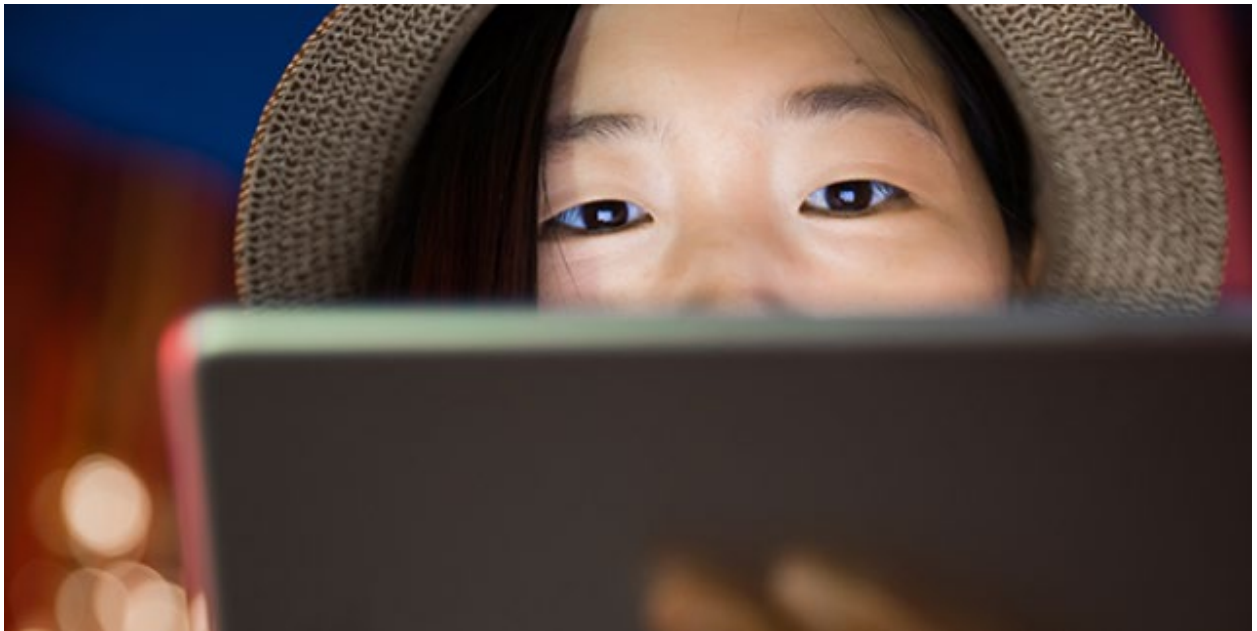


Brought to you by the News Media Alliance Digital Dialogue.



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



## PLATFORM NEWS YOU CAN USE | MARCH 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

**Audience Network:** Beginning April 11, Facebook's Audience Network will no longer fill ad requests for web and in-stream placements. [Read more.](#)

**News Publisher Pages:** In early February, Facebook began registering Swedish-, Danish-, Norwegian-, and Finnish-language news pages. [Read more.](#)



## Twitter

**Updated Rules:** Twitter will begin marking tweets as "manipulated media" or removing tweets entirely if they are significantly and deceptively altered or fabricated, shared in a deceptive manner, or likely to impact public safety or cause serious harm. [Read more.](#)



## Google

**Programmatic:** Google is updating its Programmatic Guaranteed product to keep campaigns running longer, while also providing users access to real-time views of their budgets. [Read more.](#)

**Innovation:** Google is accepting applications



## Microsoft

**Microsoft News Elections:** For its [Election 2020 coverage](#), Microsoft News [partnered](#) with Microsoft Research and [CivicScience](#) for randomized, statistically valid, opt-in polling across 300 diverse sites. Those responses drive interactive graphics showing how voter sentiment is trending. Drill into the data to

from newspapers to the North American GNI Innovation Challenge until May 12, and will award funding for publishers with projects that focus on diversity, equity, and inclusion among local audiences. [Read more.](#)

**News Initiative:** With the assistance of the Google News Initiative Subscriptions Lab, a 140-year-old newspaper used a newsletter to increase the number of digital subscribers and average revenue per user. [Read more.](#)

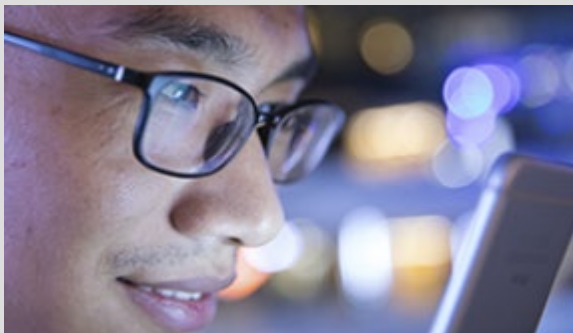
**Tool for Journalists:** Jigsaw, owned by Google's parent company, has developed a tool called Assembler to help journalists detect doctored photographs, including ones altered by artificial intelligence. [Read more.](#)

discover geographic and demographic trends or track sentiment shifts over time, and read the editor's notes for added context and links to relevant articles.

**Power BI Data Gallery:** The [Data Stories Gallery](#), part of the Power BI communities forum, recently added a "News" category, offering a place to get help on data visualizations. The links show how to [join the community](#) and [submit to the Data Stories Gallery](#).

**Data Reporting:** [Microsoft Stories](#) profiles the journalists chosen to receive funding and training through a grant partnership with Microsoft News and the International Center for Journalists. Two grant recipients talk about their published projects and the data skills they learned.

**Ideas for the Newsroom:** Working with her mother, 13-year-old Namya Joshi in India has [helped train 100 teachers](#) at her school in Punjab, India and around the world to convert lessons into Minecraft.



## Apple

**Apple News:** Apple is looking to hire a reputable member of the publishing world to replace Apple News's previous head of



## Who Else to Watch

**Snap:** Snap is considering offering news on Snapchat and deciding whether to allow news stories from only whitelisted publishers in a

business who recently stepped down, and Apple is considering bundling News with Apple TV+ and Apple Music in the foreseeable future. [Read more.](#)

section of the app that curates top headlines that can be tapped to bring up a full screen news brief. [Read more.](#)

## UPCOMING EVENTS

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)

May 11-12: [Programmatic I/O](#) (San Francisco, CA)

On-demand: **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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