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**Platform News**  
**You Can Use** 



## **PLATFORM NEWS YOU CAN USE | SEPTEMBER 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, email [digital@newsmediaalliance.org](mailto:digital@newsmediaalliance.org).



## Google

**Price Auctions:** Google will roll out first price auctions next week to all partners using Google Ad Manager. [Read more.](#)

**Chrome 76:** Publishers reportedly can still detect users in incognito mode, despite the recent changes in Chrome 76. [Read more.](#)

**Content Policies:** Google in Sept. will provide a list of content where ads are not permitted that will apply to all publishers. [Read more.](#)

**Subscriptions Lab:** The Google News Initiative, Local Media Association, and FTI Consulting released a report detailing insights and actions generated by the GNI Subscriptions Lab. [Read more.](#)

**Loading Indicators:** New loading indicators in AMP allow users to see what type of content is being loaded before it appears. [Read more.](#)

**Privacy Sandbox:** Privacy Sandbox is a new initiative to develop common standards to increase online privacy. [Read more.](#)

**Ad Transparency:** Google released more details about its plans to provide more information and increase users' control over data that is shared for advertising purposes. [Read more.](#)

**Conversion Rates:** Relative Mobile Conversion



## Facebook

**News Tab:** Facebook is reportedly planning to hire journalists to curate content for its upcoming News Tab. This follows reports that Facebook is planning to license news content from publishers. [Read more.](#)

**Facebook Watch:** Facebook is reportedly providing funding for publishing partners, including Axel Springer and Le Monde, to produce content for Facebook Watch in Europe. [Read more.](#)

**2020 Primaries:** Facebook announced new resources aimed at increasing transparency around the 2020 primaries, including student-journalist partnerships, journalist training programs and updates to CrowdTangle. [Read more.](#)

**Branded Content:** The Local Media Consortium and the Local Media Association released a Facebook-funded study on how branded content campaigns can benefit both local news organizations and advertisers. [Read more.](#)

**Political Ads:** Facebook announced changes to its political ads policy, including a new

Rate can help publishers better monitor their mobile website performance and evaluate mobile conversion rates. [Read more.](#)

**JavaScript:** <amp-script> is now available to everyone, allowing publishers to add custom JavaScript to their AMP pages. [Read more.](#)

**GDPR:** Google is reportedly joining the Internet Advertising Bureau (IAB) Europe's revised GDPR Transparency and Consent Framework by the end of March 2020. [Read more.](#)

**Viewability:** Google's adoption of the IAB Tech Lab's Open Measurement standard makes it easier for ad buyers/sellers to take viewability measurements. [Read more.](#)

**Programmatic Video:** Google published best practices for publishers to benefit from programmatic video. [Read more.](#)

**Podcasts:** Google Search will now show playable podcast episodes when searching for a podcast. [Read more.](#)

**AMP Toolbox:** AMP Toolbox 1.0 introduces a "linter" for AMP documents and valid optimized AMP support. [Read more.](#)

authorization process, increased transparency and updates to the list of social issues. [Read more.](#)

**Oversight Board:** Facebook released more information about its planned Oversight Board for Content Decisions, including its case selection procedure and conflict of interest rules. [Read more.](#)

**Off-Facebook Activity:** Users can now get more information about which apps and websites share information with Facebook and disassociate such information from their profiles. So far, the feature has been launched in Ireland, South Korea and Spain. [Read more.](#)



## Apple

**Apple News:** News reports indicate that some publishers have received more traffic and revenue from Apple News+ in the last three months. [Read more.](#)

## Twitter

**Promoted Videos:** Video advertisers now only have to pay for viewers who watch more than six seconds of the video ad. This allows advertisers to pay only for completed views if the video doesn't last longer than six seconds. [Read more.](#)



## Amazon

**Amazon Web Services:** Canada's *The Globe and Mail* is adopting Amazon Web Services as its cloud, AI and machine learning provider. [Read more.](#)

**Onsite Associates:** Amazon's invite-only Onsite Associates program, highlighting product guides, is proving beneficial to some publishers, according to recent reports. [Read more.](#)

**Data Pooling:** AWS Lake Formation, removing data silos and pooling data for easier data analytics and machine learning, is now available for all AWS customers. [Read more.](#)



## In Case You Missed It

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

[CEO Statement: Facebook to License Content from Publishers for News Section within Platform](#)

## UPCOMING EVENTS

- Sept. 12-14: [Online News Association 2019 Conference](#) (New Orleans, LA)
- Sept. 16-18: News Media Alliance [2019 adXchange](#) (Chicago, IL)
- Sept 12: [Digiday Publishing Awards](#) (New York, NY)
- Sept. 23-25: [Digiday Publishing Summit](#) (Key Biscayne, FL)
- Oct. 3: **News Media Alliance/Microsoft Summit** (New York, NY)
- Oct. 9-10: [AMP Contributor Summit 2019](#) (New York, NY)
- Oct. 15-16: [AdExchanger Programmatic I/O Conference](#) (New York, NY)
- Oct. 21-23: [Digiday Publishing Summit Europe](#) (Budapest, Hungary)
- Oct. 24: **#TwitterNewsSummit: The State of the News Industry** (information upon request)
- 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)
- Nov. 13: **News Media Alliance/Apple Summit** (New York, NY)
- Dec. (date TBC): [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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