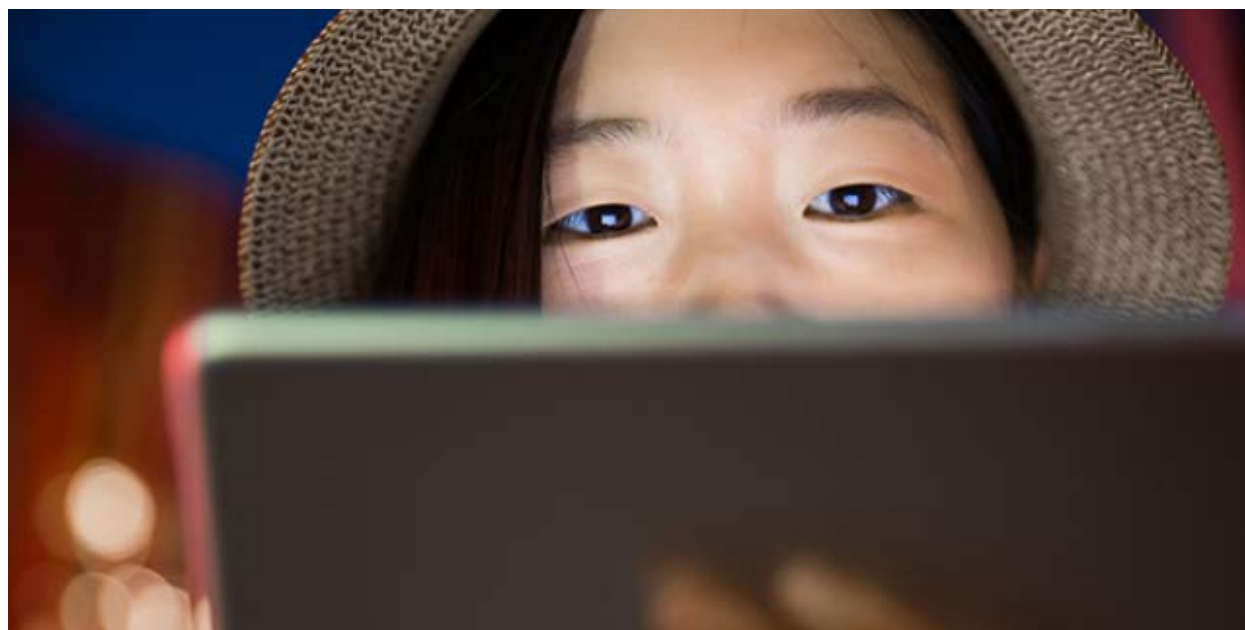


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**Platform News**  
**You Can Use** 



## **PLATFORM NEWS YOU CAN USE | DECEMBER 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

**Audio News:** Google announced Your News Update that provides Google Assistant users with a new way to listen to news by providing a mix of short news stories based on the user's interests. Google has licensed and is paying for audio content from a variety of news sources for the platform. [Read more.](#)

**Google Optimize:** Google Optimize allows publishers to better understand when a customer returns to a site they have visited before in order to deliver a more consistent site experience. [Read more.](#)

**Political Ads:** Google announced updates to its political ads policy, including further limits to election ads targeting and clarifying policies prohibiting deep fakes and other misleading and false claims. [Read more.](#)

**Google Earth:** Updates to Google Earth allow users to create their own maps and stories in order to tell stories and share those with others. [Read more.](#)

**Reach Planner:** Google announced the launch of Nielsen TV Data in Reach Planner, allowing advertisers to better balance their spend across YouTube and television. [Read more.](#)

**Artificial Intelligence:** A new report discusses artificial intelligence and how journalists and publishers can benefit from it in news gathering



## Facebook

**Journalist Safety:** Facebook has partnered with International News Safety Institute to promote journalist safety and to protect journalists against abuse online. [Read more.](#)

**Fact Checking:** Facebook and Poynter Institute's Fact-Checking Innovation Initiative supports projects, formats and technologies that tackle fact checking challenges. Ten recipients will receive \$15k, \$50k or \$70k. [Read more.](#)

**Community Standards:** Facebook's latest Community Standards Enforcement Report includes metrics for policies on Facebook and Instagram, including appealed and restored content. [Read more.](#)

**Facebook Pay:** Facebook's new Facebook Pay provides users with a secure and consistent payment option on Facebook, Messenger, Instagram and WhatsApp. [Read more.](#)

**Independent Publishers:** Facebook's Independent News Challenge will support small local publishers in Canada in partnership with The Discourse and the Inspirit Foundation. [Read more.](#)

**Monetization:** Facebook announced new monetization and management tools, including expanding Brand Collabs Manager to new countries and publishers, changes to Creator Studio and updates to Stars. [Read more.](#)

and distribution. [Read more.](#)

**Google News:** Beyond the Headlines is a new service that highlights in-depth content and original reporting in Google News and recognizes publishers who invest in in-depth reporting. [Read more.](#)

**User Privacy:** Google announced changes to its ad services, including no longer including contextual content categories in the bid requests it sends to buyers in their auction. [Read more.](#)



## Microsoft

**Microsoft News app:** The Microsoft News app for iOS and Android now has several layout choices for readers to customize their experience. [Read More.](#)

**Power BI:** Microsoft's Power BI provides publishers with a data journalism tool that allows them to create interactive visualizations. [Read more.](#)

**Advertising Editor:** Microsoft announced updates to its Advertising Editor, including a new look and automated recommendations to improve keywords, bids and ads. [Read more.](#)



## Twitter

**Brand Surveys:** Twitter Brand Surveys are now available to all managed accounts in the U.S., UK, Canada, Japan and Brazil, allowing marketers to better measure and understand their campaigns. [Read more.](#)

**User Privacy:** Twitter's Privacy Center provides users with more information on how the platform is protecting their information, including communications on security incidents. [Read more.](#)

**Conversations:** Twitter is expanding the option to hide replies to tweets -- enabling users to

**Poverty Next Door:** Microsoft News is partnering with [Spotlight on Poverty and Opportunity](#) and [Feeding America](#) to explore the perceptions and realities of poverty in America within various communities, such as elderly LGBTQ, people with disabilities and homeless veterans. [Read More.](#)

**The Seeing AI app:** Saqib Shaikh and the team at Microsoft have developed an innovative AI-based tool for the 253 million people around the world with low or no vision. [Read More.](#)

**ElectionGuard:** Available via GitHub, ElectionGuard is a free open-source software development kit (SDK) from the Defending Democracy Program designed to help support secure and verifiable voting. [Read More.](#)

better manage conversations -- to everyone globally. [Read more.](#)

**Manipulated Media:** Twitter released a draft of its plans to address manipulated and synthetic media designed to mislead and confuse people on the platform. [Read more.](#)

**Twitter Topics:** Updates allow users to follow specific topics more easily, with topic suggestions appearing in the timeline and in search. The updates will be available in the coming months. [Read more.](#)

**Transparency:** Twitter published its 15th Transparency Report, noting an increase in proactive enforcement on the platform. [Read more.](#)



## Apple

**Holiday Schedule:** The Apple App Store will not accept new apps and app updates between December 23 and 27. Any releases should be scheduled, submitted and approved in advance. [Read more.](#)

**Subscriptions:** Apple announced new server-to-server notifications for subscriptions, allowing developers to receive real-time updates in a subscription's status. [Read more.](#)



## Amazon

**AWS Data Exchange:** Amazon Web Services launched AWS Data Exchange, which makes it easier for AWS users to find, subscribe to and use data from other companies in the cloud, including Reuters. [Read more.](#)

**Developer App:** The Apple Developer app replaced the WWDC app, delivering developers with the latest news, videos, WWDC content and other relevant information. [Read more.](#)

## UPCOMING EVENTS

Jan. 23, 2020: [MediaPost All Stars](#) (New York, NY)

Jan. 27-29, 2020: [Affiliate Summit West](#) (Las Vegas, NV)

Jan. 28-29, 2020: [AdExchanger Industry Preview](#) (New York, NY)

Jan. 29, 2020: [MediaPost's Forecast](#) (New York, NY)

Feb. 19-21, 2020: [The Gathering](#) (Banff, Canada)

Feb. 25-27, 2020: [Digiday Media Buying Summit](#) (Palm Springs, CA)

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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