NEWS MEDIA
ALLIANCE

**Platform News
You Can Use** 💬

PLATFORM NEWS YOU CAN USE | FEBRUARY 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.
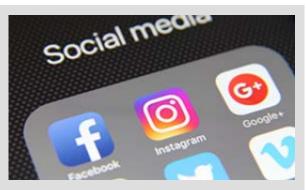
Facebook

Funding: Facebook announced that it would invest $300 million over the next three years in news programs, partnerships and content in order to support local news. Facebook will also be expanding its Accelerator pilot that helps newsrooms with subscription and revenue models. Read more.

Misinformation: Facebook announced it is partnering with British nonprofit Full Fact to battle misinformation in the UK. Read more.

Training: Facebook has published online courses on content monetization. The courses provide an introduction to content monetization and delve deeper on individual monetization products. Read more.

Google

Ad-Blocking: Google's proposed changes to its open-source Chromium browser, which forms the basis of Google Chrome, would reportedly disrupt many existing ad blockers and other content blocking tools. Read more.

Tools: Google's Public Liaison for Search published tips on how to succeed in Google News in 2019. Read more.

Ads: Google announced it would follow guidance from the Coalition for Better Ads and stop showing ads on sites that repeatedly display disruptive ads beginning on July 9. Read more.

Twitter

New research: Twitter is partnering with researchers at UC-Berkeley to improve machine learning and to better understand the effects of algorithmic decisions and machine learning models. [Read more](#).

Tools: Twitter introduced Promotion Expiration for Sponsorships for tweets composed within Twitter's Media Studio. [Read more](#).

New programs: Twitter is launching a program that lets users test new conversation features with their followers. [Read more](#).

Amazon

Advertising: Amazon released its Q4 2018 results, revealing that it made approximately $10 billion in revenue from its advertising business in 2018. [Read more](#).

Advertising: Based on a recent survey of U.S. advertising buyers, Amazon could double its advertising revenue in the next two years, which would increase its share of the total digital ad spending to 12 percent. [Read more](#).

Apple

Apple News: During its earnings call, Apple announced that Apple News now has 85 million monthly active users, reportedly making it the most popular mobile news app. In 2016, Apple News had 60 million monthly active users. [Read more](#).

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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.

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UPCOMING EVENTS

Feb. 14, 3:30 p.m. ET: **News Media Alliance Digital Advisory Group video call with Twitter** (Video call)

Feb. 21, 2:00 p.m. ET: **News Media Alliance Digital Advisory Group call** (Conference call)

Feb. 25-27: **Key Executives Mega-Conference 2019** (Las Vegas, NV)

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** (Vail, CO)

Apr. 17-18: **AMP Conf** (Tokyo, Japan)

Ongoing: **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)