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



## **PLATFORM NEWS YOU CAN USE | JANUARY 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](mailto:digital@newsmediaalliance.org).



## Facebook

**Subscriptions:** The Facebook Journalism Project's Accelerator program demonstrated that simplifying the registration and subscription processes significantly increases the number of readers who ultimately subscribe to a news publication. [Read More.](#)

**Video:** Facebook collaborated with journalists to develop a "Digital Video Playbook for Newsrooms," a reference guide for developing and monetizing news videos. [Read more.](#)

**Brand Safety:** In an effort to protect brand integrity, Facebook is [testing](#) Publisher White Lists with a small group of advertisers, which it intends to release more broadly in 2020. [Read More.](#)

**Instant Articles:** Facebook has updated Instant Articles with benefits for publishers, including expanding the reader's ability to browse other headlines from the same publisher and introducing an integrated CTA and ad yield model. [Read more.](#)

**Advertising Policy:** Facebook has prohibited ads that aim to interfere with the 2020 U.S. Census. [Read More.](#)



## Google

**Chrome:** On February 4, Google Chrome will implement a new cookie classification system, requiring ad tech companies and publishers to use the SameSite standard before Google Chrome sends third-party cookies in cross-site requests. [Read more.](#)

**Google Analytics:** Google introduces 'Trending Topics' as part of its Realtime Content Insights to assist newsrooms with identifying readers' interests in specific issues related to newsworthy events. [Read more.](#)

**Paywall Technology:** Google began working with a local news provider in December 2019 to develop machine learning-based paywall technology, which will eventually be made available to the media industry. [Read more.](#)

**Google Search:** Google has begun utilizing machine learning to organize news story search results into distinct groups of related articles. [Read More.](#)

**Google Analytics:** Google's App + Web property now includes techniques for businesses to analyze data related to cohorts of users and the lifetime activity of a group of users across platforms. [Read more.](#)

**AMP Email:** Adobe Campaign became one of the first technologies compatible with AMP for email. [Read More.](#)



## Apple

**Apple News+:** Although the full extent of the benefits to publishers is not yet clear, two participating newspaper publishers report that since joining the subscription service, they have been able to expand their audiences to include more women and young readers. [Read more.](#)



## Twitter

**Privacy:** Twitter debuted its Twitter Privacy Center to provide one place where users can find helpful information about the platform's privacy and data protection policies and efforts. [Read more.](#)

**Election:** Twitter is bringing back Election Labels on candidates' pages and will identify candidates with a verified badge, which can assist journalists reporting from the campaign trail. [Read more.](#)



## Microsoft



## Amazon

**Predictions:** In its top three tech policy issues for the next decade, Microsoft predicts that technology will evolve to help journalism create new revenue streams, protect the safety of journalists and detect manipulated videos. [Read more.](#)

**LinkedIn:** LinkedIn has hired thousands of reporters, and intends to hire more, to create original content for users. [Read more.](#)

**Search Bar:** Windows enables a web search function, including image searching, into its search bar. [Read more.](#)

**Digital Advertising:** While third in digital ad revenues after Google and Facebook, Amazon's search advertising business is steadily growing and is expected to make great strides in gaining a bigger piece of the market in 2020. [Read more.](#)

## UPCOMING EVENTS

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

Jan. 27-29, 2020: [Affiliate Summit West](#) (educational sessions on industry issues and networking for affiliate marketers and advertisers) (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](#) (marketing summit with business leaders across all industries) (Banff, Canada)

Feb. 24-25: [adXchange 2020](#) (Fort Lauderdale, FL)

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

Mar. 3-5: [Digiday Publishing Summit Europe](#) (Dubrovnik, Croatia)

Mar. 25-27: [Digiday Publishing Summit](#) (Vail, CO)

Mar. 26-27: [SearchLove](#) (conference on all topics related to digital marketing) (San Diego, CA)

Mar. 29-Apr. 2: [Adobe Summit](#) (Las Vegas, NV)

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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Email: [membership@newsmediaalliance.org](mailto:membership@newsmediaalliance.org) | Call: 571-366-1000

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

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