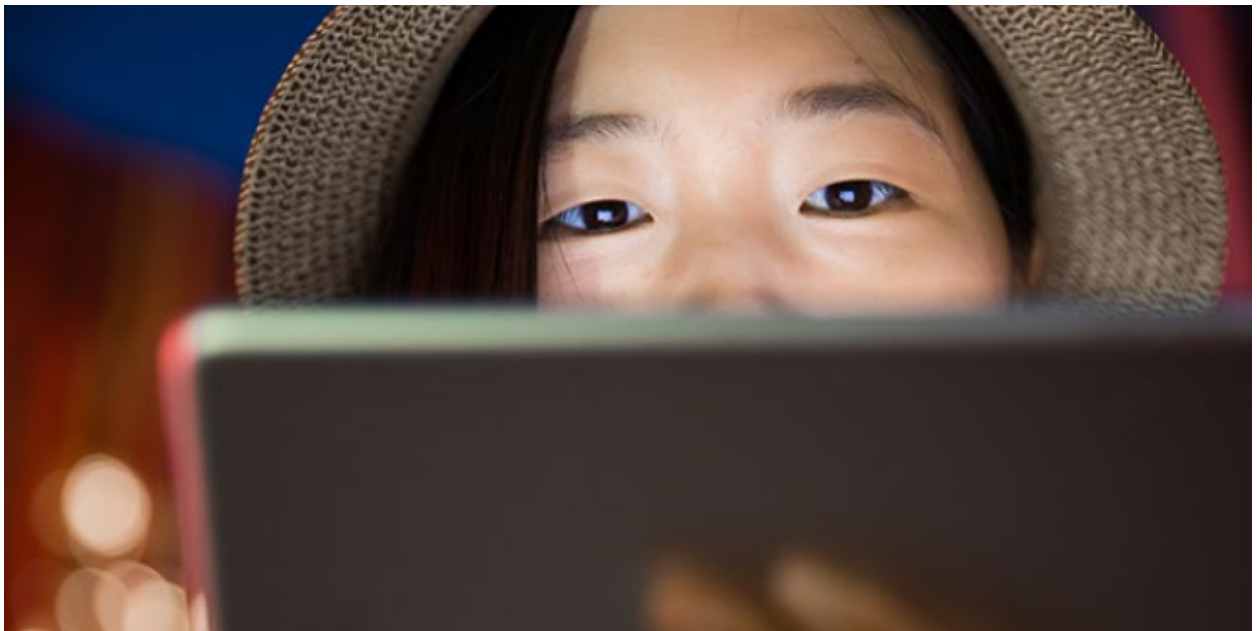


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Platform News
You Can Use 



DECEMBER 2020

Providing the latest news and developments related to the major tech platforms.



Facebook

Paying Publishers: Instagram is considering paying news publishers on its platform as it continues to grow as an information source for users. Initial testing will be conducted with select publishers over the coming months. [Read more.](#)

Community Lessons Learned: During the Online News Association (ONA) conference 2020, a panel of local newsroom leaders discussed lessons learned from COVID-19 grant-funded projects. [Read more.](#)

Monetization Opportunities: Facebook is giving more opportunities to creators to earn money by expanding access to Rights Manager and extending in-stream ads to additional countries. [Read more.](#)

UK News: Facebook News is launching in the UK in January 2021. Publishers will be paid for content not already on the platform. [Read more.](#)

Kustomer: Facebook has acquired Kustomer, a CRM that allows businesses to manage customer interactions across all channels. [Read more.](#)

Community Standards: Facebook's Q3 2020 Community Standards Enforcement Report provides metrics on policies on Facebook and Instagram. [Read more.](#)



Google

Non-AMP Content in Top Stories: Google [recently announced](#) non-AMP content that meets the [Google News content policies](#) will be eligible to appear in the mobile Top Stories feature in Search, starting in May 2021. Google will prioritize pages with great [page experience](#), whether implemented using AMP or any other web technology, as it ranks the results.

Google News Initiative Conversations: Google launched a new video series that will feature global industry experts and partners discussing successes, challenges and opportunities facing the news industry. [Read more.](#)

Indigenous Businesses: Earlier this year, Google awarded loans and grants to Citizen Potawatomi Community Development Center and the National Congress of American Indians, respectively, and is now offering an additional \$1 million in funding to support Native American/American Indian business owners. [Read more.](#)

Android: Google is launching Android Enterprise Essentials, a secure mobile management service built to protect business devices and data. [Read more.](#)

Engaging Ads: Google's latest innovations in ad formats – including app open ads, rewarded

Fact-Checking Fellowship: The Facebook Journalism Project is launching a fact-checking fellowship in partnership with the National Association of Black Journalists (NABJ). Training opportunities will be provided throughout the year by NABJ and CrowdTangle. [Read more.](#)

Transparency Report: Facebook has released its latest transparency report, which includes the seventh Community Standards Enforcement Report containing data on content violations. [Read more.](#)

interstitial ads and adaptive banners – can help publishers achieve their goals this holiday season. [Read more.](#)

Digital Transformation: The Google News Initiative has teamed up with the National Newspaper Publishers Association (NNPA), the National Association of Hispanic Publications (NAHP) and the Association of Alternative Newsmedia (AAN) to launch the GNI Ad Transformation Lab, which will help support Black- and Latino-owned news organizations. [Read more.](#)

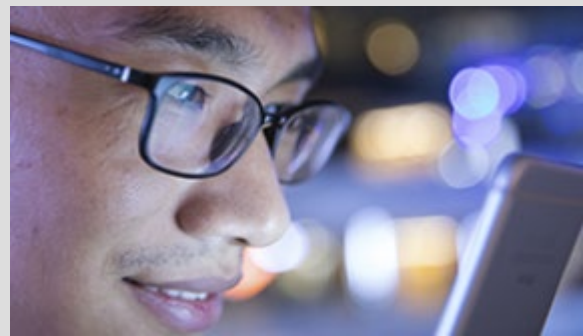
AMP Content: AMP Packager, a tool to improve AMP URLs by serving AMP using Signed Exchanges, is now available on Cloud Marketplace. [Read more.](#)



Twitter

Updated Carousel Ads: The update to Twitter Carousel ads, which includes third party measurement reporting, swipes within the Carousel, and performance breakdowns, is now available to all advertisers. [Read more.](#)

Verification Changes: Twitter is asking for



Apple

Small Businesses: Apple's new App Store Small Business Program will offer reduced commission on purchases from developers selling digital goods and services on the store. [Read more.](#)

Privacy: The App Store will soon help users understand privacy practices before downloading an app on the Apple platform

public feedback as it updates its verification policy, which will relaunch early 2021. [Read more.](#)

starting December 8. [Read more.](#)

Subscriptions: Developers can now create subscription offer codes that can be redeemed on iOS 14 and iPadOS 14. [Read more.](#)

Reduced Subscription Percentage: Apple is reducing its cut of newspaper subscription payments from 30 percent to 15 percent. [Read more.](#)



Amazon

Customer Service: Five new capabilities are now available for Amazon Connect to help customer service representatives create more personalized and efficient experiences for customers. [Read more.](#)

Machine Learning: Amazon is soon launching DevOps Guru, a fully managed operations service that uses machine learning to help developers improve application availability. [Read more.](#)



Who Else to Watch...

Snapchat: Snapchat's new Spotlight feature will contain the most popular and entertaining videos – creators will be paid for their content. [Read more.](#)

UPCOMING EVENTS

Feb. 24-26, 2021: [Digiday Publishing Summit Worldwide LIVE](#) (Virtual)

April 13-15, 2021: [Adobe Summit](#) (Virtual)

April 19-21, 2021: [The Gathering](#) (marketing summit with business leaders across all industries) (Banff, Canada)

April 26-27, 2021: [SearchLove](#) (conference on all topics related to digital marketing) (New York, NY)

ABOUT THIS NEWSLETTER

Platform News You Can Use is a monthly newsletter published by the News Media Alliance that provides the latest news and developments related to the major tech platforms in order to help you identify opportunities to increase revenue and to collaborate with the tech platforms more effectively. This newsletter is part of the News Media Alliance Digital Dialogue. For more information on the Digital Dialogue, email digital@newsmediaalliance.org. *The News Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*

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