



GOOGLE UPDATES - FEBRUARY 2018

Welcome to Google Updates, a new 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 LOCAL NEWS BOOTCAMPS BY MATTER

To help local newsrooms learn important skills to get new ideas and products off the ground, News Media Alliance and Google News Lab are partnering with [Matter Ventures](#) to host a series of design-thinking boot camps tailored to local news at top J-schools in New York, Missouri, Georgia and California. [Applications are now being accepted!](#) Don't wait - newsrooms for the first bootcamp in New York will be selected in late March. Click [here](#) for more information and click [here](#) to apply. Please contact VP, Public Policy, [Danielle Coffey](#) with questions or for more information.

[Apply](#)



CHROME FILTERING IS HERE

Chrome [filtering](#) began on February 15, 2018. We strongly recommend that you familiarize yourself with all the changes and assure that you are ready for them to avoid any disruptions to your ad serving. **Read the News Media Alliance FAQ** for details.

FAQ



REDUCE ABUSIVE EXPERIENCES

Chrome will be expanding protections against deceptive content to include [abusive](#) experiences. Sites will be notified of identified violations via [Abusive Experience Report](#).

Chrome will prevent new windows/tabs from opening on sites with a "failing" status (after a 30-day notification period).

Timing: Report available now. Restriction of new tabs and windows began January 23.

Resources: [Abusive Experience Report](#); [blog post](#); [Help Center](#);

Recommended Action: Review your [Abusive Report](#), fix any violations and [submit for re-review](#).



BETTER ADS STDS. SUPPORT

Chrome will be reducing exposure to the ads users find most annoying. The [Ad Experience Report](#) surfaces violations of the [Better Ads Standards](#). Chrome will remove all elements detected as ads on sites that have a "failing" status in this report (after a 30-day notification period).

Timing: Announced June 2017; Started filtering on February 15, 2018.

Resources: [Ad Experience Report](#); [initial blog post](#); [Forum Post](#); [Help Center](#);

Recommended Action: Self-audit your ad experiences against the [Better Ads Standards](#). Review your [Ad Experience Report](#), fix any violations and [submit for re-review](#).



WHAT'S NEW IN DFP + AD EXCHANGE

The latest edition of [What's New in DFP + Ad Exchange](#) is available on Publisher University, which include topics such as: Changes to video content source sync options; Fast Fetch for canonical AMP pages; Delivery Inspector for AMP pages; Policy violation notifications update; and more.



PAGE-LEVEL ENFORCEMENTS POLICY NOTIFICATION CHANGES

Starting the week of January 22, 2018, publishers no longer receive update emails about Page Level Violations. Notifications will only be surfaced through the DFP UI. You can find more info [here](#).



OPTIMIZATION HELP?

If you seek information and direct support on your monetization with Google (AdSense, Adx & DFP), please visit their [newspaper support page](#). **NOTE:** You will need to be logged into your AdSense/Adx account to access this page. If you see an error on the page, you can request access by filling out this [form](#) and adding all of your account information. If you have any questions that fall outside of monetization, you can go to the following [website](#) where you can learn more and see support offerings. **To receive additional emails from AdSense, sign in** to your account and under Settings, select the checkboxes next to the emails you would like to receive.



FLEXIBLE SAMPLING

Replaces [First Click Free](#). As of Q4 2017, Google has ended the First Click Free policy, which required publishers to provide a minimum of three free articles per day via Google Search and Google News before people were shown a paywall. Longer term, Google is building a suite of products and services to help news publishers reach new audiences, drive subscriptions and grow revenue.



RESOURCES

The resources below offer details and guidance on Flexible Sampling:

[Flexible Sampling blogpost](#) (Keyword)
[General guidance on Flexible Sampling](#)
[Structured data specifications](#)
[Webmaster guidelines](#) & Google News guidelines



NEWS MEDIA ALLIANCE + GOOGLE RECENT WEBINARS

Click below to view recordings of our recent webinars:

[Improving Your Audience Value with Google's FUSE](#) (1.24.18)

[Google's AMP Project for Newspapers](#) (12.06.17)

**Log-in required. Please contact membership@newsmediaalliance.org if you need your login information sent to you.*



If you have questions or would like more information, please contact us:
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