



Google

# GOOGLE NEWS & PUBLISHERS

# explained



*Researched by Thanh*

GUERRILLA  
**OggaDoon**  
COMMS



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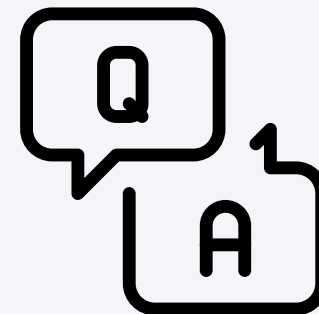
# WHAT IS GOOGLE NEWS?



Google News

- Google News is a news aggregator service platform developed by Google.
- It presents a continuous flow of links to articles organized by thousands of publishers and magazines.
- Google News is available as an app on Android, iOS, and the Web.
- Google released a beta version in September 2002 and the official app in January 2006.

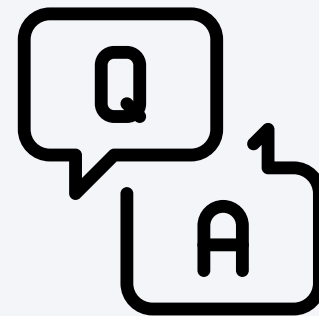
## WHY DO PUBLISHERS WANT TO BE ON GOOGLE NEWS?



Publishers, who want to earn more organic traffic and reach more readers globally via Google, register their news sites on Google Publishers Centre to be featured on Google News and optimise higher conversion rates.

# WHAT IS GOOGLE NEWS SHOWCASE?

## WHY DID GOOGLE LAUNCH THIS PROGRAM?



Due to the rise in numbers of newsreaders as well as fake news since the pandemic, Google invested \$1 billion in the Google News Showcase program, paying publishers around the world that Google is in partnership with, to produce limited access to gated content and to help people find quality news.

Google News Showcase



First unveiled by Google on 1 October 2020, News Showcase is an aggregation platform that allows users to browse and follow different publications. In exchange for a fee, publishers are responsible for maintaining short, low-maintenance newsfeeds, or panels, on the platform.



**FACT**

**Google News allow free access to paywalled articles from news sites, but not yet in the US.**

The Google News Showcase programme went live in 14 countries and had more than 1,000 publication partners, including leading titles in the UK, Canada, Australia and Germany. But the service has yet to launch in Google's native, and most important, market – the United States. This News Showcase were supposed to launch in the US by the end of 2021. This start date has since been pushed back to the first quarter of 2022 and could be postponed further.

# WHAT ARE THE BENEFITS GOOGLE NEWS EARN?



## MORE TRAFFIC

Google News earn more traffic to create a new user habit when searching for news, look up in Google News.



## MORE DATA

Google News earn more data from newsreaders across the globe.



## MORE CONTENT

Google News earn more fresh content every day from publishers.

# WHAT ARE THE BENEFITS PUBLISHERS EARN?



## MORE REVENUE

Publishers earn payment from Google (approximately \$200,000 per year) and payment from readers' subscriptions via the paywall fee model.



## MORE TRAFFIC

Publishers earn more organic traffic from Google and global readers.



## MORE INSIGHT

Publishers have more data to better understand users' preferences of which articles and topics users are responding to and increase higher conversion & retention rate



# WHAT IS THE PAYWALL FEE?

It's actually not the fee that publishers have to pay to be featured on Google News. It's a commitment fee model between Google News and publishers to make users pay for quality news.

# WHAT ARE THE PAYWALL FEE MODELS?

- **Metered model:** users pay for a number of free articles to read per month. *Ex: The Telegraph, The Guardian,...*
- **Freemium model:** charging only for premium content. *Ex: The Independent, The Daily Mail,...*
- **Hard model:** no free content. *Ex: Financial Times, The Times,...*



**FACT**

**There is a new paywall fee model coming, called "dynamic model"**

The "dynamic model" is based on the integration of AI technology in Google, following the "propensity to convert" standard, to be able to suggest to users the suitable subscription model based on users' behaviours on a specific news site.

# HOW TO GET ON GOOGLE NEWS?

The quickest way is to pay for native articles with big publishers. But it doesn't guarantee your appearance on Google News because Google's Computer algorithms determine what shows up in Google News. The algorithms determine which stories, images, and videos show, and in what order. In some cases, people like publishers and Google News teams choose stories.

Google News shows some content in a personalized way based on user preferences. Personalization helps Google News quickly and easily show you stories that interest you.



# HOW TO GET ON GOOGLE NEWS?

The long-term way is to follow SEO practices as follows:

- Submit your site on [Google Publisher Center](#).
- Verify website ownership in Search Console.
- Host your news site on a separate domain from your company's website.
- Submit your news section URLs and wait for Google to verify your news site and decide if your news site will be accepted or rejected.
- Once accepted, create niche content following SEO standards.
- Create Google News Sitemap as this will help Google bots to find news articles on your website faster.
- Structure your data on your news site thoroughly and optimise Robots.txt and Meta tags to help Google bots study and crawl information better on your site.



# THANK YOU

*RESEARCHED BY THANH*



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