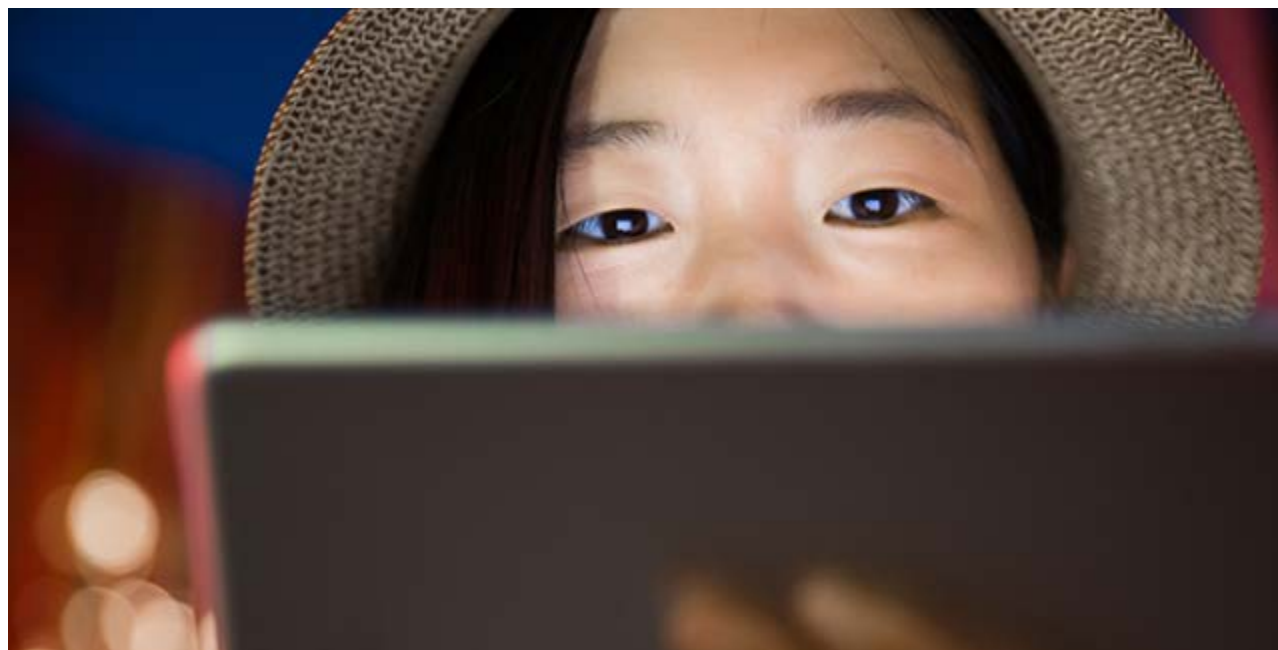


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Platform News
You Can Use 



PLATFORM NEWS YOU CAN USE | MARCH 2019

Welcome to **Platform News You Can Use**, our monthly newsletter that provides the latest news and developments 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 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

Fake Accounts: Facebook has filed a lawsuit in federal court against four companies and three individuals for creating and selling fake accounts, likes and followers. [Read more.](#)

Online Safety: Facebook announced the Facebook Safety for Journalists eLearning course, which teaches journalists how to stay safe online and protect their sources. The free course is offered through Blueprint. [Read more.](#)

Local Media: The Facebook-funded branded content pilot project, led by the Local Media Association and the Local Media Consortium, is now accepting applications. The project will grant funding to 3-5 news organizations who have had some success with their branded content. The project follows Facebook's recent announcement of a \$300 million investment in local news. [Read more.](#)



Google

Voice Assistant: Google is bringing Google Assistant to its messages app, allowing users to get more information about a topic they are discussing in the app. [Read more.](#)

Local News: Google has partnered with Automattic and WordPress to create Newspack, a low-cost publishing system for small newsrooms. [Read more.](#)

Artificial Intelligence: Google announced The Data Journalism Handbook 2 and shared various new features during the Google News Initiative Innovation Forum, including Journalism AI, aimed at training newsrooms on the intersection of AI and journalism. [Read more.](#)

Fake Audio: To help the public distinguish between real and fake content, Google AI and Google News Initiative are partnering to create a body of synthetic speech containing phrases drawn from news articles. [Read more.](#)



Twitter

Political Ads: Twitter is expanding its political ads policy to all European Union member states, India and Australia. Newspapers are exempted from the policy. [Read more.](#)

Advertising: While reporting strong fourth quarter profits due to digital advertising, Twitter indicated it would start reporting the number of “monetizable” daily active users instead of using the monthly user base metric. [Read more.](#)



Amazon

Alexa Skills: Amazon announced that it would be opening the Alexa skills store to all users who want to publish their custom Alexa skills. [Read more.](#)



Apple

Subscription News Service: Apple is reportedly announcing its subscription news service at an event on March 25. [Read more.](#)



Alliance Call with Twitter on Monetization Opportunities

During a video call with the Alliance's Digital Advisory Group held in February, a representative from Twitter updated Alliance

Auto-Renewable Subscription Offerings:

Apple will soon introduce a new feature that will allow apps with auto-renewable subscriptions to provide subscription offers to existing and previous customers. The feature is supposed to help app developers re-engage former subscribers and incentivize subscription upgrades. [Read more.](#)

members on how they can benefit from sponsored tweets and Twitter's plans to develop a program for local news organizations to effectively monetize their content on the platform. [Read more.](#)

UPCOMING EVENTS

TBC: **Alliance Meeting with Apple** (New York, NY)

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

Mar. 8-17: **[South by Southwest \(SXSW\)](#)** conference (Austin, TX)

Mar. 21-22: **INMA [Media Subscriptions Summit](#)** (Stockholm, Sweden)

Mar. 27-29: **[Digiday Publishing Summit](#)** (Vail, CO)

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

May 13-17: **[INMA World Congress of News Media](#)** (New York, NY)

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)

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