



Google News Initiative

Impact in Latin America

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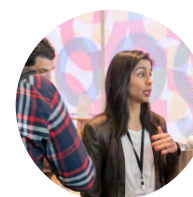
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Introduction

The news industry in Latin America faces many of the same challenges we see across the world: the need to develop new models for digital sustainability, tackling the proliferation of misinformation, and using new technologies to elevate quality reporting and storytelling. Since the launch of the GNI, we've been privileged to work with 1,182 organizations on those challenges.

But there's more to do. The recent Covid pandemic has reinforced for all of us how essential quality journalism is to well-functioning societies across Latin America. We thank you all for your partnership to date and look forward to our continued collaboration as we tackle these critical challenges and strengthen the future for quality news across the region.

— The Google News Initiative Team in Latin America



About this Report

This report is a summary of the activities conducted by the Google News Initiative in Latin America between March 2018 and June 2020.

The financials in the Impact Report reflect total spending for GNI programs, as well as commitments to the Journalism Emergency Relief Fund and [Google.org](https://www.google.org)'s global media literacy programs, in USD from March 2018 to June 2020. Amounts in other currencies are converted to USD when the work is performed. This report excludes Marketing, PR, and Travel overhead as well as payroll, benefit, and compensation to Google full-time and temporary employees who are involved in programming. Spend is assigned by key focus area based on the primary objective of each project.

The tally of news partners supported reflects the number of news organizations, industry associations, academic institutions and nonprofits that have been funded by or participated in GNI programs from March 2018-June 2020, including the Journalism Emergency Relief Fund. The total does not combine news organizations and their parent companies in cases where each has participated in separate GNI programs, and does not include operational partners and vendors, or news organizations reached through trainings.



Since 2018, we've committed \$26 million to support 1,190+ news partners in 18 countries in Latin America

Elevating Quality Journalism

Enabling diverse sources of impactful journalism is critical for our societies and core to Google's mission. To this end, we've delivered regional training programs focused on digital skills for journalism, partnered with industry organizations to combat misinformation, contributed to regional media literacy programs, and implemented programs to support a more diverse and inclusive news ecosystem.



Journalist Trainings

Through both in-person sessions and an online Training Center, we help journalists develop knowledge and skills in digital journalism across a range of topics – from harnessing large datasets to enhance storytelling, to verification of videos and images, to an introduction to machine learning.

Since launching a global journalist training program through the News Lab in 2015, we've trained over 72,500 journalists in-person in Latin America, and have enabled an additional 178,300 online trainings through the [GNI Training Center](#).

72,500+
journalists trained
in-person since 2015



GNI Live Trainings

In 2019 we launched the [GNI Live Trainings](#) for Spanish-speaking media professionals. The program features interactive live online sessions with trainers, covering a range of Google tools for journalists, including News Consumer Insights, Google Trends, Google Analytics, Data Visualization, and more. Over 40,000 journalists from 20 countries participated in the [free training](#) and downloaded complementary materials.

178,300+
online trainings

Combating Misinformation

Tackling misinformation is a complex challenge that requires coordinated action with a broad range of experts and organisations. We've worked together with newsrooms, fact-checkers, civil society organisations, and academic researchers in support of initiatives that help curb disinformation and elevate quality journalism.

We've worked with 250+ news organizations in our efforts to collaboratively combat misinformation.

BRAZIL

Comprova

We launched Comprova in Brazil, bringing together 28 news organizations to collaboratively combat misinformation. We re-launched the effort in the wake of the pandemic, checking 130+ widely-spread false claims in that time.



ARGENTINA

Reverso

We supported Reverso, a media coalition that brought together 130 news organization from 20 provinces to combat misinformation and trained 1k+ journalists in tools and techniques.



1,000
journalists trained in
Argentina

Media Literacy

Misinformation is not new, but with the rise of technology, misleading online content can spread rapidly and deceive even savvy users. To help combat this, we've committed to support media literacy programs and help readers discern fact from fiction online.

SPANISH LATIN AMERICA

Serving students across Spanish-Speaking Latin America

Launched "[DigiMente](#)," a media literacy program to serve students across Spanish-speaking Latin America, with a focus on serving underserved communities. The program will allow students to strengthen their skills in critical thinking, reflection, interpretation, communication and decision-making when navigating content online.

BRAZIL

EducaMídia

We contributed \$1 million to [Palavra Aberta Institute](#) to create [EducaMídia](#), a media literacy program to help Brazilian teachers and students develop skills to distinguish online misinformation.

ARGENTINA

Verdadero/Falso

As part of our commitment to educate children on how to detect misinformation, we launched [Verdadero/Falso gaming](#) initiative together with UNICEF and Red/Acción. The game allows students to learn how to spot misinformation by playing.



Diversity, Equity, and Inclusion

Diverse media is critical for creating a thriving and representative media for everyone, filling gaps for stories that don't rise to mainstream media, and providing a positive and authentic representation of underrepresented communities.

We have worked to champion diversity, equity and inclusion in journalism through a combination of efforts: research, pipeline development, talent support, and digital transformation of diverse news organizations.

Women, Power, and Media

Launched the course "Gender Perspective in Newsrooms" with the Knight Center and IWMF for 450 editors from 25 countries. Supported the course "Women, Power and Media" by Chicas Poderosas, for 5,000 women journalists in Latin America.

Mentoring for Women Founders

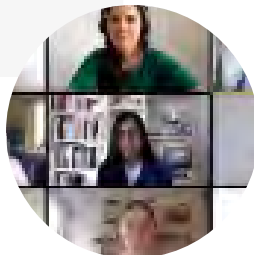
[Metis](#), created in partnership with [SembraMedia](#), is providing specialized business mentoring for women founders of independent digital media in Latin America.

Newsroom Diversity

Our partnership with Énois helped develop the first Diversity Desk in Folha de S.Paulo, Brazil's largest newspaper. In 2020, we're supporting Énois in the [Diversity Program for Newsrooms](#). The program will provide training and an exchange between newsrooms with journalists from diverse backgrounds, with a focus on inclusive newsmaking.

Research: Women in Argentinian Journalism

In partnership with [FOPEA](#), we supported the survey on "[Women in Journalism](#)", which explored the labor situation and women journalists' professional role in Argentina and showed substantial inequalities with male journalists.



Journalism Emergency Relief Fund

In early 2020, the news industry dealt with job cuts, furloughs and cutbacks as a result of the economic downturn prompted by COVID-19. The [Journalism Emergency Relief Fund](#) was created to sustain essential reporting around the world by delivering emergency funding to local newsrooms in this time of need.

COLOMBIA

[Punto de Vista RDB](#) committed to report acts of corruption that may occur with state resources, monitoring and supervising the government so that the economic resources invested in social programs reach the population during the pandemic.

BRAZIL

The oldest magazine in the Amazon rainforest - [Revista Amazônia](#) - used the funds to ensure staff were retained and operations could continue through the pandemic.

CHILE

[La Discusion](#) financed an integrated radio-digital platform, developing informative, interpretive and opinion content across a variety of subjects like health, minorities, education, and sports, that have been affected by COVID-19.



\$10.3m

in funding offered to
1,000 newsrooms
across Latin America

In the region, we also launched a Digital Native Support Program focused on providing relief to 49 digital natives serving underrepresented communities and topics (i.e., investigative journalism, human rights, feminism, poverty).



Evolving Business Models

As the business of news continues to fundamentally evolve, we've designed programs and resources to address the business challenges at the core of that evolution. In Latin America, we launched cohort-based programs called labs focused on helping publishers build subscription and contribution models, increase readership and engagement, and grow advertising revenue.

Recently, we worked with industry experts to share the learnings, best practices and insights from these programs with publishers across the region through the [GNI Digital Growth Program](#).



Reader Revenue

We're working with news organizations to build and grow reader revenue models, as well as develop technology that can support them along the way.

Subscriptions Lab

Our GNI Subscriptions Labs bring together publishers, subscriptions experts and industry associations over several months to build roadmaps for long-term success, implement tactics to improve performance across the funnel, and identify short-term experiments.

- In Latin America, 8 publishers from the region participated in the Lab which was led by data and subscription specialists [Mather Economics](#). The lab provided each of the publishers with personalized audits, benchmarking reports, and customized recommendations. Mather Economics also helped each publisher run a paywall and retention test. Participating publishers saw:
 - \$29m year-over-year growth in LTV across the cohort accrued during the project
 - Projected Lifetime Value of \$10 million as a result of the specific experiments run across the cohort

Contributions Lab

Through the GNI Contributions Lab, we worked with 12 publishers in Latin America and Canada to help build and grow contributions revenue. The Lab delivered personalized audits covering strategy and tactics and also provided implementation support.

- (Brazil) After just four months in the program, one participant, digital publisher [Brasil 247](#), saw:
 - **23% growth** in contributors (17% growth in total contributions revenue)
 - Contributions revenue covers about 50% of operating cost

+23%
growth in contributors





CONTRIBUTIONS LAB

I believe we've found La Prensa Grafica's value proposition through the process.

I'm very enthusiastic about the whole process and expect excellent results through the duration of the program.

ALVARO SAGRER,
CTO, LA PRENSA GRAFICA

Reader Revenue

We're working with news organizations to build and grow reader revenue models, as well as develop technology that can support them along the way.

Subscribe with Google

As part of the original GNI launch, we announced [Subscribe with Google](#), which makes it easy for readers to subscribe, stay logged in and get the most out of their news subscription.

- We've seen a 25% increase in subscriber clicks to publishers' sites when the "From your subscription" module appears in Google Search.
- **22 publishers** from **7 countries** have signed to implement Subscribe with Google in Latin America, including:
- **Grupo Reforma** - Conversion rate increased by 43% by using Subscribe with Google. Subscribe with Google users also had 13% more page views compared to direct digital subscribers. Overall, 37% of all subscriptions now occur through Subscribe with Google.



22

publishers from
7 countries



Advertising Revenue

The digital ad ecosystem continues to rapidly evolve, which can present challenges for news publishers - particularly small, local organizations - to ensure they are set up to optimize monetization of their digital traffic across platforms.

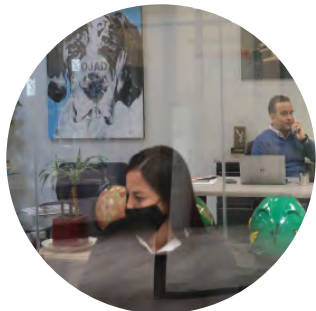
Our efforts aim to help publishers grow their digital ad revenue, from training and consulting support, to projects that test and scale new, innovative advertising solutions.

GNI Ad Lab:

Through the **GNI Ad Lab in Latin America**, we've worked with a range of publishers to provide business recommendations for programmatic ads, publishers training and technical audits and page performance.

Results from the first wave include:

- +32% in revenue year-over-year
- +11% in ad viewability
- +30% in ad coverage



The GNI Ads Scale & Performance project was important to understand the state of our ad structure from an external perspective. Thanks to this diagnosis we were able to refine even more details and open ourselves to monetization opportunities. As we know, every small change has a significant impact.

Lucero Martinez,
Digital Head, Radio Cadena Nacional (RCN) TV

+18%

Digital subscriptions increased for Estadão through direct engagement

BRAZIL

Driving digital transformation with **Estadão**

We worked directly with Estadão to drive digital transformation across data, ads, and performance.

- Digital subscriptions increased **18% year over year** with SwG accounting for **62% of new subscribers**
- After proper AMP implementation, traffic through AMP increased **+340% year over year**, primarily made up of new users
- Programmatic Ad Revenue increased **135% year over year**, mainly due to viewability increase of **50% year over year**
- Organic Search traffic increased **75% year over year**



DIRECT ENGAGEMENT WITH ESTADÃO

We started the digital transformation in 2017, with the clear mission of understanding and serving the reader:

readers are increasingly demanding, and the way to do it is to apply data intelligence and technology. Google has been a key partner in this process.

LUCIANA CARDOSO,
DIRECTOR OF DIGITAL, ESTADÃO

Empowering Newsrooms Through Innovation

As we work with publishers to navigate challenges for elevating quality journalism and evolving business models, it's clear that innovative thinking and approaches will be vital in developing and scaling solutions for the digital future. We've enabled news organizations around the world to demonstrate and test new ideas by investing in efforts to accelerate innovation in the news ecosystem, and partnering with news organizations to expand their journalism to new formats.



Innovation Challenge

The GNI Innovation Challenge is an application-based program open to organizations of all sizes that produce original journalism. Each Challenge is designed around a theme that meets that region's unique requirements, enabling diverse approaches that publishers have emphasized are needed to address specific needs in each region.

Through the Latin America Challenge, we received **over 300 applications**, and **funded 30 projects** in 10 countries, totaling **\$4.1 million**.

\$4.1 million
funded projects

30
projects in
10 countries

BRAZIL

Aos Fatos:

Built a monitor of social media platforms - Radar which focussed on spotting health misinformation to deal with the Covid-19 crisis. Prototype launched and beta testers enrolled via a landing page.

- 541 subscribers one month after launch and a newsletter achieved an opening rate above 40%.

Radar aos Fatos aims to create a unique dataset, that is capable of telling how a misleading narrative is built in different social networks and to know who amplifies this narrative. It's a difficult and ambitious project, but extremely necessary,

Carol Cavaleiro,
Head of Innovation, Aos Fatos

541
subscribers one
month after launch
for Aos Fatos

Innovation Challenge

The GNI Innovation Challenge is an application-based program open to organizations of all sizes that produce original journalism. Each Challenge is designed around a theme that meets that region's unique requirements, enabling diverse approaches that publishers have emphasized are needed to address specific needs in each region.

CHILE

Mecenas:

Created [Reveniu](#) which enables publishers to launch/grow contributions from readers via recurring payments. Enabled the collection for memberships, subscriptions and donations in minutes.

- 10 publishers & independent journalism creators regularly using Reveniu including [La Voz de Maipú](#) and [Interferencia.cl](#).
- Efficiency saving of up to 50% time on administrative tasks so publishers can focus on growth and community.

ARGENTINA

Croma:

Built a free open-source recommendation engine in Spanish for Latin American media using artificial intelligence. Built with the contribution of up to 10 years of content from six publishers from three different countries.



YouTube Innovation Funding

Supported 12 publishers in Latin America on projects to strengthen their online video capabilities, try out new formats for video journalism, and experiment with new business models.

BRAZIL

MyNews:

Grew audience by experimenting with different digital news content formats, including personality-driven content, debate formats, and explainers. Additionally, launched a channel memberships program to increase user revenue.

- 16x revenue growth
- 130% growth in channel subscribers
- 2x monthly views on the channel

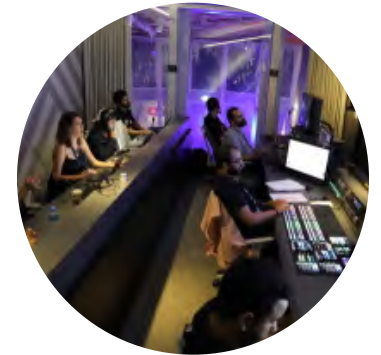
16x
revenue growth

MEXICO

Reforma

Continued on their evolution from a traditional newspaper to a multimedia newsroom by establishing new workflows and processes, training staff, and building up digital video capabilities. Also experimented extensively with a variety of live stream formats.

- 600% increase in live video production
- 500% increase in channel views
- 370% increase in YouTube channel subscribers



130%
growth in channel
subscribers

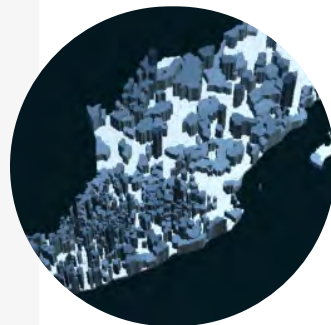
Emerging Technologies

New technology presents new opportunities. We help partners respond to changing news consumption habits by experimenting with new approaches to gathering information and storytelling.

MEXICO

Data Journalism: Using machine learning to identify underreported homicides

- Violent organized crime is one of the biggest crises facing Mexico, and it places journalists in harm's way. Murders are a daily occurrence in many parts of the country, and [research shows](#) that Mexico is the most deadly place in the world for reporters outside of active war zones.
- Something akin to a code of silence has emerged across the country. We suspected that there were entire regions where journalists were not reporting on the violence, threats, intimidation and murder that were well known to be part of daily life.
- We partnered with [El Universal](#) to use the [power of machine learning to analyze the gaps in coverage across the country](#), creating a [data visualization of the results](#).



BRAZIL

Visualizing the spread of COVID-19 in Brazil

We worked with Agência Lupa to [publish a tool](#) that puts readers at the center of the coronavirus pandemic, simulating what their neighborhood would look like if all deaths from the disease in Brazil were around them.



Engaging the Latin American News Community

As we work with publishers to navigate challenges for elevating quality journalism and evolving business models, it's clear that innovative thinking and approaches will be vital in developing and scaling solutions for the digital future. We've enabled news organizations around the world to demonstrate and test new ideas by investing in efforts to accelerate innovation in the news ecosystem, and partnering with news organizations to expand their journalism to new formats.



Engaging the Latin American News Community

All of our work can only be accomplished through broad collaboration, through building connections among publishers, journalists, academics, and associations through events, working groups, research, and program support.

In addition to our programs, our industry outreach has been critical to keeping an open dialogue with the ecosystem and continuing to learn from publishers about their challenges and how Google could help.

Since the launch of the GNI, we've sponsored 25+ industry events, including events like the International Symposium on Online Journalism ([ISOJ](#)), [Media Party](#), and [Congreso ABRAJI](#).



In addition, we've supported eight news industry associations with support for programs and convening including the World Association of Newspapers and News Publishers ([WAN-IFRA](#)), Asociación Colombiana de Medios de Información ([AMI](#)), Asociación de Entidades Periodísticas Argentinas ([ADEPA](#)), Foro de Periodismo Argentino ([FOPEA](#)), Associação Brasileira de Jornalismo Investigativo ([ABRAJI](#)), [Grupo de Diarios América](#), International News Media Association ([INMA](#)) Sociedad Interamericana de Prensa ([SIP IAPA](#)) and [Fundación Gabo](#). Additionally, we've supported the [Knight Center for Journalism](#) in its efforts to build an industry association focused on digital natives across the region.

Finally, we've hosted six Google News Initiative Summits – across Argentina, Brazil, Chile, Colombia, Mexico - which have brought together more than 700 members of the news industry together to learn more about our work and share challenges we could partner together on.



What's next?

As we continue to learn, we're consolidating insights from the work we've done, and finding ways to scale those learnings to publishers globally through efforts like the [Digital Growth Program](#).

The news industry is still in the midst of a difficult transition. But this period of evolution presents opportunities to rethink the role news plays in people's lives and how it should evolve to meet our changing information needs.

We'll continue to collaborate with organizations around the world working to create a healthy, diverse and sustainable news ecosystem, and we're excited to share more in the coming year.

[View Global Report](#)

