DIGITAL DIALOGUE: GOOGLE UPDATES | MARCH 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

GOOGLE NEWS INITIATIVE

Recently, Google announced the Google News Initiative, Google's effort to work with the news industry to help journalism thrive in the digital age. The Google News Initiative is focused on three objectives:

1. Elevating and strengthening quality journalism.
2. Evolving business models to drive sustainable growth.
3. Empowering news organizations through technological innovation.

Google also unveiled more than a dozen products and initiatives to achieve these goals, including: Subscribe with Google, a seamless sign-in and payment flow that enables readers to use their Google account and payment methods to subscribe across the web; **Expanding its Product Working Groups** globally to cover more topics and partners; **a new $10 million global grant** to improve digital media literacy; and a **$300 million commitment over the next three and a half years** to energize all of its efforts across product, partnerships and programs.

For more info:
Read more about the Google News Initiative
Read more on our efforts to elevate quality journalism.
Sign up to the Google News Initiative newsletter.

GOOGLE NEWS CONSUMER INSIGHTS

Google recently launched the News Consumer Insights, an analytics framework that delivers insights and recommendations from Google Analytics data to help news publishers build sustainable digital businesses.

The News Consumer Insights framework has two parts: the Dashboard and the Playbook.

The Dashboard should help publishers first gain an understanding of their audience and initial insights from seeing their reader funnel more clearly. Once the publisher understands their dashboard and user funnel, the downloadable playbook shows them what to do with that new knowledge. It contains both tactical suggestions on technical areas (e.g., structured data) and more nuanced ideas for areas like user engagement and social media.

Report

DFP POLICY CENTER

The DFP Policy Center is DFP's new home for all policy violation, enforcement, and status information, communications, and interactions with publishers. This product contains Account, Site, and URL-level policy violations.

The unified Policy Center UI consists of 2 panes:

1. List of site-level enforcements
2. List of sites with page-level enforcements

The DFP Policy Center is located in Admin > Policy Center. The DFP Policy Center launch improves publishers' policy experience by:

- Providing a dedicated home to understanding and resolving current policy issues across all assets: account, sites, and pages. This empowers publishers to comply with the AdX Seller Guidelines and Platforms Policies, and helps address any policy issues in a timely manner.

- Surfacing detailed page and site-level ad serving restrictions in addition to account level actions.

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CREATING BETTER AD EXPERIENCES FOR EVERYONE

Last month we heard from Scott Spencer, Google's Director of Sustainable Ads, on how intrusive ads are now being filtered in Chrome in support of industry-wide Better Ads Standards. Spencer returns this month to share what Google is doing to build greater trust across the ads ecosystem and to protect its users from scammers, fraudsters and overall bad actors. Read Spencer's Keyword blog to learn more.

NEWS MEDIA ALLIANCE + GOOGLE WEBINAR: AD EXCHANGE BEST PRACTICES

Join us **Wednesday, April 11, 2018 from 2-3 pm EDT** for an exclusive member-only webinar with Adrian Rodriguez, a Google Strategic Partner Manager, to review and learn some best practices and tips when it comes to optimizing your Ad Exchange account for a higher yield. In this webinar,

Adrian will go over the overall yield management framework, providing specific and relevant tips on how to optimize your rules, and inventory. He will also go over some key reports that will help measure the impact of your optimizations and highlight additional resources that can help with your yield management goals.

*This webinar will be most useful for Adx users. If you only use Adsense, you might not find the information relevant.

Register by clicking the button below. Member login required.

Register