

Methodology

The Google Transparency Project undertook the most comprehensive effort yet to collect all of Google's payments to media organizations around the world in one place.

Our database of Google's media funding began with a comprehensive examination of the Google Digital News Innovation Fund, a Google initiative to fund media projects and outlets in Europe. We supplemented this data with additional information from the company's own disclosure pages. These included sources such as the Google News Initiative website and blog; Google's corporate press announcements; the 990 tax forms of affiliated nonprofits, including the family foundations of its current and former senior executives; and press releases and other announcements from Google's regional and country affiliates (i.e. Google Latin America, Google Australia, etc.).

To expand the dataset, we then searched for disclosures from hundreds of media outlets, trade associations, media-related academic programs, and individual media professionals receiving Google support. Sources included 990 tax forms for media and journalism-related nonprofits and trade associations; board minutes and annual reports; and any news stories or third-party blog posts about Google funding of media projects.

For all awards, we attempted to identify the specific project or initiative funded and the amount received; the year it was funded; the project details; and the country in which the media outlet was located. In most cases, project descriptions have been drawn from award announcements.

Our methodology identified 1,327 grants and other awards from Google and related entities. But this dataset likely understates the full amount of Google's media funding. In many cases, for instance, neither Google nor the recipient disclosed the funding amount. For programs like the Google Digital News Initiative, Google only disclosed a range of funding for each recipient. In other cases, Google jointly funded media awards with other funders. In those cases, we provide information about Google's contribution to the award where available, and we note when Google's contribution to the award is not disclosed. Google has also launched several new media funding initiatives recently for which details are not yet available.

If we were able to confirm the exact amount of an award, we list that amount in the data table. If we were not able to identify the exact award amount, we used available information to construct a range of possible values for the award. In many cases, we had data about the total funding for a program under which Google distributed many awards, and we used this information to construct the award range. There were 170 projects in the database for which we had insufficient information to produce even a range of possible values; we list the award amount as "Not disclosed" in these cases. Each entry in the dataset includes a link to our source for the award amount.

GTP also attempted to reach out to more than 800 recipients via email to confirm the funding details in our dataset. When a recipient's response provided us with more precise information than was available from public records, we note the recipient as a source in the dataset.

Once we finalized the dataset, we analyzed it to produce the figures in this report.

To calculate Google's total contribution to media organizations (\$567 to \$569 million), we first converted all award amounts, Google contributions, and program totals from local currency to USD using the exchange rate on January 1 of the award or program year, as appropriate.

We then generated the total commitment figures by counting the program total once for each block of grants awarded as a part of a program to which Google's commitment is known. For example, we counted a \$1 million contribution from Google to the Knight News Challenge *once* for all 16 projects funded as a part of the news challenge. We did this because in many cases, we had no award amount data, but we were able to determine Google's total funding commitment to a program under which a media grant was awarded.

For projects not awarded as a part of a program with a discernable funding total, we counted the award as if it were its own program. When Google was not the sole funder of an award, we only counted Google's contribution to the award, if known. If there were other funders but Google's contribution was not known, we counted the low amount as 0 and the high amount as the award total.

To calculate country-year and region-year totals, we used award amount data only, not program totals. The reason for this is that many programs span multiple countries and years. To generate these totals, we use the award amount low and award amount high variables converted from local currency to USD using the exchange rate on January 1 of the award year. These totals reflect Google's contribution, rather than the total amount awarded.

Most of the cash totals reported for individual recipients in this report are derived from counting the awards to each recipient and summing Google's contribution to each recipient's awards in the local currency. However, the bubble chart showing the top recipients by monetary value requires us to convert the amount awarded to each recipient to USD from local currency using the exchange rate on January 1 of the award year. We then totaled the high estimates of Google's contribution to each recipient. Grants that were part of a large Google initiative, where the only available information is the total of Google's spending on the entire program, were excluded from this calculation. We did, however, include specific grants that were shared among multiple recipients.

Finally, we reported funding initiative totals in local currency by totaling the raw award amount variables by Google division and country. We combined subprograms like the Google News Initiative YouTube Innovation Funding into one parent initiative (the Google News Initiative, in this case) to get 16 Google divisions and related entities: Google, Google Argentina, Google Australia, Google Brazil, Google Canada, Google Digital News Innovation Fund, Google Germany, Google Ideas, Google Latin America, Google News Initiative, Google News Lab , Google UK Ltd, Google-AIPG Digital Innovation Press Fund, Google.org, the Brin Wojcicki Foundation, and the Schmidt Family Foundation.