
Madhav Chinnappa

Director of News Partnerships,
Google EMEA

Google News Initiative

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



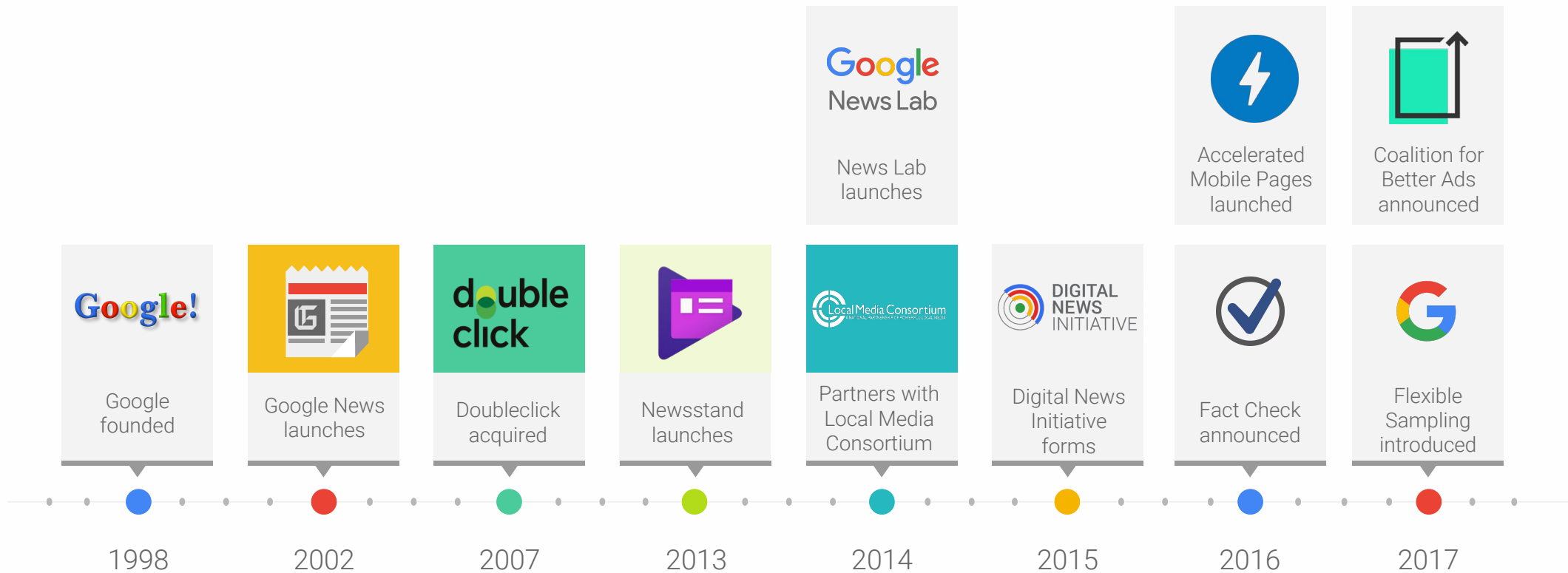
**If you're not successful,
We're not successful.**



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



Our commitment to news dates back more than 15 years



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

Mobile speed
and video



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Mobile speed
and video



Drive news
innovation



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Fight
misinformation



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Fight
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Expand
more choice



Flexible Sampling

**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

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

We need to do more.



Google News Initiative

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

Elevate and strengthen
quality journalism

Evolve business
models to drive
sustainable growth

Empower news
organizations through
technological innovation

Elevating and strengthening quality journalism

Google

We build products to elevate quality journalism on our platforms



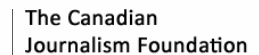
Ecosystem

We collaborate with newsrooms surface accurate information



Audiences

We support research and build programs to improve digital literacy

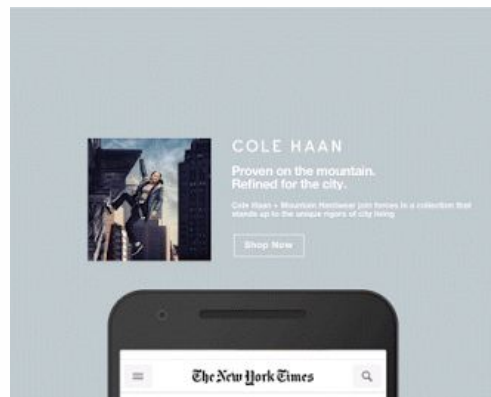


We are proud to announce

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

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 >

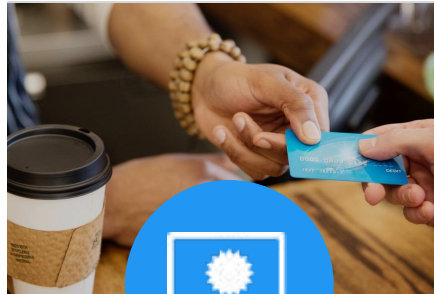
Insights Engine Project

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



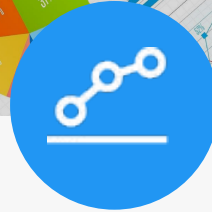
User based

Leveraged real user feedback



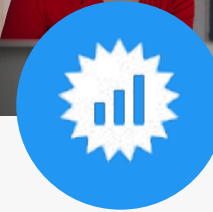
Context-based

Developed based on a natural content consumption experience



Empirical

Based on data, and reflects national and regional preferences



Impactful

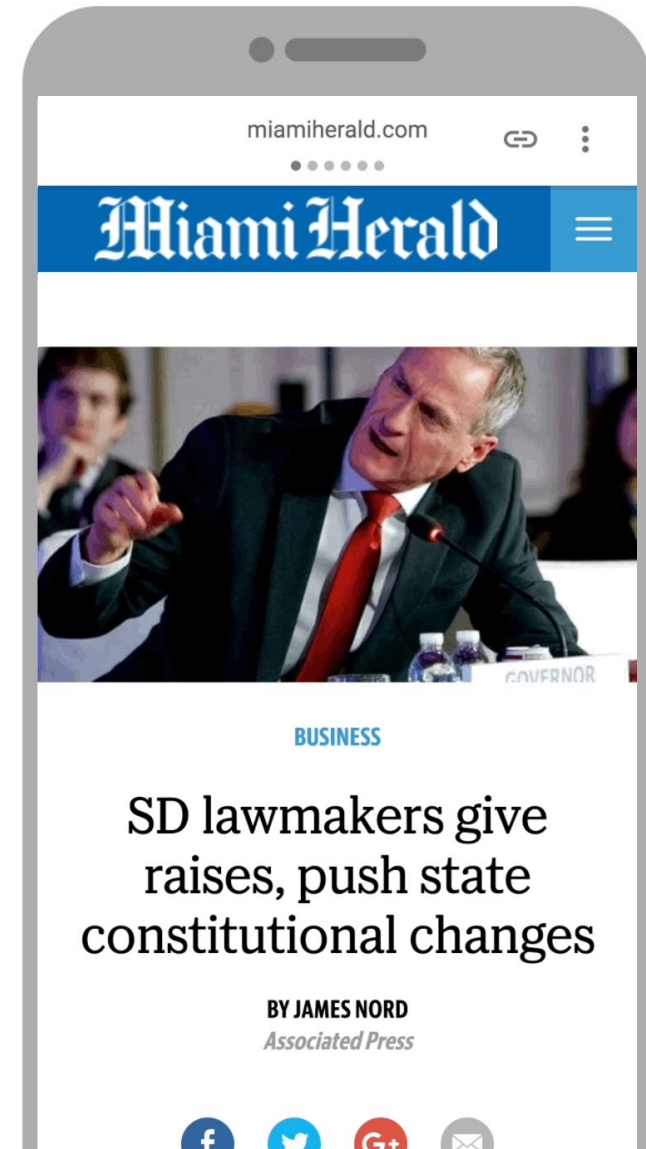
Should help the marketplace improve the consumer experience

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

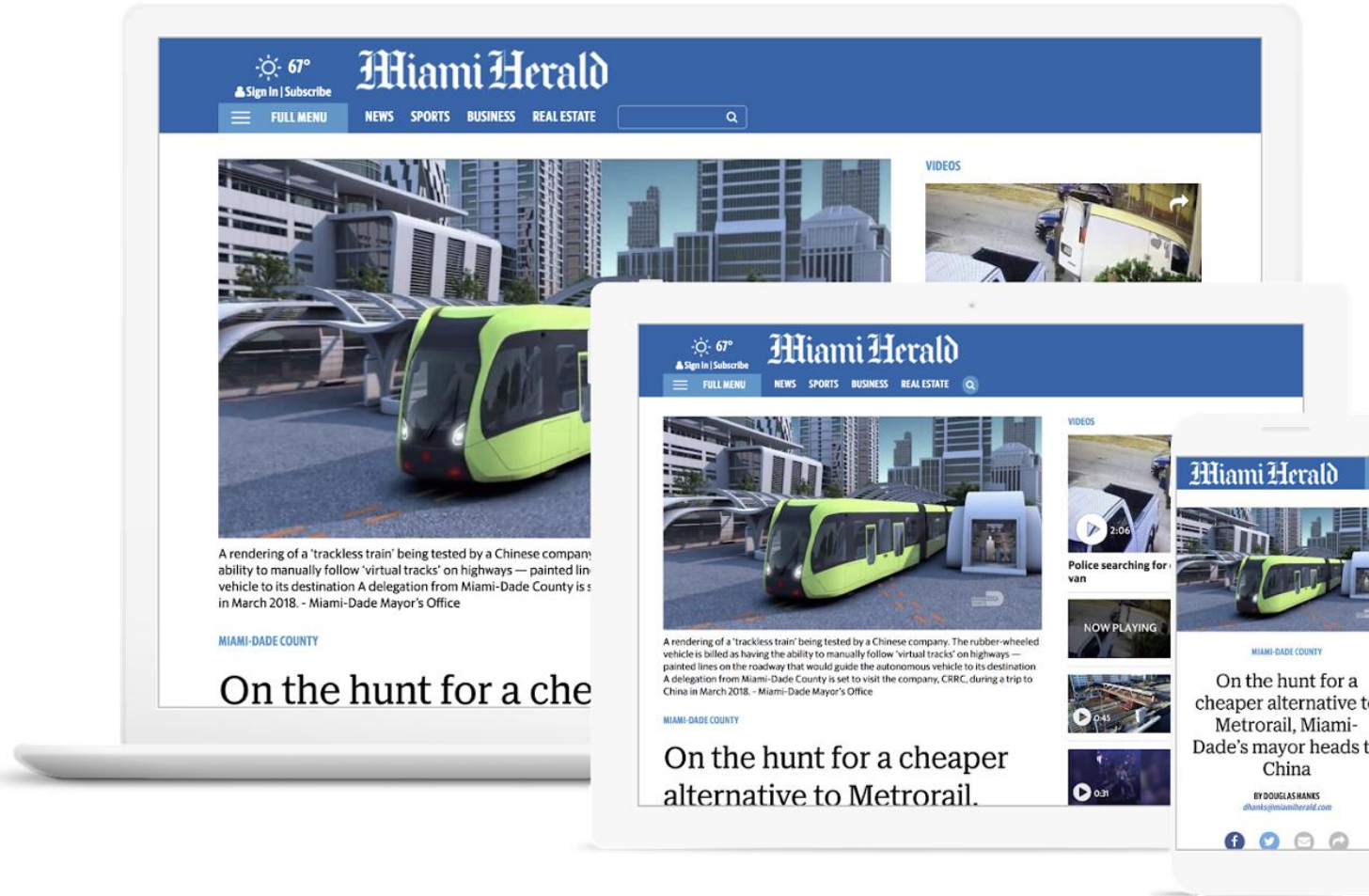
PARTICIPANTS IN OUR SUBSCRIPTIONS WORKING GROUP



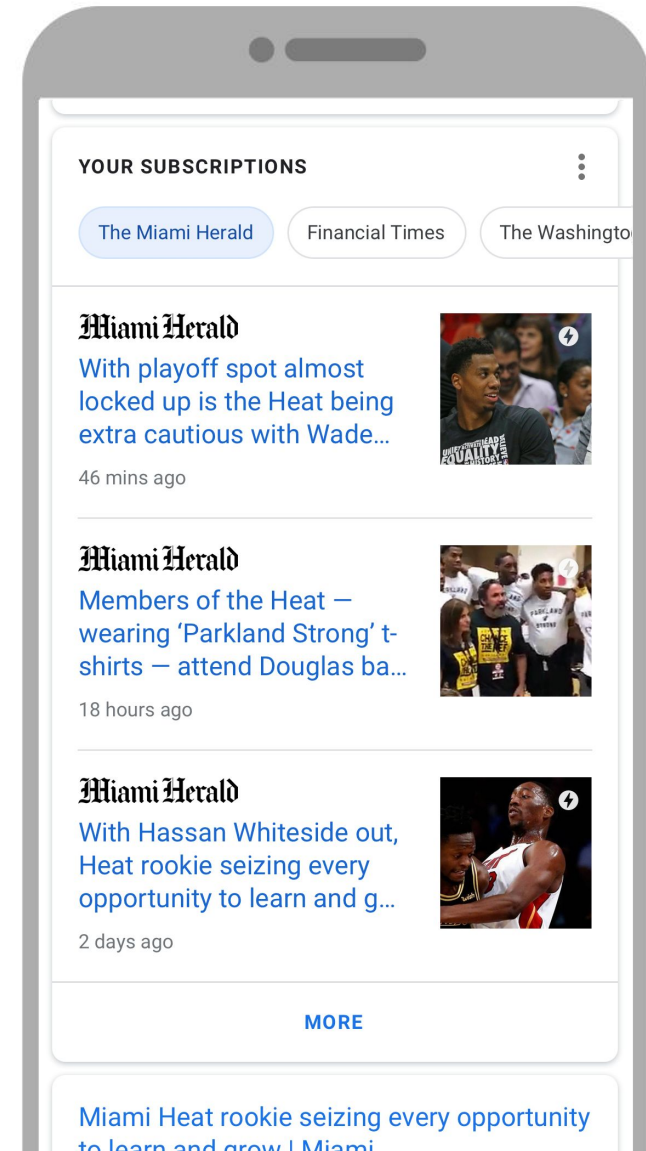
Simplifying the
subscription process
with a **seamless flow**



Helping existing
subscribers
stay logged in
across the web



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



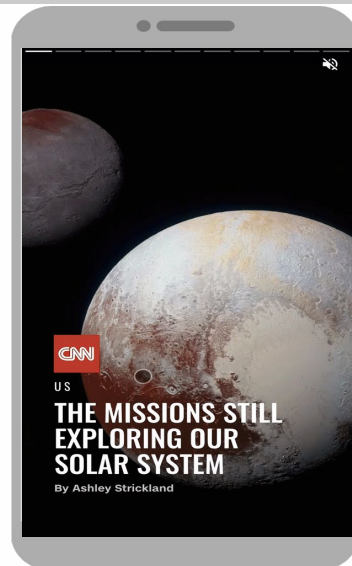
Empower news orgs through technological innovation

New ways to tell stories



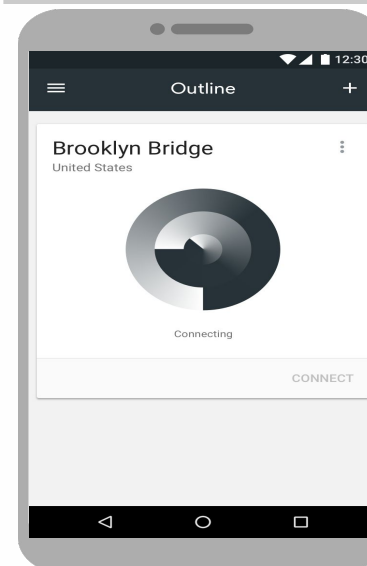
Virtual Reality

New ways to reach audiences



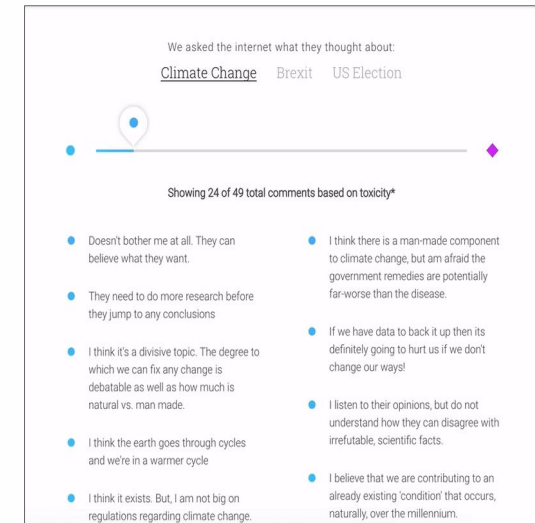
AMP Stories

Support and safeguard data & infrastructure



Project Outline

Leverage Artificial Intelligence



Perspective API

Together



Empower the news ecosystem move innovation
forward

29 European countries

461 projects

€94m in funding

DNI FUND REPORT 2018

Elevating quality journalism

Digital News Innovation Fund Report 2018

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

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

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

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

Google News Initiative

g.co/newsinitiative

Thank you!

Empower the news ecosystem move innovation



Digital News Innovation Fund

