

Google News Showcase-

- **Scope of the concept:**

A “new product that will benefit both publishers and readers” because “proposes the editorial care of excellent and recognized editors to provide readers with more information on the stories that matter and, in the process, helps the different voices of publishers to emerge and develop deeper relations with their audience”.

<https://germany.googleblog.com/2020/10/weltweite-premiere-google-news-showcase.html>

<https://blog.google/products/news/google-news-showcase-expands>

New Licensing program to support the news Industries

<https://blog.google/outreach-initiatives/google-news-initiative/licensing-program-support-news-industry/>

- **How does Google use the news content?**

As well as linking to every other page of the Web, Google links to news articles with a URL and sometimes a short preview as snippet, if the publisher so wishes. Whenever you “search on Google, we provide links to thousands, sometimes millions, of web pages with useful information: when you search for news, those pages could come from a large traditional news publisher or a new digital newspaper; could come from a local news site or a small publisher specializing in health, fitness, food or fashion”. Whatever the circumstance, Google’s task “is to get in touch with the most relevant information and publishers have always been able to check if and how they want the links to appear on Google”.

- **How does Google supports the news?**

The way people consume news is changing and even the business models that support and support news are changing in particular to achieve the following goals.

- Helping publishers reach a wide audience
- Providing significant advertising revenue
- Simplifying subscription sells
- Helping publishers through technical expertise, tools and investments in innovation
- Extra help during the pandemic