

STRATEGIC INITIATIVES WITH THE PLATFORMS

The Alliance is involved in ongoing efforts with the digital platforms to work together with news publishers to maximize engagement and monetization in distributing and sending readers to trusted sources for their digital news content. The following is a summary of these ongoing efforts.

RECENT ACTIVITIES

- **Amazon:** July Summit; call with advertiser group November 1; and Roundtable in February 2019
- **Apple:** curated session on ad revenue late January 2019; local news April 2019; subscriptions Fall 2019
- **Facebook:** indexed news organizations and beta subscription capability in Instant Articles
- **Google:** list of “business asks” shared; call about “ad asks”; Summit on January 16, 2019
- **Twitter:** news exemption from political ads policy; Summit in New York on December 12, 2018

Facebook

Facebook is indexing news organizations so that it can more effectively target products and services to the appropriate organizations. For example, the “breaking news” tool that allows publishers to spotlight a breaking news item is intended for these indexed news organizations. However, some are concerned about how the tool could be used to their detriment. Facebook also seeks participants in its beta phase of the subscription tool in Instant Articles.

Google

The Alliance has developed asks that we want from Google: Flag and uplift original content; Create Economic model for news content used by Google Assistant; YouTube monetization options for local content; Real-time maladvertising detection for bad ads; Manage post-purchase price increase in Google Pay; Insight into Chrome engagement data, influence on search; Maintain Google News redesign, benefit to local publishers. Developing a compilation of advertising asks from Google, call to be scheduled with Digital Advisory Group. Second Summit scheduled for January 16, 2019 in Mountain View.

Amazon

As Amazon is viewed primarily as an e-commerce platform, rather than a search or social media platform, the topics centered on business opportunities that would increase member revenue. The Alliance is developing working groups, beginning with a call with the Amazon A9 group on November 1, and a roundtable scheduled for February 2019.

Twitter

On September 30, Twitter announced its political ads policy in which it exempted news organizations from being included and avoided the harmful results of classifying news as advocacy. This was a welcome development and a good faith move of the platform to recognize our role as the fourth estate. Twitter has also expressed interest in developing ways to work with news publishers to identify revenue streams, to be discussed at a Summit in New York on December 12, 2018.

Apple

News publishers are receiving a good amount of traffic from Apple News but seek increased monetization. In late January 2019, the Alliance will host a curated session at Apple’s office in New York to discuss advertising revenue inside the platform; a session on local news will follow in April 2019; and a session on subscriptions is planned for Fall 2019.