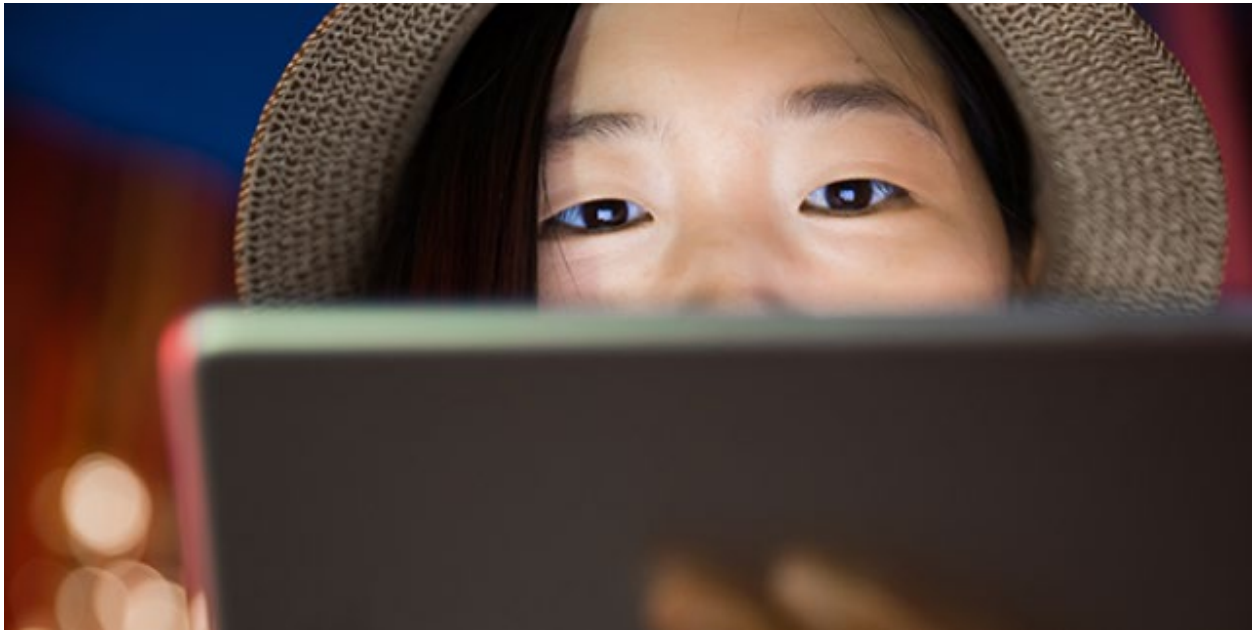


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Platform News
You Can Use 



JULY 2022

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



Meta / Facebook

Monetizing the Metaverse: Meta is adding ways for creators to monetize on their platforms and has extended their commitment to not taking fees on subscriptions, or paid online events, among other features until January 1, 2024. [Read more.](#)

New Reel Features: Meta announced new capabilities for Reels on Instagram and Facebook, including an increased time limit of 90 seconds. [Read more.](#)

Full Screen: Instagram launched an updated version of the full-screen feed, which they've been testing since May. [Read more.](#)

Meta Pay: Facebook Pay has been officially rebranded as Meta Pay in the United States, the first step in creating a digital wallet made for the metaverse. [Read more.](#)



Google

News Equity Fund: Google launched the News Equity Fund, focused on providing financial support to news organizations who serve underrepresented communities. [Read more.](#)

Monetizing with AdSense: Google released an AdSense onboarding video series to help publishers maximize earning potential. [Read more.](#)

New Design for Google News: Google News launched a revamped desktop website that allows users to track local and global news on one page and customize their topics, among other changes. [Read more.](#)

YouTube Shorts: YouTube announced its Shorts service hit 1.5 billion logged-in users per month, a milestone in their pursuit of TikTok to be the dominant short-form video platform. [Read more.](#)



Twitter

Longform on Twitter: Twitter has started testing “Notes,” which would allow users to write and publish long-form content on the platform. [Read more.](#)

Shop Product Drops: Twitter announced a new tool for Twitter Shopping that allows users to be reminded on the day of a new product launch. [Read more.](#)



Apple

New API: Apple introduced a new API, along with new tools and technologies for developers. [Read more.](#)



Who Else to Watch

Firefox Cuts Back on Cookies: The Mozilla Firefox browser introduced Total Cookie Protection as the default setting for all users, isolating online cookies to only the site where they were created. [Read more.](#)



What We're Reading

- [Community building platforms: Facebook Groups vs. Twitter Communities vs. Discord. Which to choose?](#) (The Fix)
- [Keeping Publishers at the Center of the ID Conversation](#) (Adweek)

- [Publishers grapple with younger audiences avoiding the news](#) (Digiday)

UPCOMING EVENTS

- July 28-29, 2022: [INMA African News Summit](#) (Virtual)
- July 2022: [Adweek: Commerce Week](#) (TBD)
- 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)
- 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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