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Platform News
You Can Use 



PLATFORM NEWS YOU CAN USE | NOVEMBER 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.



Google

Innovation Challenge: Google announced the recipients of Google News Initiative's first North America Innovation Challenge. The 34 local news projects were selected from 269 applications and will receive a total of \$5.8 million in funding. [Read more.](#)

Google Search: Significant updates to natural language processing make Google Search better at finding useful information, especially when using longer, conversational search terms. [Read more.](#)

Tap-able Stories: Mobile users prefer tap-able stories that allow them to interact with full-screen visuals over scrolling articles, according to research commissioned by the AMP Project. [Read more.](#)

Adaptive Banners: Adaptive anchor banners automatically adjust size to provide a better experience on devices with different screen sizes and layouts. [Read more.](#)

Live Caption: Google's new Live Caption function provides automatic captions for videos and other audio content on smartphones. [Read more.](#)

Ad Frequency: Google will be rolling out a new feature of Display & Video 360 that allows advertisers to manage ad frequency, while also protecting user privacy. [Read more.](#)



Facebook

Facebook News: Facebook launched its highly anticipated news tab, Facebook News, to some users in the United States. The service pays some publishers for content and is partially moderated by an editorial team. [Read more.](#)

Instagram Ads: According to a recent Digiday survey, 54 percent of marketers increased their money spent on Instagram in 2019, while keeping their spending almost the same on other platforms. [Read more.](#) *Subscription required.*

Inauthentic Behavior: Policy updates clarify how Facebook will battle deceptive practices on the platform. [Read more.](#)

Facebook Watch: Facebook will pair publishers with public figures in Europe to create original content for Facebook Watch. The initial test will take place in the UK, France, Germany, Spain and Italy. [Read more.](#)

Video Journalism: Facebook for Student Journalists, together with partner universities, aims to train students on how to use video in storytelling. [Read more.](#)

Video Accelerator: Facebook's Video Accelerator will help video publishers in Europe to develop new strategies and best practices. Participants can also receive grants to implement lessons learned. [Read more.](#)

Tag Manager: Google Tag Manager's new Community Template Gallery allows businesses to easily customize and implement tags on their websites, while improving transparency. [Read more.](#)



Microsoft

Insight & Discovery Accelerator: Microsoft News just announced its first AI tool for journalists and publishers, IDA, which uses Azure AI to rapidly index vast quantities of data, such as documents, photos, emails, PDFs, audio and video. [Read More.](#)

LinkedIn hiring journalists: LinkedIn now has 65 journalists in offices around the world empowered to discover and strategically distribute original stories. [Read More.](#)

Microsoft Edge Beta available: The final Beta before general availability of the new Microsoft Edge, a primary entry point for news, can be downloaded now, ahead of the final version release on January 15. [Read more.](#)

New languages added: Microsoft News has added three new languages for readers in India, including Bengali, Telugu and Marathi, bringing the coverage for Microsoft News experiences to



Apple

App Store Connect: Apple's new Transporter app makes it easy for developers to upload their binaries to App Store Connect through drag and drop. [Read more.](#)

Notarization: Apple announced guidance on its signing and notarization requirements announced in June, requiring all Mac software to be notarized in order to run by default on macOS Catalina. [Read more.](#)

macOS Catalina: Apple launched macOS Catalina, which will allow developers to use Sign in with Apple, Sidecar and other new features, in addition to transferring iPad apps to Mac. [Read more.](#)

31 languages in 140 countries. [Read more.](#)

Revenue for publishers: Microsoft News has now generated more than \$850M in revenue over the last five years for our publishing partners. [Read more.](#)



Twitter

Q3 Earnings: Twitter's quarterly revenues fell short of expectations, partly due to bugs that affected ad targeting and measurement on the platform. [Read more.](#)

Media Literacy: Twitter is partnering with UNESCO to teach children media and information literacy skills. [Read more.](#)

Content Policies: Twitter clarified its rules concerning the actions of world leaders on Twitter, noting that they are not fully above Twitter's content policies. [Read more.](#)



Amazon

Onsite Associates: Amazon reportedly will start testing its invite-only Onsite Associates Program in Europe early next year. Participating publishers will create product buying guides for the platform. [Read more.](#)

Q3 Ad Earnings: During its quarterly earnings call, Amazon announced that the revenue from its "other" category, including its advertising business, increased by 44 percent year over year to approximately \$3.6 billion. [Read more.](#)

UPCOMING EVENTS

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

Nov. 6-7: [DATAx NEW YORK](#) (New York, NY)

Nov. 8: **News Media Alliance Digital Advisory Group Call** (Conference Call)

Nov. 12-13: [Niche CEO Summit](#) (Charleston, SC)

Nov. 19-20: [Dreamforce](#) (San Francisco, CA)

Dec. (date TBC): [Business Insider Ignition: Media, Technology & Transformation Event](#) (New York, NY)

Jan. 28-29, 2020: [AdExchanger Industry Preview](#) (New York, NY)

Jan. 29, 2020: [MediaPost's Forecast](#) (New York, NY)

Feb. 4-6, 2020: [Digiday Media Buying Summit](#) (Palm Springs, CA)

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)

IN CASE YOU MISSED IT

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

[Statement: Facebook News Tab a Good Start, but Should Be More Comprehensive](#)

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Email: membership@newsmediaalliance.org | Call: 571-366-1000

4401 N. Fairfax Dr. Suite 300 | Arlington, VA 22203

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