

# Google News Initiative

## EN IC Universal Application Questions

### Introduction

Thanks for your interest in the [Google News Initiative \(GNI\)](#). In order to participate in GNI programs, you must complete this application form. Your responses will be: (1) used by Google solely to assess your eligibility to participate in GNI programs; (2) retained by Google only for as long as needed to facilitate your participation in GNI programs and in no case will your responses be retained for more than 180 days; and (3) collected in accordance with the [Google Privacy Policy](#). As a reminder to protect your privacy, please do not include any sensitive personally identifiable information in your responses.

You may request Google to update, delete, or provide you with a copy of your responses by contacting [gnidata@google.com](mailto:gnidata@google.com). Please allow up to 7 days for us to process your request.

- Which call for applications are you applying to?\*
- Asia Pacific Innovation Challenge
- European Innovation Challenge
- Latin America Innovation Challenge
- Middle East, Turkey & Africa Innovation Challenge (current default choice)
- North America Innovation Challenge

#### **Checklist prior to start filling this application**

- Download a PDF copy of the questions for reference here.
- Check criteria, rules and eligibility here.
- Read the FAQ here.
- Prepare any additional documentation if requested in the FAQ.

- Are you \*
- A company

- A non-profit
  - An association
  - An academic institution
  - A freelancer
  - A partnership / consortium
  - Other
    - If other, please specify
- Please provide your title/publication/organization name. \*
- Are you part of a larger Group/parent company? \*
  - Yes
  - No
    - If yes, please list your parent company's legal name.
- What is the type of your organization? \*
  - National Publisher
  - Regional or Local Publisher
  - Online-Only Publisher
  - B2B Publisher
  - TV
  - Radio
  - Magazine
  - Tech Startup
  - Collective or Consortium
  - Academic Organization
  - Association
  - Other
    - If you selected Other, please suggest a category.
- Please briefly describe your organization and team. (1,000 Character Limit) \*
- Street Address \*

- ZIP/Postal Code \*
- City \*
- State/Province \*
- Country (Note: Please review the Terms & Conditions to ensure your country is eligible.) \*
- What is the first (given) name of this application's Point of Contact? \*
- What is the last (family) name of this application's Point of Contact? \*
- What is your job title? \*
- What is your phone number?
- What is your contact email? \*
- What is your website URL?\*
- Does any government organization hold any level of ownership, control or voting rights within your organization? \*
  - Yes
  - No
- If yes, please provide some details on the nature of your or your organization's involvement.
- Your application is: \*
  - Specific to you or your organization
  - A collaborative project with other organizations
- If it is a collaborative application, please specify your partners' names.
- If applicable, please provide a title for your application. (140 Character Limit)
- Which aspect of this call for applications does your project address?\*
- Advertising
- AI/ Machine Learning
- Analytics and Reporting
- AR/VR
- Audience Development
- Audience Engagement
- Audience Segmentation

- Audio
- Blockchain
- Community Building
- Content Management
- Crowdfunding
- Customer Acquisition
- Data Journalism & Visualization
- Direct Payments
- Distribution
- Diversification
- Diversity
- Email/ Newsletters
- Fact checking/Verification
- Gamification
- Hyperlocal
- Loyalty
- Membership Model
- Personalization
- Research
- Subscriber Churn Reduction
- Subscription Model
- Trust
- User Experience (UX)
- User Generated Content (UGC)
- Video
- Voice
- Other
- If you selected Other, please explain. (100 Characters)

- How does your proposal address this call for applications? [More information] (3,000 Character Limit) \*
- Please provide a brief overview of how the funding will be used? [More information] (1,000 Character Limit) \*
- What will your proposal's impact be for your organization and/or the ecosystem? (1,000 Character Limit)\*
- What is the amount (in USD) you are seeking to receive? Up to the maximum amount outlined. [More information]. \*
- Using the following template [here] as a starting point, please upload your presentation in PDF format. [More information] (10 Mb max file size.)\*
- I would like to receive updates by email from the Google News Initiative. \*
  - Yes
  - No
- I accept the Terms and Conditions \*
  - Yes
  - No