Brought to you by the News Media Alliance Digital Dialogue.

PLATFORM NEWS YOU CAN USE | JANUARY 2019

Welcome to **Platform News You Can Use**. This monthly newsletter provides the latest news and developments (beginning with the most recent) related to the major tech platforms, in order to help you identify opportunities to increase revenue and to collaborate with the tech platforms more effectively. This newsletter also provides an overview of relevant statements, events and webinars. This newsletter is part of the News Media Alliance Digital Dialogue. For more information on the Digital Dialogue, contact Alliance Senior VP, Strategic Initiatives Danielle Coffey at danielle@newsmediaalliance.org.

Facebook

Subscriptions: Facebook announced it is expanding its subscriptions test in addition to introducing a host of new features, including making it easier to integrate the Instant Articles paywall with third-party paywall providers and encouraging retention through the introduction of a new “welcome screen.” Read more

Political Ad Policy: Facebook announced it would exempt news publishers from its political ads archive, reversing its earlier decision. The new policy rolled out in the UK and will be expanded to the United States in the new year. Read more

Local: Facebook announced a new $6 million Community News Project in the UK in partnership with local media organizations. The project will facilitate the recruitment of approximately 80 community journalist trainees. Read more

Breaking News: Following testing with over 100 news publishers, Facebook announced that it will start showing a breaking news label to users in more countries, in addition to expanding the testing to new markets. Read more

Training: The Facebook Journalism Project and Storyful announced a collaborative training program to offer journalists tips and best practices on finding and verifying useful social

Google

Ads: Google has created an Ad Review Center as a better way to review Ad Exchange ads on publisher apps and websites. Read more

Google now allows publishers to specify a target CPM on open auction pricing rules, allowing them to earn more revenue over time. Read more

Google Ad Experience Controls: Now available in the UI but not yet live for serving enforcement. Publishers should check their settings before the new controls go live and the legacy rules are removed. Read more

AMP: The AMP Project announced its new governance model, including the establishment of a Technical Steering Committee and an Advisory Committee. Read more

The AMP Project introduced Story Ads, full-screen ads that appear in AMP stories. Google is also working to create programmatic story ad capabilities. Read more

The AMP Project announced a developer preview of Signed Exchanges that improves the AMP URL experience in Google Search. Read more

Funding: Google opened the final round of applications to its Digital News Innovation Fund. The Fund is open to publishers and other

media content. Read more

Branded content: Facebook announced changes to its branded content and brand collaborations. The changes include an updated branded content tag, testing new ways to denote brand collaborations and expanding the Brand Collabs Manager. Read more

Tools: Facebook launched new publisher features, including interactive video polls, Top Fans, and Premieres, which allows publishers to release pre-recorded video as a live moment. Read more

partners based in Europe. Read more

GNI Cloud Credit Program: Google announced a new phase of its Google News Initiative Cloud Program. Qualifying organizations with fewer than 1,000 employees can apply for $100,000 in Google Cloud platform credits. Read more

Fact-Checking: Google's dataCommons project announced two new tools (currently in beta) – Fact Check Explorer and Fact Check Markup Tool – that are designed to battle disinformation on the internet. Read more

Twitter

Transparency: Twitter released its 13th biannual transparency report in December in an effort to show how they handle legal requests from courts and governments, as well as other content issues. The new report also includes data on enforcement of Twitter's own rules for conduct on the platform, focusing on abuse, hate speech, threats of violence, doxing, and several other problematic behaviors tracked by the company. Read more

Ads: Twitter announced that publishers are now able to monetize their entire video audience

Amazon

Subscriptions: According to reports, some news publishers have seen subscription growth following their adoption of Amazon Pay. The payment service allows the publisher instead of Amazon to keep readers' contact information for future use. Read more

Tools: Amazon is reportedly introducing two new tools to publishers in the UK: Shopping Insights and Direct Deals. Shopping Insights provides publishers with information about the shopping habits of their visitors, while Direct

using In-Stream Video Ads instead of being limited to the market where the publisher is based. Read more

Political Ad Policy: Following Twitter's introduction of its political issue ads policy that exempts news publishers, it clarified that parent companies can apply for an exemption on behalf of their subsidiaries. Once the parent organization's main handle has been certified, the organization can then submit additional handles for certification. If these affiliates do not meet the 200,000 monthly unique visitor criteria, they may still be certified following a review by Twitter as long as the link between the handles and the parent company is clear.

Deals improves the publishers' private-marketplace experience. Read more

Apple

Texture: According to reports, Apple is considering relaunching its recently acquired Texture app as a premium product within Apple News sometime in the spring of 2019. Apple is reportedly also redesigning the app. Read more

In Case You Missed It

Recent platform-related blog posts, press releases & statements:

Statement: Facebook's Exemption of News Organizations from Its Political Ad Policy

UPCOMING EVENTS

Jan. 15-16: **Local Media Consortium, Information Trust Exchange and Internet Society** - Second meeting of their multi-stakeholder process on Trust, Advertising, and Data Privacy (New York, NY)

Jan. 15: **News Media Alliance and Google Summit** (Mountain View, CA)

TBD: **News Media Alliance Digital Advisory Group call** (Conference call)

Feb. 27-28: **News Media Alliance adXchange 2019** (Bally's Las Vegas)

Mar. 7-10: **IRE and NICAR Annual Conference on Data Journalism** (Newport Beach, CA)

Mar. 21-22: **The International News Media Association Media Subscriptions Summit** (Stockholm, Sweden)

Mar. 27-29: **Digiday Publishing Summit** - Focus: Changes in the advertising and revenue landscape (Vail, CO)

On-demand: **E-learning opportunities:** Facebook provides a variety of e-learning courses for publishers and journalists. Topics range from content discovery and social monitoring to Instant Articles (Virtual)

SUBSCRIBE TO RECEIVE DIGITAL DIALOGUE COMMUNICATIONS

If you or a colleague would like to be added to the Digital Advisory Group or this email list, please click the button below to contact our membership department and request to be added.

Subscribe

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

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

© 2018 NEWS MEDIA ALLIANCE.