



Google & the News Industry

Two Decades Strong

News...Important to society then.



Important now.



Important to us



10B+

Clicks per month to news sites



5M+

Hours of news videos watched daily



Google & News: A brief history



Google founded

Google News
launches

AdSense
launches

Google Acquires
DoubleClick

Launched with
Local Media
Consortium

Formed Digital
News Initiative

1998

2002

2003

2007

2014

2015



News Lab
Launch





Keep the open web **OPEN**

Our mission is to drive digital sustainability via



Content Creation



Distribution

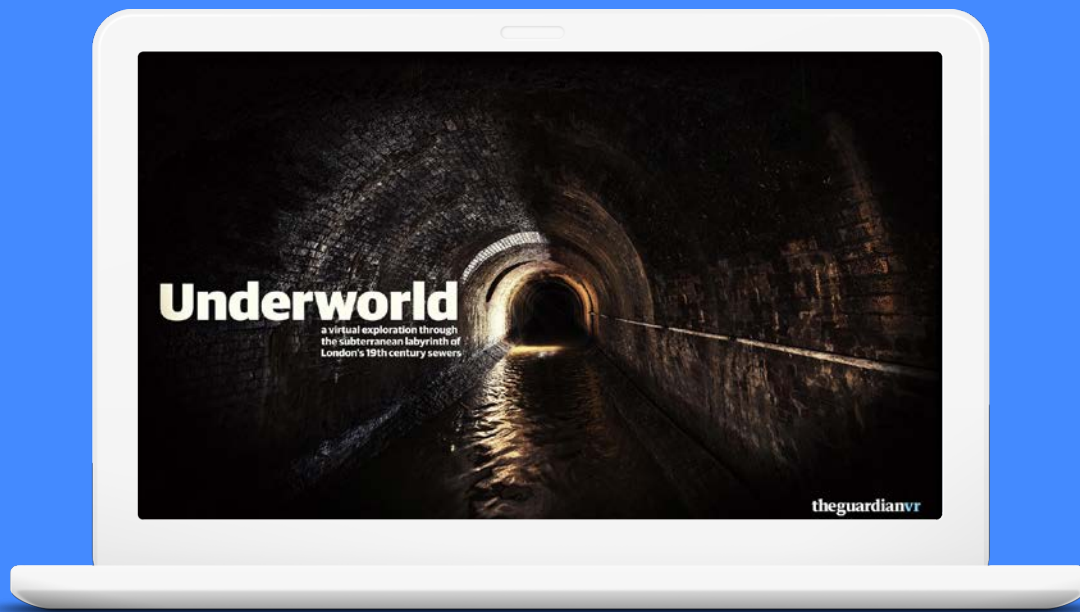


Monetization



Data & Infrastructure

Virtual Reality



Google



Google Search

I'm Feeling Lucky



Faster ad
experiences

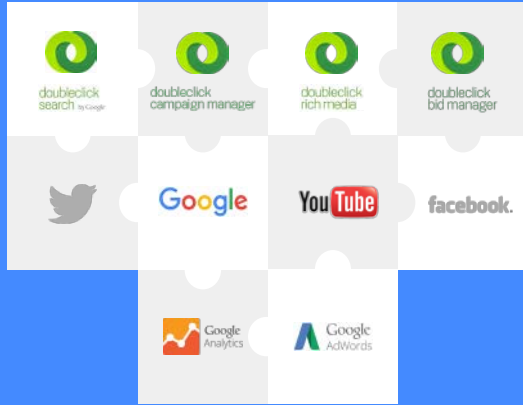


Beautiful ad
formats



Programmatic
innovation

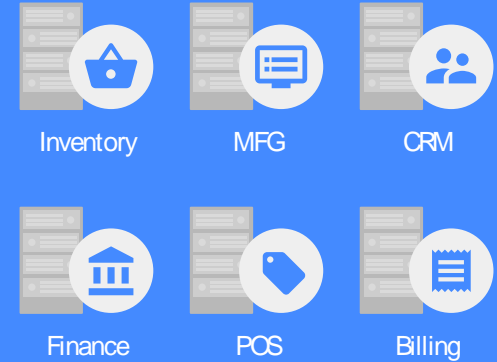
Multiple platforms create
rich customer data



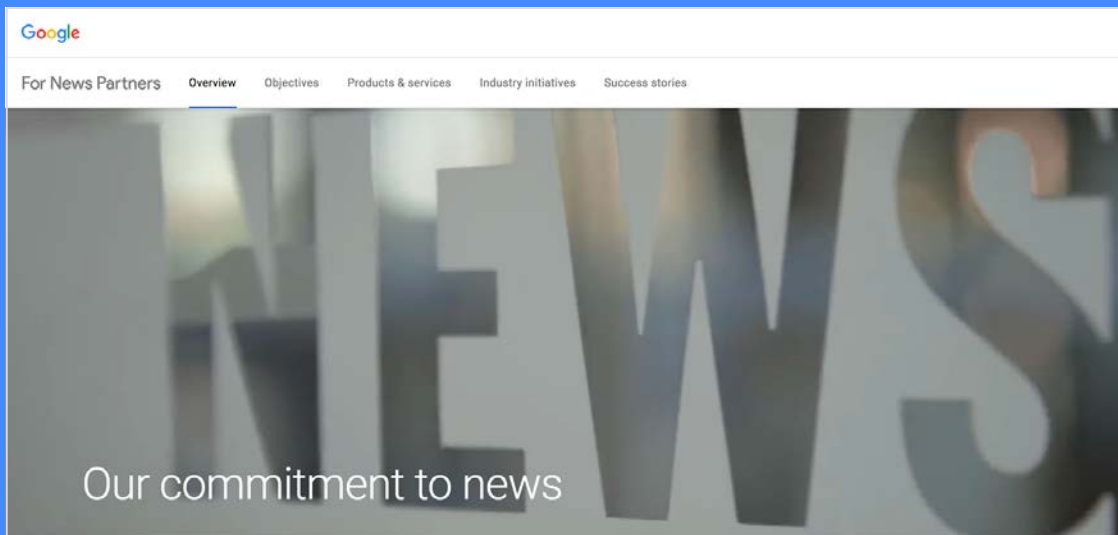
Google Cloud Platform
provides secure company data
infrastructure



Combine with internal data for
a more complete view of
channels and customers







News organizations and the journalism they produce are foundational to our core mission. When journalism succeeds, we all do better.

Accurate and timely information empowers people to better understand the world around them and make educated decisions. Journalism provides that information when it matters the most, shaping our understanding of important issues and pushing us to learn more and seek the truth.

At Google, we care deeply about the future of journalism. It is important to us to support a rich and sustainable knowledge ecosystem. Our mission, after all, is to organize the world's information and make it accessible and useful for everyone, regardless of where they are,

"We believe it is more important than ever to support organizations committed to doing original, fact-based reporting."

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