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



**JUNE 2021**

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



## Facebook

**Facebook News Launches in Germany:** The participating German publishers represent more than 100 editorial brands. [Read more.](#)

**News Innovation Test:** Facebook has partnered with 14 of Canada's leading publishers to participate in the News Innovation Test, a new initiative to help promote a healthy news ecosystem. [Read more.](#)

**Free Digital Journalism Program:** The Facebook Journalism Project and Reuters have launched a free e-learning program, the Reuters Digital Journalism Course, open to journalists across eight countries in the Asia Pacific and India. [Read more.](#)

**Transparency Report:** Facebook has released its latest Transparency Report for the second half of 2020 and is sharing for the first time how much content they proactively removed for potential counterfeit or copyright infringement. [Read more.](#)

**Tackling Misinformation:** Facebook has launched new ways to inform people if they're interacting with content that's been rated by a fact-checker and taking stronger action against people who repeatedly share misinformation. [Read more.](#)

**Community Standards Enforcement Report:** Facebook provided metrics on how it enforced



## Google

**Sulzberger Executive Leadership Program Scholarships:** The Google News Initiative (GNI) will be sponsoring four scholarships for leaders from typically underrepresented groups in journalism to attend the upcoming 2021 Sulzberger Executive Leadership Program at Columbia Journalism School. [Read more.](#)

**Advertising Workshops:** The GNI Digital Growth Program is offering a new Advertising Workshop series that will showcase practical advice on growing digital advertising revenue, which kicked off on June 1. [Read more.](#)

**Desktop News Showcase:** Google News Showcase will now have a desktop for users to view enhanced story panels from News Showcase partners. [Read more.](#)

**Updates from Google I/O:** At I/O this year, Google shared news about a wide range of products and services. [Read more.](#)

**Audience First:** WAN-IFRA has published a report, Becoming Audiences First, which shares key learnings from the 12-month long Table Stakes Europe (TSE) program organized in collaboration with GNI Digital Growth Program. [Read more.](#)

**Digital Transformation:** Google is continuing to expand its Digital Growth Program to new topics and regions. [Read more.](#)

policies on Facebook and Instagram in the first quarter of 2021. [Read more.](#)

**Dynamic Ad Insertion:** Google is reimagining its Ad Manager's Dynamic Ad Insertion (DAI) technology for the next generation of video streaming with DAI Pod Serving, which helps simplify OTT streaming complexity by integrating with existing first or third-party streaming workflow. [Read more.](#)



## Twitter

**Twitter Blue:** Twitter is exploring a paid subscription model with a tiered approach that could lead to a premium experience for the highest-paying subscribers. [Read more.](#)

**Tip Jar:** Twitter has launched a new way for people to send and receive tips called Tip Jar. Services currently included are Bandcamp, Cash App, Patreon, PayPal and Venmo. [Read more.](#)

**Scroll:** Twitter is acquiring Scroll, a company that offers an ad-free reading experience. [Read more.](#)

**Fleet Ads:** Full-screen, vertical format ads known as Fleets. are coming to Twitter's version of Stories. [Read more.](#)



## Apple

**Accessibility Features:** Apple announced new software features designed for people with mobility, vision, hearing and cognitive disabilities. [Read more.](#)

**New Developer Forum Features:** New features introduced to the Apple Developer Forums make it easier to keep track of activity, search for content, post replies and more. [Read more.](#)

**App Promotion:** Apple Search Ads allows people to reach more users with an ad placement on the Search tab. [Read more.](#)

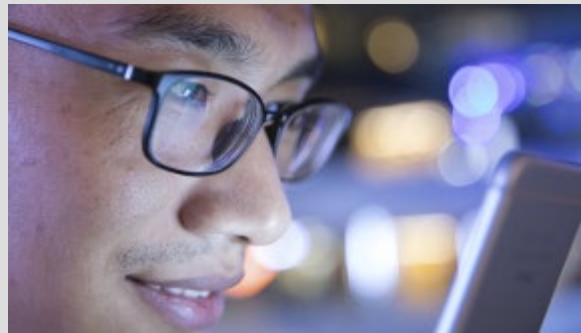
**Local Weather News Service:** Twitter is partnering with veteran climate journalist and meteorologist Eric Holthaus to launch a local weather news service called "Tomorrow." [Read more.](#)

**Verification:** Twitter has started rolling out its new application process and reviewing public applications for verification on the platform. [Read more.](#)



## Amazon

**Cookie Alternative:** Amazon has been meeting with different companies to discuss plans for an identifier that would allow advertisers and publishers to better track and measure activity within its own ads ecosystem. [Read more.](#)



## What We're Reading

**Trust Report:** The Reuters Institute released a report that summarizes insights from a series of discussions about trust in news. [Read more.](#)

**Cookies:** What's New in Publishing published a report that identifies solutions to publishers and advertisers moving forward as Google prepares to sunset third-party cookies on its Chrome browser next year. [Read more.](#)

**Spotify Auto-Transcription:** Spotify will begin to auto-transcribe podcasts across iOS and Android. [Read more.](#)

## UPCOMING EVENTS

June 1, 7, 14, 28, 2021: [GNI Digital Growth Program: Advertising Workshops](#) (Virtual)

June 7-11, 2021: [Apple WWDC21](#) (Virtual)

June 8-10, 2021: [WAN-IFRA Virtual Newsroom Summit 2021](#) (Virtual/Germany)

June 8-22, 2021: [INMA Smart Data for News Media Master Class](#) (Virtual)

June 10, 2021: [Financial Times' Future of News Digital Conference](#) (Virtual) - Alliance members get 20% off Professional Pass registration (unlimited). *Member login required to get discount.*

June 16-30, 2021: [WAN-IFRA Covid-19 and Public Health Data Storytelling](#) (Virtual)

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

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## 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](mailto: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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