

Part of the News Media Alliance Digital Dialogue, in collaboration with Google.



DIGITAL DIALOGUE: GOOGLE UPDATES | OCT 2018

Welcome to Google Updates, a monthly newsletter created to provide Alliance members with updates directly from Google on the latest developments on products and services for news publishers. This newsletter is made possible through our collaboration with Google as part of the News Media Alliance Digital Dialogue. For more information on the Digital Dialogue, click below.

[Digital Dialogue](#)



APPLY FOR THE GOOGLE CLOUD CREDITS PROGRAM

The Google News Initiative (GNI) Cloud Program has just launched the Cloud Credits Program. As part of this effort, Google will be giving away Cloud resources to a group of qualifying news organizations that apply to the program. Applicants must be a member of a recognized news association, such as the Alliance. News organizations with <1,000 employees may apply for Google Cloud credits, valid for up to 18 months. This is a great opportunity for news companies to try out new technology tools without any commitment or obligation to turn into paying customers. We encourage you to consider

applying – the deadline is **Monday, November 12.**

[Learn more & apply](#)



MEASURE LIFT AND EARN MORE REVENUE

Deals now show revenue lift metrics. Actual and predicted revenue are compared, and the results allow you to [identify low-performing deals](#) and stop them. Stopping sub-optimal deals means the inventory is free to run in other deals or the open auction, where it can potentially earn more revenue.

[Learn More](#)



NOTIFICATIONS FOR DEPRECATED API

See monthly notifications for any API applications that used a deprecated Google Ad Manager API version in the last week. If you have [API access enabled](#), the notifications are enabled by default. You can [see the notifications](#) by clicking the bell in the upper-right corner. The deprecation schedule is in the [developer documentation](#).



AD EXCHANGE UI TAGS CONVERTING TO AD MANAGER AD UNITS

Ad Exchange UI tags are in the process of being converted to targetable Ad Manager ad units. This change is happening in waves and applies to all Google Ad Manager publishers as of September 24, 2018. You can use the Tag Generator to generate both GPT and Ad Exchange tags. Each Ad Exchange syndication type (web, mobile in-app, video, or games) is being converted to a top-level Ad Manager ad unit. This change does not affect Ad Exchange tags placed directly on a page or in a third-party ad server, which will continue to work.

[Learn More](#)



BLOCK OR REPORT AD EXCHANGE & ADSENSE ADS WHILE TROUBLESHOOTING

To block Ad Exchange/AdSense creatives or report a potential issue while using the Ad Manager delivery tools, you no longer need to go to a different page; you can do it directly within the troubleshooting flow. When inspecting [webpage](#) or [mobile app](#) ad delivery, click Inspect for the row corresponding to the unwanted ad, click the Block Creative tab, and next to "Suggestion," click Block ad or Report to policy. These buttons don't appear for other creative types, but Google does provide suggestions on next steps.

Note: The "Block creative" tab only appears if you have the ["Review and block Ad Exchange creatives"](#) user role permission enabled.



PUBLISHER PROFILES AND BUYER VISIBILITY IN ONE PLACE

"Publisher profiles" for the Marketplace and "Buyer visibility" are now in one place. Placing them on one page eases management of related settings.

[Learn More](#)



WANT TO LEARN MORE ABOUT WHAT GOOGLE IS DOING IN THE NEWS SPACE?

[Subscribe](#) to Google News Initiative's newsletter to learn more about how Google is collaborating with news organizations around the world. The Google News Initiative is its effort to help journalism thrive in the digital age.

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