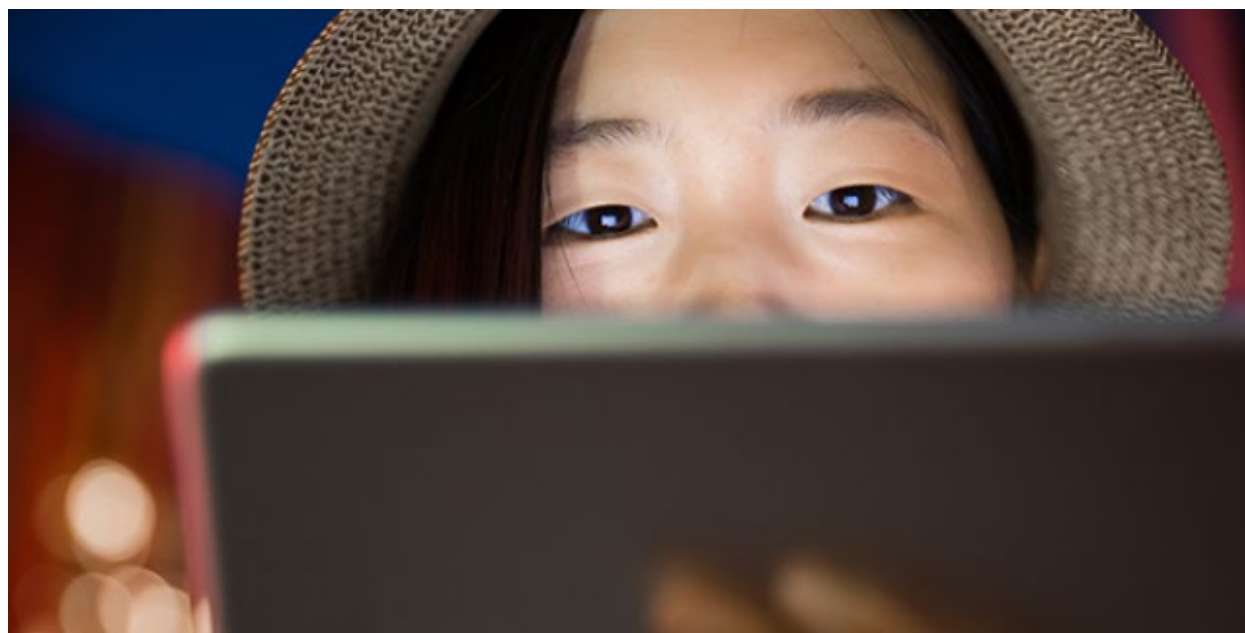


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Platform News
You Can Use 



PLATFORM NEWS YOU CAN USE | FEBRUARY 2020

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

Reader Engagement: Targeting local newspaper readers through Instagram can increase audience engagement and interest.

[Read more.](#)

Privacy Control: Facebook is now exposing to its users which businesses, including news sites, send information about the users' activity across the web to assist Facebook with presenting relevant ads. [Read more.](#)

Journalism Project: In January 2020, Facebook awarded \$700,000 in grants to 30 news organizations across the U.S. [Read more.](#)



Google

Chrome Changes: Google announces it will create a Privacy Sandbox for its browser and phase out third-party tracking cookies within two years. [Read more.](#)

AdMob: Linking Google's AdMob to Firebase allows news publishers to A/B test optimal subscription price points and content that leads to subscription increases. [Read more.](#)

News Initiative: Google recently released case studies detailing the effects video journalism had on 16 of the 87 news organizations funded as part of its GNI YouTube Innovation project. [Read more.](#)

Advanced Protection: Google touts its Advanced Protection Program as a shield for high-risk users (e.g. journalists) to protect themselves from attacks on their Google accounts. [Read more.](#)



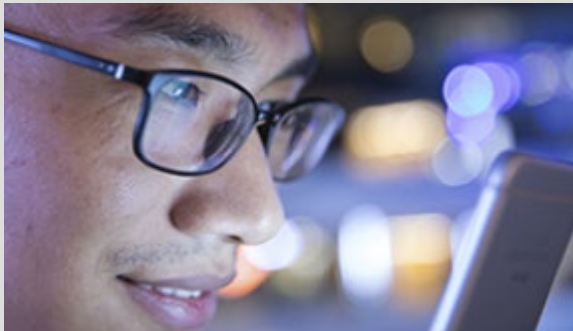
Apple

Apple News: Apple News reportedly has over [100 million monthly active users](#), but Apple has not disclosed the number of subscribers that have signed up for the paid version of the service, Apple News+, thus far. [Read more.](#)



Twitter

Brand Development: Twitter's Promoted Trend Spotlight is now available more globally, spreading to 12 additional markets and allowing companies to run ads at the top of the highly-viewed Explore tab. [Read more.](#)



Microsoft

Microsoft Edge Browser: The new Microsoft Edge is ready for download on all supported versions of Windows and macOS, in more than 90 languages, as well as on iOS and Android. The new browser provides access to free, high-quality news from over 4,500 media brands with Microsoft News. [Read More.](#)

The Impact of AI: Microsoft president Brad Smith discusses the state of the economy in



Who Else to Watch

Flipboard: The news aggregator app is supporting local journalism by collecting and suggesting content to users related to 23 metro areas across the U.S. and Canada. [Read more.](#)

Scroll: This [ad-free news service](#) launched in January. A subscriber pays \$5.00/month for access to 300 news sites. The subscription fee is distributed to publishers based on how long

2020, his company's receiving the Defense Department's cloud computing contract, and technological innovation. [Read More](#).

Spotlight feature: Microsoft News readers can quickly and easily access multiple perspectives on topics with Spotlights that combine stories from their 1,200 publishing partners. [Read More](#).

the subscriber spends on their site each month. [Read more](#).

UPCOMING EVENTS

Feb. 19-21, 2020: [The Gathering](#) (marketing summit with business leaders across all industries) (Banff, Canada)

Feb. 24-25: News Media Alliance [adXchange 2020](#) (Ft. Lauderdale, FL)

Mar. 2-4: [Digiday Publishing Summit Europe](#) (Dubrovnik, Croatia)

Mar. 25-27: [Digiday Publishing Summit](#) (Vail, CO)

Mar. 26-27: [SearchLove](#) (conference on all topics related to digital marketing) (San Diego, CA)

Mar. 29-Apr. 2: [Adobe Summit](#) (Las Vegas, NV)

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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