GNI YouTube Sustainability Lab Project Proposal

Instructions

- Please note that for news organizations selected for participation in the program, this proposal may be incorporated into the contractual agreement.
- Questions? Email us at gni-yt-lab@google.com.

Organization information

1. Please provide your organization's name and parent company name (if applicable).*

2. Where is your company incorporated (or, if not incorporated, where is it registered, or if not registered, where does it have principal place of business)?*

3. Please provide your organization's physical location. Please include the street address, postal code, city, state or province, and country.*

4. What is your organization's website URL?*

5. What type below most accurately describes your organization?*
   a. Broadcaster
   b. Traditional publisher
   c. Digital publisher
   d. Agency
   e. YouTube creator
   f. Other

6. If you are applying as part of a collaboration with other organization(s), please specify your partner's or partners' names.

7. Please briefly describe your organization or, if you are applying as a collaboration, of all organizations.* (1000 characters)

8. Are you, or any member of your organization (or any organization part of your collaboration), currently employed by or working on behalf of a government organization, in any capacity? Or, is your news organization (or any organization part of your collaboration) funded by the government, or does any government organization hold any level of ownership, control, or voting rights?*
   a. Yes
   b. No

9. If yes, please provide details on the nature of your or your organization's relationship with the government. (1000 characters)

10. Please provide a link to your organization's YouTube channel. You may enter multiple links separated by commas.*

11. Has your organization previously applied to other GNI YouTube programs, including GNI YouTube Innovation Funding?*
    a. Yes
    b. No

12. Please confirm your organization's eligibility for the GNI YouTube Sustainability Lab (must check one of the below).*
    a. My organization has (1) greater than one million channel subscribers in total across all our YouTube channels that focus on news AND (2) uploads news videos on those channels at least 70% of days during the first six months of 2020 AND (3) is registered in Google News Publisher Center.

b. My organization was selected for GNI YouTube Innovation Funding in 2018 and successfully completed our project according to our milestones.

13. Do you have a point of contact (partner manager) at YouTube? If so, what is their email address?

14. Please provide the *name* of the key point of contact who will represent your organization with respect to this proposal.*

15. Please provide the *job title* of the key point of contact who will represent your organization with respect to this proposal.*

16. Please provide the *email address* of the key point of contact who will represent your organization with respect to this proposal.*

Project summary

You must apply directly for <u>one</u> of the three cohorts below.
- **Advertising Revenue:** what could your organization do to drive a significant change in the amount of advertising revenue your news video content generates?
- **User Revenue:** how can your organization use video to directly increase revenue from user payments?
- **Cost Savings:** what can you do to make it less expensive and more efficient to make video news?

17. Which of the GNI YouTube Sustainability Lab cohorts are you applying for?*
    a. Advertising revenue
    b. User revenue
    c. Cost savings

18. What is the title of your project?* (150 characters)

19. In two sentences or fewer, summarize your project. Please be as clear and concise as possible.* (500 characters)

20. Please write an overview of your project. This should be 3-5 paragraphs that succinctly and clearly describes the project you would execute and the outcomes you would like to achieve as part of the GNI YouTube Sustainability Incubator.* (5000 characters)

Advertising revenue - project details (only applies to news organizations applying for the advertising revenue cohort)

21. How will your project contribute to increasing advertising revenue from your news video content? (2000 characters)

22. How does this project mark a step change from the current way your organization generates advertising revenue? (1000 characters)

23. Please give an approximate percentage of how much of your organization's current video revenue is made up of advertising revenue.

24. Will your project be focused on a technical solution for improving ads revenue (e.g. programmatic ad tech), or will it be on other strategic solutions (e.g. upskilling sales teams, setting up sales programs, etc)?
    a. Technical
    b. Other strategic solutions

User revenue revenue - project details (only applies to news organizations applying for the user revenue cohort)

25. How will your project drive user revenue? (2000 characters)

26. Does your organization offer paid news products today? Example includes a

print or digital subscription, a YouTube channel membership, a contribution or donation model on your website, etc.

    a. Yes

    b. No

27. Does this project build on an existing user revenue product your organization already has (for example, a digital print subscription or contribution model), or will your project initiate a new user revenue model?

    a. Builds on existing product (e.g., subscription offering on your owned and operated website)

    b. Initiates a new user revenue model

28. Will your user revenue model be on YouTube or your owned-and-operated website?

    a. YouTube

    b. Owned-and-operated website

    c. Both

    d. Other

29. What type of user revenue model best describes your project?

    a. Subscription or membership

    b. Contribution

    c. Donation

    d. Other

Cost savings - project details (only applies to news organizations applying for the cost savings cohort)

30. How will your project help you save costs or be more efficient in your video production? (2500 characters)

31. How will you lower costs? Select all that apply.

a. Explore lighter weight video production (e.g., mobile)

b. Train staff on new skills

c. Develop a new technology

d. Other

Project details

32. How would you best characterize the current stage of your project?*

    a. Initiation phase

    b. Definition phase

    c. Design phase

    d. Development phase

    e. Implementation

33. The goal of the GNI YouTube Sustainability Lab is to accelerate innovative ideas that support the financial sustainability of video news. In one paragraph, please explain how this project will directly contribute to your organization's financial success with regards to video.* (2500 characters)

34. A key component of the GNI YouTube Sustainability Lab is that selected participants will be expected to share their progress with a cohort along with other global participants working on the same topic. Please confirm you can commit to spending approximately 1-2 hours a month to participate in these cohort meetings, to take place over video conference. *Note: Accommodations will be made for non-native English speakers and participants across time zones or with accessibility issues.**

    a. Yes, I will commit to attending monthly cohort meetings if selected

    b. No, I cannot commit to attending monthly cohort meetings

35. Additionally, the GNI YouTube Sustainability Lab seeks to find and develop models that can be scaled to the broader news industry. In one paragraph, what will the broader industry (other publishers, broadcasters, etc.) be able to learn from your project?* (2000 characters)

36. What types of newsrooms will your project be scalable to? In other words, what type of newsroom (location, size, etc.) will be able to learn most from your project?*

37. How have you designed your project to be scalable to the broader industry (e.g., if you are developing a new technology, it might be open source)?* (1500 characters)

38. The GNI YouTube Sustainability Lab also seeks to accelerate innovative, new ideas. In one paragraph, what makes your project innovative?* (2500 characters)

39. How have other organizations tackled this topic, and/or what approaches have been tried in the past? This research may show successful or unsuccessful models. What will your organization learn from these similar approaches; what will you do the same or differently?* (2500 characters)

40. What dependencies does your project have within your organization? For example, does your project require additional funding, resources from another team, etc. to be successful?* (2000 characters)

41. What dependencies does your project have on YouTube? In other words, what, if anything, would you need from YouTube beyond funding and cohort workshops to be successful in your approach?* (2000 characters)

42. In five sentences or fewer, why should the Google News Initiative and YouTube select this project?* (2000 characters)

43. (*Optional*) Please feel free to add any other supporting documents, e.g. presentations or business proposals, in support of this application. Attach link here.

Milestones

Please list the major milestones for your project below.

As a reminder, projects will be twelve months in duration (October 2020 through September 2021). Projects should be deliverable within this one-year timeframe. This does not mean projects need to be fully scaled within one year, but organizations should be able to launch the proposal, pilot, or model during the program.

Please provide milestones for the duration of the one-year period, with a minimum of one milestone every other month and a maximum of two milestones per month. In other words, we ask that you submit 6 to 24 milestones.

Milestones should be listed in the following format: "Target date - Milestone title - Milestone description." For example, one milestone might be: "December 2020 - Internal pilot - Test alpha of new technology with 25 internal test users, collecting feedback on design and features."

44. Milestone 1

45. Milestone 2

46. Milestone 3

47. Milestone 4

48. Milestone 5

49. Milestone 6

50. [Optional] Milestone 7

51. [Optional] Milestone 8

52. [Optional] Milestone 9

53. [Optional] Milestone 10

54. [Optional] Milestone 11

55. [Optional] Milestone 12

Metrics

56. What are the key indicators or success metrics you will use to track progress of your project? (For example, number of users of your new technology, revenue goals).* (1000 characters)

57. What are the top three goals you hope to reach by the end of your project? Please be as specific as possible, including the metric and the target number. For example, you might say "Grow advertising revenue to $10M" or "Increase the number of subscribers to our digital subscription offering by 3x."* (1500 characters)

Budget

If selected, your organization will receive $200,000 USD in funding from YouTube. All organizations will receive the same amount; there is no flexibility to receive more or less.

Eligible expenses include engineering and operations costs (e.g. product development, project management, user experience design, database build, maintenance, and hosting), the purchase or licensing of any equipment, tools, hardware, software and other assets or materials needed for the project, staffing, training, etc.

Editorial expenses are not part of the eligible costs for Google funding and will not be covered. Funding may not be spent on general and overhead costs, nor may it be used to hire journalists or cover the production costs associated with a specific piece of video content. No expenses incurred before you and Google sign a funding agreement can be covered by the funding.

Please provide a detailed budget for the execution of your proposal above. Please add costs in each of the following categories. Within each category, please provide a total cost in USD, with additional detail where applicable. For example, the non-editorial personnel category might say: "$100,000 USD. 2x software developers @ $50,000."

58. Total overall budget.*

59. Total funded by your organization (your organization must fund any costs above and beyond the $200,000 USD provided by Google).

60. Payment of non-editorial personnel (for their work specifically on the project).*

61. Engineering and development / maintenance costs.*

62. Training for staff (please specify courses / audience for trainings).*

63. Purchase or licensing of software.*

64. Purchase of any equipment of hardware.*

65. Other costs (please add detail).*