

## Media Tech News\_2017 Archive

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- Pandora to Offer Free, [On-Demand Music With Ads](#)
- [Year in Search 2017](#)
- [Marketers aren't yet putting Amazon at the level](#) of Google and Facebook
- Bloomberg Media CEO Justin Smith: [Publishers need to stop playing defense](#)
- [Apple is rattling ad tech with Safari's anti-tracking moves](#)
- [The Atlantic to Install Paywall](#), Joining Wave of Publishers Diversifying Revenue
- Meredith [to retire iconic Time Inc. name](#)
- Amazon's push to grow its ad business, [in 4 charts](#)
- [The most engaging news stories of 2017](#), according to Chartbeat
- Google's Chrome Will Start [Removing "Failing" Ads](#) In February
- Get Out Your Checkbooks: [The Price Of Mobile Ads Will Surge More Than 45% In 2018](#)
- [An ad agency is trying to 'standardize the Wild West of social media'](#) after a year of brand safety blow-ups
- [What you need to know about SEO in 2018](#)

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- Former Gawker employees are [crowdfunding to relaunch a Gawker.com](#)
- [Bloomberg's Twitter News Network, TicToc, Goes Live Dec. 18](#)
- Facebook will (finally) shift to [viewable-only organic reach counts](#) for Pages next year
- [Boston Herald publisher announces sale](#) of newspaper company
- [Will Media Deal Making Dethrone Netflix?](#)
- Apple's widened ban on templated apps is [wiping small businesses from the App Store](#)
- [To Survive Amazon](#), Direct-To-Consumer Startups Will Become Luxury Brands
- How the BBC is [using voice assistants](#) like Amazon Echo and Google Home
- [Viewpoint: Platforms are the new context that matter](#)
- [The Top 10 Programmatic Agencies](#)
- [Podcast Advertising](#) Charts a Course Following OTT
- Is [Alexa Really Eavesdropping](#) on You?
- Exclusive: [Digital vet Jim Roberts joins Cheddar as EIC](#)
- [Twitter makes it easier to thread tweets and spot tweet threads](#)
- [Digiday Research: 18 percent of European publishers are ready for GDPR](#)
- Why Brands, Agencies Should Care About [Net Neutrality](#)
- [Think AI Is Years Off? Think Again](#)
- Forrester: [Google Contributes Nearly 30%](#) To Online Advertising Growth In Q3
- ["The media is in crisis"](#): Jonah Peretti lays out his vision for a more diversified BuzzFeed
- [Facebook plans to stop paying publishers to make news feed videos](#)
- British GQ and Universal Music test [shareable podcast formats](#)
- How 2017 Became [a Turning Point for Tech Giants](#)
- [The New York Times Debuts Native Audio Player](#)
- [Know AAP from AMG and AMS: How Amazon's major ad offerings work](#)
- [Ads.txt Study](#) Shows Huge Publisher Losses To Domain Fraud
- A day in the life of... a [head of digital compliance](#)
- 'A big step forward': [Fairfax and Google enter programmatic advertising and tech partnership](#)
- [Amazon Makes Big Strides](#) in Catching Apple and Spotify: Gadfly
- [How Slack is reshaping the client-agency relationship](#)

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- [Sign of what's to come:](#) Amazon is benefiting from the holiday ad rush
- [B2B Ad Spending to Grow 13% in 2018](#)
- NYT's New Ad Chief: Digital Publishers [Need More Than Ads To Survive](#)
- [Global internet speeds](#) got 30 percent faster in 2017
- [Disney is buying most of 21st Century Fox for \\$52.4 billion](#)
- Germany's [Axel Springer joins American publishers](#) association
- [Business Insider Inc. Drops 'Business' From Its Name](#) as Company Broadens Coverage, Distribution
- Why Today's [SEO Experts](#) Will Evolve or Go Extinct
- ['Facebook is not transparent:'](#) NY Times CEO Mark Thompson says the platform's role needs to be clearer
- 'Symptomatic of an industry in change': [How Forbes is restructuring for 2018](#)
- Apple launches its [podcast analytics](#) service into beta
- Norway becomes first country to [end national radio broadcasts on FM](#)
- Did you hear the news? Five innovative ways of [implementing audio in newsrooms](#)
- [Google Analytics releasing 4](#) new functions to offer more user-centric insights
- Advertisers [Gain Behavioral Data](#) About Influencers' Audience
- Why [Major Institutions Lost Public Trust](#), and How They Can Gain It Back
- [Data shouldn't drive all of your decisions](#)

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- [How Facebook is pitching Watch to advertisers](#)
- [2017 global mobile](#) consumer survey: US edition
- Facebook, Google Leading to [Internet Domination of Advertising](#)
- Flight to quality takes hold in [end-of-year video ad spending](#), pushing up prices
- Video will make up [75 percent of mobile traffic](#) in five years
- The Information launches new \$199 and \$749 [annual subscription tiers](#)
- Internet will account for [94% growth in adspend](#) between 2017 and 2020, predicts Zenith
- [TheStreet](#) cuts staffers, refocuses on subscriptions
- News Digest [TheSkimm Explores Possible Sale](#), Investment After Receiving Interest
- How [Brands Secretly Buy Their Way](#) Into Forbes, Fast Company, And Huffpost Stories
- 2017 was the year [digital ad spending finally beat TV](#)
- The FCC is swiftly changing [national media policy](#). What does that mean on the local level?
- Is the [digital content bubble](#) about to burst? For some of the publishers chasing the broadest scale, maybe
- [Reddit flexes its muscle over net neutrality](#)
- 79% Of Websites Link To Data, [Behavior Tracking Technology](#)
- WTF is a [tracking wall](#)?
- In a post-scale era, [publishers reposition audience development](#) to pursue loyalty and subs
- GDPR will lead to a [scramble to pass off liability](#) to others
- ['Every vendor has this problem':](#) Why website redirects keep plaguing publishers
- [Google to crack down on apps that snoop](#)
- [U.S. Firms to Spend Over \\$10 Billion on Third-Party Audience Data in 2017](#) & Even More on Third-Party Solutions to Use That Data
- [The coming trade war over data](#)
- eMarketer Updates [Worldwide Internet and Mobile User Figures](#)
- [News Corp. Lifts The Lid On More First-Party Data](#) To Let Advertisers Buy Across Its Entire Portfolio
- [The Problem With The Long Tail](#)
- The New York Times now has more than [3.5 million subscribers](#)
- Newsonomics: [These are the 3 fault lines redrawing the U.S. media business](#)
- [MRC Releases Digital Audience Standard](#), Incorporates 'Duration Weighting
- [To double circulation profits.](#) The Economist has 16 people focused on retention

- [Podcast ads remain stubbornly](#) old-fashioned
- Inside iHeartMedia's Push To Become [A Key Destination For Podcasts](#)
- [Podcasting: Moving from Downloads to Listens](#)
- [Google leads](#) in the race to dominate artificial intelligence
- The Current State of [Cross-Platform Video Advertising](#)
- [Netflix](#) Plans Choose-Your-Own TV Adventures for Grown-Up Viewers
- [What Are 2018's Biggest Content Marketing Trends?](#)

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- [The New York Times has halved its free monthly articles to 5.](#) its most significant paywall change since 2012
- Stratechery, but for jokes about Frasier: [Mallory Ortberg tries the paid newsletter route](#)
- [It's time for a paywall revolution](#)
- ['Not for the faint of heart': Publishers scramble to make their annual sales numbers](#)
- [Meredith to buy Time](#) with help from the Koch brothers
- [Google's newest app](#) stops you burning through your data package
- [Amazon is putting Alexa in the office](#)
- Agencies Are Scrambling to Meet [Client Demands for Amazon-Specific Solutions](#)
- [Translating Facebook's New Ad Policy Manifesto](#)
- If your favorite podcast gets a new host, is it [still your favorite podcast?](#)
- [As Amazon's media ambitions grow, publishers are wary](#)
- Media's [complicated relationship](#) with VC funding
- [How to Survive the Media Apocalypse](#)
- 10 key principles for [data-driven storytelling](#)
- Paywall Will Be Wired's ['Hedge Against the Future'](#)
- Welcoming WGBH to RadioPublic and [the Podcast Revolution](#)
- [Your pocket is buzzing](#): 2017 was the year of push alerts and this new report illustrates why
- [YouTube's latest ad scandal is unlikely to hurt its bottom line](#)
- Cheatsheet: How marketers are [planning for 'post-cookie' digital media](#)
- ['Irrational budget dumping'](#): End of the year means use-it-or-lose-it marketing projects
- News industry analyst Ken Doctor: ['People will pay for quality content'](#)
- [Native advertising grows up fast](#), shedding its rogue image
- [Facebook, Google And The Other Edge Providers](#) Won't Be Fazed By The Net Neutrality Phase-Out
- [How to Tame Google, Facebook, Amazon, and Apple](#)
- [Radio Giant Cumulus Files for Bankruptcy](#)
- [Google gives Search a dedicated 'finance' tab](#), drops portfolio feature from Google Finance
- [Why don't people trust the news and social media?](#)
- New Study Finds That [Most Redditors Don't Actually Read the Articles They Vote On](#)
- [The Washington Post partners with Facebook](#) in an experiment to help users identify breaking news stories
- Publishers see traction in [branded podcasts](#)
- What's hurting [digital media companies](#) most right now
- [Online Ad Prices Rise](#) as Industry Combats Counterfeit Inventory, Google Says

#### Weekly News Round Up: 11/24/2017

- [Chinese agencies are expanding to the US](#)
- Fast-Changing Industry Trends Force [Publishers To Rethink Content Management](#)
- [The FCC's craven net neutrality vote](#) announcement makes no mention of the 22 million comments filed
- [Brand Safety Prompts CMOs To Overhaul Digital Strategy](#)
- Study Finds [Sharp Drop in Time Spent on Facebook](#)

- Village Media, relying on local advertisers, [seems to have found a scalable \(and profitable\) local news model](#)
- [A recognition of the good news in media companies](#)
- Can [Canada build its own independent podcast industry](#) in the True North strong and free?
- The Financial Times surpasses [900,000 paid-for readers](#)
- 'Jack-of-all-trades, master of none': [Why Mashable flamed out](#)
- [We're Making Slate's Advertising As Smart As Its Content](#)
- GE's Beth Comstock: ['You have to invest in your brand'](#)
- The pivot to paid heralds [the rise of the chief customer officer at publishers](#)
- Cheatsheet: Everything you need to know about [Amazon Advertising](#)
- ['It's not just for banner ads anymore': The New York Times is making all of its ads available programmatically](#)
- Here's How [Mobile App Publishers Are Defending Against Ad Fraud](#)
- [The state of interactive advertising](#): New formats are infusing digital ads with creativity that gets results
- [Global 500 companies to spend \\$7.8B on GDPR compliance](#)
- McAfee: [The Goal Of Good Content Is To Educate, Not To Sell](#)
- A Higher Level Of [Personalization](#) Requires Moving Beyond Functional Data
- [Inside Facebook's early efforts to attack TV](#)
- How to Successfully [Monetize Content Marketing](#)
- [Twitter testing a feature](#) that shows how many are 'talking about' tweets
- [Fake-Ad Operation](#) Used to Steal From Publishers Is Uncovered
- [The Washington Post is a Software Company Now](#)
- [The Pivot From Advertising](#)

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- How Linda Yaccarino became the media's evangelist on [fixing digital advertising](#)
- Casper's shutdown of Van Winkle's shows [the limits of 'brand journalism'](#)
- [DSPs are under pressure](#) to adopt ads.txt
- [Why the advertising industry believes that Facebook is invincible](#)
- Reports of a free, [ad-supported Amazon video](#) service resurface [Updated]
- With video and audio, [The Skimm pushes further into the daily routines of its 6 million readers](#)
- How [subscriptions became a driver of profit](#) at The Economist
- Facebook's charm offensive for [AR advertisers](#) gains speed
- Thanks to AR, discoverability has become even harder in the Apple App Store
- One year in: [What The New York Times learned from its 360-degree video project](#), The Daily 360
- Business Insider Website Rolls Out a [Paid Content Offering](#)
- [Havas Invests In Influencer Marketing](#) Platform Octoly
- How tech will transform content discovery - [PWC Report](#)
- The State of Video - [A GroupM Report](#)
- Who are [podcast "super listeners."](#) what do they do, and how do we build podcasts for them?
- Scoop: [Bloomberg expects eight figures for new Twitter network](#)
- [Reddit CEO](#): Company May Go Public by 2020
- [Bloomberg Media's Keith Grossman on platforms: 'Be very wary'](#)
- ['Horrified by the state of programmatic': Overheard at Digiday's data-driven media selling Hot Topic](#)
- ["No cookie-cutter model": How local news organizations are surviving today and preparing for the future](#)
- [A hack day project](#): Giving you great journalism in every new browser tab
- [A WSJ Commenting Experiment](#)
- Do [Facebook and Google](#) have control of their algorithms anymore?
- 3 tips for news organisations looking to launch [membership models](#)
- Why Spirited Media is taking [an NPR-inspired approach to memberships](#)

- [The FCC Says Local Media Is Thriving](#). That's Not So Clear.
- Newsonomics: A call to arms (and wallets) [in the new era of deregulation and bigger media](#)
- [Meredith Bid for Time Inc. Said to Be Backed by Koch Brothers](#)
- [The Financial Times got 24 ad exchanges to stop spoofing its site](#)
- [The Rundown: 'Verizon is here to stay. Go90 might not be.'](#)
- Holiday cards and house ads: [The role of publishers' content studios is ever-expanding](#)
- [AT&T near deal to buy Otter Media](#), its under-the-radar streaming video play
- The state of the ad industry's preparations for the [GDPR, in 4 charts](#)
- [Facebook Helps Advertisers Get Across Borders](#)
- [How A DOJ Suit Vs AT&T-Time Warner Deal Could Impact Other 'Vertically Integrated' Media Deals](#)
- Facebook Launches [Dynamic Ads For Auto](#) As Mobile Starts To 'Replace The Showroom'
- [FCC plans to vote to overturn U.S. net neutrality rules in December: sources](#)
- Infographic: [The Influence of Instagram](#)
- [The Washington Post Is A Software Company Now](#)
- There's [a Digital Media Crash](#). But No One Will Say It
- Digital media struggles to survive [technology's chokehold](#)
- [Facing programmatic ad challenges, ThinkProgress pursues membership revenue](#)
- Are [Podcast 'Super Listeners'](#) Audio Advertising's Next Sweet Spot?
- LinkedIn Beefed Up Its [Lead Gen Forms Offerings](#)

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- [Mobile Sponsored Content Is Read More Often, Longer](#)
- [TV Still Dominates Global Marketers' Ad Spend](#)
- [3 reasons advertising is in a talent crisis](#)
- [Inside the Guardian's consumer-revenue operation](#)
- Could a partnership with a global coworking space help streaming financial network [Cheddar](#) go local?
- [Instant Articles Introduces "Monetization Tab", With Simpler, One-Click Control for Turning on Recirculation Ads](#)
- [How Twitter Secretly Benefits From Bots And Fake Accounts](#)
- How [Facebook](#) Figures Out Everyone You've Ever Met
- [Welcome To Quartz](#), A New Lifestyle And Culture Edition From Quartz
- 'The beginning of a giant industry': [An oral history of the first banner ad](#)
- The [slow growth of news subscriptions](#) in the UK, in 4 charts
- [Salesforce And Google To Integrate Analytics](#) 360 With Marketing And Sales Clouds
- Amazon, [Personalization And The AI Effect](#)
- American Express Expands The [Ways Marketers Can Use Its Cardholder Data](#)
- [We've Forgotten That Where We Run Our Ads Matters.](#)
- [What Google and Salesforce's Shared Data Play Means for Marketers](#)
- [With Browsers Playing God, Publishers Must Find A New Religion](#)
- [The state of subscription video, in 5 charts](#)
- [Snapchat's programmatic ads fetch \\$3-\\$8 CPMs](#)
- [How Nissan weaned itself off the click-through rate](#)
- [Publishers are using advertiser trust concerns to their advantage](#)
- [Amazon's ad business will get another boost with the rollout of a new API for self-serve ads](#)
- [Bloomberg fights display ad commoditization with markets data](#)
- [How publishers are getting fooled by ads.txt fraud](#)
- [Inside the Guardian's consumer-revenue operation](#)
- According to a Study, [There's a Good Chance You'll Click This Headline Because It's 97 Characters](#)
- [Advertisers' Biggest Misconceptions](#) About Silicon Valley's Two Giants
- The Trade Desk Reports [50% Yearly Revenue Growth](#), And Charts Where It Will Find More

- Here's How [Microsoft and Google are Trying to Catch Amazon](#) in the Cloud
- [Top 16 Facebook ad design trends of 2017](#)
- SAP Hybris on [Creating High-Quality Content](#) that Performs
- How NewsCred [Improves Content Marketing Operational Efficiency](#)

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- [Inside Walmart's advertising blitz](#)
- Blast from the past: [Why old ad fraud tactics won't die](#)
- What Facebook taught us [when it destroyed our organic reach](#)
- In [the hunt for reader revenue](#), publishers give micropayments another look
- [IAB, Other Ad Groups Urge FTC](#) To Focus On 'Concrete' Harms
- The winners and losers of [the EU's new ePrivacy law](#)
- Longer content isn't wearing audiences out — and they may even be hungry for more, [two studies find](#)
- One thing saved kottke.org: [shifting from ad revenue to memberships](#)
- The New York Times Company Reports 2017 [Third-Quarter Results](#)
- [Forbes](#) is shutting down its opinion section
- 'In the UK, it's about survival': [Why UK publishers aren't going all-in on video](#)
- [Design Show-and-Tell](#): the NPR News App Gets a Facelift
- Turns out the [flyby reader is more valuable than often thought](#)
- 'It can be good to have a big stick': [Thanks to Google, ads.txt is taking off](#)
- Know your cookies: [A guide to internet ad trackers](#)
- [The state of video ad fraud](#)
- In the hunt for consumer revenue, [publishers are hiring e-commerce marketing veterans](#)
- ['Ignore it at your peril'](#): Ad-blocking costs UK publishers an average of £500,000 per year
- MRC Finalizes [Mobile Ad Measurement Guidelines](#)
- [Not the Bots We Were Looking For](#)
- Here's what to expect for the [near-future of digital marketing](#)
- 'It's not the silver bullet': [Media buyers see limits on the impact of ads.txt](#)
- How [Axel Springer's Bild](#) flexes its muscles with the duopoly
- ["Instagram for data"](#): Grafiti wants to make it easier to create and share data visualizations on smartphones
- [More Americans are turning to multiple social media sites for news](#)
- [Facebook Registers Soaring Ad Revenues, Mobile Dominates](#)
- [DNA Info Was Never A Good Business](#)

#### Weekly News Round Up: 10/27/2017

- What the [GDPR](#) means for Panasonic's B2B marketing
- ['The art of buying crap'](#): The Guardian wants publishers to unite to clean up programmatic
- USA Today Network is [testing memberships](#) at local papers
- [Financial Services Ad Platform Dianomi](#) Bets On Context Plus Data
- [Mobile Has Largely Displaced Other Channels for Email](#)
- ["Exceedingly generous"](#): Google will split revenue with publishers who use its new subscription tools
- New report: [Local audiences consuming news on social platforms are hungry for transparency](#)
- [Twitter Is Making Its Political Advertising More Transparent](#)
- Unresponsive reps, mysterious data: [Agencies' biggest gripes about Facebook](#)
- How Die Welt has grown to nearly [80,000 digital subscribers](#)
- Same title, different job: [The rise of the chief media officer](#)
- [Amazon](#) now has a \$1 billion ad business
- [In Race to Win Subscribers](#), Some Publishers Have a Head Start
- A close friend, or a critical one? Wondering [whether online engagement is a prerequisite of trust in the media](#)

- Newsonomics: Can startup [Invisibly be the new revenue stream publishers dream of?](#)
- [Artificial Intelligence Is Coming for Publishers' Analytics](#)
- Twitter Says [It Overstated Monthly-User Figures for 3 Years](#)
- To get to 10 million subscribers, [The New York Times is focusing on churn](#)
- Content Investment: [Measuring The Unmeasurable](#)
- Kill The 'Big Idea.' Long Live Steve Martin!
- Facebook's [New Ad Strategy](#) for Messenger
- Why brands should care about [mobile performance marketing](#)
- Study: Snapchat and Instagram [lead global ad growth](#)
- [Dutch start-up The Playwall](#) is giving readers the option to pay for online content by answering questions
- [How Medium is attracting premium publishers](#) to its partner program (hint: money up front)

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- [Inside The Washington Post's international expansion](#)
- [Panoply's Pinna](#) might just be the first really interesting attempt to get people to pay for podcasts
- [The crowdsourcing fallacy](#)
- "De Correspondent" and the blueprint for [a successful membership model](#)
- 'The conversation moved on': [Time-based ad sales hit a wall](#)
- Using Data Science Tools for [Email Audience Analysis: A Research Guide](#)
- Why Google and Facebook [won't be defined as media](#) in the UK
- From Nieman Reports: [The powers and perils of news personalization](#)
- The 4 Most Important Takeaways From CMI's [B2B Content Marketing Study](#)
- [Google wants to own the future of TV ad infrastructure](#)
- Publishers are already feeling pain from [Apple's move against ad tracking](#)
- Publishers are caught in the crossfire of the [Facebook-Apple fracas](#)
- How Amazon is using [training programs to target ad buyers](#)
- Why the IAB [New Ad Portfolio is Mobile Advertising's Dragonglass](#)
- The day after tomorrow: [when adblockers and GDPR kill all adtech and martech](#)
- [Will Amazon Buy A Consultancy](#) Or Will Consultancies Learn From Amazon?
- [Forget Everything You Know About Your Customers](#)
- [Smartphones Are Weapons of Mass Manipulation](#), and This Guy Is Declaring War on Them
- 'We're cleaning up the mess': Publishers prepare for [a post-autoplay world](#)
- [Facebook and Apple can't agree on terms](#), so Facebook's subscription tool will only launch on Android phones
- [Twitter: A Calendar of Our Safety Work](#)
- Big tech companies won't change until they are [regulated like banks](#)
- Data Science and the Rise of ["Hybrid Marketing"](#)

#### Weekly News Round Up: 10/13/2017

- Starting today, [anyone who publishes something on Medium can paywall it](#)
- [Flipboard Just Introduced A Seal Of Approval For Mobile-Friendly Sites](#)
- Fusion Media: [If You Make a Good Ad](#), We'll Give You Bonus Ad Space
- [Inside the Financial Times' Instagram strategy](#)
- [Twitter Plans To Release](#) A Bookmarking Tool
- The New York Times' Meredith Kopit Levien on [driving subs](#) and the NYT as a lifestyle brand
- BuzzFeed thinks it has figured out a way to make [web ads people might actually like](#)
- [Advertising has a 'Fearless Girl' problem](#)
- Publishers find [Google AMP loads too fast for ad views](#)
- [Audience-based planning](#) is the next battleground for media agencies
- The Best B2B Content, [According to The Economist's Top Content Marketer](#)
- Advertising trade bodies unite for [ad-supported internet improvements](#)
- [Reddit's unlikely first edit partner: Time magazine](#)



- Everyone loves push alerts, but there are problems. Like: [What if readers don't actually open them?](#)
- Memo To Facebook: [How To Tell If You're A Media Company](#)
- Vox Media Pitches Signature ['Explainer' Format](#) to Advertisers
- [As news organizations around the world struggle with advertising, more are prioritizing the individual reader](#)
- [USA TODAY Launches Ad-Free In-App Offering](#)
- Tech Giants, [Once Seen as Saviors, Are Now Viewed as Threats](#)

#### Weekly News Round Up: 10/6/2017

- Digiday Research: [Marketers lack confidence in their data-driven approaches](#)
- To please subscription-hungry publishers, [Google ends first click free policy](#)
- [Apple News lets publishers test serving ads](#) from Google's Doubleclick
- How Univision has [grown its digital presence](#) with a mission-driven focus
- Facebook is hiring another 1,000 people to [review and remove ads](#)
- Rupert Murdoch Is The Media's [Unlikely Hero In The War Against Facebook And Google](#)
- ['Stratechery as a service'](#): Substack aims to streamline the creation of independent subscription news sites
- Some publishers give Facebook and Google visitors [a worse user experience](#)
- Announcing The Masthead, [a Membership Program From The Atlantic](#)
- [Facebook accused of inflating its reach among young adults](#)
- 'We've learned a playbook': [How The Verge used Facebook video to grow Circuit Breaker](#)
- How Europe is [taking on the Google-Facebook duopoly](#)
- [How Amazon is readying its blitz on the ad industry](#)
- [CMOs have a trust issue with programmatic](#)
- How Europe is [taking on the Google-Facebook duopoly](#)
- [Google To Offer More Data Insights To Pubs](#), Release Its Answer To Header Bidding In 2018
- The New York Times, Vice And The Local Media Consortium Get [Organized Around Data](#)
- [The Problem With Metrics](#)
- [How Smartphones Hijack Our Minds](#)
- [Digital Ads Overtake TV](#)
- These Were the [4 Biggest Brand Marketing Trends](#) to Come Out of Advertising Week

#### Weekly News Round Up: 9/29/2017

- [The Not-So-Glossy Future of Magazines](#)
- LA Times Tops 100,000 in [Digital Subscriptions](#)
- [Most Americans are annoyed by online ads](#) — but many would rather just endure them than pay up according to a new survey
- 2 Reasons [Facebook's Latest Algorithm Change](#) Will Impact Marketers
- [Disney is using brand-safety concerns](#) to push its family-friendly media
- [Pivoting-to-video](#) publishers face a big monetization gap
- The [FT warns advertisers](#) after discovering high levels of domain spoofing
- Facebook loses attention as [publishers shift focus to other platforms](#)
- [The secret cost of pivoting to video](#)
- [Washington Post digital subscriptions](#) soar past 1 million mark
- [Growing audience through display advertising is 'not natural'](#)
- Publishers are seeing real performance gains from Google AMP and Facebook Instant Articles [\(but \\$\\$\\$ remains a question mark\)](#)
- Newsonomics: Our Peggy Lee moment: [Is that all there is to reader revenue?](#)
- [A brief history of media measurement](#)
- The New York Times is [experimenting with personalization](#) to find new ways to expose readers to stories

- Is there [an effective way to preserve great online](#) interactives and news apps?
- Facebook's about to launch its news subscriptions initiative. The New York Times is reportedly sitting out; The Washington Post is in
- [Data that looks like it means something, but doesn't](#)
- Provisioning: [Data's New Paradigm](#)
- [Advertisers Distrust Data](#). Will Labeling Solve The Problem?
- Why Brands Continue to Invest in Digital Advertising, Despite [the Industry's Many Problems](#)
- Wall Street Journal [stops publishing Asian and European print editions](#)
- [Welcome To The Age Of Cheap Overseas Information](#)
- App Annie: [App usage doubles](#) in 2 years as mobile web fades
- ['Spoofed' Online Ads Irk Publishers and Marketers](#)
- I never signed up for this! [Privacy implications of email tracking](#)
- [Pr Implosions: How Four Marketers Answered Calamity](#)

#### Weekly News Round Up: 9/22/2017

- Forget the duopoly, [Apple's anti-tracking moves rattle digital media](#)
- [Let's Talk About The Brand Safety Tax](#)
- Rolling Stone, Once a Counterculture Bible, Will Be Put [Up for Sale](#)
- [Amazon reviews](#) have a bot problem
- [Economist suffers ad revenue decline](#) as 'virus' catches up with it
- Vox Media is bending to the wave of [using technology to sell ads](#)
- [The state of data journalism in 2017](#)
- [Apple blocking ads](#) that follow users around web is 'sabotage', says industry
- How Amazon is becoming the third force in advertising, [making the duopoly an oligopoly](#)
- Read between the lines with [Cloud Natural Language's](#) new recognition features
- [Millennial publisher Mic.com says comScore data](#) showing a shrinking audience is wrong — and it exposes a critical disagreement in digital media
- Ev Williams Has Big Plans For [Medium 3.0](#)
- [Google and Facebook](#) Tighten Grip on US Digital Ad Market
- Publishers continue to see [monetization problems with Apple News](#)
- In paywall age, [free content remains king](#) for newspaper sites
- Arc Publishing introduces [white label native app](#)
- Once a Running Joke, [LinkedIn Is Suddenly a Hot Social Network](#). Here's What Changed
- Study: [Mobile video ad spending](#) jumps 142% in Q2
- See what Facebook ads you actually clicked in ['Recent Ad Activity'](#)
- [Small Businesses Crowd Facebook](#), Twitter for Marketing

#### Weekly News Round Up: 9/15/2017

- Norm Pearlstine: ['It's not yet clear what people will pay for.'](#)
- [Apple News](#) is experimenting with 'featured video' section
- GDPR is coming, and many [U.S. ad tech firms aren't ready](#)
- [How SSPs use deceptive price floors](#) to squeeze ad buyers
- How [Code and Theory](#) stays publishers' favorite design firm
- [Smartphones](#) are driving all growth in web traffic
- [The Dilemma Of Fair Use And Expressive Machine Learning](#): An Interview With Ben Sobel
- The only [safe email](#) is text-only email
- Now on Medium: [Daily Stories from Leading Publishers](#)
- 3 Problems That'll Keep Me Up at Night After [Content Marketing](#) World
- [Forbes' Branded Content Chief](#) Reveals Her Go-to Content Marketing Metrics
- [90% of publishers, brands and agencies say](#) cross-media measurement would help drive digital ad spend
- [ComScore Plans Strategic Review](#) Amid Sweeping Board Changes
- How BuzzFeed and The New York Times are [making money from selling stuff](#)

- People are [ditching cable](#) at a faster clip than previously thought
- Slack's [crusade against email](#) just escalated
- [Instagram Stories Adds Ad Options](#)
- [Are publishers making money on Facebook?](#) "Not really," a new report finds
- The [Washington Post's robot reporter](#) has published 850 articles in the past year
- Upcoming versions of [Google Chrome will let you permanently mute sites](#), block autoplaying videos
- How Reader's Digest [cut its page-load time by 40 percent](#) this year
- [Think outside your vertical](#)
- Twitter CEO Jack Dorsey [promises to refine 'clunky' ad model with improved measurement](#)
- [What makes people willing to pay for news online?](#) Quality content; a clean, convenient reading experience
- [Facebook Moves to Block Ads on Fake News](#), Offensive Videos
- Quartz's Kevin Delaney: [Advertising is still a great business model for news](#)
- [Side effect of the pivot to video](#): audience shrinkage
- [More Proof](#) Advertisers Investing Less In Desktop

### Weekly News Round Up: 9/8/2017

- In the new age of connectivity, [digital is the oxygen advertisers need to survive](#)
- [The pivot to slow page loads](#): Latency is a major headache for video-crazy publishers
- Pitch deck: [How Amazon is selling ad buyers](#) on its growing advertising business
- These are the [most important developments in the podcast business](#) so far in 2017
- Vox Media's criticism of a "pivot to video" also reflects the [digital publisher hierarchy](#)
- Why [16% of the code on the average site belongs to Facebook](#), and what that means
- [Tronc acquires New York Daily News](#)
- [LinkedIn raises its ad tech game](#), launches Audience Network across 'tens of thousands' of sites and apps
- [Verizon](#) Wants to Build an Advertising Juggernaut. It Needs Your Data First
- The Atlantic launches [\\$100-a-year membership program](#)
- [Ads.txt](#), created to help publishers fight fraud, isn't being adopted by publishers
- [Publishers obsess about user experience](#), but worry about giving up revenue
- Common European General Data Protection Regulation [myths, debunked](#)
- The GDPR will [help or hurt publishers](#), depending on who you ask
- Business Insider's Henry Blodget: ['We don't want to aim for reach growth anymore'](#)
- The Washington Post [launches Talk commenting platform](#)
- [Quartz is celebrating its 5th birthday](#) with a handful of product launches
- [Guide to digital video advertising](#)
- [LinkedIn Rolls Out An Audience Network](#) To Serve Sponsored Content Off-Platform
- [The Personalization Misconception](#)
- Facebook Data May Be At Odds With Census Data, But [Advertisers Won't Stop Spending](#)
- Study: [8 In 10 Consumers Appreciate They Aren't Forced To View Native Ads](#)
- ['It's a stepping stone'](#): What increased measurement opportunities mean for podcasting
- [Facebook Is Willing to Spend Big in Video Push](#)
- The Problem That's [Quietly Sabotaging Your Marketing Budget](#)
- 40% of Consumers Want Emails From Brands to [Be Less Promotional and More Informative](#)
- Facebook has pulled [Instant Articles off Messenger](#)
- [Smartphones are driving all growth in web traffic](#)
- [Native Delivers Brand Safety in a Programmatic World](#)

### Weekly News Round Up: 9/1/2017

- Want [more audience engagement in video form](#)? This startup is betting there's a business in there

- With its interactive news team, Time is finding [new ways to engage readers and tell stories](#)
- BuzzFeed is [ditching its anti-banner-ad stance](#) to better cash in on its huge audience
- Ad Giants Are Under Pressure to [Streamline Complex Structures](#)
- Amazon grows its [programmatic ad business](#)
- [Transparency](#) demands are pushing ad tech companies into specializing
- [Social Advertising](#) Isn't Really Driving Conversions
- Raising the bar on [viewability](#)
- How The New York Times [Uses Its Mobile App To Convert Readers To Subscribers](#)
- [USA Today's Facebook-like mobile site](#) increased time spent per article by 75 percent
- [How youtube perfected the feed](#)
- Ev Williams on [Medium's Spotify-ish future](#), why publishers left, and why he changed his mind about ads
- Why WPP's Revenue Slump Signifies [the Death of Traditional Advertising](#)
- [What's driving the publisher pivot to video](#), in 5 charts (hint: ad \$\$\$)
- How publishers are preparing for [Google's ad-blocking version of Chrome](#)
- Do [content creator frustrations](#) threaten YouTube's digital video dominance?
- [The Trade Desk and White Ops](#) ink deal to block fraudulent traffic before it is bought
- [A Serf on Google's Farm](#)
- Content Marketing in Challenging Industries: Cannabis, Alcohol + [Financial Services](#)

#### Weekly News Round Up: 8/25/2017

- Brands are now [blacklisting mainstream news sites](#), including Fox News
- Why [mobile will dominate](#) news media by 2020
- Google Tests [Subscription Tool for Publishers](#)
- Medium will now [pay writers based on how many claps](#) they get
- [Quartz created a bot that can break news](#) — and wants to help other news orgs develop their own
- [IAB Releases First "Podcast Playbook" for Advertisers](#)
- Coming soon: [A standard for cross-platform video measurement](#)
- [The Future of Content Marketing](#) Isn't Content Marketing
- [How live video is evolving, in 4 charts](#)
- 'A grandiose idea': [Inside TrustX's grind to gain adoption](#)
- [LinkedIn](#) rolls out native video sharing
- The Washington Post brings [artificial intelligence to its native ads](#)
- If there's a [future for The Village Voice](#), it's digital
- As [the Hashtag](#) Celebrates Its 10th Birthday, Are We #Blessed?
- [A New Look for The Atlantic App](#)
- How The Meet Group battles [header bidding's mobile app problem](#)
- Amazon pushes [new header solution](#) in UK, but publishers are wary
- Defining [Reach In The Age Of Microtargeting](#)
- Facebook Is Embarking On [Phase Two Of Its MRC Audit](#)
- Is "platform" [the right metaphor](#) for the technology companies that dominate digital media?
- Verizon's Oath is [tapping users' comments](#) across its platforms to find news trends
- [How Silicon Valley reengineered journalism](#)
- These are the [10 most popular mobile apps](#) in America
- [The News Reads You in China](#)—and People Can't Get Enough of It
- [Google Issuing Refunds to Advertisers](#) Over Fake Traffic, Plans New Safeguard
- [Startups Are the New Canary in the Coal Mine](#) for Big Brands and Marketers

#### Weekly News Round Up: 8/18/2017

- Block party: [reaching people in the age of ad blocking](#)

- The state of the brand crackdown on [media transparency](#)
- Internet mysteries: Why does [last-touch attribution](#) persist?
- [The Amazon effect](#) echoes across the industry
- With new mobile site, Forbes [boosted impressions per session by 10 percent](#)
- [Ad Market Expands 5% In Q2](#) Despite Mass Market Weakness, Declines Among Major Media
- Facebook is rolling out a [Trending News section on mobile](#), now with its own link
- One of the big advertising groups is partnering with Digital Content Next's [trust-focused ad marketplace](#)
- How to get [more social media followers](#)
- [Google's Universal App Campaigns](#) will soon replace all AdWords app install ads
- Study: [In-app ad spending to hit \\$201B by 2021](#)
- Tuning into [podcast sponsorship, programmatic audio and native audio sponsorships](#)
- How [USAA](#) Launched and Grew a Successful Podcast
- AI Applications That Are [Changing the Face of Content Marketing](#)

#### Weekly News Round Up: 8/11/2017

- [Google reveals sites with 'failing' ads](#), including Forbes, LA Times
- How Quartz achieved a [90 percent renewal rate](#) for branded content
- In 2017, the one thing every [digital-native news](#) outlet needs is a newsletter (not an app)
- Six years later, the [Financial Times](#) is back in the App Store. (Apple still won't get a cut of subscriptions.)
- [The podcast business playbook](#): What's the best way for a podcast studio to raise money?
- [The End of Typing](#): The Next Billion Mobile Users Will Rely on Video and Voice
- Facebook Is [Expelling Unintentional Clicks](#) From Its Garden
- Why Brands and Agencies Are [Preparing for the Era of 6-Second Ads](#)
- [Bloomberg Launches](#) An Entirely New Model of Media
- Why [Cheddar is looking to local markets](#) to build an audience
- How 4 of the priciest [content subscriptions](#) stack up
- How people spend time on [social platforms](#) globally, in 5 charts

#### Weekly News Round Up: 8/4/2017

- Consumers May Be [More Trusting of Ads](#) Than Marketers Think
- Advertisers warm to [Amazon's increasing ad pitch](#)
- How CBS News is trying to [reinvent itself](#)
- How [Moat](#) mastered the art of the ad tech pivot
- Inside The New York Times' [international programmatic strategy](#)
- Advertisers Need to Stop Chasing Engagement and [Get Back to Focusing on Awareness](#)
- [As Data Proliferates](#), Publishers Grapple With Understanding Its Value
- Hungry for Video, [Publishers Repackage Ads as Content](#)
- Small Businesses [Turn Away from Banks](#) for Credit Card Processing
- [Financial Times programmatic chief](#) on header bidding and a lack of transparency
- From Disney to Nexstar, [Media Shares Fall on TV Advertising Concern](#)
- The Wall Street Journal Serves Up [Semantically Targeted Ads Programmatically](#)
- The time is now. Three things we're hearing from media orgs [about membership](#)
- News Feed FYI: [Showing You Stories That Link to Faster Loading Webpages](#)
- Chartbeat adds [subscriber analytics](#) to its dashboard — the "single most requested feature"
- [Test it before you try it](#): Findings from the Engaging News Project's homepage redesign study
- What's the [best venue for long-form discussion](#) in 2017?
- [What Are Users Thinking When They Dismiss Notifications?](#)
- [Google](#) Is Developing Technology for Snapchat-Like Media Content
- The [Best Content Marketing](#) of July: Capital One made the list
- [Content Marketing in the Era of Voice-Controlled Devices](#)

### Weekly News Round Up: 7/28/2017

- [Google leads the world in digital and mobile ad revenue](#)
- [Turn Off Your Push Notifications](#). All of Them
- How app developers can [avoid TV's advertising mistakes](#)
- With a new local TV program, [Cheddar aims to bring Wall Street to Main Street](#)
- The Times of London finds [commenters are most valuable visitors](#)
- Facebook brought in [\\$9.32 billion in revenue in Q2, mostly from mobile ads](#)
- New York Times Reports Strong Quarter on [Digital Revenue Growth](#)
- The Telegraph is offering [sales guarantees on branded content](#)
- [‘There’s a lot more crap than there is premium’](#): Buyers cast doubts on publishers’ pivot to video
- Why Brands Should Shift Their Focus [From Data to Identity](#)
- [Ad Industry Group May Consider Tougher 100% Standard for Digital Ad Viewability](#)
- Google’s Mobile First Indexing Change: [Everything SEOs Need to Know](#)
- [Twitter](#) is testing a \$99 per month subscription that could get you more followers
- Connecting the Dots: How to [Raise Your Search Rankings With Internal Linking](#)
- Study: [Mobile email grows almost 2x in 5 years](#)
- [How to prepare for iPhone's fast-approaching iOS 11 update](#)
- Your [Mobile Strategy](#) Can't Just Be About Phones

### Weekly News Round Up: 7/21/2017

- Facebook plans to start [testing Instant Article subscriptions](#) as soon as October
- Politico now has 20,000 paid subscribers that account for half of its revenue
- Look out, YouTube and Facebook: [Amazon's coming for video publishers](#)
- [The Rise of Attention Metrics](#): Can a New Digital Currency Help Sustain Journalism?
- Data shows [publishers are buying far more Facebook traffic](#)
- [Google introduces the feed](#), a personalized stream of news on iOS and Android
- This Danish startup [evolved into a “newsletter company”](#) because that was what its readers wanted
- The Financial Times [uses events to fight subscriber churn](#)
- [Google's been running a secret test to detect bogus ads](#) — and its findings should make the industry nervous
- How Bloomberg [sped up its sites to boost page views per visit](#) by 15 percent
- [‘We’re building an end-to-end solution’](#): Bloomberg wants in on the agency business
- ‘It’s just one more of the taxes’: [How viewability shortchanges publishers](#)
- [Increasingly Savvy Advertisers Have Got The Big Agencies Worrying](#)
- [Customer Perception Data](#) May Be The Best Defense Against Disruptors

### Weekly News Round Up: 7/14/2017

- Here’s [what happened the last time](#) audio producers got better data
- How do we [build a better recommendation experience](#) for mobile news readers?
- How will we know when [we’ve hit Peak Podcast?](#) And are we there yet?
- [‘Views can happen by accident’](#): Publishers are thinking more about watch time — and YouTube
- [Time Inc.](#) Explores Renaming the Company, Seeking a Refresh
- What Does Time Inc. [Think It Would Solve](#) With a Name Change?
- The [Wall Street Journal](#) Reorganizes Newsroom, Creates Senior Roles
- [WSJ Refreshes iPhone App](#)
- With its [new, speedier article page](#), Reuters wants to reimagine how news sites are designed
- [The Economist](#) is using Quora to shape its comments section
- Facebook is getting ready to [test paid subscriptions with publications](#)
- This Programmatic Marketplace Is [Just For Financial Services Advertisers](#)
- Report Says [Programmatic Buying Declined](#) In Q1
- Google bans its ads on sites that use those annoying [‘pop-unders’](#)
- Ask a Content Strategist: [How Do You Create Data-Driven Content?](#)

- Why [video ad fraud](#) remains a persistent problem for ad buyers
- New York Media's [CRO Bets On Local Mag's Broader Digital Play](#)
- [Verst Builds Tech For Small Pubs](#) Searching For Diversified Revenue
- Advertising's trust deficit: [why branded content is the way forward](#)
- Henry Blodget: [We're "deeply underestimating how big digital media can be" in the next decade](#)
- [Online Publishers Try Reducing Ads](#) to Boost Revenue
- [How Tangerine Streamlines Approvals and Publishes Breaking News](#)
- [Beyond Pageviews + Engagement](#): The Need for Content Marketing Action Analytics

#### Weekly News Round Up: 7/7/2017

- Apple News May [Let Publishers Sell Ads](#) Their Own Way
- Fewer stories, more spinoff brands: [How NBC News is shifting to loyal visitors](#)
- [The Economist](#) is helping advertisers find Economist readers off its properties
- How [New York Media](#) drives direct traffic to its verticals
- With Echo, Amazon is emerging as [a friend to publishers](#)
- [Google's new play for mobile ads](#)
- [The Wall Street Journal](#) shuts eight blogs: "The tools for telling" stories have changed
- The evolution of [The Economist's social media team](#)
- You Don't Use Desktop Strategies In-App, So Why Apply The Same [Quality Standards?](#)
- Verification Consolidation: [DoubleVerify Is Actively Exploring A Sale](#)

#### Weekly News Round Up: 6/30/2017

- How [Google and Apple](#) Are Using 'Privacy' to Kill Ad Tech
- Cheatsheet: The [state of paying for news](#)
- Connecting Content to [Measurable Business Outcomes](#)
- Facebook now has [2 billion monthly users](#)... and responsibility
- Google now has all the data it needs, [will stop scanning Gmail inboxes](#) for ad personalization
- Online Travel Agencies Go on [Summer Spending Spree](#)
- For Axios, [Apple News beats Google AMP and Facebook Instant Articles](#)
- Facebook may finally have to [compromise its user experience in order to keep growing](#)
- With a revamped CityLab, [The Atlantic is making a bigger bet on niche media](#)
- In the digital age, The New York Times treads [an increasingly slippery path between news and advertising](#)
- For small publishers, [Facebook is often a force for good — and frustration](#)
- How publishers approach buying traffic through Facebook
- Twitter's got [ad tech ambitions](#) but current challenges
- How Salon [regrouped after Facebook decimated its traffic](#)
- In programmatic, buyers sometimes [don't know what type of auction they're bidding in](#)
- [Talking Points Memo doubled its subscribers in a year](#) — now it's trying to find new extras for them
- For Publishers, [Anti-Fraud Measures Are The Best Defense](#) Against Walled Gardens
- [Instagram's New Native Advertising Feature](#): A Necessary Step Toward Transparency
- MoPub Intros Inventory Packages To Help Marketers [Target Formats By Performance](#)
- [Facebook will tell brands if the people clicking their ads actually made it to their sites](#)

#### Weekly News Round Up: 6/23/2017

- How The New York Times [moderates 12,000 comments a day](#)
- How Facebook Instant Articles Can [Win Back Publishers](#)
- How 6 Companies [Use Content For Other Departments Besides Marketing](#)
- Why [media buyers are often absent from discussions](#) that set programmatic standards
- Meredith [increased revenue per visit 20 percent](#) by getting ads to load faster
- How The Times of London [grew its registered users](#) to 1.2 million
- You can now [read the WSJ for free](#) — but only if you burst your filter bubble

- [E\\*Trade Stokes Rage](#) Against the 1% in Remarkable Ads From MullenLowe
- [Amazon's New Customer](#)
- [Unpacking Programmatic](#): How Automation Impacts The Digital Advertising Industry
- With Amazon Polly experiment, The Washington Post hopes to [capitalize on growing interest in audio](#)
- What happens when a big news company makes a small bet on "[slow innovation](#)"?
- [The state of programmatic advertising](#)
- Why blockchain faces an uphill battle in fixing [ad tech's transparency problems](#)
- [Reddit](#) Looks to Lure Advertisers With Video and Redesign
- [News Corp. in Advanced Talks](#) With Facebook on Subscriptions
- How NBC News [designs digital products with the audience in mind](#)
- Study: [Email marketing revenue hits record growth](#)
- [Young Consumers May Use Ad Blockers, but](#) That Doesn't Mean They Don't Like Seeing Brands Online

#### Weekly News Round Up: 6/16/2017

- At '[Washington Post](#),' Tech Is Increasingly Boosting Financial Performance
- [Bleacher Report](#) gets people to spend 5 minutes on its app each day
- How The Washington Post is [training video polymaths](#)
- As audience development grows, publishers question [who should own it](#)
- '[Nobody at Yahoo understood Tumblr](#)': Why Marissa Mayer's big bet on Tumblr never panned out
- How the World's [Top CEOs Use Social Media](#)
- [85% of Americans use mobile devices to access news](#) and seniors are driving that number up
- [The New York Times](#) is aiming to open up most articles to comments
- [Apple's new analytics for podcasts mean a lot of change](#) is on the way
- VC firm Andreessen Horowitz explains why it led a \$23 million round in [a social network for data](#)
- [Bloomberg Businessweek](#) gets a two-tiered paywall, a substantial price increase, and a new look
- IAB Internet [Advertising Revenue Report](#) Conducted by PricewaterhouseCoopers
- [Global Programmatic Advertising Market](#) to Reach \$ 30 Bn by 2025
- What [Amazon's Audience Match Tool](#) Means For Advertisers
- [CRM Platforms: What's Old Is New Again](#)
- Facebook's working with publishers on [paid subscriptions](#)
- We Need [Ad Fraud Measurement](#) Standards
- Google promises brands [independent viewability verification](#) is coming this year
- IAB: [90% of smartphone users](#) recall mobile ads
- How 6 Companies [Use Content For Other Departments Besides Marketing](#)

#### Weekly News Round Up: 6/9/2017

- [Google's AMP pages mean visitors spend more time](#) with content
- [Cheddar](#), The "Post-Cable Network," Is Coming To Cable TV
- [Viewability standards](#) have a gaping hole: mobile apps
- This new tool will [help your newsroom create better email newsletters](#)
- Publishers are [starting to see money from Facebook's mid-roll ads](#)
- [WSJ Ends Google Users' Free Ride](#), Then Fades in Search Results
- As Apple and Google take aim at ads, [publishers tremble](#)
- An explosion of online video could [triple bandwidth consumption again](#) in the next five years
- The publisher guide to [the state of header bidding](#)
- Why Companies Are Failing to Grasp the [Digital Customer Experience](#)
- The 3 Most Effective Ways to [Grow Your Email List](#)
- [WTF is RTB 3.0?](#)
- How [the Media Rating Council](#) became digital media's seal of approval
- [WTF is ads.txt?](#)



- [File Size](#): A Common Mistake That Could Be Killing Your Display Ad Effectiveness
- How [the Top 5 Social Media Platforms Spent Their Marketing Budgets](#) Last Year
- Study Finds That [Brand Takeovers Are the Most Effective Way to Advertise on Social](#) Media

#### Weekly News Round Up: 6/2/2017

- Long Game: [Optimizing Yield Is a Two-Year Commitment](#)
- 12 Key Takeaways From [Mary Meeker's 2017 Internet Trends](#) Report
- How [The New York Times](#) now has 13 million subscriptions to 50 email newsletters
- How [The Economist](#) is using the UK election to drive subscriptions
- Internet consumption [erodes TV's lead](#)
- Ogilvy CEO on How [Restructuring One of the World's Largest Ad Agencies](#) is Going so far
- You need to know [what your customers value](#)
- Ask a Content Strategist: [Does Thought Leadership Mean Anything to Regular People?](#)
- Publishers [renew focus on search optimization](#) — and find new tricks
- “The accurate belief that people [love consuming video doesn't mean people love consuming news video](#)”
- The EU's General Data Protection Regulation [Could Favor Digital Ad Giants](#)
- How Refinery29 gets a [63 percent click-to-open rate](#) on its biggest newsletter
- [The Atlantic](#) Reaches Record Audience of 42.3 Million in May 2017
- [U.S. newspaper circulation](#) has been dropping every year since 1988
- How [NBC News created a design system and publishing platform](#) for digital verticals
- Billionaire-supported but looking to expand its coverage, The Intercept also turns to [reader memberships](#)
- How Content Marketing Technology Can Solve Your [Sales Enablement](#) Woes
- [Bloomberg Media](#) joins forces with The Economist
- The state of [AI adoption in media](#)
- True [Brand Safety](#) Requires More Than Lip Service From Walled Gardens
- People consumed more media than ever last year — but [growth is slowing](#)
- New tool from Google helps you to [visualise data using GIFs](#)
- [The AP Stylebook now includes new guidelines on data](#) (requesting it, scraping it, reporting on it, and publishing it)
- [GroupM Merges MEC And Maxus](#) And Plans To Invest The Savings In mPlatform And Essence
- [Why On-Site Agencies Are Catching on With Clients](#)
- [The state of mobile advertising](#)
- NBC News is rolling out [new custom ads with viewability in mind](#)
- [Which Industries Have the Best Content Marketing?](#)
- [Google](#) Will Help Publishers Prepare for a Chrome Ad Blocker Coming Next Year
- [The Wall Street Journal is killing its What's News app](#) (but bringing lessons from it to its main app)
- ['Focused on profitability'](#): Why The Atlantic is shifting its focus to YouTube
- [The Trouble With News Bundles](#)

#### Weekly News Round Up: 5/26/2017

- 'It's not a sustainable market': [Header bidding puts a strain on DSPs](#)
- 'I need a neck to throttle': [Why publishers don't build their own ad tech](#)
- [Amazon's](#) profitless path to world domination
- [Havas Launches Platform](#) to Track 'Every Penny' of Digital Ad Buys
- [Google](#), Not the Government, Is Building the Future
- Get Ready for the Next Big [Privacy Backlash Against Facebook](#)
- Programmatic isn't the problem, [monetising crap inventory](#) is

- [Who's really driving traffic to articles?](#) Depends on the subject: Facebook (lifestyle, entertainment) or Google (tech, business, sports)
- [Google](#) now knows when its users go to the store and buy stuff
- How The Washington Post plans to use Talk, The Coral Project's [new commenting platform](#)
- The Times launches [paid-for premium content website](#) for lawyers called The Brief
- The Bot Baseline: [Fraud in Digital Advertising 2017 Report](#)
- 'They're not prepared': Publishers worry the [Flashpocalypse](#) is nearly here
- Ad buyer, beware: [How DSPs sometimes play fast and loose](#)
- [People-Based Marketing](#) Gets Complicated Quickly In The B2B World
- Does [Swapping 'Programmatic' For 'Automated'](#) Get To The Heart Of The Matter?
- Facebook will let publishers [convert Instant Articles to Google AMP and](#) Apple News formats
- Quora just launched [a self-serve ad platform](#)
- [Ad Fraud](#): As Tools Evolve, So Do the Schemes
- [Use Of First- And Third-Party Data In Native Campaigns](#) Rose 3 X In Q1
- 'We're often working with one second': [Most viewable ads are gone in a flash](#)
- Airbnb takes its own route to [teaching data science skills](#)
- [Alexa's New Avatar: Financial Adviser](#)
- Instagram Tests [Direct Response Ads](#) in Stories
- [3 Percent of Publishers](#) Cause 68 Percent of Ad Fraud Problem
- The Perennial Struggle: [Making Sense Of The Data Flow Of The Business](#)
- [What Does 'Attribution' Mean?](#)
- Why [the Chinese Will Pay for Content](#) That Americans Won't

#### Weekly News Round Up: 5/19/2017

- Google Goes After [Individual Pages That Violate Brand Safety](#), Not Entire Sites
- Why Content Strategists Take [Social Shares](#) Seriously (And You Should Too)
- The [state of programmatic direct](#) in 4 charts
- We Made You a 'Game of Thrones'-Style [Map of the Marketing World](#)
- Facebook admits its [10th measurement mistake](#) since September
- How The Lawyer implemented [a high-value subscriptions strategy from scratch](#)
- [Programmatic Sales Is a Myth](#)
- [Business Insider](#) now has a 40-person research group and 7,500 subscribers
- After being wooed by [Medium](#), some publishers are beginning to leave
- IAB paper: An evolving framework for [advertising automation](#)
- [Still Innovating, 160 Years On](#)
- Lost in the Digital Swamp, [Link by Link](#)
- A month of [breaking news alerts, visualized](#)
- We All Need To Join The IAB Tech Lab In [The Fight Against Fake Ads](#)
- [Article Performance Leaderboard](#)
- [Washington Post](#), Breaking News, Is Also Breaking New Ground
- Medium now offers [audio versions of its stories](#) for members
- Google's AMP now powers [2B+ mobile pages and 900K domains](#), loads 2x faster
- Content and Digital Transformation: [Lloyds Banking Group's Strategic Insights](#)
- How to [Create Personas and Map Content](#) to the Buyer Journey

#### Weekly News Round Up: 5/12/2017

- 'A proverbial black box': [Open-exchange auctions have a transparency problem](#)
- Why [Cheddar](#) is making classes for Strayer University
- [WTF are data lakes?](#)
- The Rise of [Transparent Digital Ad Buying](#)
- [How much is a](#) Facebook partnership worth?
- Miles Kimball Uses [Banner Ads To Bring Back Inactive](#) Email Subscribers
- [The local news business model](#)

- Vice News Issues takes a “[homepage-isn't-dead](#)” approach to big topics
- How Germany’s Die Zeit is trying to reach [a younger audience](#) (while also putting up a paywall)
- [Wall Street Journal adds](#) 300,000 subscribers in last year
- The New York Times’ [digital business more than doubled](#) in the past six years
- [Inside the FT's approach](#) to online comments and audience participation
- [Basic Patterns For Mobile Navigation](#): Pros And Cons
- [‘Data Doesn’t Make Decisions, People Make Decisions’](#)
- [Pandora Doubles Down On Ads](#) To Make 2017 Its Big Comeback Year
- ‘You Can’t Hit What Your Eyes Don’t See’: How [Time Inc.](#) Became a Media Company Built on Data
- 4 Keys to Data-Driven Marketing, According to [Deloitte CMO Alicia Hatch](#)
- [Digital Media World Tries to Decode](#) Facebook’s Latest Algorithm Tweak
- [Fortune’s new money-making plan?](#) Higher education
- Google And Facebook Are [Dominant But Not Monopolies](#)
- Can [Google's ad blocker](#) save the online ad industry from itself?
- [Programmatic Is Failing Forward](#)
- [Fidelity is betting \\$65 million](#) that the Spring app can be a department store of the future
- Family Ties: [Vivendi Bids To Acquire Havas](#)
- Need for speed: How HuffPost [cut page-load time by 8 seconds in its app](#)
- [Instant Articles, AMP ‘make no economic sense’](#): Digiday+ town hall with Dotdash CEO Neil Vogel
- [What's Behind Shift Back To Pub Direct?](#)

#### Weekly News Round Up: 5/5/2017

- [About.com rebrands to Dotdash](#)
- [Bloomberg](#) is launching a 24-hour, 7-days-a-week news channel that streams exclusively on Twitter
- Confessions of a fed-up ad fraud researcher: ‘[Prevention is always behind](#)’
- [Why media companies insist they're not media companies](#), why they’re wrong and why it matters
- [The New York Times](#) just had a pretty stellar first quarter, thanks to The Wirecutter and 2.2M new digital subs
- [The Economist](#) Claims a Trump Bump
- The [global state of digital advertising](#) in 5 charts
- Fox Reportedly in Talks With Blackstone to Launch [Joint Bid for Tribune Media](#)
- ‘Trigr’ Warning: [Bloomberg To Show Ads Depending on Stock Market Pops](#) -- And Drops
- [New York Times Pitches Programmatic](#) As Advertisers Clamor For Brand Safety
- [Bidding Farewell To The Audience](#)
- Business publishers are enjoying [traffic spikes from LinkedIn](#)
- Outside Magazine built its own [recommendation widgets](#) to replace Outbrain
- Axel Springer just struck [a deal with AppNexus](#) that could see it turn its back on Google’s DoubleClick
- [Twitter’s Loss, Criteo’s Gain](#)
- [Quartz](#) Publisher Takes Disciplined Approach To Making Quality Journalism Profitable
- Paid Search And Social Ad Spend Continues [Y-O-Y Double Digit Growth](#)

#### Weekly News Round Up: 4/28/2017

- The Guardian pulls out of [Facebook’s Instant Articles and Apple News](#)
- A guide to the [Google ad-blocking conspiracy theories](#)
- [Complex Networks](#) increases its push into a TV-like video strategy
- [Myths of programmatic](#) advertising debunked
- Publishers say [Facebook can save Instant Articles with better data, subscription tools](#)
- In the shadow of the duopoly, [media rivals are becoming allies](#)

- [Luxury advertising's "safe harbor status feels like it went away"](#)
- [What comes next](#) in the Uberization of the news business?
- Amazon Launches [Self-Service Marketplace for Subscription Providers](#)
- [The Washington Post](#) is guaranteeing that all of its online ads will load in under 2 seconds
- [The Media Bubble Is Worse Than You Think](#)
- [More Than Half](#) of Digital Advertising Is Mobile
- Desktop and Mobile Ad Revenue [Surpasses TV for the First Time](#)
- [Lowering the Cost of Trust](#) in Media and Advertising
- There's A Reason Online Advertising Is Still [Haunted By Bad Retargeting](#)
- [LinkedIn \(Finally\) Rolls Out Retargeting](#), CRM Matching
- [The Impression Token: A Cure For Ad Fraud?](#)
- [Amazon's 2017 Ad Revenue](#) Could Top \$3.5B
- HPE's Marcel Santilli on [Why Editorial Excellence Drives Content Marketing ROI](#)
- [Time Inc.](#) backs away from plans to sell itself
- Newly Redesigned and [Renamed HuffPost](#) Also Has a New Twitter Strategy
- Content recommendation companies [Taboola and Outbrain are in advanced merger talks](#)

#### Weekly News Round Up: 4/21/2017

- Why [The Financial Times](#) has increased marketing spending by nearly a third
- How Vice Media [cut page-load time by 50 percent](#) in six months
- In leaner approach, [Yahoo Finance](#) pushes live streams over scripted series
- [The Washington Post](#) cuts off ad tech vendors slowing its site
- Publishers are seeing [another big decline in reach on Facebook](#)
- This [handy little tool draws from Bloomberg data](#) to add financial context on top of any news article
- [Facebook and the cost of monopoly](#)
- [Cheddar](#), Web Video Maker, Bets Millennials Will Use TV Antennas
- [The Financial Times](#) started a mergers and acquisitions newsletter for its highest-paying subscribers
- Google, the advertising company, [could bring native adblocking to Chrome](#)
- [Yahoo's Demise](#) Is a Death Knell for Digital News Orgs
- [Oracle acquires ad measurement](#) company Moat
- Publishers fear fallout of [Google-backed ad blocker](#)
- A user's guide to [the battle of marketing clouds](#)
- How marketers can [reset their mobile advertising mindset](#)
- Report: [Digital ad growth slows](#) to single digits for first time
- [How Licensed Content Plays a Key Role in Netflix's Content Strategy](#)

#### Weekly News Round Up: 4/14/2017

- [The Atlantic](#) is now telling ad blockers to whitelist or pay up
- Publisher gripe: [Agencies treat us like banks](#) with crazy payment terms
- [Facebook](#) wants every business to embrace its mobile world
- Facebook faces increased publisher [resistance to Instant Articles](#)
- [The Walt Mossberg brand](#)
- [Business media has its own fake news problem](#)
- [Why Performance Data Isn't Enough](#)
- [Microsoft](#) Reveals Long List Of Data It Collects
- FCC Chief Ajit Pai Develops [Plans to Roll Back Net Neutrality Rules](#)
- How To [Win Business And Influence](#) Media People
- Industry First: Native Unveils Results of [3-Year Native Ad Spend Study by Vertical](#)
- What [Web Page Structure](#) Reveals on News Quality
- From nasty to nice: [how adblockers are trying to pivot](#)
- Gawker founder's next act: Something with [internet forums](#)

- Vanity Fair is planning a [digital paywall](#)
- NBCUniversal launches what it hopes will be the '[largest premium ecosystem](#)' for mobile ads
- Is the [Headline Cost of Ad Fraud](#) and Non-Viewable Ads the Real Cost?
- Will it blend? Oath will combine [disparate AOL-Yahoo ad tech assets](#)
- The Times of London is wooing subscribers via a [Brexit Facebook group](#)
- [Insurance Content Marketing](#): How to Create Exceptional Content in a “Boring” Industry
- [How About built](#) a ‘sneaky good’ commerce operation
- Surprise, [small publishers screwed the most](#) by net-neutrality rules
- [Princeton’s Ad-Blocking Superweapon](#) May Put an End to the Ad-Blocking Arms Race
- Amazon’s Jeff Bezos Outlines How He Tries to Keep [Retail Giant in Startup Mode](#)
- Media Companies Bring [Programmatic Concepts To Sponsor Deals](#)
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#### Weekly News Round Up: 4/7/2017

- Introducing the all-new [Quartz Index](#), built to shine on your phone
- FT reports [650,000 digital subscribers](#)
- Analysis without benchmarks: [An approach for measuring the success of innovation projects](#)
- Digital transformation [means focusing on readers](#), not platforms.
- [Digital Media Valuations Could Be Tough Sell](#)
- Oath isn’t just a terrible name — it’s going to be [a nightmare ad-tracking machine](#)
- [Vox Media: Not the biggest, but that’s OK](#)
- The [Online Ad Industry Is Undergoing Self-Reflection](#). That’s Good News.
- How management consultancies are [charging into programmatic advertising](#)
- Why [digital advertising](#) is experimenting with blockchain
- [LinkedIn Launches Lead-Gen Ads](#) To Combat Missed Mobile Conversions
- [Viewability Rewards Intrusive Ads](#)
- Advertisers are the new [media watchdog](#)
- [Programmatic](#): We Aren't The Bad Guys
- [AOL and Yahoo plan to call themselves by a new name](#) after the Verizon deal closes: Oath
- Two new features let publishers interact with readers through [Facebook Instant Articles](#)

#### Weekly News Round Up: 3/31/2017

- The \$100 million wall: [Digital media’s scale struggles](#)
- [Brand safety](#) remains a frustrating game of Whack-A-Mole
- Why [Financial Brands Are Investing More in](#) Educational Content
- Media slims down: [Publishers are building audiences in discrete verticals](#)
- ‘Tons of unnecessary ad calls going out’: [Confessions of a beleaguered ad tech exec](#)
- [Inside The Spectator’s subscriptions strategy](#)
- Facing the limits of scale, [CNN puts focus on direct audience connections](#)
- [Snapchat’s pitch to small brands and businesses](#): Self-serve sponsored geofilters
- In an Age of Declining Trust, [Is Advertising Actually Gaining Ground?](#)
- [Push for Internet Privacy](#) Rules Moves to Statehouses
- Rounding Up The [Industry Coverage Of Google's Brand Safety Fiasco](#)
- Has [Ad Tech and Mar Tech](#) Investment Peaked?
- MRC Finalizes [Location-Based Ad Measurement](#) Guidelines
- [Scoop: BuzzFeed going public in 2018](#)
- [Premium Pubs Tout Their Alternatives](#) Amid Brand Safety Concerns – But Will Advertisers Arrive?
- [Bloomberg](#) is shaking up its trading arm
- Analysts: [FCC privacy rollback](#) could make data more available — and less valuable
- [Chase Had Ads](#) on 400,000 Sites. Then on Just 5,000. Same Results.
- How [The New York Times, CNN, and The Huffington Post](#) approach publishing on platforms
- [Inside Cheddar](#), the Would-Be CNBC of the Internet

- [Ten simple rules for responsible big data research](#)
- How [Personalization](#) Is Changing Content Marketing
- How Society of Grownups [Reaches Millennials through Financial Content Marketing](#)

### Weekly News Round Up: 3/24/2017

- Unraveling [header bidding's problems with user data](#)
- Financial Times sales chief [on ad fraud](#): 'There is no collective will'
- Inside [Time Inc.'s bumpy year long sales overhaul](#)
- Confessions of [a paid Amazon review writer](#)
- Broke But Not Busted: [Publishers' Epic Battle For Media Monetization](#)
- Nativo Opens Door To [Programmatic Sponsored Content](#)
- [The Top Ten Programmatic Advertisers](#)
- From frenemy to friend: [How Google won publishers over](#)
- Advertisers' coalition pushes '[better standards](#)' for desktop and mobile ads
- Despite calls for quality, [publishers can't escape the scale trap](#)
- From the Unintended Consequences Dept: [Viewability mandates cause more ad clutter](#)
- [LinkedIn](#) is rolling out a trending topics section
- Almost 20% of digital ad spending could be [wasted](#)
- [Platform Companies Are Becoming More Powerful](#) — but What Exactly Do They Want?
- Meet the swedish newspaper [editor who put an algorithm in charge of his homepage](#)
- "Media is broken," so [Medium's launching a \\$5/month member program](#) that offers small upgrades
- How the Financial Times [gets people to share more](#) videos
- Ask a Content Strategist: [How Many Stories Should I Publish Per Month?](#)
- [Storytelling Is Not a Strategy](#)
- [Rubicon Project CEO](#) Michael Barrett: 'We are not for sale'
- 'News is not Netflix': [Personalization's appeal remains uncertain for some publishers](#)
- Opportunism knocks: Marketers and media take on [Google](#)
- The Death Of The [Third-Party Ad Exchange](#)
- [Senate Kills Off FCC Privacy Regulations](#)
- Would you pay [\\$19.99 a month for a no-ads premium Twitter?](#)

### Weekly News Round Up: 3/17/2017

- [Dynamic emails](#) lead to 18pc higher click rates on mobile
- How [The Atlantic](#) is scrambling to keep readers on its own site
- [Washington Post](#) Licenses Publishing Technology to Tronc
- This [email newsletter raised \\$300K](#) from its (affluent, largely Silicon Valley-based) readers in 55 hours
- From Mimi to The Drive: [Time Inc.'s patchy record with digital verticals](#)
- The ad fraud issue could be more than twice as big as first thought — [advertisers stand to lose \\$16.4 billion to it this year](#)
- The Guardian's sales chief: [The digital ad system rewards fake news](#)
- Adblock Plus has announced the '[Acceptable Ads Committee](#)' who will decide which ads it won't block
- Discors wants people to [pay for news via a low-priced subscription](#) that crosses multiple publishers
- [Standing out on mobile starts with CMS tweaks](#)
- [Accenture Interactive](#) looks to set up in-house trading desks for clients in threat to agencies
- If All Sales Are Account Based, [Why Isn't All of Marketing?](#)
- [Nasdaq-Based Ads Exchange](#) Plans To Bring Wall St. Trading To Digital Media
- Love The Ones You're With: [Why Marketers Should Focus On Their Best Customers](#)
- EBay [Brings Ad Sales In-House To Focus](#) On First-Party Data Strategy
- Four years in from initial launch, [Quartz](#) turns a profit for 2016

- 'Everyone has been wary': [Inside the Adblock Plus 'acceptable ads' committee](#)
- 'Bullshit can work': [Advertising's real fraud problem](#)
- Only one thing matters in [mobile Web versus mobile app debate](#)
- [Factors reshaping](#) the mobile app economy
- Tear Down These Walls: [ANA Calls for Audits](#) at Instagram, Snapchat, Twitter, Pinterest
- The Biggest Roadblock to [Data-Driven Marketing](#)

#### Weekly News Round Up: 3/10/2017

- [Fewer but Bigger Ad Deals](#) Challenge Smaller Publishers
- Why newspaper subscriptions are [on the rise](#)
- [Twitter Hears Advertisers](#): 'We Want to Buy Like We Do on TV'
- [Time Inc.](#) Plots a Future Beyond Its Heyday, as Suitors Line Up
- [R/GA and E\\*Trade](#) Can Magically Expand Your 2-Dimensional POV
- [Forbes rejuvenates mobile Web](#) site with app-like redesign
- Dow Jones tries [a millennial finance site](#), Moneyish
- [Viewability or fraud](#): Marketers are split on which is the bigger issue
- 'The model can't hold': [Publishers face content studio growing pains](#)
- How one viral [publisher uses Facebook groups](#) to grow big numbers
- The Guardian is getting [60 percent of its Google mobile traffic from AMP](#)
- How WPP's Exchange Lab [trains programmatic buyers](#)
- '[Everybody's making money on invalid traffic](#)': Confessions of a media auditor
- '[Forbes.com may be dead in 5 years](#)': Lewis D'Vorkin on European growth
- In the [Fight Against Big Digital Powers](#), Conde Nast Joins NBCU and Vox in Ad Pact
- Big Improvements to Nuzzle [Newsletter Curation](#)
- A news [app aims to burst filter bubbles](#) by nudging readers toward a more "balanced" media diet
- Introducing [WordPress.com for Google Docs](#): A New Way Forward for Collaborative Editing
- [Changing the Currency in Advertising](#): Chartbeat Founder Tony Haile on the Future of Content Measurement
- The Fifth Wave Of Ad Tech: [Privileged Programmatic](#)
- A [DMP Is Only As Powerful As](#) The Data Strategy Behind It
- The Next Debate: [The Convergence Of Mar Tech And Sales Tech](#)
- The Digital Advertising Industry Has An [Identity And Data Integrity Problem](#)
- Is There Such A Thing As [Too Much Retargeting?](#)

#### Weekly News Round Up: 3/3/2017

- Even 43pc of satisfied [customers still skip online pre-roll ads](#): report
- Here are [42 ideas](#) for your newsroom's next newsletter
- [Mozilla acquires Pocket](#) to gain a foothold on mobile devices
- Norway's largest local media company [capitalised on digital subscriptions](#) with a three stage plan
- Portugal's media companies plan to [pool user data](#) to compete with the duopoly
- How [traffic resellers trip third-party](#) verification filters
- [RIP contributor networks](#) as a publishing shortcut to scale
- [Does Facebook advertising even work](#) a lick?
- [BlackBerry returns](#) with 3 possible new phones in 2017
- Plus Spending [SMBs Increasing Their Ad Budgets in 2017](#) to Include 21 Different Media
- Getting in Front of the Right Audience: [Worthwhile—and Costly](#)
- [Why Forbes Split Up Its Integrated Sales Team](#)
- One In Three Publishers [Don't Follow The FTC's Native Guidelines](#)
- Why Do [B2B Marketers Accept Low Viewability](#) Rates?
- We Lost [The Programmatic Battle](#) At Yahoo But Won The War
- [Brand Authenticity](#): Easy To Recognize, Hard To Manufacture

- Discors piles new publishers into its pay-once-read-everything service
- NZZ is [developing an app that gives readers personalised news](#) without creating a filter bubble
- Uber plans to turn its app into a '[content marketplace](#)' during rides
- How four international news outlets are creating [truly digitally native content](#) (and making money off it)
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### Weekly News Round Up: 2/24/2017

- Advertising legend Keith Reinhard's [3 predictions for where the ad industry is headed](#)
- [5 charts on how brands' use of Snapchat is changing](#)
- How Dennis is [fighting ad blocking with a data-focused](#) approach
- How [About.com](#) is trying to keep fly-by visitors on its new home site
- 'So much of it is a con': [Confessions of a veteran ad tech developer](#)
- How [platforms get publishers to play](#) the access game
- [The New York Times](#) looks to programmatic ad sales in international markets
- Ad blocking is now a [chronic but manageable](#) condition
- [BuzzFeed](#) Tries to Break Readers Out of Their Social-Media Bubbles
- [Facebook isn't going after LinkedIn](#)—it's chasing a much, much bigger jobs market
- How Facebook and Google could [disrupt the subscription model](#) for news
- The economics of [mobile retargeting](#)
- How artificial intelligence will [transform marketing](#)
- How brands can [maximize conversion from mobile search](#)
- Infographic: [How Event Marketing Can Boost Your Content Strategy](#)
- [The fatal flaw in subscription models](#)
- [Bloomberg](#) Uses Programmatic Creative To Boost Ad Relevance
- Why [Starting With Cookies Doesn't Make](#) Sense For Cross-Device Tracking
- [Time Inc.](#) Enjoys Growth In Native And Programmatic Revenue
- [Bad Ad Epidemic](#): 28% Have At Least One Quality Issue
- [Will Phone Numbers](#) Start To Blow Up As The Next Big Identifier?
- [Accenture to create 15,000 jobs in U.S.](#)
- [FT](#) Said to Cut 3% of Editorial Staff as Print Declines
- Why server-to-server [won't displace header bidding](#)
- Understanding The Value Of Ad Inventory: [Targeting Is Only Half The Battle](#)
- Despite monetization concerns, [many news orgs are still all-in on platforms](#)
- Why [Martech Companies Should Be Terrified](#) of Facebook, Google, and Amazon
- Your privacy: [Verizon's takeover of Yahoo is all about user data](#)

### Weekly News Round Up: 2/17/2017

- Why Google won't kill off [header bidding](#)
- 5 reasons why [taking programmatic 'in-house'](#) remains a headache
- How [The Economist](#) turns social visitors into subscribers
- More than 60 percent of Snapchat users [skip ads on the platform](#)
- Now [sites can fingerprint you online](#) even when you use multiple browsers
- [Retention And Monetization](#) Don't Have To Be Mutually Exclusive
- [There's too much sameness in digital media](#)
- How [platforms get publishers to play](#) the access game
- 'We go straight to the publisher': [Buyers beware of SSPs arbitraging inventory](#)
- Ad blocking is now a [chronic but manageable](#) condition
- A Window Is Opening To [Give Publishers Control](#) Over Their Audiences
- For Turner, [Faster Data Means More Efficient Pricing](#)
- Meaningful Brands 2017: [How Content Drives Revenue + Loyalty](#)



### Weekly News Round Up: 2/10/2017

- Ad blocking goes mobile: [5 charts on the global state of ad blocking](#)
- 'They will hang around forever': [Why SSPs aren't going anywhere](#)
- 'Not a schmooze sell': [Pricey publisher subscriptions](#) require a special sales approach
- Publishers share roadblocks to [server-to-server](#) connections
- '[You have to manage up](#)': Confessions of a former agency exec on corporate politics
- The Washington Post rolls out [new customizable content ad unit](#)
- The race to the [\\$22B mobile ads market](#)
- [Mobile ad-blocking](#) pits advertisers against consumers with operators in the middle
- Google makes it easier to see and [share publishers' real URLs from AMP pages](#)
- With its new Spotify bundle, The New York Times is [chasing a new, younger base of subscribers](#)
- [Why Do Insurance Companies Advertise So Much?](#)
- These Metrics Will Help You Master [Lead Attribution](#)
- Time Inc. Launches Coinage, a [Video-First Brand Covering Personal Finance](#)
- Microtargeting, Measurement Can Help [Unlock In-App Brand Dollars](#)
- Bustle Uses [Old-Fashioned Tactics To Win At New Media](#)
- [New analytics tool](#) Kaleida shows what stories and topics matter to readers
- [Inside Medium's Meltdown](#)
- [Facebook Agrees to Audit](#) of its Metrics Following Data Controversy
- [Bright spot for Twitter](#): Publishers are seeing video views jump
- 'Too many vested interests here': [Viewability concerns still plague agencies daily](#)
- Twitter's dilemma: [protecting users' safety vs. ad revenue concerns](#)
- '[Buying Traffic Is The Way Of The Future](#),' Says CEO Who Made \$400,000 From A Single Slideshow Last Year

### Weekly News Round Up: 2/3/2017

- B2B Paid Content Distribution: [Facebook vs. LinkedIn](#)
- [The Outlook for Data 2017](#): A Snapshot Into the Evolving Role of Audience Insight
- Protecting consumer privacy would harm consumers, [the advertisers argue](#)
- [50 Best Content Marketing Brands of 2017](#)
- The Guardian has gone [from 15,000 to 200,000 paying 'members'](#) in the past year
- When it comes to video, more publishers are [betting on mobile web versus apps](#)
- [Generation X More Addicted to Social Media](#) Than Millennials, Report Finds
- [Q4 2016 mobile site performance analysis](#)
- 'Medium' To [Debut Subscription Service this quarter](#)
- [The WSJ](#) is exploring an ad-free digital offering
- [The Future of Comments](#)
- [Chase has a 10-person 'newsroom'](#) delivering financial tips and advice
- How [Havas](#) trained 5,000 people in programmatic
- 'A lot of it is taped together': [Confessions of an ad tech software engineer](#)
- Buyers see potential in [Facebook's TV push](#)
- [6 Takeaways Content Marketers Must Adopt](#) from the New York Times' 2020 Report

### Weekly News Round Up: 1/27/2017

- Content mills test whether [false domains](#) boost Facebook traffic
- How [Bloomberg](#) is fighting to reclaim homepage traffic
- [Forecast](#): U.S. Mobile Ad Spend Will More Than Double By 2021
- [The Washington Post](#) launches Today's WorldView
- 'One of the most critical roles': [Inside the evolving world of ad operations](#)
- Data Can Help Brands Own Their [Consumer Relationships](#)
- [US Digital Marketing Spend](#) Will Near \$120 Billion By 2021
- How To Get The Most Out Of [The Bring-Your-Own-Data Era](#)
- "[Stakeholder-driven journalism](#)" is the real future of watchdog reporting, a new book argues

- App Success Is Shifting [From Downloads To Engagement](#)
- Forrester Foresees [A Programmatic Reckoning](#) Amid Ad Quality Push
- 'Real change needs to happen:' [Publishers shrug at platform overtures](#)
- How to [Measure Top-of-Funnel Content](#): Key Metrics, Explained

#### Weekly News Round Up: 1/20/2017

- [Rubicon Project](#) to Explore Strategic Options, Including Potential Sale
- What Advertisers Really Need to Know About [Cross-Platform TV Measurement](#)
- Startup investors fret over [risks of mass data collection](#)
- Publishers love [newsletters](#), but grapple with the underlying tech
- How [second-price auctioning](#) can create headaches for publishers
- Fake news – [an optimistic take](#)
- [The Washington Post](#) is putting a big bet on video
- This is The New York Times' [digital path forward](#) and a [translation](#)
- A view of the [post-cookie measurement](#) battleground
- Study Finds [Opt-In Mobile Ads Preferred](#) 2-1 Over Traditional Digital Ad Units
- App Annie: [Worldwide app downloads grew 15%](#) and revenue soared 40% in 2016
- Business news site [Quartz](#) is getting ready to launch a subscription business
- [The Great Unbundling](#)
- Scaled back: [Why publishers are rethinking their pursuit of huge numbers](#)
- [Google](#) Uses Its Search Engine to Hawk Its Products
- Infographic: How Boomers and Millennials [Use UGC Differently](#)
- What [The New York Times Knew](#) That Digital Publishers Are Just Figuring Out
- [Slate Expands Subscription Program](#) Due To Post-Election Membership Bump
- [The Problem with App Measurement](#): Time to Break Down the Walls
- Confessions of a digital media vet: ['Digital industry ghettoizes itself'](#)
- [WTF is programmatic guaranteed?](#)

#### Weekly News Round Up: 1/13/2017

- The latest crucial role at publishers: [The programmatic analyst](#)
- Steve Jobs introduced the [iPhone 10 years ago today](#), changing journalism forever
- Facebook is going to start [showing ads in the middle of its videos](#) and sharing the money with publishers
- Here's What It's Going to Take for Brands to [Win Over Consumers in 2017](#)
- 72% Of Marketers Say [Data Analysis](#) More Important Than Social Media Skills
- Ad Trade Groups [Push for Standardized Mobile Viewability Metrics](#)
- [Ad Targeting Is Failing Users](#)
- Survival Guide 2017: [Ad Tech Turns Digital Duopoly Into Three-Way Brawl](#)
- [7 Companies That Should Buy Medium](#), Because Why Not?
- [Reuters](#) TV now has 1 million monthly viewers
- How publishers [squeeze new traffic out of their old content](#)
- Publishers confront [email newsletter design challenges](#)
- Confessions of a media agency veteran: [Hidden programmatic fees 'must stop'](#)
- How [decentralizing trade desks](#) created a new set of problems
- 5 successful apps and their [monetization strategies](#)
- [New York Times](#) adapts to HTTPS amidst new Google guidelines
- [The Washington Post](#) is launching a newsletter dedicated to the best reader comments
- [Facebook rolls out Flipboard-y story packages, subscription tests, and video metrics for big publishers](#)
- [More Ads to Appear on Instagram](#), Now on 'Stories' Feature
- [Transacting On Business Outcomes Is A Bad Idea](#)
- Header Bidding Goes Server-Side: [6 Things You Should Know](#)
- In a digital media world, [all that matters is your time](#)

- [Facebook Dynamic Ads Get A Facelift](#) With Interest-Based Targeting Feature
- [Managing Consumer Privacy Matters Now More Than Ever](#)
- Snapchat launches [universal search](#) to simplify navigation
- Are [Ad-Blockers](#) Saving Internet Users, or Ruining the Internet?

#### **Weekly News Round Up: 1/6/2017**

- Study: Mainstream sites have almost [double the ad tech](#) as fake news sites
- [Google Helping Mobile Publishing?](#) Some Publishers Are Not So Sure
- [Taking Ad Tech Beyond](#) Media And Making It Truly Sticky
- The Next Big Test For Ad Blocking: [Can Adblock Plus Grow And Grow Up?](#)
- Why is [third-party data](#) still often wrong?
- 3 Ways Brands Can [Make Native Advertising More Effective](#) in 2017
- 'The model can really work well': [The case for ad-driven media](#)
- Pandora shows that [putting the user experience first benefits advertisers](#)
- [QZ.com](#) is now delivered over HTTPS
- [So, is Medium a platform or a publisher?](#)
- Google, Researchers Seek To [Develop Brand Search As A Metric](#)
- [Ad Tech Is Butchering Your User Data](#)
- AOL Primes [An Alternative To Standard Pre-Roll](#)
- How Marketers Should Deal With [An 'Unhealthy' Tech Ecosystem](#)
- [Mobile Ad Fraud](#) Exists Where Advertisers Least Expect It
- Full Disclosure: The FTC Has Its Eye On [Cross-Device Tracking](#)
- [11 Ways to Get More from Your User Data](#)