



## **Statement for the Record**

### **House Judiciary Committee**

#### **Antitrust, Commercial and Administrative Law Subcommittee**

#### **“Reviving Competition, Part 2: Saving the Free and Diverse Press”**

**March 12, 2021**

### **How Google Supports Journalism and the News Industry**

Google is committed to supporting open access to information. Our products give people choice and help them find more high-quality journalism — from international stories to community reporting — than ever before.

Over the past 20 years, we’ve collaborated closely with the news industry and provided billions of dollars to support the creation of quality journalism in the digital age. Through both our services and our direct funding of news organizations, Google is one of the world’s biggest financial supporters of journalism.

#### **Our commitment to news**

Our products are built to provide relevant and useful information for everyone, ensuring that people around the world are able to find quality news. As part of this, we play a constructive role in enabling a sustainable, independent, and diverse news ecosystem.

We’ve shown that commitment over decades of financial support by providing billions of dollars — sharing revenue with news publishers via our ad network, developing tools, training and funding through programs like the Google News Initiative, and launching Google News Showcase. All of these have led to us paying news organizations significant amounts of money.

These efforts help people get the quality news and information that matters to them and their community.

### **We deliver significant value and funding to news organizations**

Every news organization can choose whether they want to be in Google Search and Google News. Most do because it results in valuable free traffic.

Each month, people click through from Google Search and Google News results to publishers' websites [more than 24 billion times](#). The traffic we send to news sites helps publishers increase their readership, build trust with readers and earn money.

Our advertising technology helps news organizations make money by showing ads on their websites, apps and videos. Every year we pay out billions of dollars directly to the publishing partners in our ad network.

We also pay to license content through [Google News Showcase](#), a new online experience that's powered by a \$1 billion investment in news organizations. More than 500 news publications are part of Google News Showcase, with more to come.

And we're committed to finding new ways to continue supporting the news industry. This includes [Subscribe with Google](#), which we built with news publishers to help them make money from new subscribers, as well the Google News Initiative, through which we provide tools, training and grant funding to help news organizations evolve in the digital age. The Google News Initiative includes a \$300 million funding commitment to the future of the news industry.

### **News, the internet and regulation**

Newspaper circulation has been falling for decades. And the internet, while providing cheaper distribution and more potential readers, completely changed the business models of news organizations, with classifieds revenue moving to [specialized online classified services](#) and increased competition from a wider range of publications. Technology companies, news organizations and governments need to collaborate to enable a strong future for journalism and quality content that doesn't disrupt access to the open web.

The internet was built on the ability to link freely between websites, which allows people to easily browse the internet. Changing this would fundamentally break the way

that the open web works, and how people use Google Search. This is why we and many others are concerned by some proposals that would require news publishers to be paid just for showing links to their sites from a Google search results page.

## **Facts about Google & News**

### **News websites are in control**

Google Search and Google News provide links to useful and relevant news stories to help you find the information you're looking for about current events.

Every news organization has control over whether and how their headlines and links appear in Google Search and News. Most welcome the fact that people can find them in Google search results — but if a news site (or any other site for that matter) [doesn't want to show up](#) or wants to [control what is shown](#) on Google, they can choose to do so. They can do that whether their site is paywalled or free to view.

Google does not “steal” or “use” news publisher content. We link to it. Publishers decide to be included in Google Search because they want to be found by a broader audience.

### **We don't make money from Google News**

There have been [wildly inaccurate assertions](#) about the value of news to Google. News websites are a small slice of the information on the internet. In the past year, news-related queries on Search accounted for under 2% of total queries on Google Search globally.

We don't show ads — or make money — on the vast majority of searches. And we don't run ads on Google News or the news results tab on Google Search.

Nearly all of the ads people see on Google are on searches with commercial intent like “sneakers,” “t-shirts,” or “plumber,” and generally not from news-seeking queries. And we only make money if ads are useful and relevant, as indicated by your click on the ad.

Although we don't run ads on Google News or the news results tab, we do help news organizations show ads on their websites, apps and videos. Many news publishers use our advertising tools and platforms. Every year, we pay out billions of dollars directly to

the publishing partners in our ad network.

### **We pay for content**

With [Google News Showcase](#), we have committed \$1 billion over the next three years to pay publishers to produce editorially curated content experiences and for limited free user access to paywalled content.

News Showcase is made up of panels that give news organizations the ability to package the most important stories of the day for readers, providing deeper storytelling and more context through features like timelines, bullets, related stories and a list of important articles. This content currently appears in Google News and Discover, bringing trusted news to readers all over the world.

More than 500 publications across more than a dozen countries are part of News Showcase today, spanning global, national, regional, metro and local publications.

We look forward to partnering with even more publications for News Showcase.

### **Google generates traffic and revenue for news publishers**

Each month, people click through from Google Search and Google News results to publishers' websites [more than 24 billion times](#) — that's over 9,000 clicks per second.

By sending free traffic to news sites, we generate significant monetary value for publishers. For example, [Deloitte](#) estimated the value of each click or visit we send to large EU publishers to between 4-6 Euro cents (5-7 U.S. cents) as publishers monetize this traffic by showing people ads or offers to subscribe or donate to the publication.

Publishers use Google's advertising tools to make money

For many years we've helped publishers make money by providing tools and technology that help them run digital advertising on their websites and apps.

Our ad technologies enable news organizations to sell their ad space to millions of advertisers around the world — including advertisers they wouldn't have access to without these services.

When publishers choose to use our advertising services, they keep a significant [majority of the revenue](#) that's generated. Every year, we pay out billions of dollars directly to the publishing partners in our ad network.

### **Publishers use Google's subscription tools to make money**

[Subscribe with Google](#) helps publishers drive new subscribers and engage existing subscribers across the web. Since launching in 2018, this technology has generated over 400,000 new paid subscribers for our news partners. In the last six months alone, partners have grown their subscription base by 100,000.

Publishers control how they deploy Subscribe with Google on their own sites, and keep 85% to 95% of the revenue, while also owning the customer relationship.

### **Supporting the future of news**

Through the [Google News Initiative](#) (GNI), we collaborate with the news industry in creating, testing and implementing new ways to reach readers in the digital age.

Thirty years ago newspapers were one of the only sources of information in their communities. But now they must compete with thousands of new sources of information, while classified revenue and circulation have plunged. This has necessitated the development of new business and distribution models and new techniques to produce news.

The GNI works directly with news organizations of all sizes on developing new products, programs, and partnerships to help news publishers grow their business. It includes a \$300 million funding commitment to news organizations.

Since 2018, the GNI has supported [more than 6,250 news partners in 118 countries around the world](#). We've provided training for over 400,000 journalists on skills including digital verification, data visualization, and machine learning through in-person trainings. And journalists have completed 1.7 million online courses through the GNI Training Center.

Many news publishers have successfully used technology and tools to diversify business models, and find growth and new revenue. The GNI is intended to support these efforts.