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**Platform News**  
**You Can Use** 



## **PLATFORM NEWS YOU CAN USE | JUNE 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](mailto:danielle@newsmediaalliance.org).



## Google

**Local News:** Google launched its first GNI Innovation Challenge in North America to support local news. Selected projects may get up to \$300,000. Applications are due by July 15. [Read more.](#)

**Tag Manager:** Google announced Custom Templates in Tag Manager and Tag Manager 360 to increase publisher transparency and control over tags on their sites. [Read more.](#)

**Search Updates:** Google's Search now displays the website name and icon at the top of the results card in order to help users identify the source of the information. [Read more.](#)

**Unified Pricing:** Google will transition to a new unified, first price auction later this year, which require publishers to rethink their floor price strategies. [Read more.](#)

**Google News:** Google launched "How News Works," a website that provides more information about how Google handles news content. [Read more.](#)

**User Privacy:** Google introduced new user privacy controls across Google products, making it easier for users to control their privacy settings. [Read more.](#)

**Digital Advertising:** Chrome's planned changes to its cookie policies make it easier for



## Facebook

**Publisher Reach:** Facebook continues to provide publisher content with the widest reach, compared to other online platforms, according to a new Digiday survey. Almost half of the 124 publisher executives surveyed indicated that Facebook delivered the widest reach for unpaid content. [Read more.](#) *Subscription required to read story.*

**Transparency Report:** Facebook released its Transparency Report for the second half of 2018, including information on content moderation and intellectual property violation reports received by the company. [Read more.](#)

**Newsfeed:** Changes announced to Facebook's Newsfeed rankings include prioritizing updates from those friends the user may want to hear from the most, and prioritizing links the user may find worthwhile. [Read more.](#)

**Fan Subscriptions:** Facebook released information about its upcoming fan subscriptions feature, which allows small businesses to deepen their connections with their followers. The feature allows fans to become supporters for a small monthly fee. [Read more.](#)

**Online Harms:** Facebook will start restricting access to Facebook Live for users who previously broke certain community rules, and will invest \$7.5 million in research partnerships

users to block and clear cookies used in third-party context. Google also announced new transparency measures around ads shown on Google and publishing partner properties. [Read more.](#)

**Digital Transformation:** Google released a new Data Maturity Benchmark tool for news organizations, as well as a [Global Data Maturity Report](#) with Deloitte. [Read more.](#)

**Content Insights:** Google launched a Realtime Content Insights tool that helps publishers make better decisions about content creation and distribution based on real-time data. [Read more.](#)

**AMP Updates:** Google AMP announced multiple new updates at the AMP Conf!, including the ability to run JavaScript from within an AMP document, Signed Exchange support in Google Search and updates to AMP Stories. [Read more.](#)

to tackle adversarial media manipulation. [Read more.](#)

**Subscriptions:** Facebook's Subscriptions, in Instant Articles, is now available to all eligible publishers. Facebook also announced News Funding, which is designed for local and specialized publishers who want to use Facebook's membership model. [Read more.](#)



## Twitter

**Online Harms:** Twitter, together with Facebook, Google, Amazon, and Microsoft, signed onto the Christchurch Call, committing to fighting online harms by updating their terms of use, user reporting, technology, transparency and livestreaming practices. [Read more.](#)



## Apple

**Ad Click Attribution:** Apple announced an ad attribution tool, Privacy Preserving Ad Click Attribution, which allows companies to attribute a clicked ad to a product purchase, while preserving user privacy. [Read more.](#)

**Transparency Report:** Twitter published its 14th biannual Transparency Report, which highlights requests received globally, as well as information on rules enforcement, platform manipulation and content moderation. [Read more.](#)

**Apple News+:** Apple News+ users can now follow publications directly from the service's catalog, with new issues downloaded automatically and made available offline. [Read more.](#)

**Data Privacy:** Apple announced a new "Sign In with Apple" service, which provides apps and websites with a privacy-centric alternative to authenticating user logins. [Read more.](#)



## Amazon

**International Reach:** Amazon is reportedly negotiating deals with various news publishers that would reward the publisher for expanding internationally. [Read more.](#)



## In Case You Missed It

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

**Press Release:**

[News Media Alliance Applauds Senators Kennedy and Klobuchar for Introducing Journalism Competition & Preservation Act](#)

## UPCOMING EVENTS

Jun. 12-13: [10th Annual PePcon](#) on Bridging Print and Digital Publishing (Seattle, WA)

Jun. 24: [Digital Media North America 2019](#) (New York, NY)

Jul. 15-17: [MozCon](#) (Seattle, WA)

Jul. 22-23: [Digiday Publishing Product Leaders Retreat](#) (New Paltz, NY)

Sep. 12-14: [Online News Association 2019 Conference](#) (New Orleans, LA)

Sep. 16-18: News Media Alliance [2019 adXchange](#) (Chicago, IL)

Sep. 23-25: [Digiday Publishing Summit](#) (Key Biscayne, FL)

Sept: [Digiday Publishing Awards](#) (New York, NY)

Oct. 3: **News Media Alliance/Microsoft Summit** (New York, NY)

Oct. 15-16: [AdExchanger Programmatic I/O Conference](#) (New York, NY)

Oct. 21-23: [Digiday Publishing Summit Europe](#) (Budapest, Hungary)

Oct. 27-30: [LavaCon Content Strategy Conference](#) (Portland, OR)

Oct. 30-31: [2019 Folio: Show](#) (New York, NY)

Nov. 5-6: [The Newsroom Summit 2019](#) (Oslo, Norway)

Dec.: [Business Insider Ignition: Media, Technology & Transformation Event](#) (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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