

Google News Innovation Challenge Application - Asia-Pacific Round 2

Part 1: Applicant's Details

- Are you *
 - a company
 - a freelancer / sole trader
 - a partnership / consortium
 - an association
 - a non-profit
 - Other
- If Other, please specify
- Please provide your organization's name and parent company name (if applicable), or your name (if you are applying as a freelancer or sole trader) *
- Please briefly describe your organization or, if you are applying as a freelancer or sole trader, your current occupation. Tell us more about your team (team members description, organizational structure of the project team) and/or, if you are applying as a freelancer or sole trader, your career history * 2000
- What is the type of your organization? *
 - National Publisher
 - Regional or Local Publisher
 - Online-Only Publisher
 - B2B Publisher
 - TV
 - Radio
 - Magazine
 - Tech Startup
 - Collective or Consortium
 - N/A

- If you selected N/A, please explain
- Street Address *
- Postal Code *
- City *
- Geography * Australia, Bangladesh, Bhutan, Brunei, Cambodia, Cook Islands, East Timor, Easter Island, Fiji, Hong Kong SAR, India, Indonesia, Japan, Laos, Macau SAR, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Caledonia, New Zealand, Pakistan, Papua New Guinea, Philippines, Samoa, Singapore, Solomon Islands, South Korea, Sri Lanka, Taiwan, Thailand, Tokelau, Tonga, Tuvalu, Vanuatu, Vietnam
- If you have it, what is the registration number or equivalent of your organization?
- Where is the project team located? * Australia, Bangladesh, Bhutan, Brunei, Cambodia, Cook Islands, East Timor, Easter Island, Fiji, India, Indonesia, Japan, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Caledonia, New Zealand, Pakistan, Papua New Guinea, Philippines, Samoa, Singapore, Solomon Islands, South Korea, Sri Lanka, Taiwan, Thailand, Tokelau, Tonga, Tuvalu, Vanuatu, Vietnam
- When was your organization founded? *
- How many full time employees does your organization have? *
- How many journalists does your organization have? *
- What is your annual revenue turnover (in USD) for 2017? *
- What is your annual revenue turnover (in USD) for 2018? *
- What is the first (given) name of this project's Point of Contact?*
- What is the last (family) name of this project's Point of Contact? *
- Job title *
- What is their phone number?
- What is their contact email? *
- If you have one, what is your website URL?
- If you have any, what are your social media handles? (Twitter, Facebook, Others)
- Are you, or any member of your organization, currently employed by or working on behalf of a government organization, in any capacity? *
 - Yes

- No
- If yes, please provide some details on the nature of your or your organization's involvement.
- Does any government organization hold any level of ownership, control or voting rights within your organization? *
 - Yes
 - No

Part 2: Project Details

- Your project is: *
 - Specific to your organization or, if you are a freelancer or sole trader, to yourself
 - A collaborative project with other organizations
- If it is a collaborative project, please specify your partners' names. Note - collaborative projects must adhere to the specific details outlined in the GNI Innovation Challenge Terms and Conditions. We advise that you review these carefully:
- What is the title of your project? * 140
- Please provide a brief overview of the project. * 1200
- Please add at least one tag to categorise the topic of your project (i.e. Personalisation, Analytics, Content Distribution, Recommendation, Loyalty, Social, Membership etc). *
- Which aspect of an audience engagement program does your project address? *
 - Advertising
 - AI/ Machine Learning
 - Analytics and Reporting
 - Apps
 - AR/VR
 - Audience Development
 - Audience Engagement
 - Audience Segmentation
 - Audio
 - Community management

- Content Management
 - Crowdfunding
 - Customer Acquisition
 - Data Analysis
 - Data Journalism & Visualization
 - Direct Payments (paywall, micro-payments etc)
 - Distribution
 - Diversification
 - Diversity
 - Email/ Newsletters
 - Fact checking/Verification
 - Gamification
 - Hyperlocal
 - Indirect Payments (bundling, etc)
 - Loyalty
 - Membership Model
 - Mobile
 - Optimization (conversion, churn, retention, etc)
 - Subscription Model
 - Personalization
 - Subscriber Churn Reduction
 - User Experience (UX)
 - User Generated Content (UGC)
 - Video
 - Voice
 - Other
 - If other, please specify.
- How would you best characterise the current stage of your project? *

- Initiation phase
- Definition phase
- Design phase
- Development phase
- Implementation
- Follow-up phase
- How will your project drive audience engagement? * 5000
- What makes your project innovative? Provide a quick description of the technological and editorial component and describe the deliverable product. * 5000
- Please describe your project in more detail, including the specific outcome you want to achieve* 5000
- What will your project's broader impact be and what will the industry learn from it? * 1000
- What is the amount (in USD) you are seeking to receive from this Google News Initiative Challenge? (Up to \$250,000.00) *

Part 3: Approach and Resources

- How are other organizations tackling this topic and what approaches have been tried in the past? Feel free to mention successful or not so successful examples and be sure to include what differentiates your project from the rest. * 4000
- Budget Description
 - Total Overall Budget (Please enter the total budget of the project including the self funded costs. Please note that GNI will fund up to 70% of Total Overall Budget and Google will award up to \$250,000.00. Special discretion on the total project cap may be considered by the jury depending on the scale and impact of a very large collaborative effort). *
 - Payment of non-editorial personal (for their work on the project) *
 - Editorial costs (on staff or freelance employees) *
 - Engineering and development/maintenance costs *
 - Purchase / licensing of software *
 - Purchase of any equipment and hardware. *
 - Marketing costs (limited to 20% of funding request) *

- other costs *
- If other costs, please explain

Part 4: Planning and Evaluation

- What are the key indicators you will use to track progress towards the outcome you described previously? * 5000
- Please provide an overview of the monetisation plan of your project. * 5000
- Please provide specific milestones and planning (initiation, definition, design, implementation, follow-up). * 3000

Part 5: Further Opportunities & Collaboration

- If you are selected for funding, are you interested in further opportunities? *
 - Yes
 - No
- There could be opportunities to meet with other applicants, share experiences or work in collaboration on future projects. Is this something you would be interested in? *
 - Yes
 - No
- Is there anything else you would like to tell us?

Part 6: Providing more information & updates from the GNI

- I would like to receive updates by email on the Google News Initiative. *
 - Yes
 - No
- If you are already in touch with someone at Google, please share the name of the Point of Contact.
- How did you hear about the Asia-Pacific GNI Innovation Challenge? *
 - News article
 - GNI newsletter
 - GNI Website
 - Someone at Google

- Press association or trade body
 - Event
 - Other
- If you chose 'Someone at Google' or 'Other', please describe.
- I accept the Terms and Conditions *
 - Yes
 - No