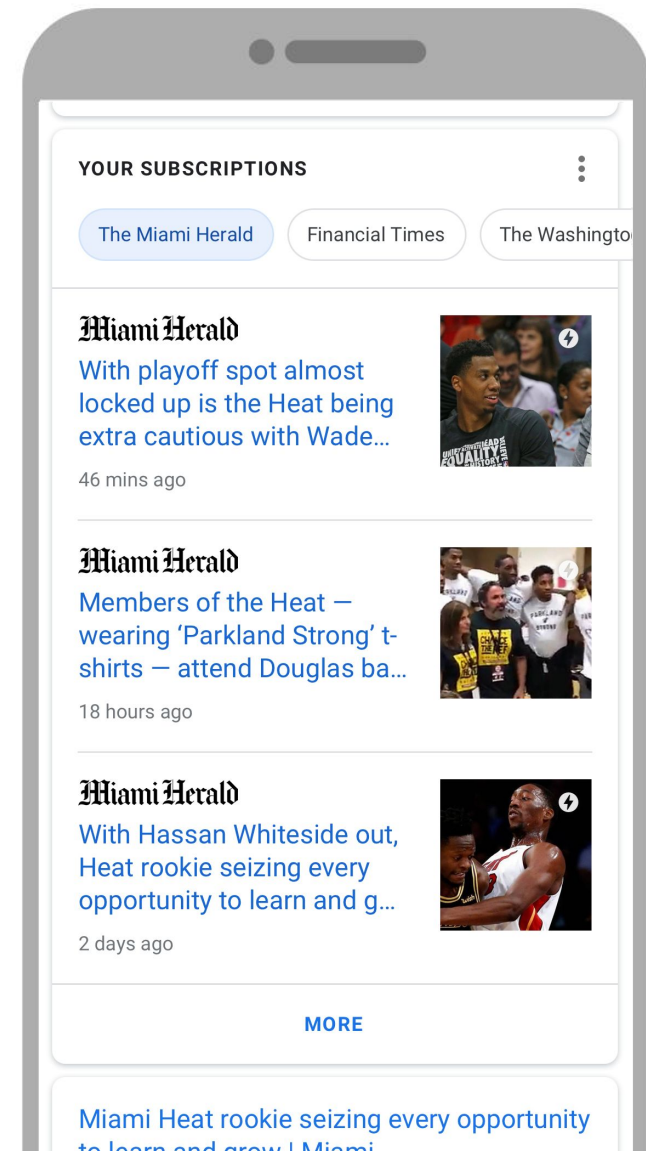
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# Helping subscribers encounter their **paid** content on Google

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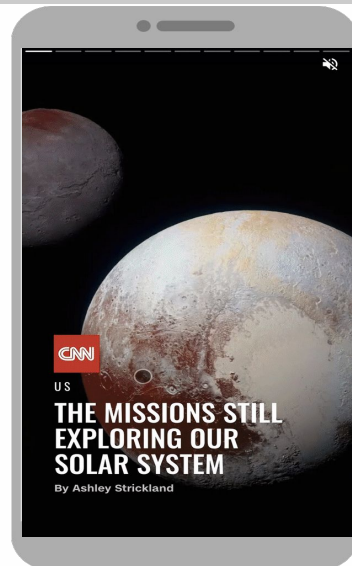
# Empower news orgs through technological innovation

New ways to tell stories



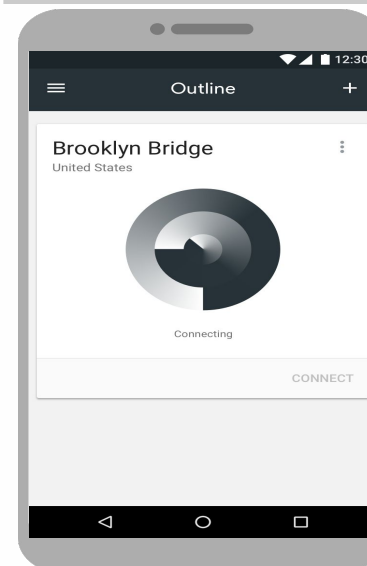
Virtual Reality

New ways to reach audiences



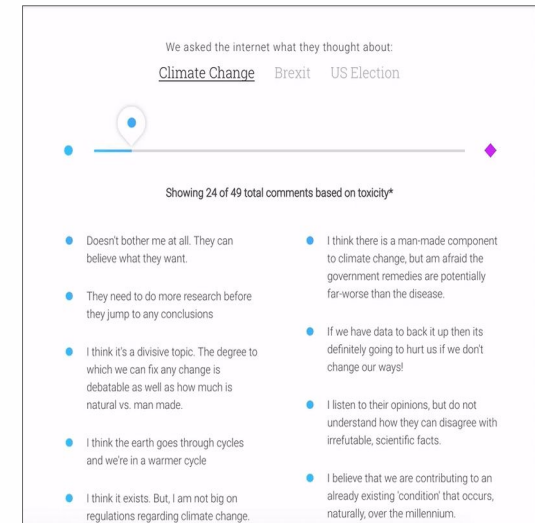
AMP Stories

Support and safeguard data & infrastructure



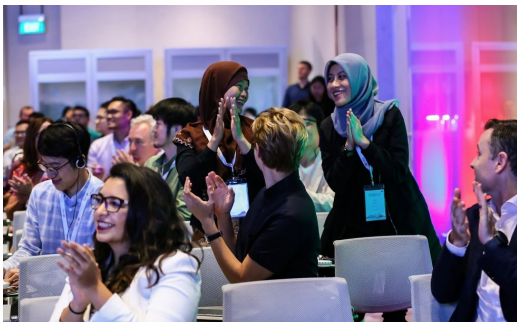
Project Outline

Leverage Artificial Intelligence



Perspective API

# Together



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Empower the news ecosystem move innovation  
forward

**29** European countries

**461** projects

**€94m** in funding

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## DNI FUND REPORT 2018

# Elevating quality journalism

Digital News Innovation Fund Report 2018

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### Battling misinformation

Projects that work to defend and protect quality journalism by using fact checking and other technologies to combat misinformation.

**31**

No. of projects

**€5.1m**

Amount of funding

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### Telling local stories

Projects that use innovation to ensure that local and smaller publishers have a louder voice in the digital space.

**50**

No. of projects

**€13.2m**

Amount of funding

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### Boosting digital revenues

Projects that aim to help publishers access new or better opportunities to turn their content into revenue.

**49**

No. of projects

**€11.8m**

Amount of funding

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### Exploring new technologies

Projects that use digital technology to automate workstreams or content in order to support original journalism or improve the reader experience.

**108**

No. of projects

**€21.5m**

Amount of funding

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# Google News Initiative

[g.co/newsinitiative](https://g.co/newsinitiative)

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**Thank you!**

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# Empower the news ecosystem move innovation



Digital News Innovation Fund

