PLATFORM NEWS YOU CAN USE | SEPTEMBER 2020

Welcome to **Platform News You Can Use**, our monthly newsletter 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.*

Facebook

Facebook News Expansion: Facebook's dedicated news section, which launched in June, is now expanding to non-U.S. markets, including U.K., Germany, France, India and Brazil. Read more.

News Subscription Account Linking: To help publishers deepen their relationships with subscribers, and to provide a better news consumption experience, Facebook has created a new tool that allows people to link their news subscription accounts on Facebook. Read more.

IDFA: Apple's latest updates to iOS14 include not collecting the identifier for advertisers (IDFA), see more below under Apple. Facebook has a plan to address these changes and remains committed to helping publishers that rely on ads from Audience Network. Read more.

Support for Lebanon: The Facebook Journalism Project and the International Center for Journalists (ICFJ) are investing in a new program to support Lebanon's news industry. Read more.

Recommendations: Facebook's

Google

GNI: Google provided a periodic update on the Google News Initiative, including its efforts to help news organizations affected by COVID-19 grow their revenues. Read more.

COVID-19 Map: In partnership with the Google News Initiative, Stanford University's Big Local News and Pitch Interactive launch their COVID-19 Global Case Mapper, which allows journalists to embed up-to-date maps of the pandemic's spread on their sites. Read more.

News Licensing: Google provided an update on its news licensing program launched in late-June based on the experiences of early-access publishers, ahead of the full launch later this year. Read more.

Sports Coverage: The Local Media Consortium's (LMC) new project, the Matchup, will allow subscribers to access the best professional and college sports content with local insight from media outlets across the U.S. Read more.

Image Licenses: New features on Google Images make it easier for users to find image licensing information. The new features include a "licensable" badge and guidelines on how to license images for business or personal projects. Read more.

WordPress: The AMP Project introduced

Recommendation Guidelines provide more information to users and publishers on what content appears in recommendations. [Read more](#).

Content Review: Facebook published an overview of how content moderation will evolve in the future. [Read more](#).

Elections: Facebook published resources designed to help journalists cover the elections, including information on using the Ad Library in newsgathering. [Read more](#).

Online Events: The Facebook Journalism Projects published an online events guide to help news organizations better promote and organize events online. [Read more](#).

Fact-Checking: New fact-checking ratings designed to make it easier to identify misleading content include "Altered" and "Missing Context." [Read more](#).

version 2.0 of the AMP for WordPress Plugin that makes it easier for WordPress publishers to use AMP. [Read more](#).

AdSense Reporting: The new version of AdSense Reporting makes it easier for publishers to get information about their monetization performance, audience and content. [Read more](#).

Server-Side Tagging: New Server-Side Tagging function in Google Tag Manager and Tag Manager 360 allows publishers to move third-party tags into a new server container hosted in a Google Cloud account, providing faster page load times. [Read more](#).

IAB TCF: Google integrated into IAB Europe's Transparency and Consent Framework (TCF) v2.0, giving users more transparency and control over their data. Partners have 90 days from August 15 to ensure compliance and functionality. [Read more](#).

Audio News: Google announced that it is bringing its recent "Your News Update" feature to Google Podcasts, allowing users to listen to audio news based on their location and preferences. Google is also making it easier to listen to local news with Google Assistant. [Read more](#).

Twitter

Transparency Center: Twitter's biannual Transparency Report is now called the Transparency Center. The recent edition will cover data from July 1 through December 31, 2019. Read more.

Apple

App Review: Apple updated its app review process for the App Store, including not delaying bug fixes for apps already on the App Store over guideline violations, unless related to legal issues. Read more.

App Integrity: New App Attest API allows developers to ensure their apps' integrity and to better protect them against security threats. Read more.

Anti-Tracking Measures: Apple is delaying IDFA changes that would limit apps' and websites' ability to track people for targeted ads. Read more.

WHO ELSE TO WATCH

TikTok: Publishers will be eligible to apply for TikTok's $1 billion Creator Fund in the next phase of the funding project. Read more.

UPCOMING EVENTS

Oct. 1-16:   **ONA20** (Virtual)

Oct. 5-7:   **Digiday Publishing Summit** (Virtual)

Oct. 13-16: **Content Marketing World 2020** (Virtual)

Oct. 20-21: **Programmatic I/O** (Virtual)

Oct. 25-31: **LavaCon UX: A Virtual Content Strategy Conference** (Virtual)

Nov. 12-13: **SearchLove** (conference on all topics related to digital marketing) (San Diego, CA)

Nov. 16-18: **Digiday Programmatic Marketing Summit** (Virtual)

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