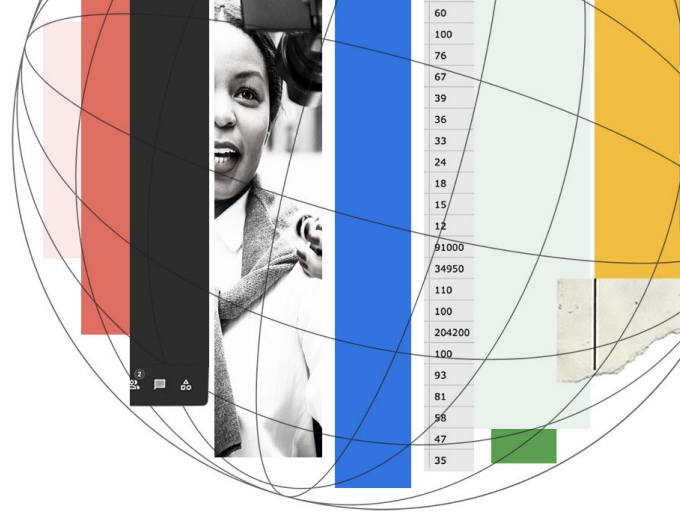
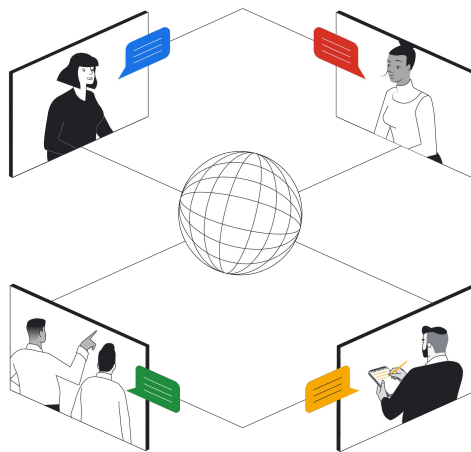


# FT Strategies AI Commercial Lab India

Supported by the Google News Initiative

2026





## FT Strategies AI Commercial Lab, supported by the Google News Initiative

A **growth-focused** programme enabling leading publishers to explore commercial applications of AI, optimise value creation, and **unlock sustainable revenue advantages**.

# Programme Objectives

The FT Strategies AI Commercial Lab, supported by the Google News Initiative, is a one-day, hands-on event preceded by two weeks of virtual preparation.

The programme helps participants explore **commercial applications of AI** and design a targeted use case.



Hands-on insight into applying AI for commercial impact, such as using propensity modelling to **deepen reader engagement** or contextual targeting to **maximise ad yields**



An introduction to **measuring the impact of AI applications** to ensure long-term success is monitored effectively



A blueprint for launching a commercial AI experiment, selected from a **curated list of use cases**



**Practical examples** and **inspiration sessions** led by industry experts with hands-on experience



Ecosystem **visibility** and **peer learning opportunities**, including participation

# The AI Commercial Lab helps explore three commercial levers before selecting a priority area to focus on



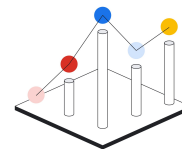
## Insight and Signal Acquisition

Explore how AI-driven segmentation and propensity modelling can be used to identify, score, and predict the **lifetime value of your readers**.



## Increase engagement

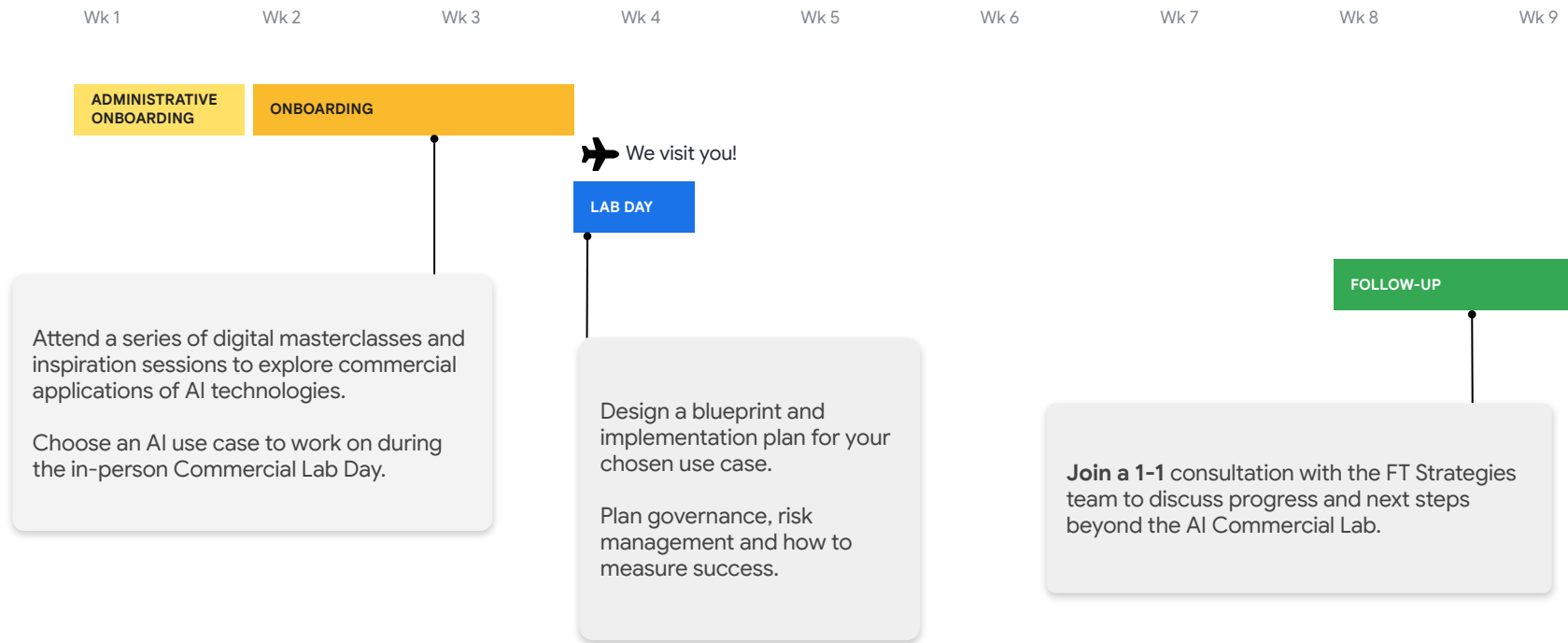
Examine next best action recommenders and conversational search (RAG) to **build daily habits**, reduce churn, and **increase ARPU**.



## Capture value

Evaluate **reader revenue strategies** like dynamic pricing to capture willingness-to-pay, or analyse **advertising opportunities** such as contextual targeting and automated A/B testing to optimise inventory.

# We'll help you develop a practical, AI adoption plan that moves beyond isolated use cases



# Eligibility criteria

Based in **India** with an established digital product (>500k unique monthly visitors)

Have **moved beyond initial AI experimentation** (i.e. 2-3 existing AI experiments completed in 2025)

Ready **access to talent, data and infrastructure** for AI experimentation, plus the technical know-how to put them to use

**Senior leadership** buy-in to support the programme, particularly during the planning and strategy modules

# Time commitments



## Executive sponsor support

Successful applicants should nominate a board-level sponsor to attend key sessions, including the Lab day itself. The sponsor would be driving strategic change upon completion of the programme



## Cross-functional core team

Teams should consist of 3-5 individuals drawn from a wide range of departments, including commercial and tech as a minimum

# The AI Commercial Lab programme is a collaboration between the Google News Initiative and FT Strategies

## Google News Initiative

The **Google News Initiative** represents Google's largest-ever effort to help journalism thrive in the digital age. In collaboration with editors and journalists worldwide, the Google News Initiative (GNI) strives to foster a more sustainable, diverse, and innovative news landscape.

Through a comprehensive suite of programs, digital tools, training, and resources, the GNI empowers journalistic endeavors, enabling journalists to effectively discover, verify, and narrate compelling stories while upholding the highest standards of quality journalism.

## FT STRATEGIES

**FT Strategies** is the specialist media and publishing consultancy from the Financial Times. FT Strategies' deep expertise enables its clients to future-proof their business, empower their teams, and fulfil their goals with our proven data, digital and change consulting expertise.

To apply for the programme, please fill in the  
**application form**

**Thank you**