

## **Google News Showcase**

### **Overview of the product licensing program**

In October 2020, Google [launched](#) Google News Showcase, a global product and paid licensing program that increases the value that Google can share with publishers. Based on agreements with each publisher, it highlights the articles and perspectives publishers want their audiences and potential new audiences to see, buys 'beyond-the-paywall' access for users to demonstrate the value of news subscriptions, and builds brand affinity for publishers by providing a customisable space for news content display on Google (Discover and Google News initially, with Search integrations set to follow in future).

News Showcase has launched in Brazil and Germany and we have currently signed deals with nearly 450 publications globally, including six deals in Australia covering seven publishers and many others in [France](#), India, Argentina, Canada and the UK. Google has publicly committed US\$1 billion (~ AU\$1.38 billion) to News Showcase over three years.

Designating News Showcase under a workable code would ensure good faith negotiation and enable Google to offer commercial deals with Australian news media businesses of all sizes, with recourse to fair arbitration to resolve disputes. This thereby supports a diverse news media ecosystem without impacting the core principles of the open web.

#### **News Showcase agreement**

Under the News Showcase agreement, Google pays for a non-exclusive licence for a publisher's content, the time and effort provided for editorial curation and, in the case of paywalled publishers, 'beyond-the-paywall' access for users to demonstrate the value of news subscriptions. We determine final deal terms through negotiation on volume and value metrics:

- Representative objective metrics used: audience size, publisher size etc article output
- Representative negotiated metrics in agreements: amount of content supplied, # of unlocked articles

#### **News Showcase features**

News Showcase highlights the articles and perspectives publishers want their audiences and potential new audiences to see, connecting users directly to publishers' sites to read the full articles. Panel templates are designed to show deeper editorial context and storytelling with prominent publisher branding.

#### *Benefits of News Showcase to Publishers:*

- New branding and audience opportunities to display content on Google, with editorial curation & control
- New sources of qualified traffic & subscriptions when users click through to read the full story
- Payment which reflects the value of editorial curation and unlocking paywalled content

#### *Benefits of News Showcase to Consumers:*

- Greater access to authoritative and diverse news brands
- Interactive & engaging content presentations
- Access to a limited amount of free premium/paywalled content (as determined by the publisher)

### Benefits of News Showcase to Google:

- New user experience for high-quality news content
- Publishers' editorial judgement in story selection
- Rights to enable Google users to read certain paywalled content for free on publisher properties, and content licensing as necessary to enable the experience

### How News Showcase can work within the Code

- Good faith negotiations and remuneration limited to News Showcase
- Disputes resolved through standard arbitration, with reference to comparable transactions
- 2 year deals (or deals aligned with Code Review period), with guaranteed revenue flow
- Standard Offers available to all registered news media businesses, including smaller and regional publishers

### Mocks of Product

The image displays three mockups of News Showcase content cards. Each card features a publisher logo at the top, a 'Follow' button, and a 'SPOTLIGHT' badge at the bottom. The first card, from 'THE CONVERSATION', has a red header and lists three articles under categories: SOCIETY (Explainer: why is the South China Sea such a hotly contested region?), POLITICS (Rogue poll or not, all the signs point to a tectonic shift in New Zealand politics), and ARTS + CULTURE (Pivot to coronavirus: how meme factories are crafting public health messaging). The second card, from 'The Canberra Times', features a blue header with 'Coronavirus in ACT' and a photo of a woman speaking. It includes a 'LOCAL NEWS' section with the headline 'No new coronavirus cases in ACT' and an 'OPINION' section titled 'The office beckons as working from home loses some of its gloss'. The third card, from 'INDAILY', has a dark header and a photo of a man in a suit. It features a headline 'Right faction ousted as Marshall dices with disunity in reshuffle' and a 'KEY UPDATES' section with three bullet points detailing political events.