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Platform News
You Can Use 



JULY 2021

Providing the latest news and developments related to the major tech platforms.



Facebook

Expanding Revenue Lift: After direct feedback from publishers, Facebook is expanding its Revenue Lift tool, which empowers publishers to make data-driven decisions about Instant Articles. [Read more.](#)

HBCU Summer News Fellowship: Twenty-five Historically Black College and University (HBCU) students and recent graduates have been placed in newsrooms as part of the Summer News Fellowship. [Read more.](#)

Refugee Reporting Toolkit: The Facebook Journalism Project and ICFJ's International Journalists' Network launched a media toolkit for Reporting on Refugee Communities, which will serve as a resource for journalists by identifying ways to avoid stereotypical narratives. [Read more.](#)

AI Text: TextStyleBrush is the first self-supervised AI model that replaces text in images of both handwriting and scenes using a single example word. [Read more.](#)

Sustainability: Facebook has released its 2020 Sustainability Report. [Read more.](#)

Rights Manager: Facebook is enhancing Rights Manager for images with the launch of insights. [Read more.](#)



Google

GNI Updates: In May, the Google News Initiative (GNI) supported new programs to drive business development, media literacy and global elections reporting and collaborated with news partners through virtual events and new tools. [Read more.](#)

GNI Startups Boot Camp: Applications for GNI Startups Lab Boot Camp in partnership with LION Publishers are now open. The program is aimed at aspiring journalism entrepreneurs looking to turn their ideas into real news startups on the path to financial sustainability. [Read more.](#)

GNI Innovation Challenge: Publishers are invited to submit project ideas that will generate research-backed approaches to better understand local audiences through the GNI North American Innovation Challenge. Applications are open until Aug. 26. [Read more.](#)

Cookies: Google is delaying its plans to phase out third-party cookies to late 2023. [Read more.](#)

Privacy Sandbox: Google announced a set of commitments about how it will design and implement the Privacy Sandbox proposals and treat user data in Google's systems in the years ahead. [Read more.](#)

Workspace Apps: Google is opening up its Workspace suite of apps and services, including

Instagram Revenue: Instagram will start sharing revenue with creators through ads in IGTV and badges that viewers can purchase on Instagram Live. [Read more.](#)

Google Workspace and Google Chat, to anyone who has a Google account. [Read more.](#)

Google News Showcase Expands to Canada: Google News Showcase, a product and licensing program that provides a space for newsrooms to curate their content for readers across Google News and Discover, is expanding to Canada. [Read more.](#)

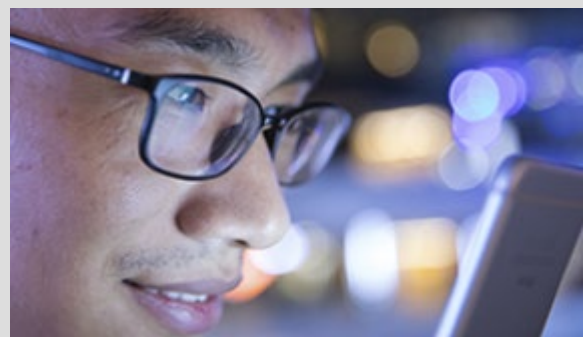
Search Console Insights: Google is launching a new experience called Search Console Insights, which joins data from both Search Console and Google Analytics. [Read more.](#)



Twitter

Twitter Blue: Twitter has launched its new subscription offering, which allows users to access perks such as customizable app icons and color themes for their Twitter app. [Read more.](#)

Arabic Language Setting: Twitter has released a new language setting that acknowledges and better supports the Arabic feminine form. [Read more.](#)



Apple

Privacy Advancements: Apple is coming out with powerful new privacy protections in iOS 15, iPadOS 15, macOS Monterey and watchOS 8. [Read more.](#)

Xcode Cloud: Apple has introduced its new technology Xcode Cloud, which brings together the multiple tasks and tools required to build, test, and deliver apps using powerful cloud services. [Read more.](#)

App Store Review Updates: Changes have been made to the App Store Review Guidelines

to support new features in upcoming OS releases, better protect customers and help facilitate the app review process. [Read more.](#)



Microsoft

Windows 10: Microsoft will end Windows 10 support on October 14, 2025, just over 10 years after it was first introduced. [Read more.](#)



What We're Reading

Call for Abstracts: ISOJ Issue on AI and News: #ISOJ Journal, the official research publication of the International Symposium on Online Journalism, is seeking extended abstracts for a special issue on AI and news. Deadline to submit is Sept. 15, 2021. [Read more.](#)

Reuters Institute Digital News Report: Reuters Institute released its Digital News Report 2021, which looks at the impact of coronavirus on news consumption and on the economic prospects for publishers. [Read more.](#)

UPCOMING EVENTS

July 19-20, 2021: [Digiday CMO Summit](#) (Virtual)

July 19-20, 2021: [MediaPost Data & Programmatic Insider Summit](#) (Park City, UT / Virtual)

Aug. 23-24, 2021: [Digiday Future of Work Forum: Mental Health & Wellness](#) (Virtual)

Sept. 7-21, 2021: [INMA Digital Reader Engagement Master Class](#) (Virtual)

Sept. 9-23, 2021: [INMA What's Next for Advertising Sales Master Class](#) (Virtual)

Sept. 27-29, 2021: [Digiday Publishing Summit](#) (Miami, FL)

Oct. 5-19, 2021: [INMA Product and Data For Media Summit](#) (Virtual)

Nov. 8-10, 2021: [Digiday Programmatic Marketing Summit](#) (Miami, FL)

Dec. 1-3, 2021: [WAN-IFRA World News Media Congress 2021](#) (Taipei, Taiwan)

ABOUT THIS NEWSLETTER

Platform News You Can Use is a monthly newsletter published by the News Media Alliance 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. *The News Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*

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