



The **business of local news** is changing rapidly and new models continue to emerge



34% ↗

Digital ad revenue

That’s why we support local publishers nationwide with funding and resources that promote innovation, entrepreneurship, and digital transformation.

Publishers like The AFRO in Baltimore, who grew their digital advertising revenue more than 30% through our intensive training program, Jambalaya News Louisiana, who used Google funding to create an SMS news service for Spanish speakers, and San José Spotlight, a digital startup that grew its audience 84% — to 1.6 million — in our **Startups Lab**.

Learn more at g.co/supportingnews/local