

Voyager

The process explained

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Meet Kristin and Vanessa



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Agenda

- What is Voyager?
- Examples
- How we build content
- Planning the calendar
- Working with partners
- Submit an idea

Google Earth

Google Earth is an interactive 3D globe available on Chrome, Android, iOS, and Desktop. This detailed representation of the planet includes worldwide satellite imagery, 3D buildings and terrain for hundreds of cities, and Street View.

It's one of Google's most beloved products, used by tens of millions of people around the world.



Meet Voyager

In April 2017, we introduced Google Earth to the web, with new ways to explore, create, and share.

This launch featured several new additions to Earth, including **Voyager**, a curated collection of guided tours, geography quizzes, and rich data visualizations by some of the world's leading storytellers, scientists, and nonprofits.

Think of Voyager as the front page of Google Earth.

Link: g.co/earth/voyager



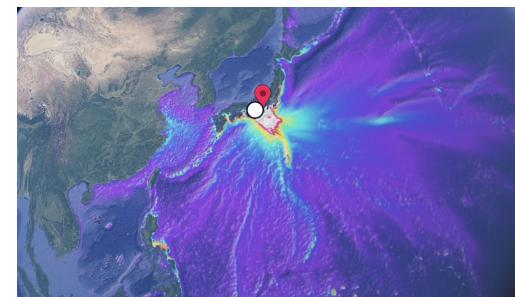
Content Highlights



Guided Tours



Games



Data Visualizations

#GeoForGood19

Guided Tours

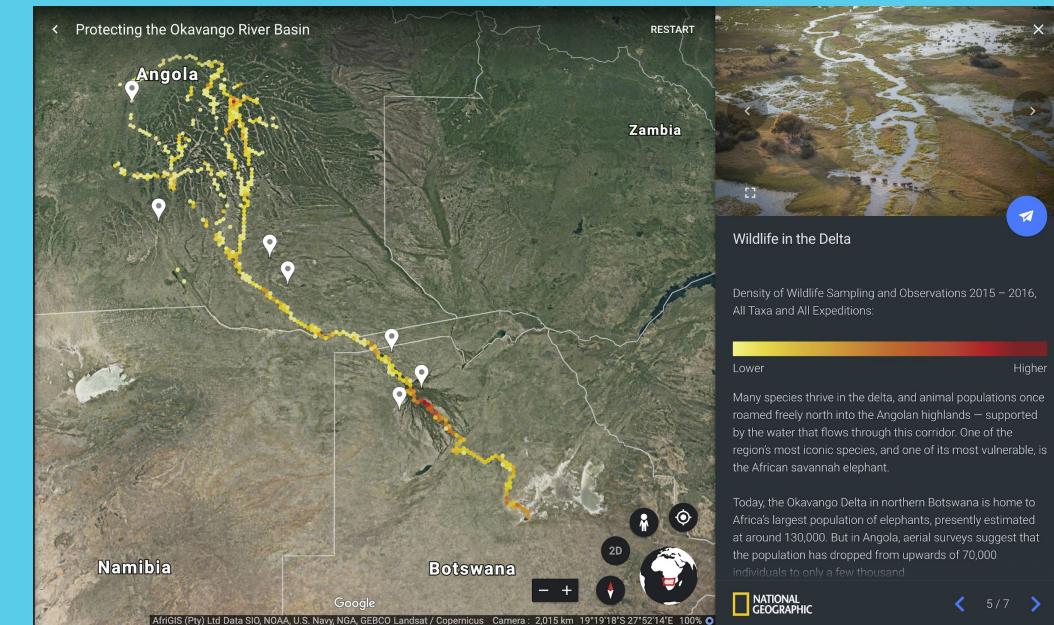
Story: Protecting the Okavango River Basin

Author: National Geographic

Link: g.co/earth/okavango

The original Voyager content type, guided tours take users on a curated journey around the map. These tours include text, images, videos and datasets to help bring the topic to life.

In this guided tour, learn about the amazing wildlife in the Okavango Delta, part of Africa's largest freshwater wetland, which depends on rivers flowing through three countries.



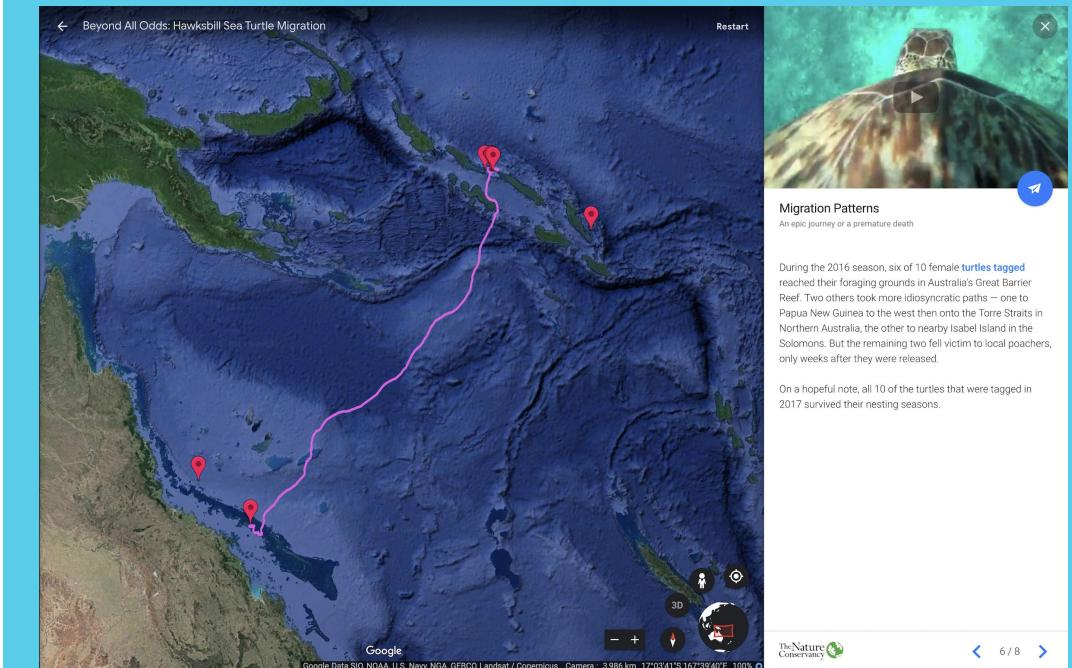
Guided Tours

Story: Hawksbill Sea Turtle Migration

Author: The Nature Conservancy

Link: g.co/earth/seaturtles

In this guided tour, created in partnership with the Nature Conservancy, learn about the Hawksbill sea turtle's annual migration from the Arnavon Islands to the Great Barrier Reef. Be sure to watch the underwater turtle cam!



Guided Tours

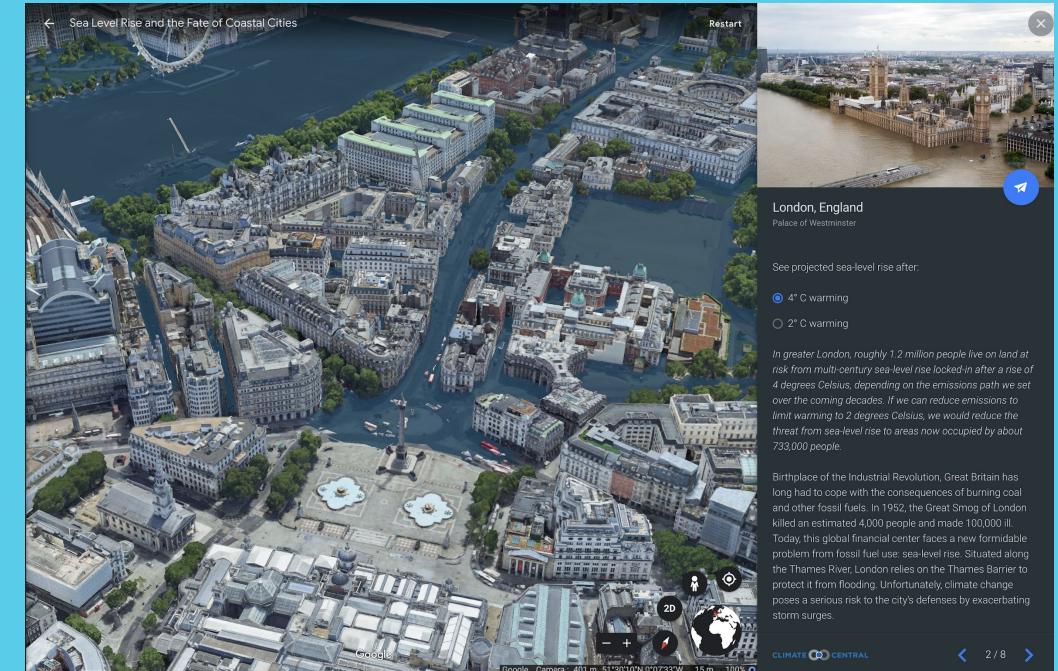
Story: Sea Level Rise and the Fate of Coastal Cities

Author: Climate Central

Link: goo.gl/sealevelrise

This guided tour lets you visualize how seven major coastal cities will be affected by sea level rise if the global temperature rises by 2°C and 4°C.

You can toggle between the two visualizations to see which areas are at risk.



Guided Tours

Story: Myths & Legends from Around the World

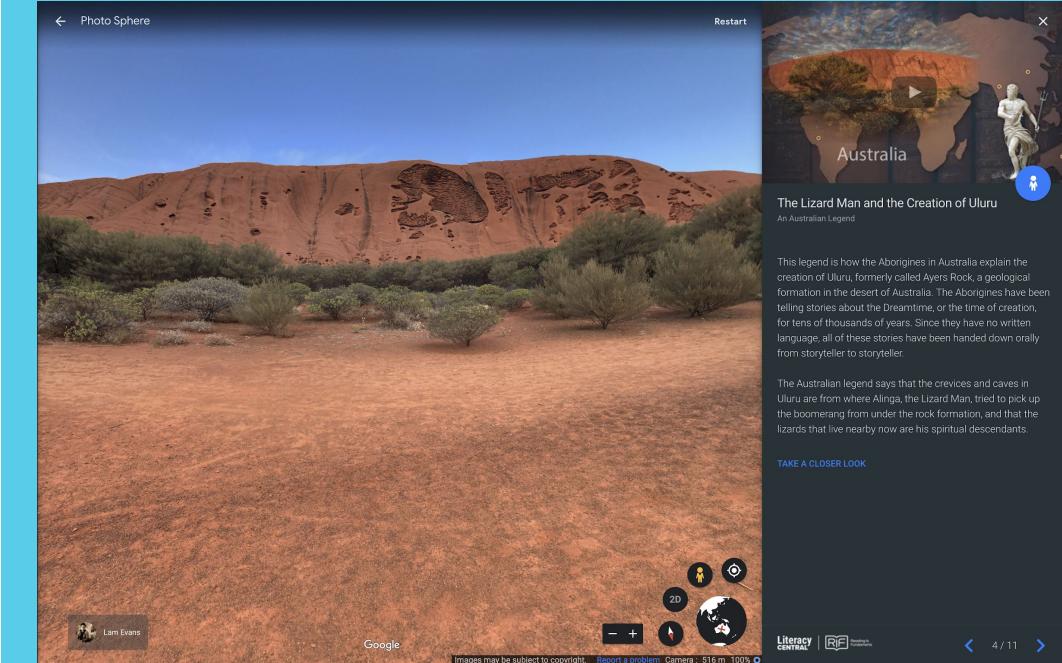
Author: Reading Is Fundamental

Link: g.co/earth/myths

This guided tour was created in partnership with Reading Is Fundamental for use in classrooms.

It takes you around the globe exploring myths and legends from different communities to explore common themes like creation myths.

We've also produced similar stories on folk tales, fairy tales and poetry.



Audio Collections

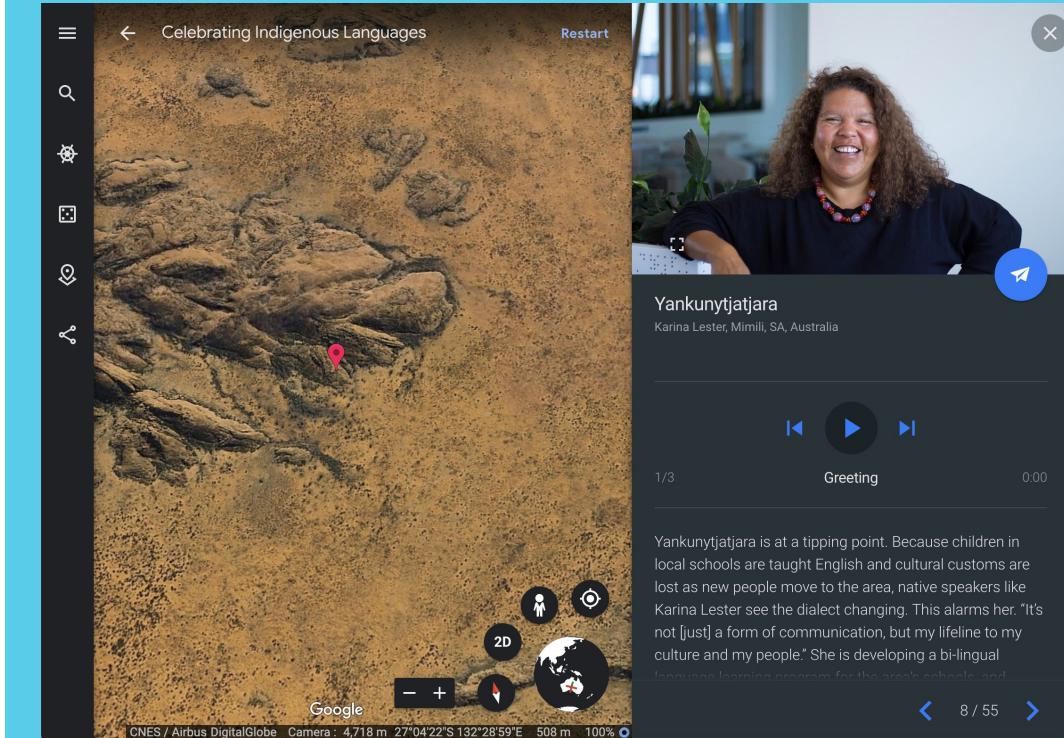
Story: Celebrating Indigenous Languages

Author: Various partners

Link: goo.gle/indigenouslanguages

This year we introduced a multi-track audio player in Voyager. We partnered with Indigenous communities all over the globe to share short clips of their native languages.

You can meet — and hear — 55 language speakers currently, and we'll be adding even more languages in 2020.



Geo Quizzes

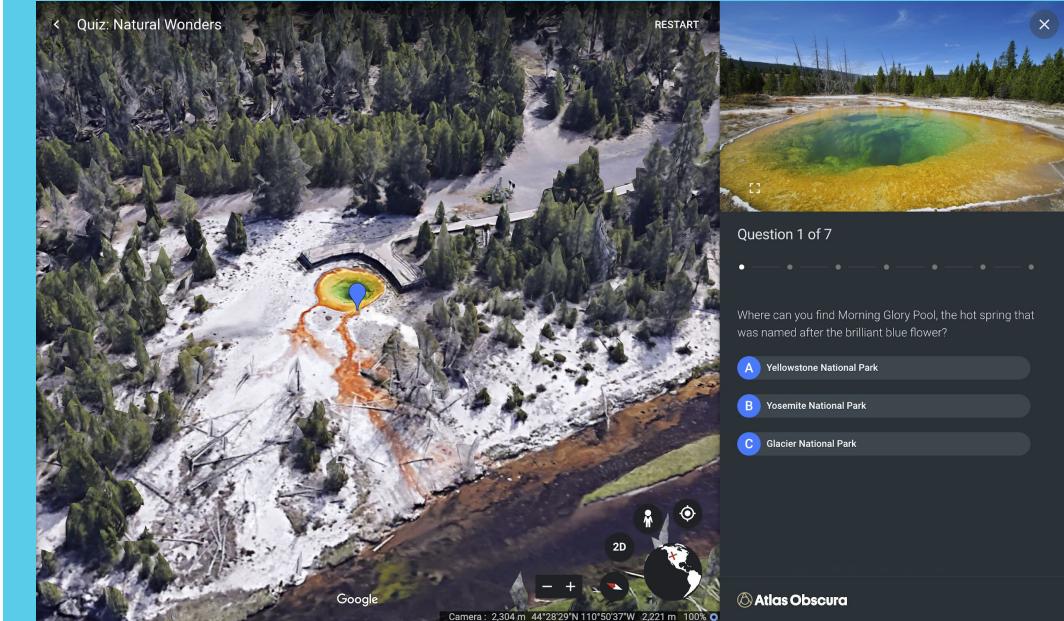
Story: Quiz: Natural Wonders

Author: Atlas Obscura

Link: g.co/earth/naturequiz

Each month, Voyager features a new geography quiz, often related to the cultural calendar.

In this multiple-choice quiz, explore some unbelievable natural wonders. Produced in collaboration with Atlas Obscura, the definitive guidebook and friendly tour-guide to the world's most wondrous places.



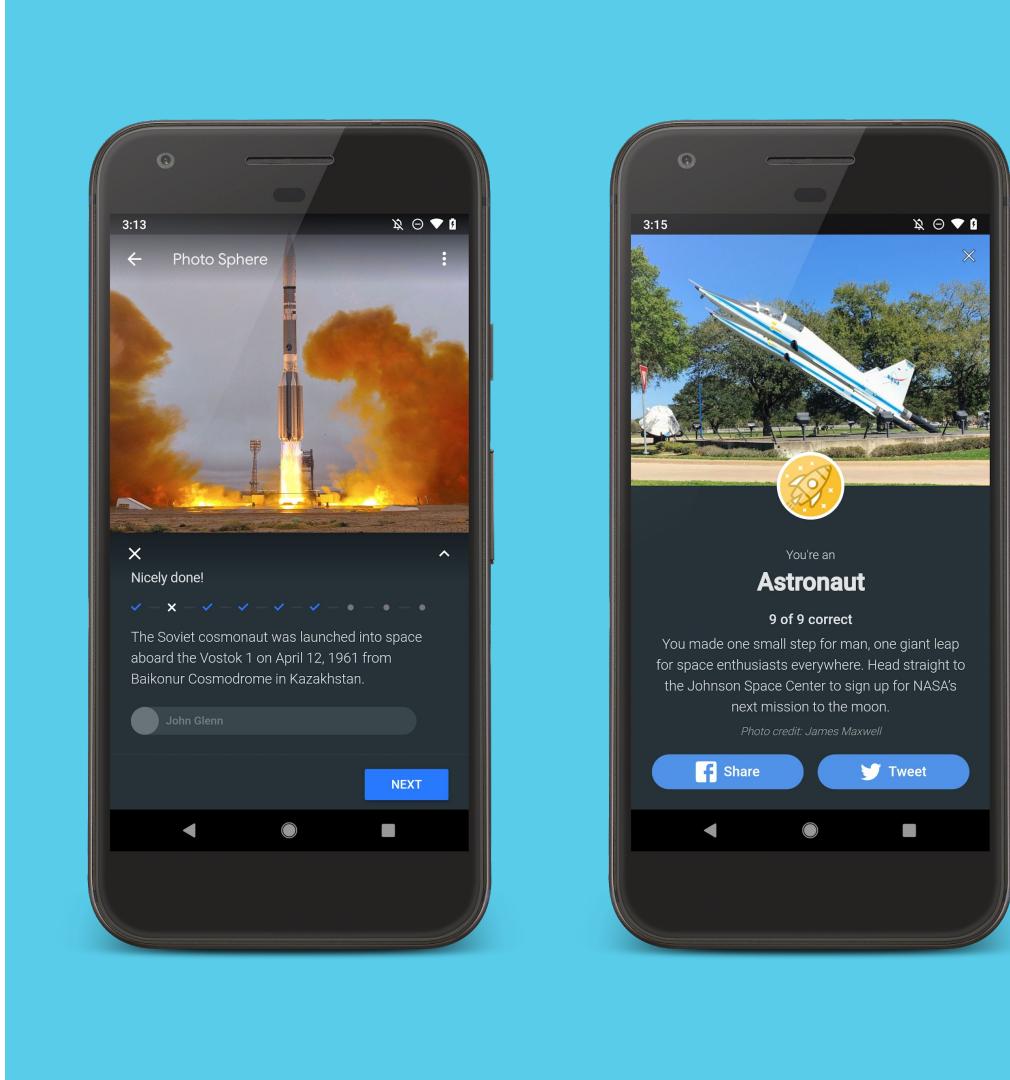
Geo Quizzes

Story: Quiz: Space Exploration

Link: goo.gl/spacequiz

Our multiple-choice quiz in July was part of “space week” celebrating the 50th anniversary of the Apollo 11 mission. We quizzed users on major milestones from global space programs.

Pop quiz: Who was the first man in space?



Geo Quizzes

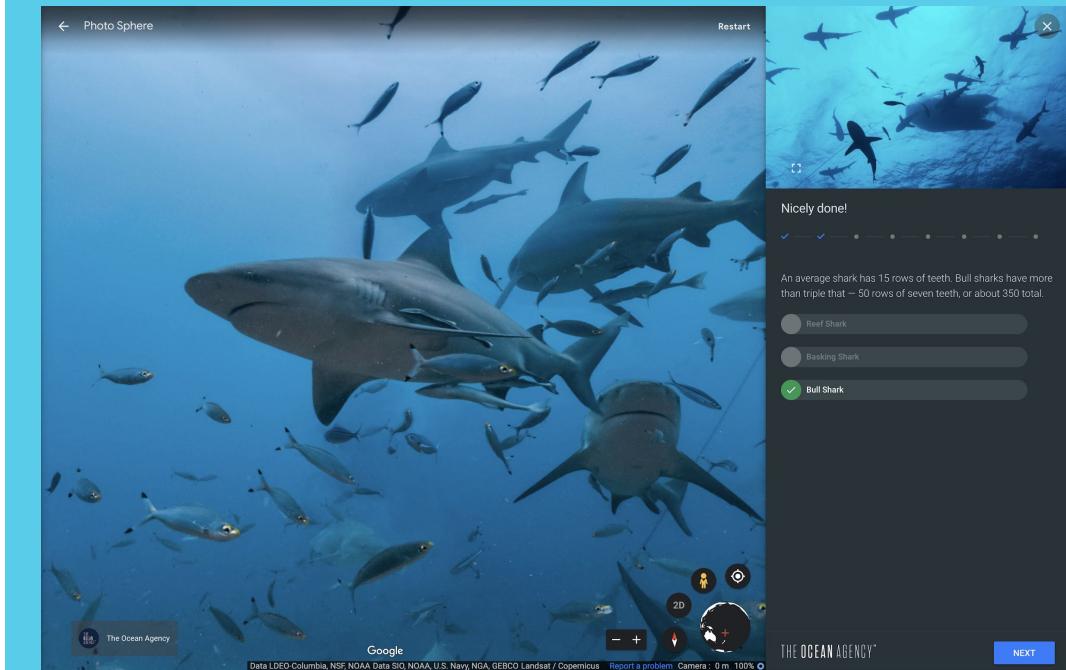
Story: Quiz: Ocean Safari

Author: The Ocean Agency

Link: g.co/earth/oceanquiz

This partner-authored geo quiz features underwater Street View imagery collected by Underwater Earth and the Ocean Agency.

We'll take you diving with whale sharks, bull sharks, dolphins and more.



Games

Story: Carmen Sandiego

Author: Houghton Mifflin Harcourt

Link: g.co/carmensandiego

This year, we launched a series of three Carmen Sandiego capers with Houghton Mifflin Harcourt, owner of the classic educational game.

Inspired by nostalgia, and a love of Carmen and geography, the team saw an opportunity to bring a classic game to a whole new generation of gumshoes.

Like its predecessors, the game tests your geography skills as you fly around the world, interview witnesses, and track down the stolen loot.



Data Viz

Story: Tsunamis in History

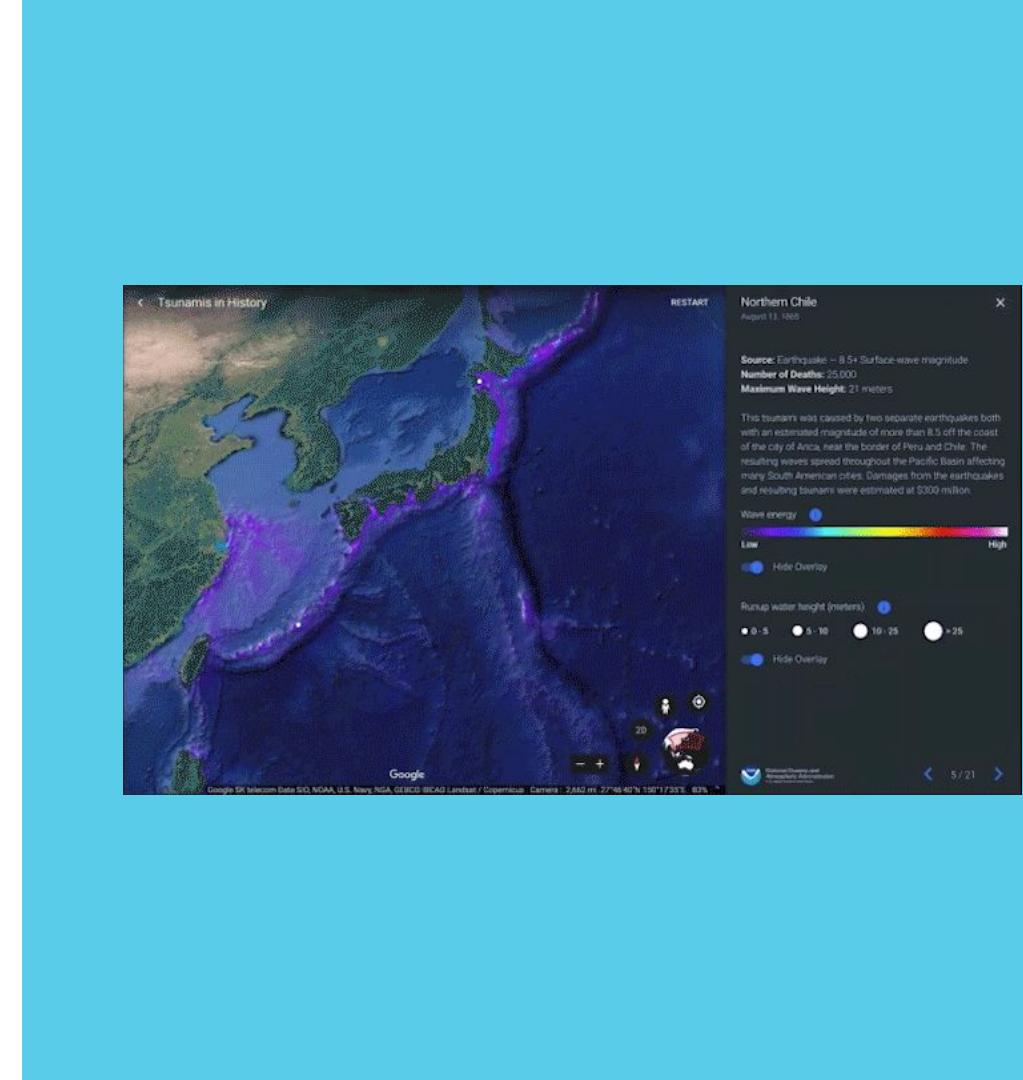
Author: NOAA

Link: goo.gl/tsunamis

Last year, we launched a Layers category in Voyager. Here you'll find beautiful, timely and broadly relevant datasets from authoritative sources.

Examples of these layers include:
Volcanoes; Seafloor Depth and Age; Sea Surface Temperature; and the U.S. Congressional Districts.

Stay tuned for more weather-related layers (e.g. hurricanes); glaciers, and arctic ice.



Data Viz

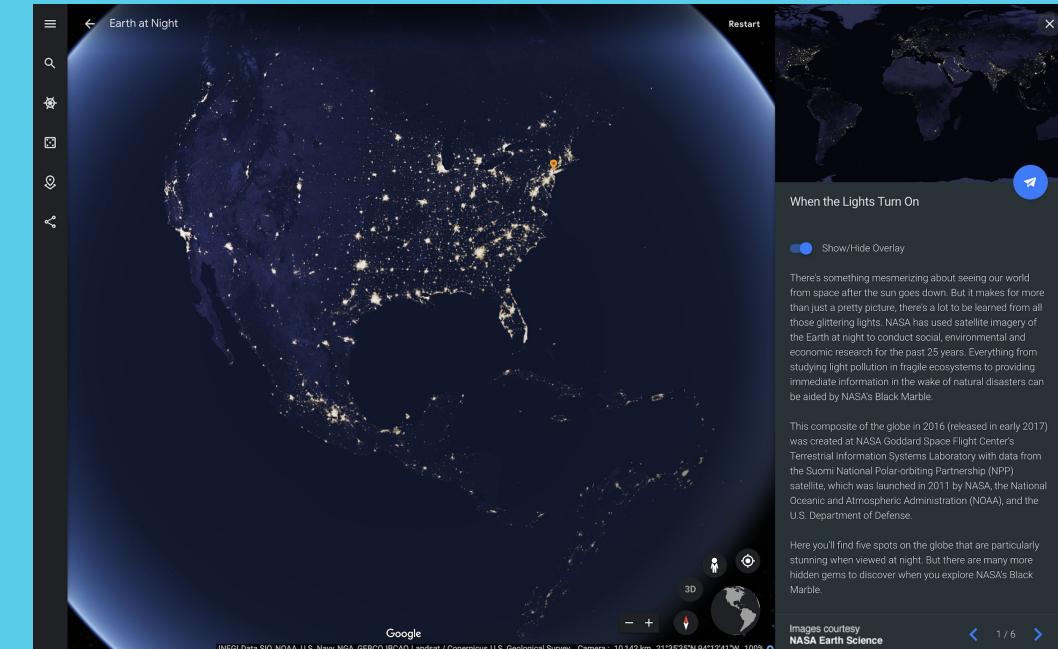
Story: Earth at Night

Author: NASA

Link: g.co/earth/earthatnight

Our Earth at Night visualization, based on NASA's Black Marble, was the first global overlay we created using Earth Engine.

In addition to the stunning imagery, we explore how NASA scientists use Black Marble to conduct environmental research.



Street View

Story: The World's Ocean

Author: Underwater Earth

Link: g.co/earth/ocean

Voyager has a category dedicated to Street View collections. These “Special Collects” take users to all kinds of cool places around the world.

One of the most popular is the Ocean gallery, featuring underwater Street View collected by organization Underwater Earth. Dive in to explore shipwrecks, coral reefs, and learn more about our ocean ecosystems.

This template will be available to partners who have collected their own Street View imagery in 2020.



How we build content

01

All content
built with KML

02

Collaborative
development

03

Available in
8 languages

01 Developed in KML

KML, or Keyhole Markup Language, is the XML-based language for annotating and adding data to Google Earth. It contains the geometry, styling, balloons, etc. All the tours, games, and data layers you see in Earth are built with KML.

Keyhole Markup Language

KML is a file format used to display geographic data.

HOME GUIDES REFERENCE SAMPLES SUPPORT

GET STARTED SEND FEEDBACK

What is KML?

KML is a file format used to display geographic data in an Earth browser such as Google Earth. You can create KML files to pinpoint locations, add image overlays, and expose rich data in new ways. KML is an international standard maintained by the [Open Geospatial Consortium, Inc. \(OGC\)](#).

Who uses KML

Casual users

You can use KML to plan trips, share location data with friends, or record hikes you've been on.

[HALF DOME HIKE](#)

Scientists

Scientific data, such as natural resource maps, or geographic trends, are easily shared as a KML file.

[USGS EARTHQUAKES \(KMZ DOWNLOAD\)](#)

Non-Profits

KML files can be used to highlight problems and advocate change.

[CITY OF LONDON TIMELINE \(KMZ DOWNLOAD\)](#)

Blog
Read the latest updates and tips.

Twitter
Follow us on Twitter.

A vertical column of social media icons: a red circle with a white 'x', a blue square with a white 'B', a green circle with a white pencil, a purple circle with a white 'E', and a teal circle with a white 'T'.

02 Collaborative development

Each piece of content is built in close collaboration between Google and a great group of external developers — Ubilabs, GreenInfo Network and David Tryse. They employ a variety of tools to manage content and generate KML.



Hanging at Geo for Good 2017.

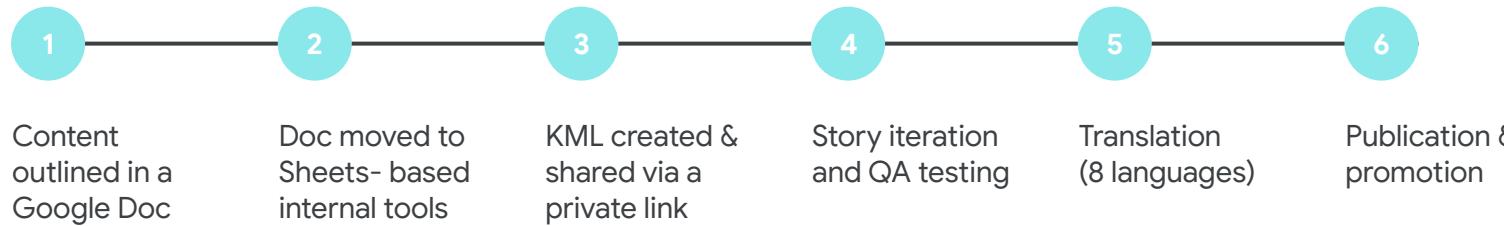
#GeoForGood19

03 Available in 8 languages

Google Earth is available around the world, and we want to make sure our stories are accessible to users in different languages. We localize content in 7 additional languages:

- French
- Italian
- German
- Spanish
- Hindi
- Japanese
- Brazil-Portuguese

Life of a tour, quiz, data layer ...



Planning the calendar

01 02 03

Cultural
Calendar Partner
events Impactful
stories

*Check out our [editorial guidelines](#)



#GeoForGood19

01 Cultural calendar

Whenever possible, we try to align around calendar moments (holidays, anniversaries, global events). This enables us to publish timely content that can be relevant to the larger cultural conversation.

Some of the key moments we planned for in 2019: Black History Month, the Apollo 11 anniversary, and World Oceans Day.



02 Partner events

If there's an event happening for your organization or industry, we'll take that into consideration when choosing a launch date for a project.

We've launched projects at the Global Climate Action Summit, the annual AGU conference, and the International Day of the World's Indigenous Peoples at the United Nations.

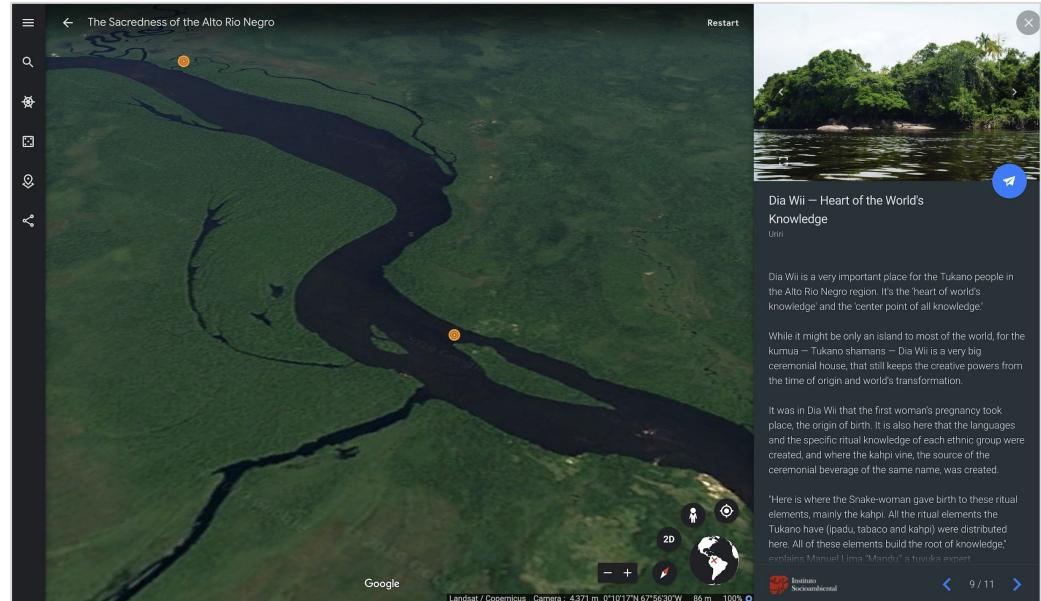


03 Impactful stories

Even without a specific launch date, there are many stories that are important to share with our users.

In these cases, we work with partners to find a timeline that works for everyone involved.

We also know that timelines change, and we aim to be as flexible as we can.



Working with partners

01

02

03

Licensing

Content
development

Promotion



01 Licensing

In order to share your text, images, and data in Voyager, you'll need to sign a licensing agreement allowing us the ability to publish it in our platform.

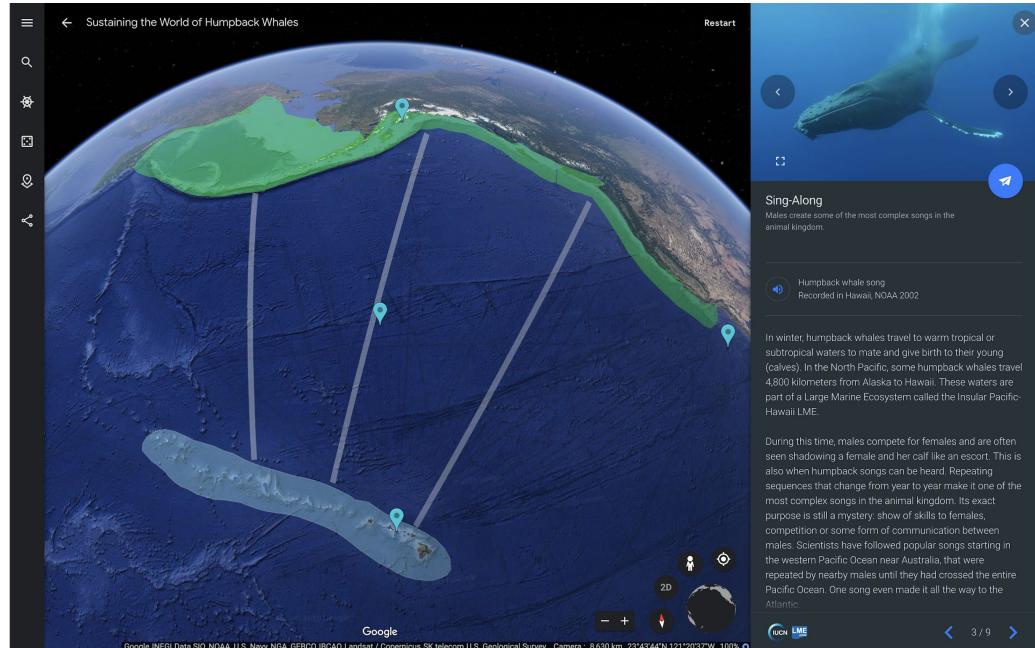
We also require that you own the rights to all the content you share with us (including images and videos) or you have explicit permission from the content owner.



02 Content Iteration

You'll get the opportunity to review your content 2–3 times in a private draft version of Voyager.

We'll work with you to review the tour, quiz or data layer to ensure you're happy with the final product and that it adheres to our editorial guidelines.



03 Promotion

In addition to our Google Earth channels on YouTube, Twitter and Facebook, we also send twice weekly push notifications directly to Earth users. (Opt-in to receive these notifications if you haven't already!)



#GeoForGood19

FAQs?

How can I submit an idea to be included in Voyager in Google Earth?

Use the form found at g.co/earth/voyagerG4G to submit your pitch to the Voyager Edit team. We review pitches on a bi-weekly basis, and we'll email you with next steps. Please review our [editorial guidelines](#) first.

How long does it take to produce a story?

Depending on the complexity of the story, it can take 2–3 months from the time you submit the outline to the publish date. This allows for multiple rounds of review, testing by our QA team and for the text to be translated into 7 languages.

Will we need to sign a contract?

Yes, all Voyager partners must sign a standard licensing agreement allowing us to share your content in Google Earth. We will only use the assets you provide in the guided tour within Earth and on our social channels to promote the story.

What kind of media can we include in our tour?

Your tour can include photography, videos hosted on YouTube, audio clips, and data overlaid on the globe. We require that you own the rights to the media you include in your tour or have written permission from the copyright owner. See more in our [media guidelines](#).

Get started

01

Come to Office Hours

We'll be hosting two sessions:

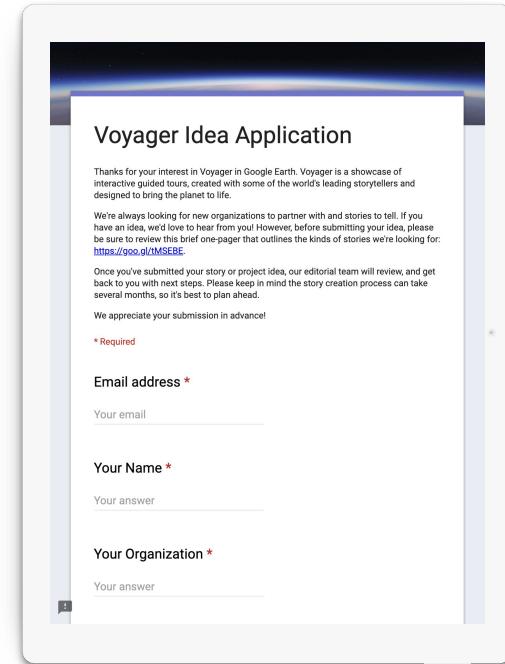
- Tuesday: 4:00–5:15 PM
- Wednesday: 3:30–5:00 PM

Can't get in? Find Kristin during lunches or happy hour!

02

Send us an idea

g.co/earth/voyagerG4G



The image shows a white tablet device with a black border. On the screen, there is a form titled "Voyager Idea Application". The form includes the following fields:

- A section about Voyager's purpose and the submission process.
- A note of appreciation for the submission.
- A required field for "Email address".
- A field for "Your Name".
- A field for "Your Organization".

Each field has a placeholder text and a red asterisk indicating it is required. The overall design is clean and professional.



Thank you!