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Platform News
You Can Use 



PLATFORM NEWS YOU CAN USE | JULY 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.



Facebook

News Tab: Facebook is reportedly planning on creating a news tab, to be launched later this year, that would allow news publishers to get paid for their content on the platform. [Read more.](#)

Ad Transparency: Facebook now relies only on the news index to exempt news pages from its political ad policy. Eligible publishers can register their pages [here](#).

Terms of Service: Updates to Facebook's terms of service explain more clearly how it makes money from user data and removes content. [Read more.](#)

Content Oversight: Facebook released a report summarizing feedback received through a public consultation on the development of an independent content removal appeal body. [Read more.](#)

Facebook Watch: Facebook outlined planned developments for Facebook Watch, including new Watch Originals and partnerships with publishers, including an expansion of the News in Watch program. [Read more.](#)

Market Research: Facebook launched Study from Facebook, a market research app that offers transparency, compensation to



Google

Local News: Google is reportedly collaborating with AP to build a tool, Local News Sharing Network, that makes it easier for local newsrooms to share content and coverage plans. [Read more.](#)

Incognito Mode: Google's planned changes to Chrome 76 would disable the publishers' ability to detect when a user is in Incognito Mode. [Read more.](#)

Video Viewability: To help increase the viewability of video ads, Google identified three main factors: premium experiences, placement and player. [Read more.](#)

Website Personalization: Google Optimize offers an option to add pages when personalizing a website, allowing publishers to apply the personalization throughout the website. [Read more.](#)

Data Studio: BigQuery now supports parameterized queries, increasing customization and interaction options and making reports faster. [Read more.](#)

Identity Management: Google My Business now allows businesses to attract users with welcome offers, in addition to supporting short names and URLs. [Read more.](#)

AMP Development: AMP now offers courses

participants and data security. [Read more.](#)

teaching AMP development. The courses are available at beginner, intermediate and advanced levels. [Read more.](#)

Livestreaming: Google announced two new features on Display & Video 360: Swirl allows brands to create 3D ads, while a new format allows brands to run livestream content in display ads across screens and devices. Both are currently in limited beta. [Read more.](#)



Apple

Apple News: Apple is reportedly planning changes to Apple News+ following complaints from publishers. Changes will include workflow and publisher-side issues. [Read more](#) (requires subscription).

App Store: Links to apps in the App Store now begin with apps.apple.com, instead of itunes.apple.com. [Read more.](#)

SwiftUI: Apple introduced a new way for developers to build interfaces across Apple platforms. SwiftUI includes automatic support for various features, including Dynamic Type and localization. [Read more.](#)



Twitter

Timeline Ads: Twitter has reportedly ended its programmatic ads pilot program, Timeline Ads, launched last year and which was based on a 50/50 revenue share. [Read more.](#)

Public Interest: Twitter will start providing additional context and clarity on tweets by politicians that violate Twitter's terms of service, but are in the public interest. [Read more.](#)



Amazon

Amazon Personalize: Amazon Personalize is now available for AWS customers. It employs a machine learning technology that makes it easier for businesses to personalize their applications, with functions such as individualized search results. [Read more.](#)



In Case You Missed It

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

Statement: [News Media Alliance Calls on Google to Rethink Planned Changes to Incognito Mode in Chrome Browser](#)

Watch: [Alliance CEO on the Importance of Protecting News Online](#)

Press Release: [News Media Alliance to Testify at Hearing on Protecting the Future of Journalism](#)

Video: [Congressional Briefing: Protecting Journalism In the Online Ecosystem](#)

UPCOMING EVENTS

July 15-17: [MozCon](#) (Seattle, WA)

July 16: **Alliance Digital Advisory Group Call** (conference call)

July 22-23: [Digiday Publishing Product Leaders Retreat](#) (New Paltz, NY)

Sept. 12-14: [Online News Association 2019 Conference](#) (New Orleans, LA)

Sept. 16-18: News Media Alliance [2019 adXchange](#) (Chicago, IL)

Sept. 23-25: [Digiday Publishing Summit](#) (Key Biscayne, FL)

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

Oct. 3: **News Media Alliance/Microsoft Summit** (New York, NY)

Oct. 15-16: [AdExchanger Programmatic I/O Conference](#) (New York, NY)

Oct. 21-23: [Digiday Publishing Summit Europe](#) (Budapest, Hungary)

Oct. 27-30: [LavaCon Content Strategy Conference](#) (Portland, OR)

Oct. 30-31: [2019 Folio: Show](#) (New York, NY)

Nov. 5-6: [The Newsroom Summit 2019](#) (Oslo, Norway)

Dec.: [Business Insider Ignition: Media, Technology & Transformation Event](#) (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)

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