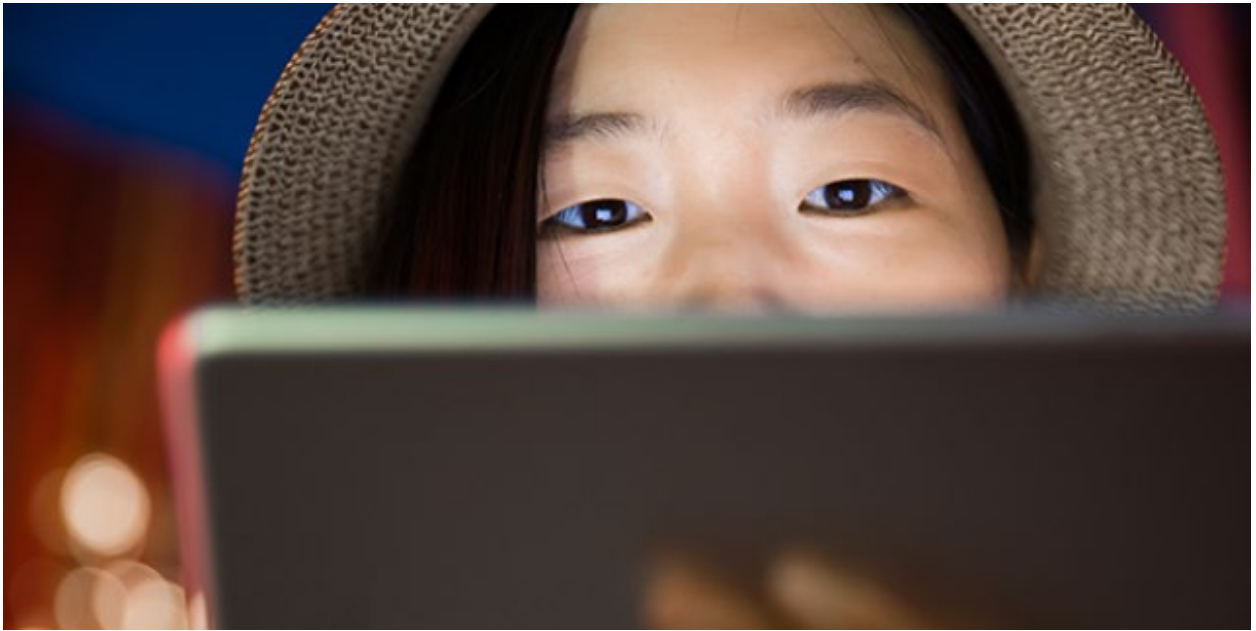


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Platform News
You Can Use 



AUGUST 2022

Providing the latest news and developments related to the major tech platforms.



Meta / Facebook

Buy in Chat: Instagram has added the capability to buy directly from small businesses in the chat function. [Read more.](#)

Instagram Subscribers: Instagram is expanding the way subscribers and creators can interact and release premium content. [Read more.](#)

No Language Left Behind: Meta's latest AI model that translates 200 different languages has an efficiency that's up by 44% on average, and they're investing to make it stronger. [Read more.](#)

Privacy: Meta's new white paper details how the company aims to protect users' privacy and integrity, with feedback accepted until September 30, 2022. [Read more.](#)

Advertise with Reels: Instagram's "Boost" feature will now allow businesses to turn Reels into ads on the platform. [Read more.](#)



Google

Privacy Sandbox: Google is expanding the testing windows for the Privacy Sandbox APIs, with the phasing out of third-party cookies now expected to begin in the second half of 2024. [Read more.](#)

Ad Fees: Newly announced Confirming Gross Revenue helps buyers and publishers to verify the absence of hidden fees when using Google Ad Manager. [Read more.](#)

Google News Innovation Challenge: Google introduced the third Asia Pacific Google News Innovation (GNI) Challenge and will close applications on August 23rd. [Read more.](#)

New Tools for Ads: Google Ads have added new resources which allow you to create, organize, and store ads and content centrally with the program. [Read more.](#)

Shop on YouTube: YouTube has introduced new shopping features for the platform. [Read more.](#)



Twitter & Microsoft

Custom Timelines: Twitter is testing a new feature which would allow users to see custom timelines built around specific topics and themes. [Read more.](#)

Stories for the Working World: Microsoft is considering adding “stories” as a new feature in their Viva platform, enabling companies and coworkers to connect further. [Read more.](#)



Apple

Live Activities: Apple’s new Live Activities tool that allows users to stay up to date on what is happening in an app in real time is now available in beta. [Read more.](#)

App Store Connect: Starting in November, developers must use App Store Connect API instead of XML feed to automate the management of various functions, including in-app purchases and subscriptions. [Read more.](#)



Who Else to Watch

Snapchat: Snapchat launched a web version of the app which will allow Snapchat+ users in select countries to use the program on desktop. The company plans to expand the program worldwide for premium users before releasing it



What We're Reading

- [Why Publishers are Investing in Their Archive Content](#) (What’s New in Publishing)
- [Publisher Reach Debuts AI-based Content Recommendation Tool](#) (Adweek)

to all. [Read more.](#)

TikTok: TikTok introduced new captioning and translation tools meant to improve auto-captioning, and help users overcome language barriers across content. [Read more.](#)

- [Media Briefing: Publishers Use Registration Walls as Subscription Bridges](#) (Digiday)

UPCOMING EVENTS

- August 11-12, 2022: [INMA South Asia News Media Summit](#) (Virtual)
- August 25-26, 2022: [INMA Latin America Conference](#) (Virtual)
- September 7-8, 2022: [Digital Summit Seattle](#) (Seattle, WA)
- September 12-16, 2022: [INMA Media Innovation Week](#) (Copenhagen, DK)
- September 14, 2022: [FT Live Future of News Digital Conference](#) (Virtual)
- October 18-19, 2022: [Adweek: Publishing Week](#) (TBD)

ABOUT THIS NEWSLETTER

Platform News You Can Use is a monthly newsletter published by the News/Media Alliance 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. *The News/Media Alliance does not endorse any of these products or offerings. This newsletter is for information-sharing only.*

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