PLATFORM NEWS YOU CAN USE | FALL 2018

Welcome to **Platform News You Can Use**, a quarterly compilation of news and developments related to the major tech platforms. We hope this will help you identify opportunities to increase revenue and collaborate with the tech platforms more effectively. In addition to news and recent developments, this newsletter provides you with recent platform-related Alliance statements, events and webinars.This newsletter is part of the News Media Alliance Digital Dialogue. **For more information about the Digital Dialogue or to subscribe**, contact Alliance Senior VP, Strategic Initiatives Danielle Coffey at danielle@newsmediaalliance.org. Tips and suggestions for this newsletter are also appreciated!

Digital Dialogue

Facebook

- **Funding:** Facebook is investing an additional $4.5 million in programs that support news publishers, including $1 million to NewsMatch. (Aug. 2) [Read more](#)

- **New products:** Facebook is reportedly testing a new organic content tool that allows publishers to test top-performing articles in real time. (August) [Read more](#)

- **Fake news:** Facebook is testing a feature that would allow CrowdTangle users to report potentially fake news. (Sept. 11) [Read more](#)

- **Fact-checking:** Facebook is expanding its fact-checking to photos and videos published on its platform. (Sept. 13) [Read more](#)

- **Analytics:** Facebook rolled out a new CrowdTangle tracking tool that allows journalists to track top social media posts covering the midterms. (Sept. 18) [Read more](#)

Google

- **New Products:** Google introduced its Google News Initiative Cloud Program aimed at small and medium-sized publishers, offering 200,000 free G Suite licenses for up to two years (news organizations with fewer than 500 employees can apply for up to 500 licenses). (Sept. 12) [Read more](#)

- **AMP:** Google announced its intention to give up some of its control of the Accelerated Mobile Pages (AMP) format by revising the governance model that determines how the code is managed operationally. (Sept. 18) [Read more](#)

- **Analytics:** Google News Lab launched its Google Trends Midterm, which provides journalists with insights on what political topics are trending at the state, county, and city level. (Sept. 19) [Read more](#)

Twitter

- **Ad labeling policy:** Twitter introduced its new political issue ad policy, including a new certification process and ad labeling. News publishers are **exempted** from the policy. (August) [Read more](#)

- **Advertising:** Twitter launched its new Timeline Ads program that helps news publishers to place ads into tweets that publishers embed on their websites. (September) [Read more](#)

Amazon

Ad revenue: Amazon has increased its ad revenues faster than Google or Facebook, according to eMarketer. The retail giant is expected to generate $4.61 billion in ad revenue this year. (Sept. 19)

Read more

Apple

- **Privacy:** Apple announced a new policy that requires all app developers on Apple platforms to provide a link to their privacy policies. The policy goes into effect Oct. 3. (Sept. 1) [Read more](#)

- **Texture app:** Apple is reportedly talking with news publishers about adding their content to its Texture app, which previously focused on
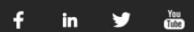

In Case You Missed It

Recent platform-related blog posts, press releases & statements:

[CEO Statement: Twitter's New Political Advertising Policy](#) (8/30)

magazines. [Read more](#)

UPCOMING EVENTS

Date	Event	Location
Oct. 9-10	**Folio:Show** **conference** on the future of media. Sessions on social media strategies and digital marketing. Speakers from Amazon and Facebook.	New York, NY
Oct. 16 8:30am - 3:00pm	Google News Initiative **Covering and Protecting Your Elections Training** - RSVP only, space is limited - click here to register	Google office, Washington, DC
October – December	**Facebook Community Boost** events. Helping small businesses use Facebook better in order to grow their businesses.	Various US cities
Nov. 1	**News Media Alliance conference call** with Amazon search engine and ad tech company, A9. Email Danielle Coffey for info.	Arlington, VA
Nov. 16-18	Inaugural **News Foundry Workshop**. Aimed at addressing news deserts in local communities. Funded by the Facebook Journalism Project and Google News Initiative.	Philadelphia, PA
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