Africa media innovators can apply for Google funding

The Google News Initiative (GNI) Innovation Challenge is now accepting application submissions from news organisations in the Middle East, Africa and Turkey.

Image source: Gallo/Getty.

The organisations need to address increasing engagement with readers and/or exploring new business models in any form such as subscriptions, membership programs, and so on. Traditional publishers, news startups and associations that aim to build innovative digital media projects are all eligible to apply.

A panel will evaluate the submissions and fund selected projects up to $150k, with funding for up to 70% of the total project cost. The funding will be reviewed against several criteria, including a "sharing component" – for example, a project proposal can include publishing findings or holding a public seminar to encourage applicants to share the knowledge and learnings to others.

Applicants can make project submissions from now until 2 September 2019. More information on eligibility, rules and criteria, and funding, will be published on the Google News Initiative (GNI) Innovation Challenge website.

The GNI Project Team will also be holding an online town hall webinar session to give further information and to answer questions. This will take place on Wednesday, 3 July 2019 at 10 AM GMT (11 AM London time).

Last year, Google announced the Google News Initiative (GNI), the global umbrella that pulls together everything Google does to help news players in their transition to a digital future. The Google News Initiative is Google's effort to help news players in their transition to a digital future, focusing on three pillars:

1. Elevating and strengthening quality journalism.
2. Evolving business models to drive sustainable growth.
3. Empowering news organisations through technological innovation.

Over the last two years Google has trained more than 4000 journalists across Kenya, Nigeria and South Africa.

For more, visit: https://www.bizcommunity.com