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



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



## Facebook

**Breaking News Alerts:** Today In, Facebook's local breaking news indicator, and local alerts help local news publishers connect with their communities. [Read more.](#)

**Oversight Board:** The Independent Oversight Board's charter provides more details on the governance and structure of the Board as well as its relationship with Facebook. [Read more.](#)

**Video Features:** Facebook announced changes to its Live, Watch Party and Creator Studio features, including rehearsals, trimming and extended duration for Facebook Live. [Read more.](#)

**Today In:** Today In is now available in more than 6,000 communities in the U.S., reaching over 1.6 million people. [Read more.](#)

**Community Standards:** Facebook has revised its Community Standards, the platform's guide for what is and isn't allowed on Facebook. [Read more.](#)

**Video Partnerships:** Facebook has teamed up with publishers in France, Germany and Sweden to develop programming for Facebook Watch, giving publishers full editorial control over their content. [Read more.](#)



## Google

**Video Campaigns:** Changes to video ads include reach campaigns that allow advertisers to upload multiple video creatives into a single campaign to reach audience more efficiently with the help of AI. [Read more.](#)

**Project Neon:** Google announced a partnership with Archant in the UK, Project Neon, aimed at rethinking local news. [Read more.](#)

**Search Ads 360:** Google Ads auction-time bidding is now available in Search Ads 360. During beta-phase, advertisers witnessed a 15-30 percent increase in conversions at the same or better ROI. [Read more.](#)

**Google AdMob:** Updates to AdMob's reporting give publishers better insights into users of their apps. [Read more.](#)

**Original Reporting:** Google will start elevating original reporting in its search results, including displaying original news longer in search results. [Read more.](#)

**Automated Bidding:** Google's new automated bidding solutions in Display & Video Ads 360 provide multiple advantages to advertisers, including outcome-based buying. [Read more.](#)

**Encrypted DNS:** Google's planned adoption of a new internet protocol aimed at increasing data

security may impact businesses' access to consumer data. [Read more.](#)



## Apple

**App Subscriptions:** Apple announced a grace period for unsuccessful auto-renewals that allows users to access apps' paid content while Apple attempts to collect payment. [Read more.](#)

**Apple Sign-In:** Updated App Store Review Guidelines provide criteria for when apps are required to use Sign in with Apple. [Read more.](#)

**HTML5 Apps:** Apple announced clarifications and updates to exceptions governing the use of HTML5 technology in iOS apps. [Read more.](#)



## Twitter

**Customer Service:** Twitter released a best practices checklist for businesses wishing to use Twitter to provide customer service to their customers. [Read more.](#)



## Amazon

**Audio:** Amazon announced that it has joined forces with multiple technology companies to launch the Voice Interoperability Initiative, aimed at increasing interoperability between different voice services. [Read more.](#)



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## UPCOMING EVENTS

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. 24: **#TwitterNewsSummit: The State of the News Industry** (information upon request)

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)

Nov. 13: **News Media Alliance/Apple Summit** (New York, NY)

Dec. (date TBC): [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)



If you have questions or would like more information, please contact us:  
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