400 publications are now partnering with us on our News AI pilot program.

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People’s information habits are evolving quickly, and platforms and publishers of all sizes are navigating these changes.

To help meet this moment, we’re evolving our partnerships as newsrooms adapt to these shifts in user preferences and new technology. Since launching our News AI pilot program last year with a range of news partners, like The Washington Examiner and The Washington Post, more than 400 publications worldwide are now participating in this program.

Our newest partners range from global outlets like Axios, CNN, The Financial Times, and Forbes, to local publishers like Post and Courier, Texas Tribune, Oil City News, and Shaw Media in the U.S.

Through this licensing program, we pay participating news publications for the delivery and use of enhanced content to develop new AI features. For example, these experiences include in-depth article overviews on Google News publisher pages offering people helpful context before they click and customizable audio briefings for listeners. With clear attribution and direct links, these features build meaningful new ways for readers to connect with the sources they value.

https://blog.google/products-and-platforms/products/news/news-ai-pilot-update-publishers