NEWS MEDIA
ALLIANCE

Platform News
You Can Use

PLATFORM NEWS YOU CAN USE | AUGUST 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, email digital@newsmediaalliance.org.

Facebook

User Engagement: Publishers witnessed a 62 percent increase in Facebook engagements during the second quarter of 2019, according to a recent study by NewsWhip. [Read more](#).

Search Ads: Facebook is reportedly expanding the ability of advertisers to run ads in Facebook search results. Unlike Google and Amazon, advertisers are not able to bid for specific search terms. [Read more](#).

News Feed Ads: Facebook will reportedly restrict the amount of text and the image size allowed in news feed ads, in addition to other changes to the ad experience, starting on August 19. [Read more](#).

User Growth: The number of Facebook monthly users increased slightly to 2.7 billion in the second quarter of 2019, while COO Sheryl Sandberg presented the shift to Stories as an opportunity for advertisers. [Read more](#).

Monetization: New tools, including changes to the Creator Studio, brand collaborations and monetization of videos with ads, help creators to monetize their content and grow their audience. [Read more](#).

Ad Experience: Changes to ad policies provide users with more detailed information about ad delivery and the use and sharing of their information on the platform [Read more](#).

Google

YouTube: Google outlined future developments regarding news on YouTube, including highlighting authoritative sources, providing more context and providing tech to help journalism. [Read more](#).

Analytics: Google announced new unified app and web analytics, allowing publishers to better measure and analyze user engagement across platforms. [Read more](#).

App Monetization: App developers can now reach new users through app campaigns in Google Discover, YouTube Search and in-stream video. The new format shows users ads while they wait for an app to load. [Read more](#).

News Tab: Google is reportedly making changes to its search results for news content, including prioritizing context and publisher names and creating a separate News tab on desktop. [Read more](#).

Ad Revenue: Google's advertising revenues in the second quarter of 2019 rose by $4.51 billion, to $32.6 billion, compared to the second quarter of 2018. [Read more](#).

Native Ads: Google AdMob now supports native ads, providing developers with flexible design and placement options to design native ads for their apps. [Read more](#).

Hermes: Facebook announced Hermes, a new, open-source JavaScript engine that is designed to increase the performance of its mobile apps. [Read more](#).

React Native: Facebook's Native Core team released version 0.60 of React Native (software that lets you build mobile apps using only Javascript) that addresses multiple issues in previous versions and handles migrations for both Android and iOS. [Read more](#).

Private Browsing: Google confirmed the changes to Chrome's Incognito Mode, which prevent publishers from detecting users who visit their websites this way, took place at the end of July. [Read more](#).

Compass Experiment: The first Compass Experiment local news operation, a collaboration between McClatchy and Google, will be located in Youngstown, Ohio. [Read more](#).

Apple

Service Growth: During its earnings call, CEO Tim Cook noted that Apple's services, including Apple News+, are on track to generate $50 billion by next year. Apple made almost $2 billion more, for a total of $11.46 billion, from services in the second quarter of 2019 than during the same period in 2018. [Read more](#).

Twitter

Advertising Growth: Twitter reported an 18 percent revenue increase year-over-year in the second quarter, in addition to an increase in the number of monetizable daily active users. Advertising revenues increased by 29 percent in the United States. [Read more](#).

Hateful Conduct: Twitter expanded its rules against hateful conduct to include content that dehumanizes on the basis of religion. [Read more](#).

Amazon

Ad Earnings: Amazon's advertising growth for second quarter, reported in the "Other" category composed mainly of ad revenues, grew 37 percent year-over-year. Read more.

In Case You Missed It

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

Statements:

News Media Alliance Commends Findings of ACCC Digital Platforms Inquiry

News Media Alliance Calls on Google to Rethink Planned Changes to Incognito Mode in Chrome Browser

UPCOMING EVENTS

Sept. 12-14: **Online News Association 2019 Conference** (New Orleans, LA)

Sept. 16-18: News Media Alliance **2019 adXchange** (Chicago, IL)

Sept 12: **Digiday Publishing Awards** (New York, NY)

Sept. 23-25: **Digiday Publishing Summit** (Key Biscayne, FL)

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

Oct. 9-10: **AMP Contributor Summit 2019** (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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