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Platform News
You Can Use 



PLATFORM NEWS YOU CAN USE | MAY 2019

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, contact Alliance Senior VP, Strategic Initiatives Danielle Coffey at danielle@newsmediaalliance.org.



Google

Unified Pricing: Google announced unified pricing changes that would have a significant effect on how partner publishers' ad inventory is valued and their ability to control floor prices. [Read more.](#)

Android: In response to European Commission's ruling against Google last year, Google will start showing two new screens to Android users in Europe, allowing users to easily install different search apps and browsers. [Read more.](#)

Data Journalism: Google News Initiative announced new training, online resources and tools for journalists. [Read more.](#)



Twitter

Election Misinformation: Twitter announced a new feature making it easier for users to flag misleading content on voting and the electoral process. [Read more.](#)

Online Safety: Twitter announced multiple new changes coming to improve online safety, including rule updates and faster content review. [Read more.](#)

Content Deals: Twitter announced changes to its video design as well as new content and partnership deals with publishers such as the *Bleacher Report*, ESPN, Viacom and *The Wall Street Journal*. [Read more.](#)



Amazon

Advertising: Amazon's ad sales reportedly grew by approximately 36 percent year-over-year in the first quarter, down from 97 percent year-over-year growth last quarter. [Read more.](#)

Publisher Services: Amazon Publisher Services announced new reports that provide transparency and deeper insights into monetization on Unified Ad Marketplace. [Read more.](#)

Video Apps: Amazon announced it has reached a deal with Google to feature the YouTube app on Amazon devices, and the Prime Video App on Android devices. [Read more.](#)



Apple

Apple News: Apple is reportedly hiring more staff to work on Apple News, including a point person to manage collaborative marketing campaigns with publishers. [Read more.](#)

Apple News+: More than 200k people [reportedly](#) subscribed in the first 48 hours, surpassing Texture's user count. However, publishers have reported issues such as article formatting, digital ad campaigns and favoritism. [Read more.](#)



Facebook

Fact Checking: Facebook announced new fact-checking partners and an expansion of its fact-checking program. [Read more.](#)

Video: As of May 1, all live video uploads will be required to use Real-Time Messaging Protocols. [Read more.](#)

Accelerator Program: Facebook launched an [Accelerator Program](#) with multiple publishers and a [Local News Subscriptions Accelerator](#) in Germany.

Problematic Content: Facebook announced new efforts to tackle problematic content, including expanding cooperation with AP. [Read more.](#)

Ad Library: Facebook's new Ad Library helps users learn more about political ads. [Read more.](#)

Platform Redesign: Facebook's new design emphasizes a more private experience that makes it easier for users to engage with Groups. [Read more.](#)

AI: Facebook outlined recent and planned developments, including building best practices to combat bias and ensure fairness. [Read more.](#)



Upcoming Events

Apr. 28-May 3: [Summit for Reporters and Editors in Multi-Platform Newsrooms](#) (St. Petersburg, FL)

May 13-17: [INMA World Congress of News Media](#) (New York, NY)

May 16-17: [Collaborative Journalism Summit](#) (Philadelphia, PA)

May 20-23: [Collision Tech Conference](#) (Toronto, Canada)

May 29-31: [Digiday Programmatic Marketing Summit](#) (Austin, TX)

Sept: [Digiday Publishing Awards](#) (New York, NY)

Ongoing: **E-learning opportunities** - Facebook provides a variety of [e-learning courses](#) for publishers and journalists. Topics range from content discovery and social monitoring to Instant Articles (Virtual)

IN CASE YOU MISSED IT

Recent platform-related blog posts, press releases & statements:

Press Release: [News Media Alliance Applauds Reintroduction of Journalism Competition & Preservation Act](#)

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Email: membership@newsmediaalliance.org | Call: 571-366-1000

4401 N. Fairfax Dr. Suite 300 | Arlington, VA 22203

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