**Google to Pay $1 Billion to News Publishers**

**谷歌将向新闻媒体支付10亿美元**

Google’s parent company Alphabet announced plans this month to pay one billion dollars to news media for their stories over the next three years.

谷歌的母公司Alphabet本月宣布，计划在未来三年内向新闻媒体支付10亿美元。

Reuters news agency says the move could help Alphabet win over a powerful group at a time of growing concern about technology companies and the rules that govern them.

路透社称，如今人们对科技公司及其管理规则的担忧与日俱增，谷歌母公司此举或有利于为其赢得一个强大团体的支持。

For years, traditional news media have fought the world’s most popular internet search engine. News publishers want to be paid for their stories, pictures and other content. European media groups have been leading the fight.

多年来，传统新闻媒体一直在与全球最受欢迎的互联网搜索引擎抗衡。新闻出版商希望他们刊发的故事、图片和其他内容能获得报酬。欧洲媒体集团一直在领导这场斗争。

The head of Alphabet, Sundar Pichai, announced last week that a new product called Google News Showcase will launch first in Germany. The company has reached agreements with German newspapers including Der Spiegel, Stern, and Die Zeit. In Brazil, Alphabet has deals with the publications Folha de São Paulo, Band and Infobae.

谷歌母公司的负责人桑达·皮查伊上周宣布，一款名为“谷歌新闻展”的新产品将首先在德国推出。该公司已在德国与包括《明镜》、《斯特恩》和《时代周刊》在内的报社达成协议，并在巴西与《圣保罗页报》、《Band》和《Infobae》几家出版方建立业务往来。

Google News Showcase will also use content from news media in Belgium, India, the Netherlands and other countries. About 200 publishers in six countries have signed up to the product. The six are Argentina, Australia, Britain, Brazil, Canada and Germany.

“谷歌新闻展”还将使用来自比利时、印度、荷兰和其他国家新闻媒体的内容。目前已有6个国家的约200家出版商与该项目签约。这六个国家分别是阿根廷、澳大利亚、英国、巴西、加拿大和德国。

“This financial commitment - our biggest to date - will pay publishers to create... high-quality content for a different kind of online news experience,” Pichai said.

“这是迄今为止我们最大的一项财政承诺，它将支付给出版商用于创造不同类型在线新闻媒体的高质量新闻内容。” 皮查伊说道。

Google’s parent company Alphabet reported a net profit of $34.3 billion on earnings of almost $162 billion last year.

谷歌母公司Alphabet公布去年实现净利润 343 亿美元，营收近 1620 亿美元 。

The product will give publishers the ability to choose and present their stories on Google News. The service will be offered first on Android devices and then on products made by Apple.

新产品将使出版商能够自主选择发表在谷歌新闻上的内容。这项服务将首先在安卓设备上推出，然后在苹果设备上供应。

German publisher the Spiegel Group welcomed the project.

德国明镜出版集团对该项目表示欢迎。

The Spiegel Group’s Stefan Ottlitz noted, “Google shows that they are serious about supporting quality journalism in Germany. We are happy to be part of [News Showcase] from the start.”

明镜集团的斯特凡·奥特利茨指出：“谷歌展示出他们认真支持德国高质量新闻出版物的态度。我们很高兴从一开始就参与进这个新项目。”

The European Publishers Council was critical of the project. The council’s members include News UK, The Guardian, Pearson, The New York Times and Schibsted.

欧洲出版商委员会则对这个项目提出了批评。该委员会的成员包括《英国新闻报》、《卫报》、《皮尔逊》、《纽约时报》和《希伯斯特》。

Angela Mills Wade is Executive Director of the EPC. She said that by launching this product, Google can dictate terms and conditions, and possibly affect legislation designed to create conditions for a fair negotiation. At the same time, she noted, the company can say it is helping to finance news production.

安吉拉·米尔斯·韦德是欧洲出版商委员会的执行董事。她说，（谷歌）通过推出这个新产品来规定条款和条件，并可能因此影响旨在为公平谈判创造条件的立法。她还指出，与此同时该公司还可借此说明他们在为新闻创作提供资金。

Publishers in France have often criticized Google. Yet the company is now negotiating with them. Australia wants to force Google and Facebook to share money earned from advertising with local media.

法国出版界经常批评谷歌。不过，谷歌正在与他们进行谈判。澳大利亚希望迫使谷歌和脸书与当地媒体分享广告收入。

Other internet publishers are also critical of Google. They note the company is paying news organizations but not weather websites or for other content.

其他网络出版商也对谷歌持批评态度。他们指出，谷歌为新闻组织支付费用但并未包含气象网站和其他类的新闻内容。

I’m Gregory Stachel. And I'm Jill Robbins.

格雷戈里·斯泰切尔，吉尔·罗宾斯联合报道。

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