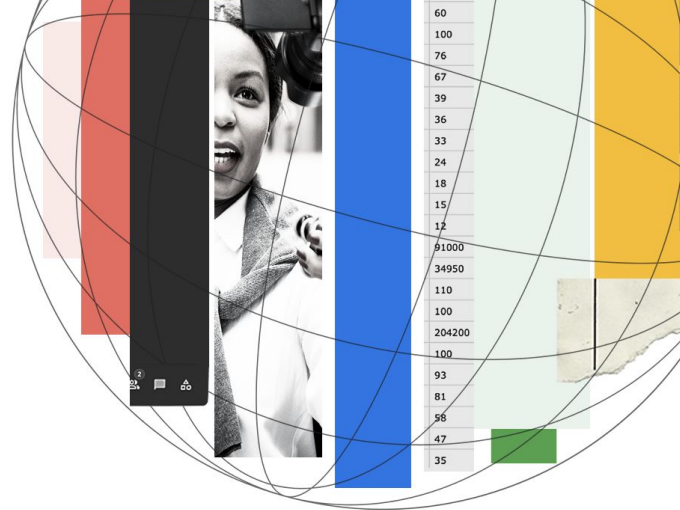


# Future Formats Workshop Hygge 2026

## Programme Explainer



# The programme trains publishers who are starting out on their journeys with adapting content for new formats for news

## Overview

The **Future Formats Workshop** is a four-day programme for up to 30 publishers, designed to build an understanding of the fundamentals of successfully leveraging new and emerging formats for news. It focuses on early-stage adoption tied to commercial outcomes, supporting long-term implementation as part of broader growth strategies.

Each publisher will leave with:

- ★ A deep dive into non-traditional news formats and how these are being embraced by successful news industry pioneers, supported by Masterclasses and Inspiration Sessions
- ★ An understanding of the levers to influence audience engagement and drive commercial outcomes across a range of platforms
- ★ A series of practical frameworks to enable rapid experimentation with non-core news formats
- ★ An understanding of the core enablers and processes that support successful news media operations

## Delivery

Participants will be guided through each stage of the programme by FT Strategies experts, showcasing best practices and lived experiences from within the world's leading specialist business publication. Supported by masterclasses hosted by media industry leaders as well as cohort-wide sharing sessions to understand key lessons learned, participants will gain a deep understanding of how to seize the opportunity of embracing new formats of news content. The programme will explore how platforms and verticals can be leveraged to further engage with audiences, drive commercial outcomes and support successful news media operations for publishers of any size.

## A proven track record of impact

In collaboration, the Google News Initiative and FT Strategies partnership has already worked with more than 1100 publishers worldwide, developing strategies and tactics that are effective in the real-world to deliver tangible impact for publishers looking to take the next steps forward into the digital age.

**We are excited about welcoming a cohort of publishers to the Future Formats Workshop, and look forward to receiving your application for the programme.**

# The Future Formats Workshop takes news publishers on a journey from content fundamentals to implementation guidance



Day	Day 1	Day 2	Day 3	Day 4
Theme	Embracing New Formats for News	Distribution and Monetisation	Getting Started with New Formats	Supporting Long Term Success
Publisher Outcomes	Participants receive a <b>deep dive into</b> new formats for news and how these are leading to innovative content creation, supported by Masterclasses and Inspiration Sessions	Publishers identify levers to influence <b>audience engagement</b> and <b>drive commercial outcomes</b> through new content formats	Attendees uncover <b>practical frameworks</b> and <b>tools</b> to turn theory into practice	Attendees understand the <b>core enablers and processes</b> that support successful news media operations in adopting new formats for news

*“The programmes offered by FTS & GNI are a great source of **very helpful information for any journalist in the world** with ideas that can help any journalist improve their own work. Thank you for this experience, which provided a wealth of useful information that **will help both me and my team to view future experiments in a new light.**” - Digital Lead Editor, leading EMEA publisher*

# Over four days, participating organisations will gain an understanding of shifts towards non-traditional formats for news

## Timeline

Day	Day 1	Day 2	Day 3	Day 4
Theme	<b>Embracing New Formats for News</b>	<b>Distribution and Monetisation</b>	<b>Getting Started with New Formats</b>	<b>Supporting Long Term Success</b>
Publisher Outcomes	<p>The cohort explores <b>embracing “the great platform reset”</b>:</p> <ul style="list-style-type: none"> <li>- The opportunity for publishers to explore the next generation of news formats</li> <li>- Best practice across core formats (i.e. audio, video, rise of newsletter)</li> <li>- Lessons from early adopters (1 out of 2): case studies</li> </ul>	<p>Publishers discover <b>audience engagement and monetisation</b>:</p> <ul style="list-style-type: none"> <li>- Audience analysis and how to track success across new formats</li> <li>- Lessons from early adopters: best practices and case studies</li> <li>- Explore both on-platform and off-platform revenue models and best practice</li> </ul>	<p>Participants study <b>experiment set-up with innovative content</b>:</p> <ul style="list-style-type: none"> <li>- Learn experiment prioritisation, set-up and tracking frameworks</li> <li>- Examine emerging news creators to identify lessons for legacy publishers</li> <li>- Ideate and prioritise experiments for getting started post-programme</li> </ul>	<p>Publishers explore the keys to a <b>cohesive content strategy across platforms</b></p> <ul style="list-style-type: none"> <li>- How AI can be leveraged in scaling news production across modern formats</li> <li>- Discuss internal processes and staff needs to support</li> <li>- Aligning editorial goals with platform-specific audience needs</li> </ul>

# Applicant criteria

- ✓ **Early stage adopters**

Applicants may have already begun to experiment lightly with creating content on non-traditional formats but those with an ability to track long-term impact and measure growth will be preferred. Senior leadership must be ready to embrace the opportunity offered by new format verticals, and be willing and inclined to action their plans over the next 6-12 months.
- ✓ **Based in HYGGE**

This programme is open to publishers based in the following countries: Denmark, Netherlands, Finland, Ireland, Luxembourg, Norway, Belgium, Sweden, and the United Kingdom.
- ✓ **Existing digital base**

Participating publishers should have an established digital presence already in place for their publication.
- ✓ **Time commitment**

Your team should be prepared to participate and attend online workshops and presentations over the course of four consecutive days. All sessions will be held virtually in English.
- ✓ **Follow-ups**

You should happy to respond to follow-up questions from FT Strategies asking about your experience after the conclusion of the programme.

# The Future Formats Workshop 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.

### Google teams will:

- ★ Manage success of overall programme
- ★ Provide advice and expertise
- ★ Connect participants to the GNI network

## 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.

### FT Strategies teams will:

- ★ Lead execution of programme
- ★ Advise on content developments within the industry, drawing on our experience of working with 800+ publishers and our own in-house experience