

Google teams up with European media to boost online journalism

PARIS, FRANCE: Google will on 29 April launch a 150 million euro programme to support innovative online journalism in partnership with eight European publications.



In a statement, the internet giant said the Digital News Initiative would "support quality journalism (through) technology and innovation."

The initiative brings together *Les Echos* in France, Germany's *FAZ*, the *Financial Times*, *The Guardian*, *NRC Media* in The Netherlands, *El Pais* in Spain, *La Stampa* in Italy and *Die Zeit* in Germany, as well as European media organisations.

The partners will focus on product development, supporting innovation as well as training and research.

They will also set up a working group to "increase revenue, traffic and audience engagement", said the statement.

Google will inject \$160 million into the project to promote new ideas in digital journalism.

Source: AFP

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