



# Innovation and the News industry

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*Josh Cohen*  
*Senior Business Product Manager*  
*Google News*

**Federal Trade Commission Workshop**  
**December 1, 2009**

# The Internet & News Trends

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# Newspaper Web Readership

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**74,093,666**

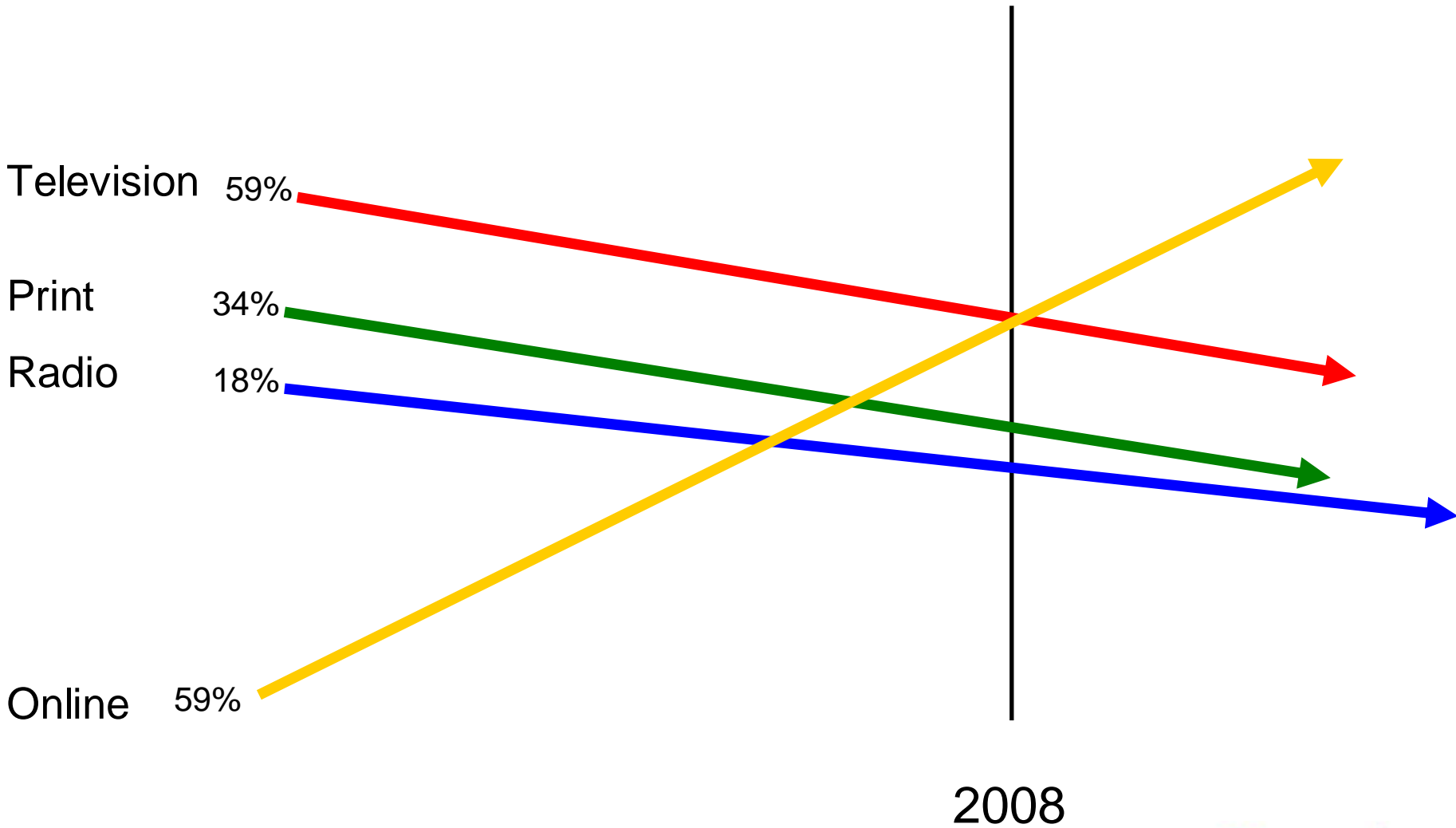
**unique visitors**

**3,485,747,533**

**pageviews**



# Trends: News Usage by Source



Source: Pew Research Center, December 2008.

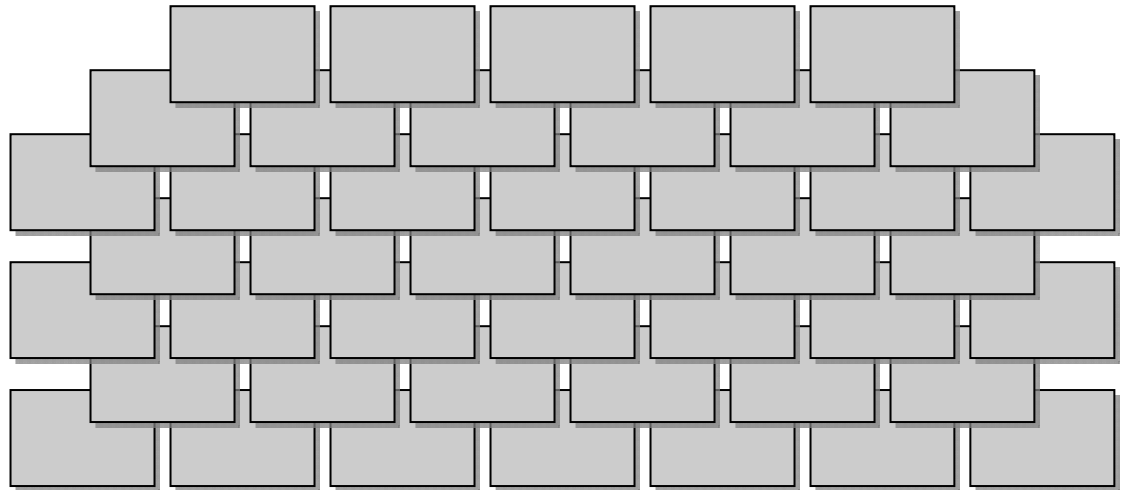


# Inbound Traffic Flows: Front Page vs. Rest of Site

50%



50%



Google News

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# Google & Publishers: A Partnership

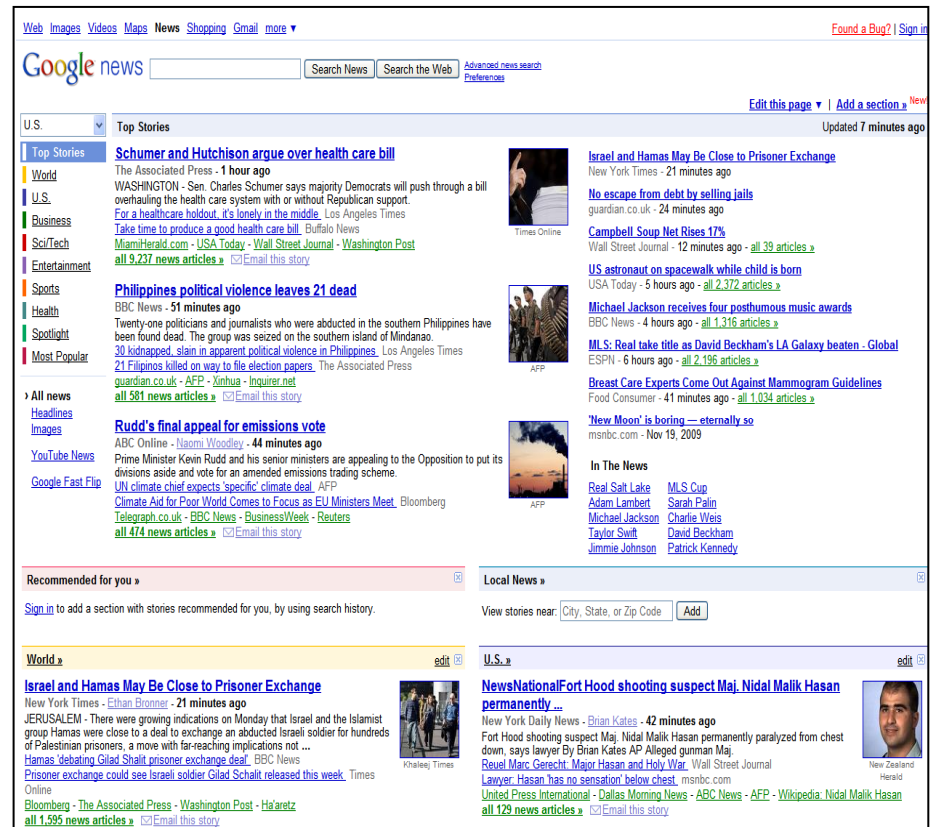
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- Publishers and search engines are partners in a world of digital distribution.
- Publishers **create** content and distribute it on the Internet. Readers **find** it through social networks, blogs and search engines.
- Each month Google sends **billions of visits** to publishers around the world.



# Google News: Anyplace, Anywhere, Anytime

- Anyplace: 30 languages and over 50 domains, both Google.com & Google News
- Anywhere: Google News for Mobile in 14 languages and 22 domains
- Anytime: Archive content from over 200 years



The screenshot displays the Google News interface. At the top, there are navigation links for 'Web', 'Images', 'Videos', 'Maps', 'News', 'Shopping', 'Gmail', and 'more'. The main header features the 'Google news' logo, search boxes for 'Search News' and 'Search the Web', and links for 'Advanced news search' and 'Preferences'. Below the header, there are options to 'Edit this page' and 'Add a section'. The main content area is divided into several sections:

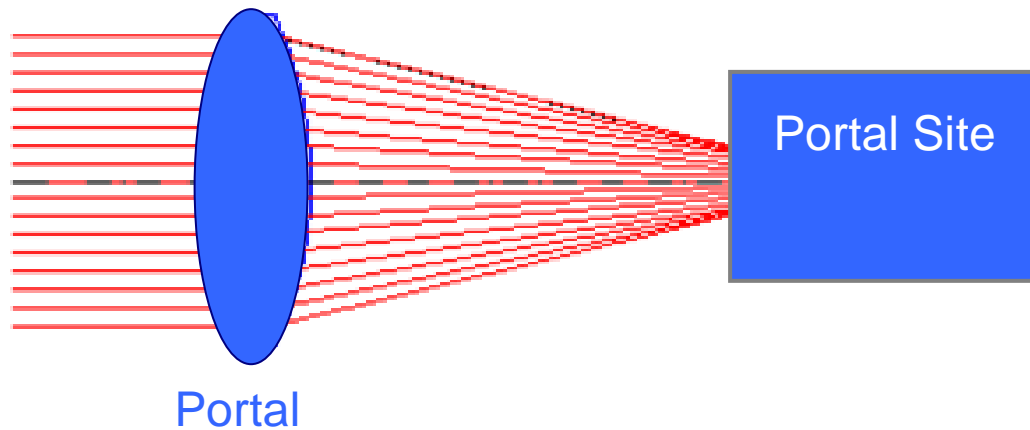
- Top Stories:** A list of featured news items with headlines and brief descriptions. Examples include 'Schumer and Hutchison argue over health care bill', 'Philippines political violence leaves 21 dead', and 'Rudd's final appeal for emissions vote'.
- Recommended for you:** A section with a 'Sign in' link to add recommended stories based on search history.
- World:** A section with a highlighted story: 'Israel and Hamas May Be Close to Prisoner Exchange'.
- U.S.:** A section with a highlighted story: 'NewsNationalFort Hood shooting suspect Maj. Nidal Malik Hasan permanently...'.

On the right side, there are additional sections like 'Local News' and 'In The News' with a list of names and their associated news stories. The interface is clean and organized, with clear navigation and a focus on current news events.

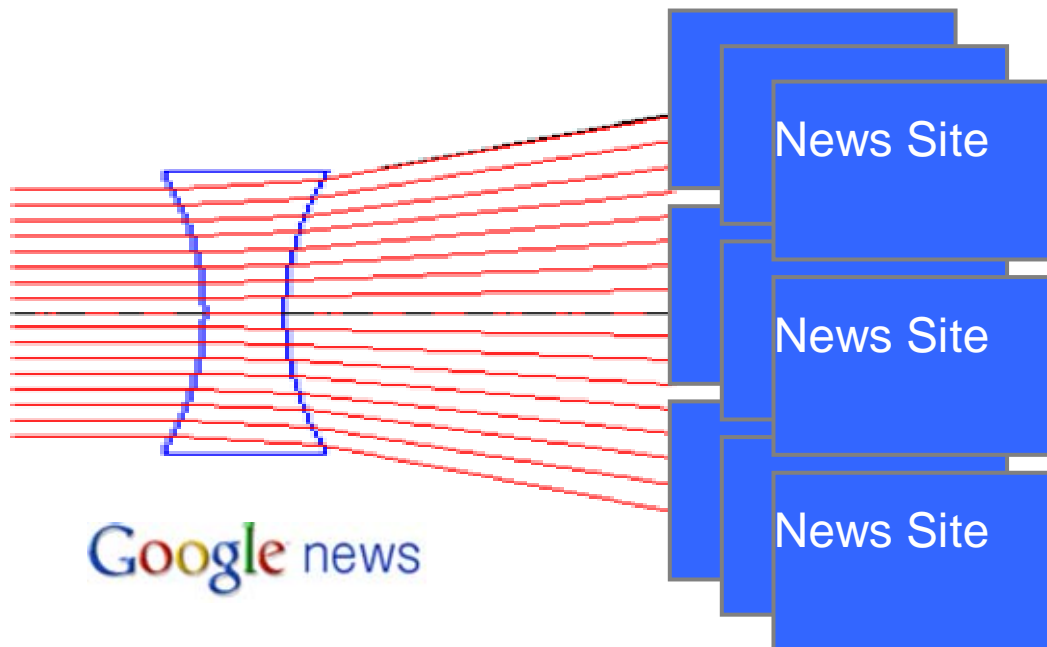




# Google News: A different model



Standard  
Portal Model

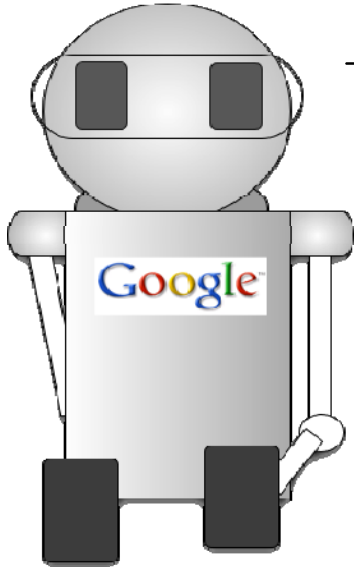


Google News  
Model



# How We Crawl News

News Crawler –  
aka Googlebot



News Sites



Robots Exclusion Protocol &  
News Sitemaps



# Publishers are in control

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**User-agent: \***

**Disallow: /**

Simple code, simple instruction:

“Don’t index this website”



# Site-level instructions: robots.txt

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- **To stop a file from being indexed in Google's search results:**

*Disallow: /breakingNews/story\_4\_17\_07*

- **To stop a directory from being included in Google results:**

*Disallow: /images/*

- **To exclude a page by type (example, PowerPoint):**

*Disallow: \*.ppt\$*



# Page-level instructions: meta tags

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- **To stop a page from inclusion in Google search results:**  
*<meta name="googlebot" content="noindex">*
- **To prevent following links from a page:**  
*<meta name="googlebot" content="nofollow">*
- **To allow indexing of a headline but not snippet:**  
*<meta name="googlebot" content="nosnippet">*
- **To remove a page from search results after a certain date:**  
*<meta name="googlebot" content="unavailable\_after">*



# Innovation & New Revenue Sources

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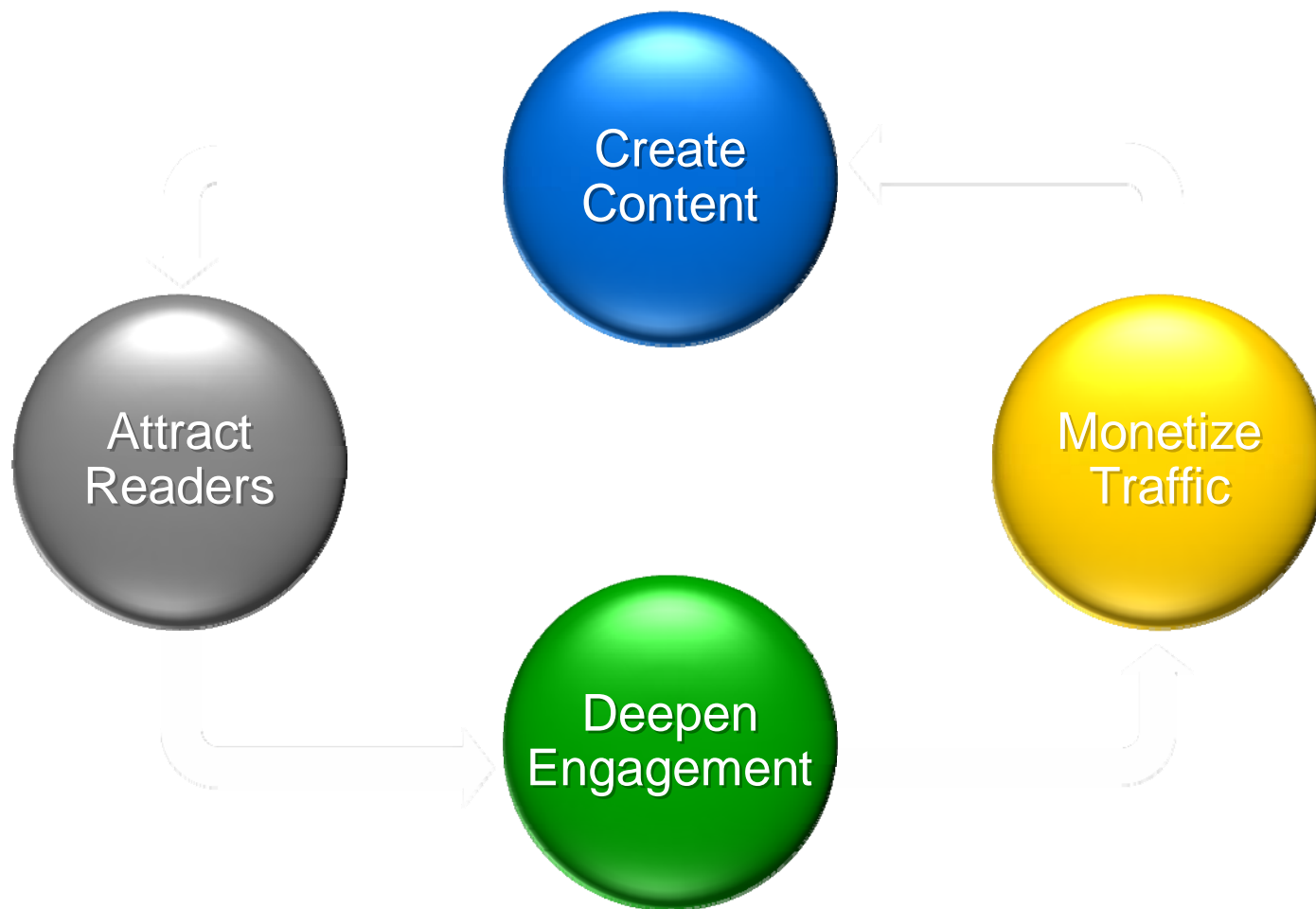
# The Future: No Single Solution

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- Multiple factors are impacting the news industry:
  - Declining print circulation, the migration of classifieds to free services and the emergence of citizen journalism
- Many potential solutions
- Technology companies and publishers can work together to identify successful business opportunities
  - There are a host of partners to help publishers increase readership and monetize content

# The Challenge: Traffic, Revenue, Engagement

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# How We Help Today

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## More Readers

- Google News sends about 1 billion clicks per month
- Google, iGoogle and other properties add billions more



## More Revenue

- AdSense returned more than \$5 billion last year
- Interest-Based Advertising
- DoubleClick platform



## Engagement -- More Revenue Per Reader

- Google Maps
- Google Earth
- YouTube Direct

# What We're Exploring for Tomorrow

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**1** Increasing Ad Revenue for Publishers

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**2** Increase User Engagement

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**3** Explore New Models



# Smarter Advertising

The New York Times  
Monday, February 16, 2009

## World

Search All NYTimes.com

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION ARTS STYLE TRAVEL JOBS REAL ESTATE AUTO  
AFRICA AMERICAS ASIA PACIFIC EUROPE MIDDLE EAST

**FRONTLINE**  **INSIDE THE MELTDOWN**  
ON AIR & ONLINE FEB 17

**WATCH A PREVIEW** 

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[Feedback – Ads by Google](#)

In-ads notice

# Google Fast Flip



Bring offline experience of "flipping" through pages to the web

Launched in Labs with content from nearly 40 top U.S. publishers

Boost engagement, share ad revenue

# Subscriptions

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- **Today:** Discoverability for subscription content via previews and First Click Free program
- **Tomorrow:** Google is working to support the purchase of digital content, e.g., Google Editions for Books
- **Idea:** Use this "powered by Google" approach to help publishers implement subscriptions on their sites

