

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



DIGITAL DIALOGUE: GOOGLE UPDATES | JUNE/JULY 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](#)



SIMPLER BRANDS FOR PUBLISHERS & ADVERTISERS

Google announced the rebrand of its publisher and advertiser platforms for simplification and unification:

1. Google AdWords is now **Google Ads**
2. DoubleClick advertising platforms and Google Analytics 360 are unifying under a single brand: **Google Marketing Platform**
3. DoubleClick for Publishers and AdExchange are unifying under a single brand: **Google Ad Manager**. More details below.

Google Ad Manager is the culmination of multiple years of work to bring DoubleClick for Publishers and DoubleClick Ad Exchange together in a single, integrated platform. The unified platform leverages Google technology to help you run your business more efficiently and keep your brand safe.

What to expect:

- Over the course of several months, you'll start to see improvements to the user interface, but the core product and its functionality will remain the same.
- Google is discontinuing the standalone AdX seller user interface. After this discontinuation, all AdX users, including those who only use AdX, can access [AdX features directly in the Google Ad Manager UI](#).

With AdX now fully integrated into Ad Manager, Google will be retiring the Ad Exchange brand. You'll start seeing these changes reflected in the Ad Manager UI starting mid-July and rolling out over the next several months.



THE NEW GOOGLE NEWS

Last month Google announced the launch of [Google News](#), which brings together several of its existing news products into a single app and web experience. The new Google News is faster, more engaging, and presents both the day's top stories and a personalized news experience for each

user. It will take advantage of Google's unique capabilities in AI and ML to provide a rich news experience, where a visually-engaging UI is working constantly to put stories in context in real time. Users can follow their favorite sources and topics and purchase subscription access to news and magazines.

[Learn More](#)



SUBSCRIBE WITH GOOGLE

Back in [October](#), Google previewed its initial thoughts around Subscribe with Google, a feature that lets users buy subscriptions on participating news sites using their Google account. For the last six months, they've been holding working groups with participants from nearly 60 news organizations across 18 countries to review their ideas and collect feedback. They've experimented directly with a smaller number of partners to understand some of the implementation challenges and are committed to building a product that works for publishers of various shapes and sizes.

[Learn More](#)



NEWS CONSUMER INSIGHTS

Last year Google launched the FUSE project to provide publishers a view into their Google Analytics data through a subscription-oriented lens. They've incorporated publisher feedback into the new version, called **News Consumer Insights**, which will help you uncover: which readers drive value on your site, what are the most effective ways to reach consumers, how you can build a loyal user base, how you can improve engagement with your users, and how you can convert users into paying consumers through subscription or patronage.

[Get Started](#)



SEASONALITY IN FORECASTING

To make forecasting numbers more accurate and relevant, Google now considers holidays and other yearly patterns their calculations. Currently in beta in for U.S. holidays only, the system accurately predicts an increase or decrease in traffic during major holidays. The system also detects patterns that repeat annually. Google applies this only when there's a strong signal for the pattern.

Prior to this release, forecasts did not reflect seasonal variations, which resulted in predictions based strictly on overall historical averages. With seasonal forecasting, it's easier to maximize your future revenue at the optimal times.



REPORT OF IMPACT ON NON-PERSONALIZED ADS (GDPR)

A new DFP (Google Ad Manager) reporting dimension known as “serving restrictions” compares performance based on whether or not you have elected to show users in the European Economic Area only non-personalized ads in an effort to comply with Google's EU User Consent Policy. Comparing the performance when there is “No restriction” to the performance when you are only serving “Non-Personalized Ads” can help you determine the revenue impact as a result of selecting non-personalized ads settings.

[Learn More](#)



CREATE NATIVE ADS WITHOUT WRITING CODE

You can now create native ads without writing a single line of code. Google's new Guided design editor provides simple menu options for choosing the font, color, and layout of each item within a native ad. In addition, the Guided design editor doesn't require you to edit CSS directly, though power users will still have the ability to complete customization through CSS. Finally, the Guided design editor allows you to use "fluid" or commonly used fixed sizes and supports Ad Exchange auction and direct-sold ads.

[Get Started](#)



TRAFFIC NATIVE ADS IN AMPHTML

You can now serve fixed-size native AMPHTML ads to AMP and standard content. AMPHTML ads enable publishers, marketers and technology providers to deliver faster, lighter and more secure ad experiences across all platforms by applying the principles of Accelerated Mobile Pages (AMP) to building and serving ads. These native ads load faster than standard ads.

[Learn More](#)



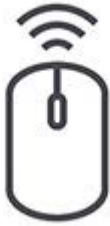
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Initiative has in place to help journalists, news organizations and entrepreneurs drive innovation in the industry.

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Click below to view recordings of our recent webinars:

- [Google Ad Exchange Best Practices](#) (4/11/18)
- [Improving Your Audience Value with Google's FUSE](#) (1.24.18)
- [Google's AMP Project for Newspapers](#) (12.06.17)

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If you have questions or would like more information, please contact us:
Email: membership@newsmediaalliance.org | Call: [571-366-1000](tel:571-366-1000)

4401 N. Fairfax Dr. Suite 300 | Arlington, VA 22203

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