The Internet & News Trends
Newspaper Web Readership

74,093,666
unique visitors

3,485,747,533
pageviews

Source: Newspaper Association of America, September 2009
Trends: News Usage by Source

Inbound Traffic Flows: Front Page vs. Rest of Site

50%

50%

Google
Google News
Google & Publishers: A Partnership

• 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
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

User-agent: *
Disallow: /

Simple code, simple instruction:
“Don’t index this website”
Site-level instructions: robots.txt

• 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

- 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
The Future: No Single Solution

• 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

- Create Content
- Monetize Traffic
- Deepen Engagement
- Attract Readers
How We Help Today

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

1. Increasing Ad Revenue for Publishers

2. Increase User Engagement

3. Explore New Models
Smarter Advertising
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

• **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