

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



DIGITAL DIALOGUE: GOOGLE UPDATES | APRIL / MAY 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](#)



GENERAL DATA PROTECTION REGULATION (GDPR) - MAY 25TH

Last August Google [announced](#) its commitment to comply with Europe's new General Data Protection Regulation (GDPR). Last month, they shared more about their GDPR policy, contract and product changes and today, they want to share new Help Center articles for [DFP/AdX](#), [AdMob](#), [AdSense](#), which provide more information on these changes.

The articles cover:

- Controller responsibilities
- Consent support
- Choice and control over ads personalization

Find out more

You can refer to privacy.google.com/businesses to learn more about Google's data privacy policies and approach, as well as view its [data processing terms](#) and [data controller terms](#).

If you have any questions about this update, please don't hesitate to reach out to your account team or contact them through the Help Center. Google will continue to share further information on its plans in the coming weeks.



ADS.TXT DBM AUTHORIZED INVENTORY LAUNCH

Starting in May, DoubleClick Bid Manager will offer its customers the ability to only target authorized inventory (based on domains with a published ads.txt file). Initially, this option will be "off" by default.

To ensure that these customers are able to continue to access your inventory, it is important that you create and post an ads.txt file.

Make sure the ads.txt file for each domain that you own or represent and monetize through your account contains the snippet below.

It may take 24-48 hours for your ads.txt file to be detected. If your posted ads.txt file is not detected in the [DFP Ads.txt Management Tool](#) after this period, please work with your webmaster to [ensure that it can be crawled by Google](#).

You can also learn more about ads.txt, how buyers will use it, and how to implement it on your sites in our [Help Center](#).



Owned and Operated example



Represented example

FLUID SIZES FOR AMP LAUNCHED



Publishers can now monetize AMP pages with fluid-sized native DFP reservation ads. With fluid sizes, ads are requested and rendered even if they don't have a predetermined size, increasing the available pool of creatives that may render in a particular slot, and helping publishers improve monetization on AMP pages.

This launch will be most relevant for publishers who **already use** fluid sizes on their standard mobile web pages and have AMP pages.

How does a publisher use this?

You can find the technical documentation for use of the feature in [GitHub](#) (scroll down to "Fluid"). In short, all a publisher needs to do is add the the height="fluid" attribute to an <amp-ad type="doubleclick"> tag residing on an AMP page.

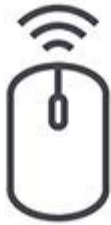


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**Log-in required. Please contact membership@newsmediaalliance.org if you need your login information sent to you.*

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