

Getting Published in Apple News

Session 502

Ryan Griggs Apple News

Getting Published in Apple News

Agenda

Getting Published in Apple News

Agenda

Intro to News

Getting Published in Apple News

Agenda

Intro to News

Set up Your Channel in News Publisher

Getting Published in Apple News

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How to Publish Articles in News

Monetize

Analytics and Insight

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Apple News Format

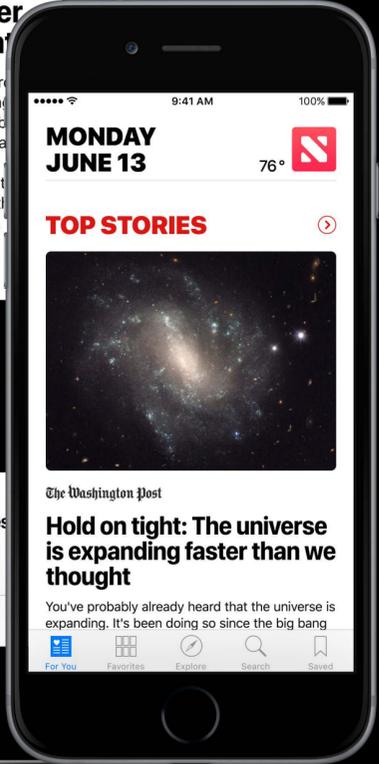
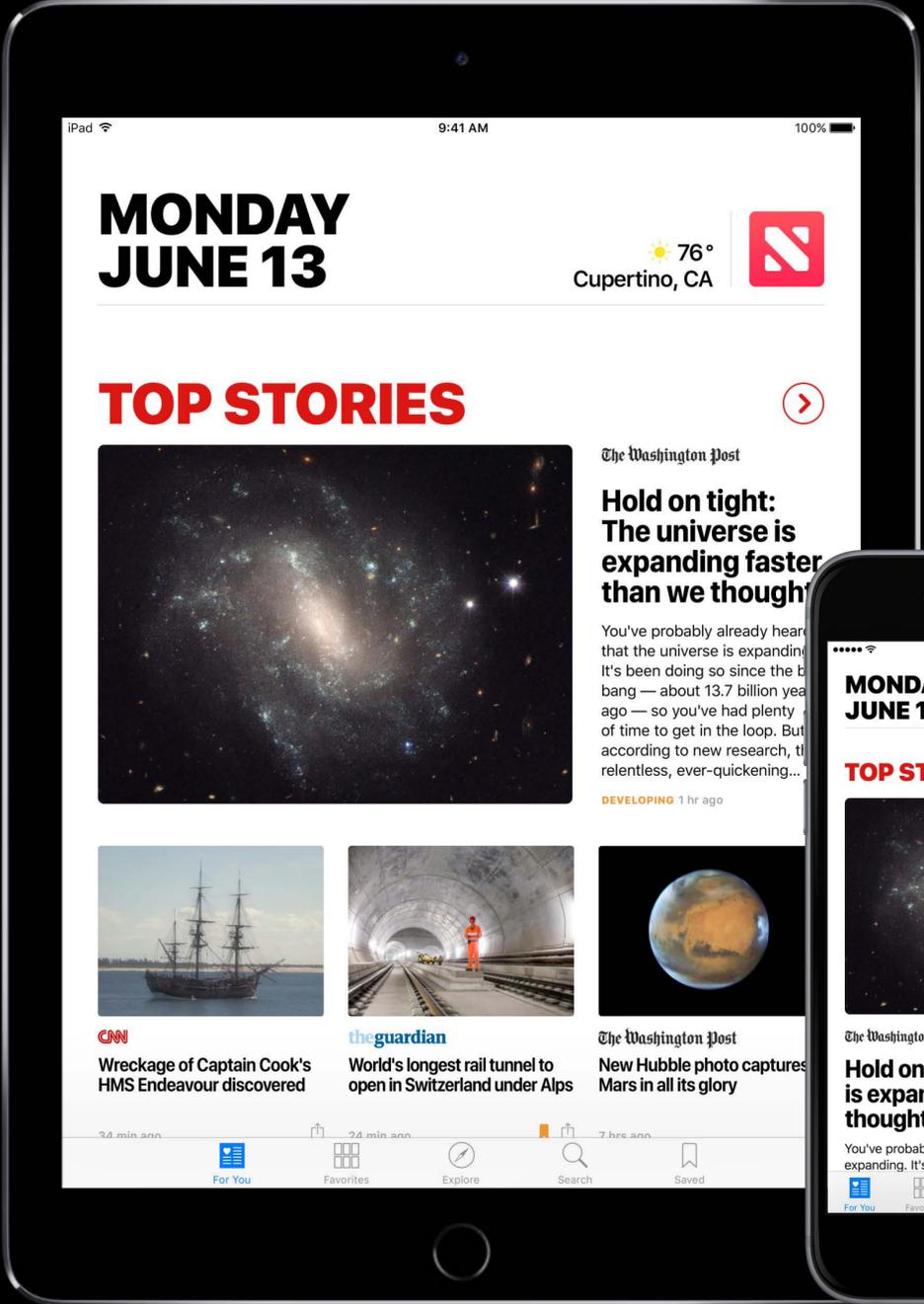
How to Publish Articles in News

Monetize

Analytics and Insight

Strategies for Success

Intro to News





9:41 AM

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Mail



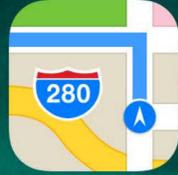
Calendar



Photos



Camera



Maps



Clock



Weather



News



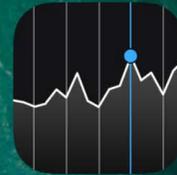
Wallet



Notes



Reminders



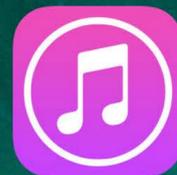
Stocks



Videos



iBooks



iTunes Store



App Store



Home



Health



Settings



Phone



Safari



Messages



Music



Mail



Calendar



Camera



Maps



Clock



News



Wallet



Notes



Reminders



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Phone



Safari



Messages



Music



Apple News Format



**TRAINING TO BECOME THE
FIRST CIVILIAN ARTIST IN
SPACE**





**TRAINING TO BECOME THE
FIRST CIVILIAN ARTIST IN
SPACE**





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Bloomberg



The Craziest Bikes From the Handbuilt Motorcycle Show

Each year in April, hundreds of scoundrels, ruffians, artists, and ogles—and everyone in between—gather in Austin for the Handbuilt Motorcycle Show. The centerpiece event is the Wall of Death, where stuntmen ride motorcycles around a vertical wooden wall with the proverbial greatest of ease. But the rest of the weekend, characterized by galleries full of the most bespoke, creative, and unusual motorcycles in the world, is what keeps everyone coming back. Here's more of what we saw.





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Bloomberg



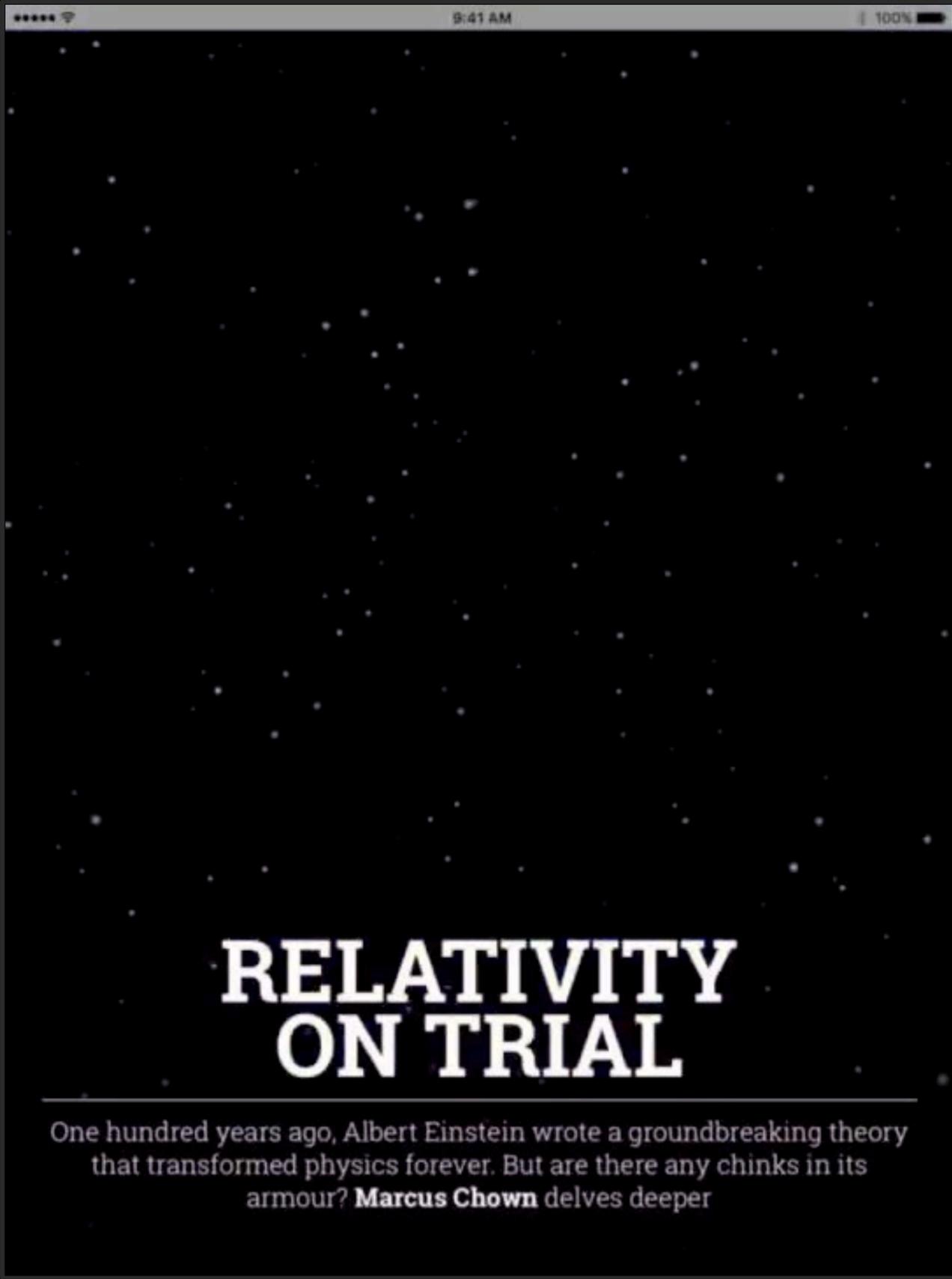
The Craziest Bikes From the Handbuilt Motorcycle Show

Each year in April, hundreds of scoundrels, ruffians, artists, and ogles—and everyone in between—gather in Austin for the Handbuilt Motorcycle Show. The centerpiece event is the Wall of Death, where stuntmen ride motorcycles around a vertical wooden wall with the proverbial greatest of ease. But the rest of the weekend, characterized by galleries full of the most bespoke, creative, and unusual motorcycles in the world, is what keeps everyone coming back. Here's more of what we saw.



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RELATIVITY ON TRIAL

One hundred years ago, Albert Einstein wrote a groundbreaking theory that transformed physics forever. But are there any chinks in its armour? **Marcus Chown** delves deeper

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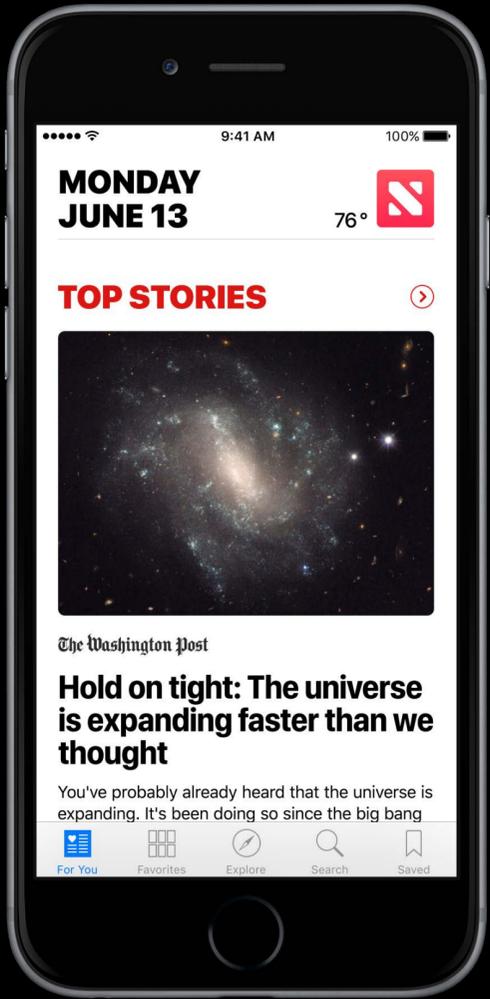
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RELATIVITY ON TRIAL

One hundred years ago, Albert Einstein wrote a groundbreaking theory that transformed physics forever. But are there any chinks in its armour? **Marcus Chown** delves deeper



News



MONDAY
JUNE 13

76°



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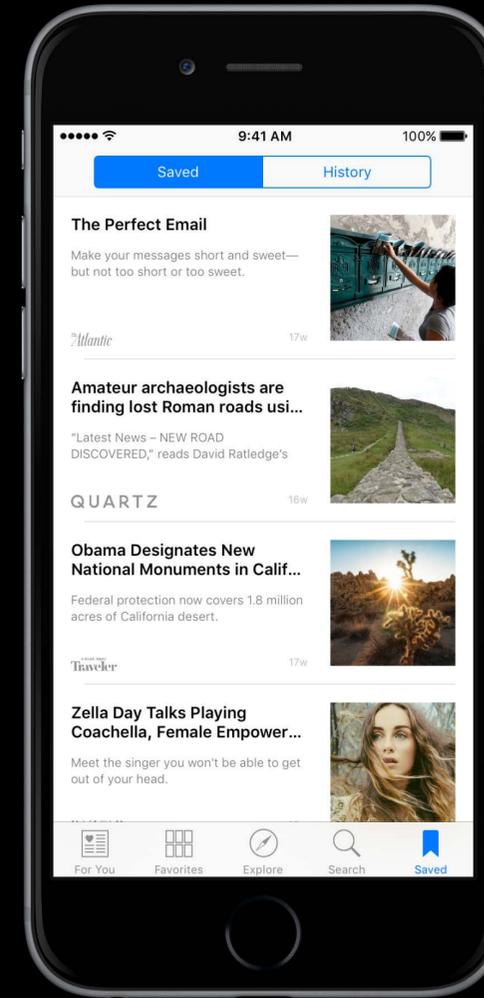
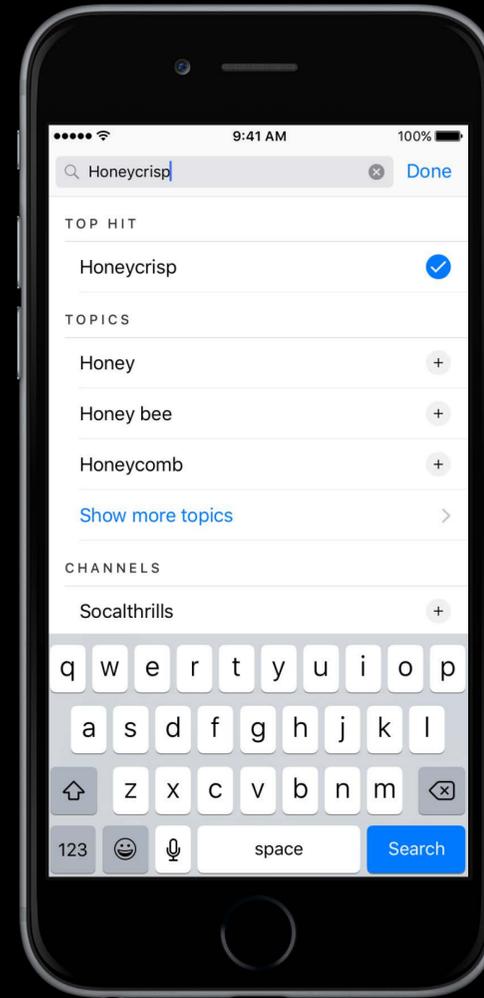
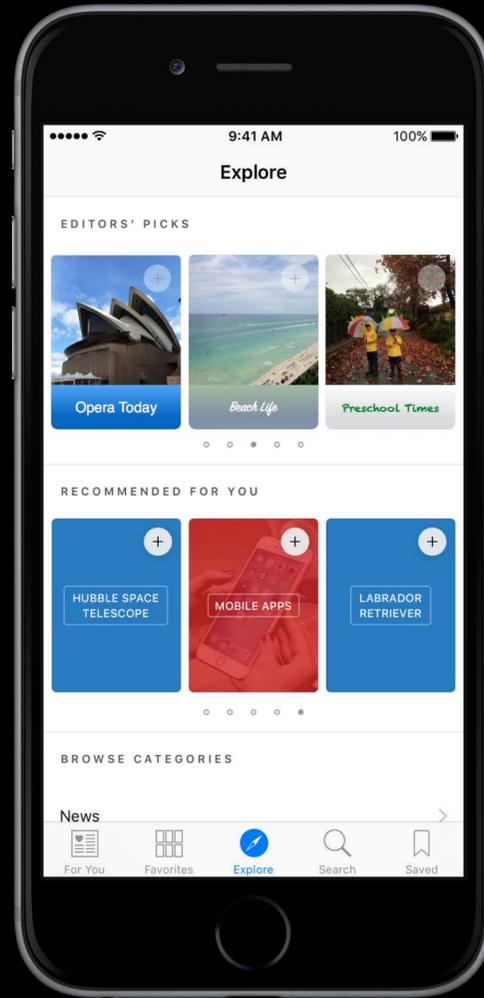
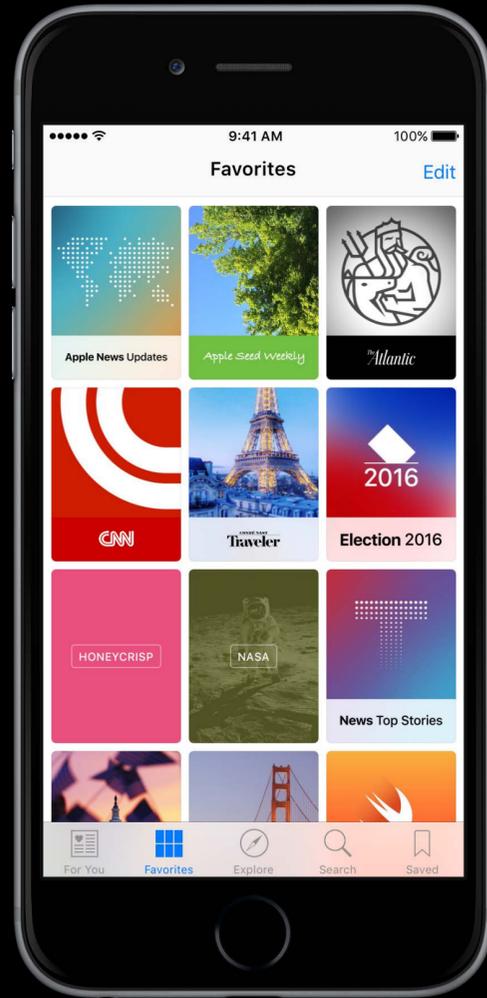
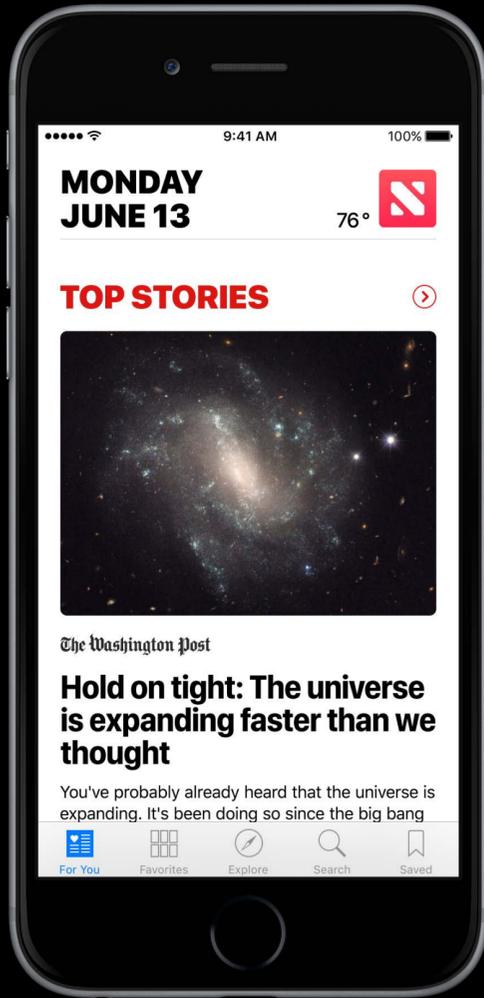


The Washington Post

**Hold on tight: The universe
is expanding faster than we
thought**

You've probably already heard that the universe is expanding. It's been doing so since the big bang

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TOP STORIES



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Apple News Updates



Apple Seed Weekly



The Atlantic



CNN



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Election 2016



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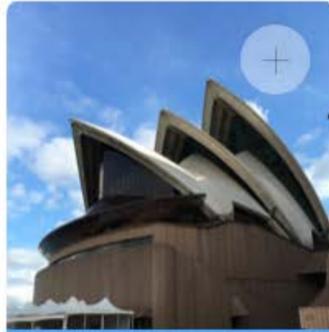
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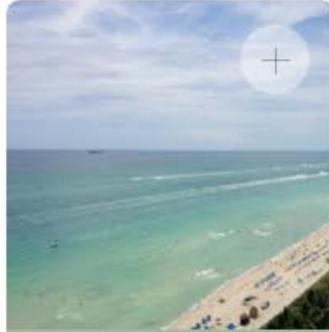
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Opera Today



Beach Life



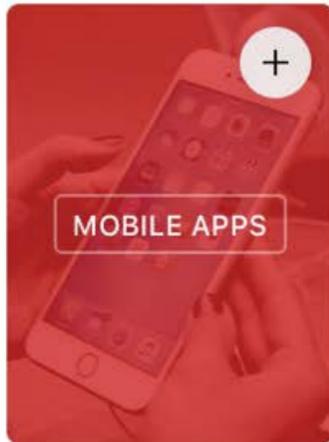
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TOPICS

Honey



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The Atlantic

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"Latest News – NEW ROAD DISCOVERED," reads David Ratledge's

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Obama Designates New National Monuments in Calif...

Federal protection now covers 1.8 million acres of California desert.

OWNERS NAME
Traveler

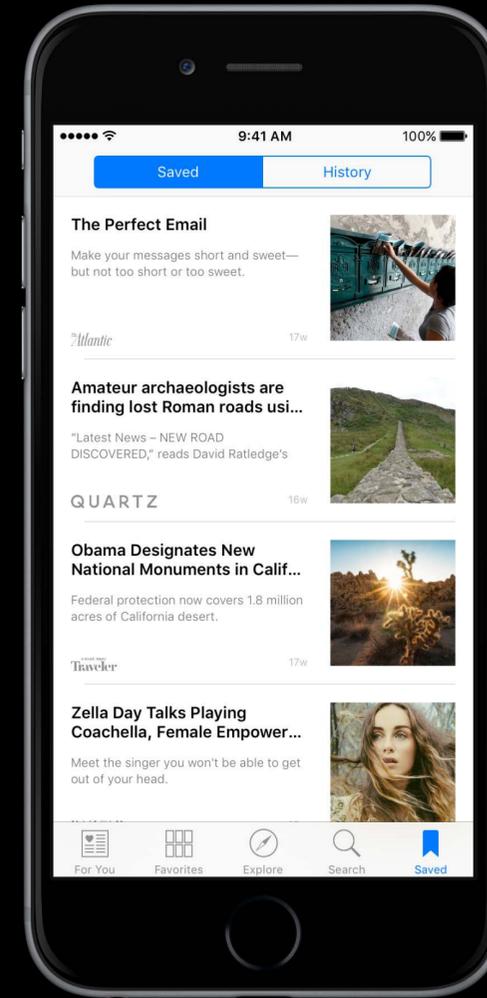
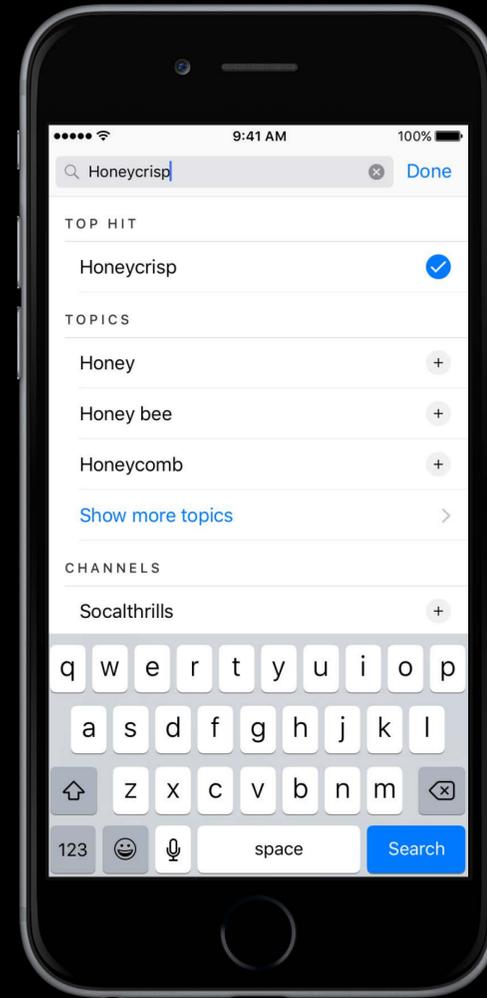
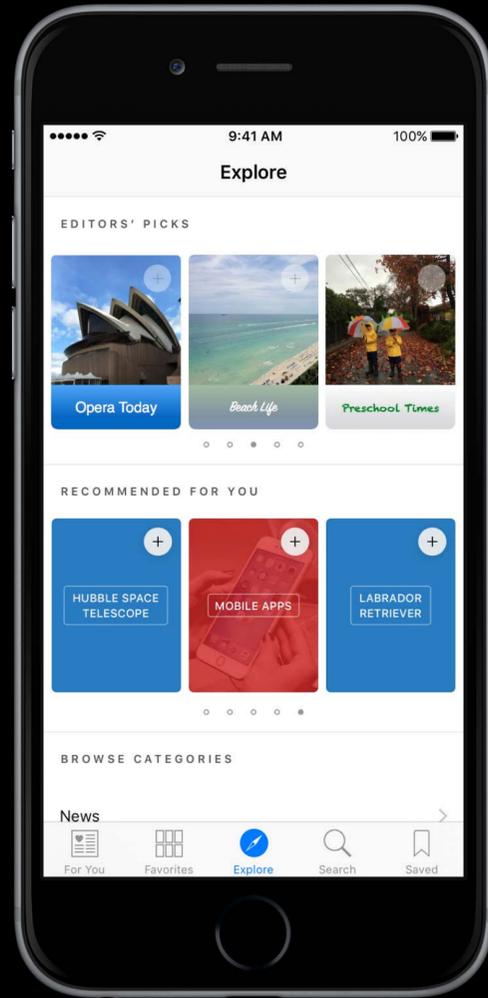
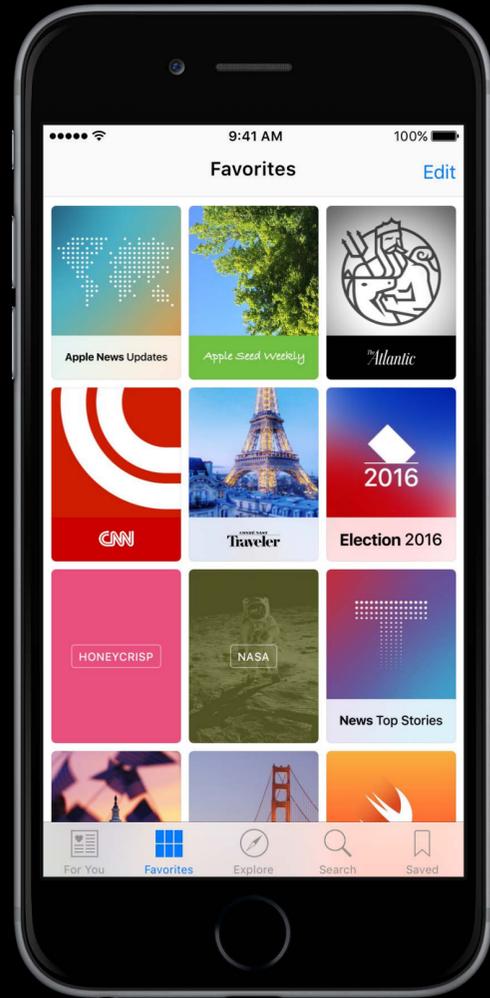
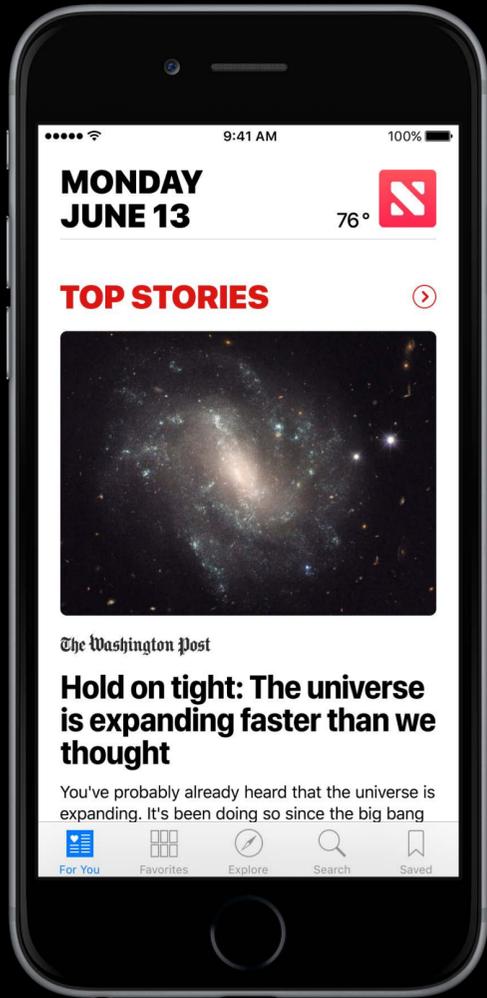
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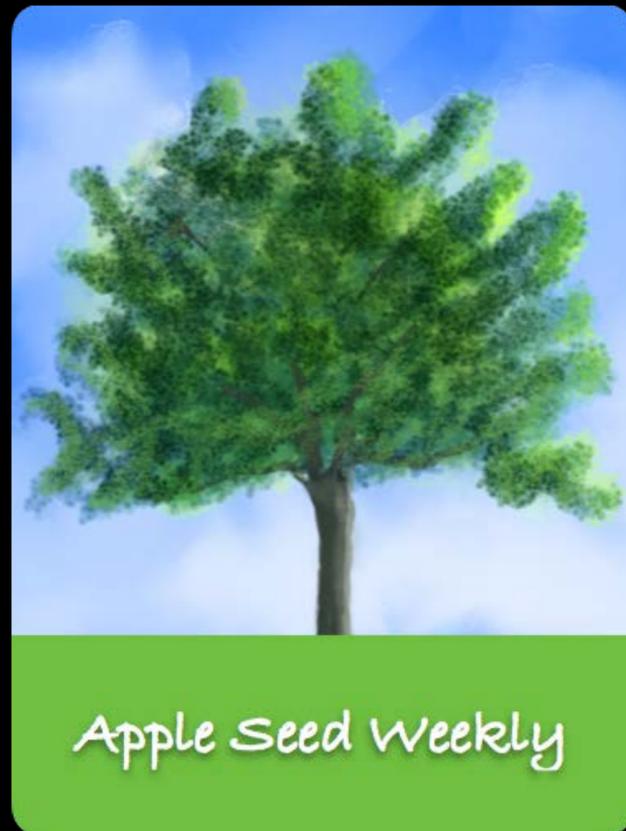


Zella Day Talks Playing Coachella, Female Empower...

Meet the singer you won't be able to get out of your head.







What is a channel?



Top Stories

Red Delicious

Honeycrisp



Why Honeycrisps Are Taking Over the World This Summer

Apple Seed Weekly

2h

One Perfect Tree

These aren't the apples we're looking for.



Apple Seed Weekly

4m



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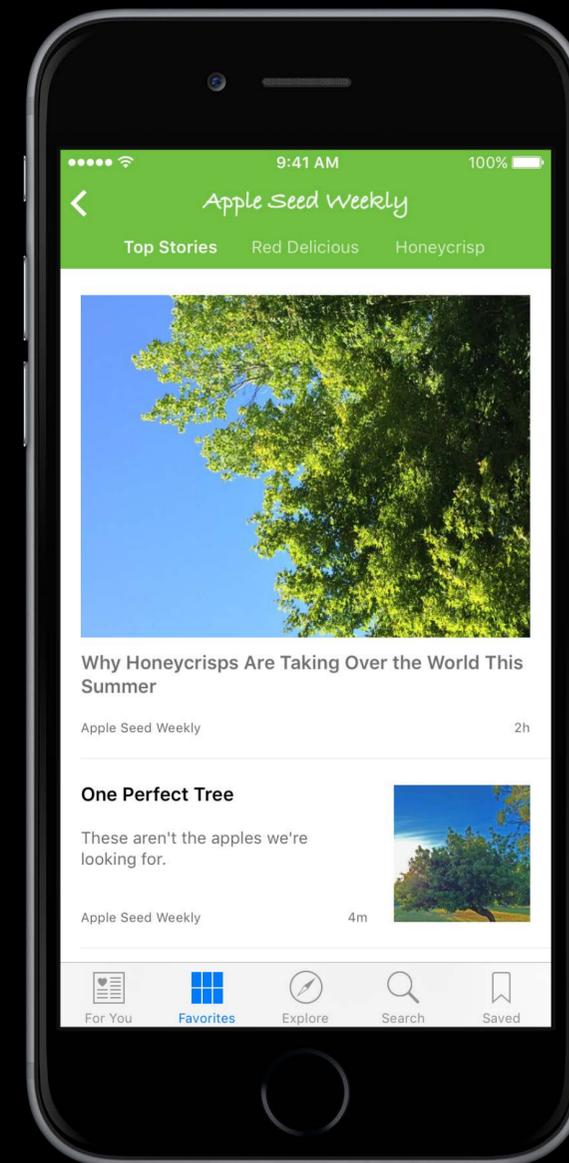


Search



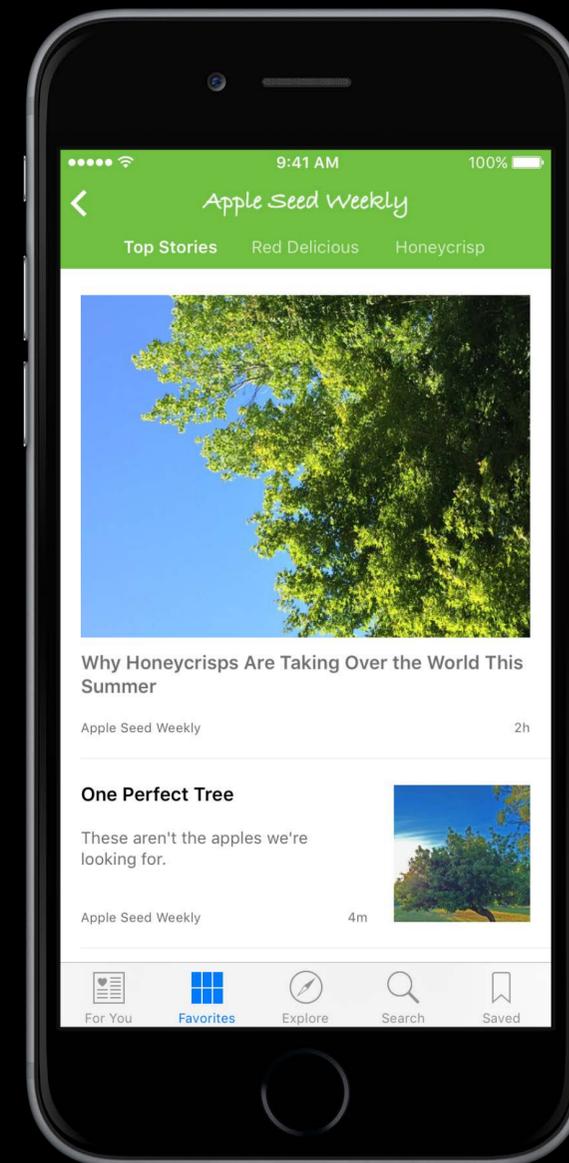
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Apple News Channel



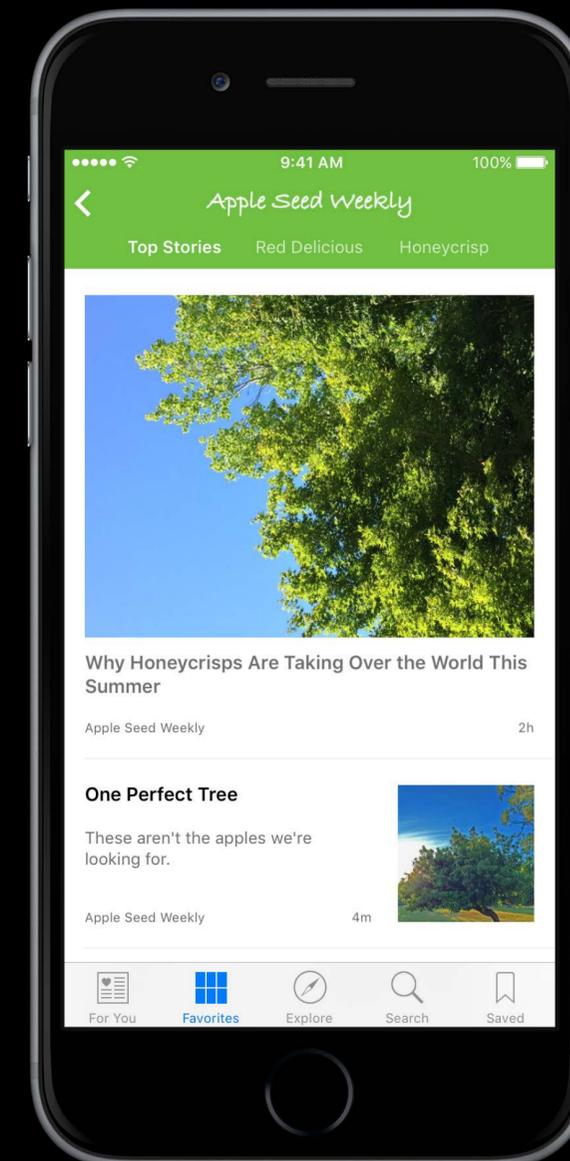
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Your home in Apple News



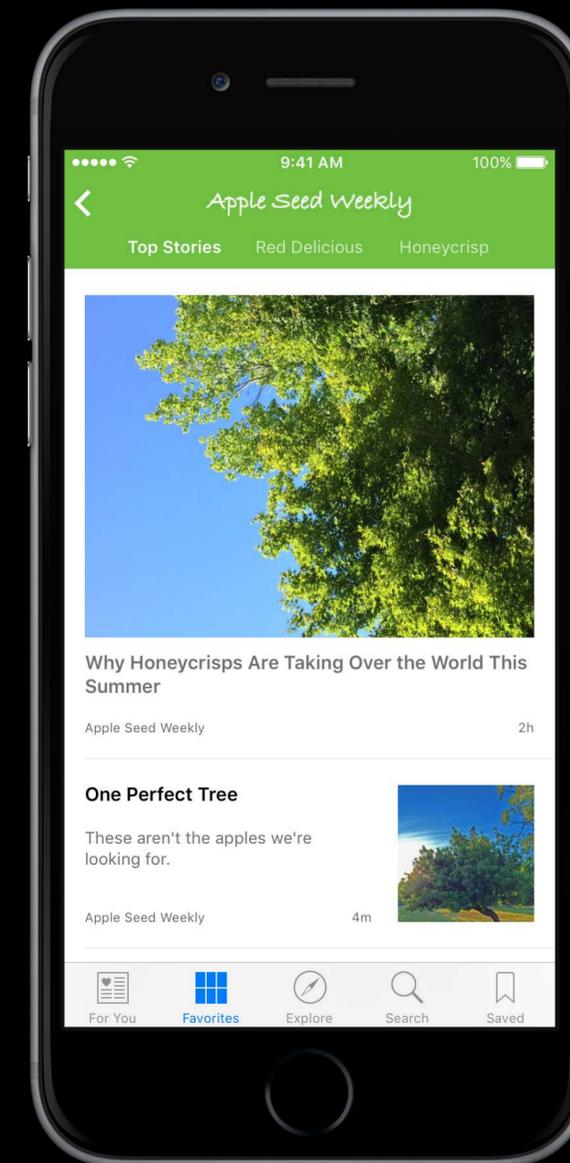
Apple News Channel

Your home in Apple News
Magazine, newspaper, blog



Apple News Channel

Your home in Apple News
Magazine, newspaper, blog
Customizable



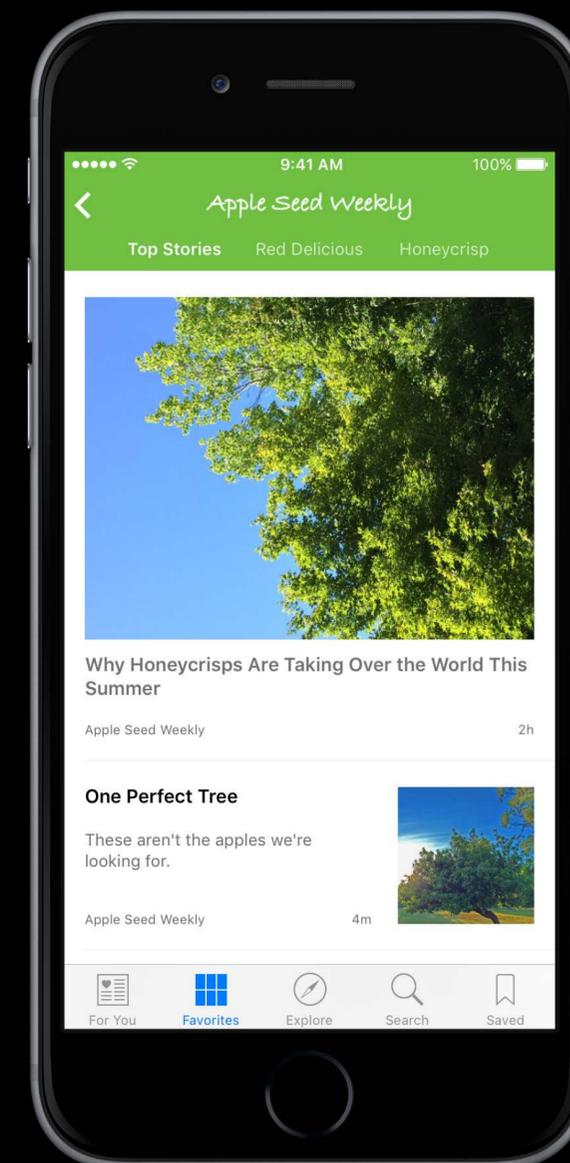
Apple News Channel

Your home in Apple News

Magazine, newspaper, blog

Customizable

You can create more than one



Apple News Channel

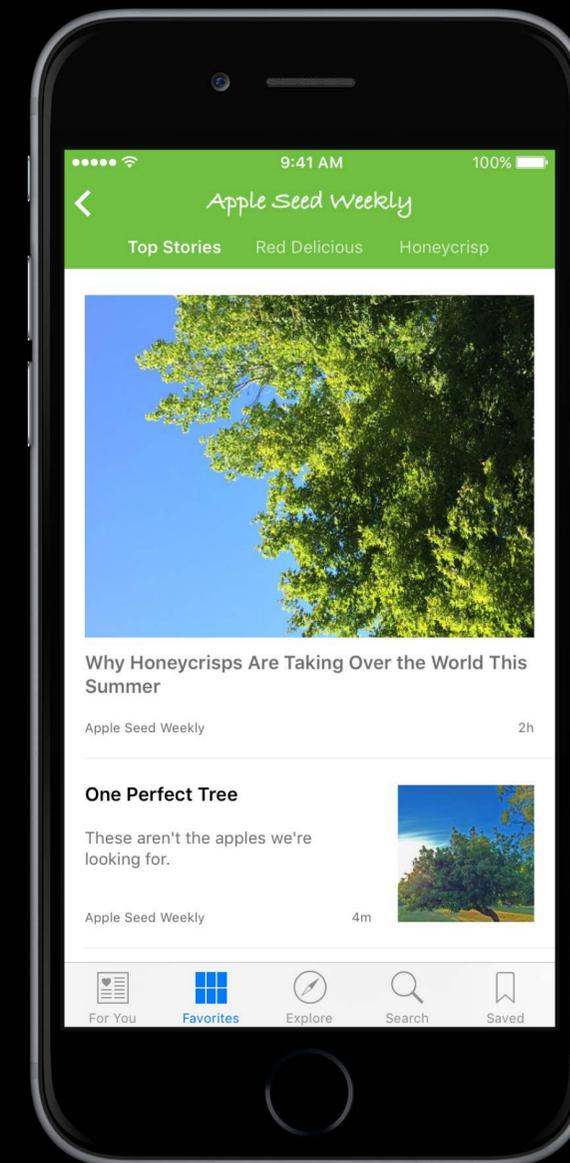
Your home in Apple News

Magazine, newspaper, blog

Customizable

You can create more than one

RSS or Apple News Format



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Your home in Apple News

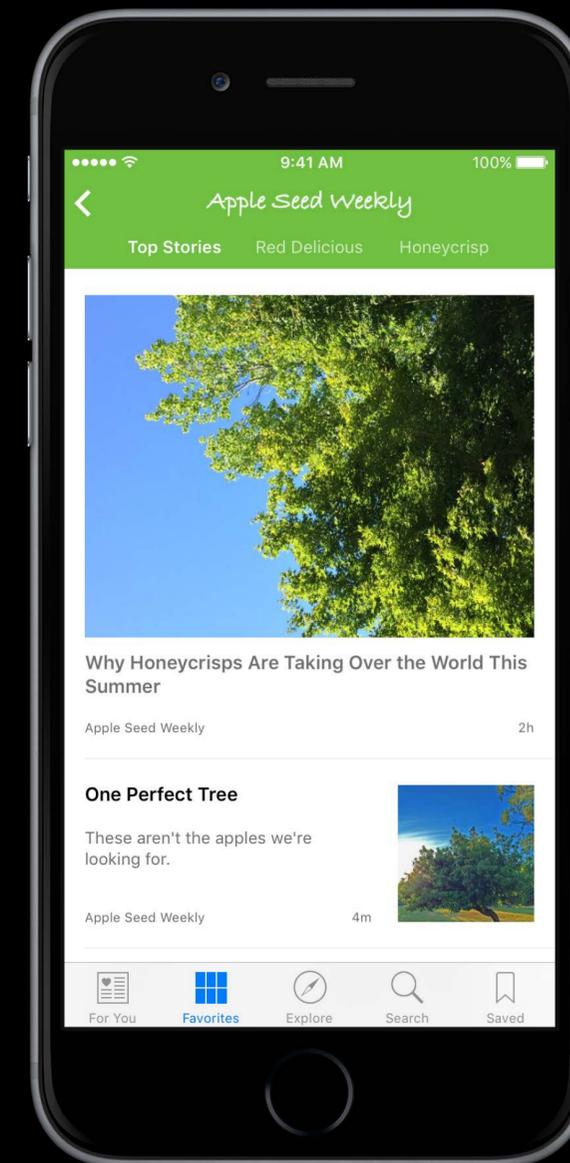
Magazine, newspaper, blog

Customizable

You can create more than one

RSS or Apple News Format

Linkable



Set up Your Channel in News Publisher





News Publisher



News Publisher

Features

Set up and configure channels



News Publisher

Features

Set up and configure channels

Assign roles



News Publisher

Features

Set up and configure channels

Assign roles

View analytics and set up reports



News Publisher

Features

Set up and configure channels

Assign roles

View analytics and set up reports

Deliver and manage content



News Publisher

Features

Set up and configure channels

Assign roles

View analytics and set up reports

Deliver and manage content

Create Apple News Format articles



News Publisher

A few tips before you sign up

Consider who will manage the account



News Publisher

A few tips before you sign up

Consider who will manage the account

Use a real email address that you own



News Publisher

A few tips before you sign up

Consider who will manage the account

Use a real email address that you own

International distribution



Publishing with Apple News Format

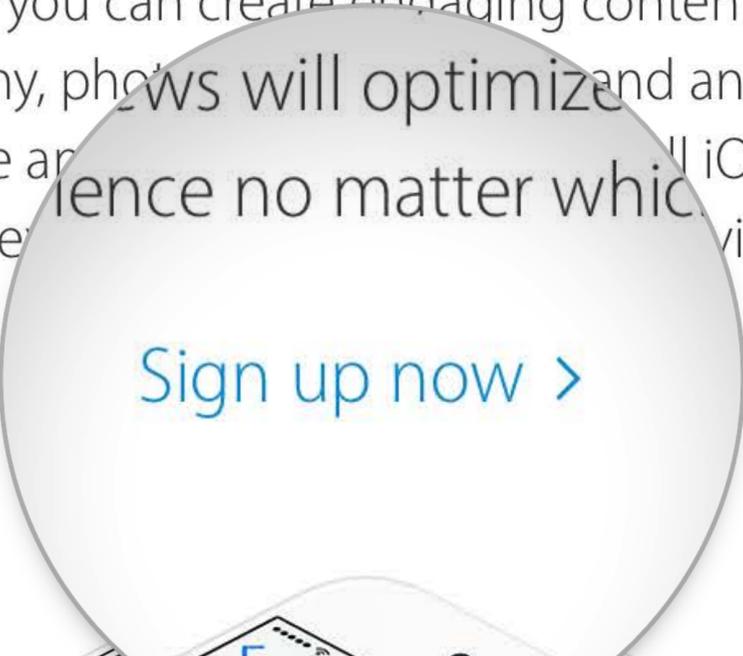
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You'll use iCloud to add your content to News.

You're signed in as `jappleseed@apple.com`.
Is this the Apple ID you'd like to use for your business or channel?

Sign Out

Continue



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Reminders



Pages



Numbers



Keynote



News Publisher



Find Friends



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Notes



Reminders



Pages



Numbers



Keynote



Family Sharing



Find iPhone



Settings

Apple Seed Weekly

● Available in News

Articles

Sections

Members

Channel Info

Analytics

Advertising

Publish to News

To publish an article, click Edit to open it, then click Publish.
Once published, your articles will appear in News.

[Learn more about publishing >](#)

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Drafts from News Publisher

Drafts from CMS

Published Articles

ARTICLE TITLE

OWNER

LAST EDITED

Think Different

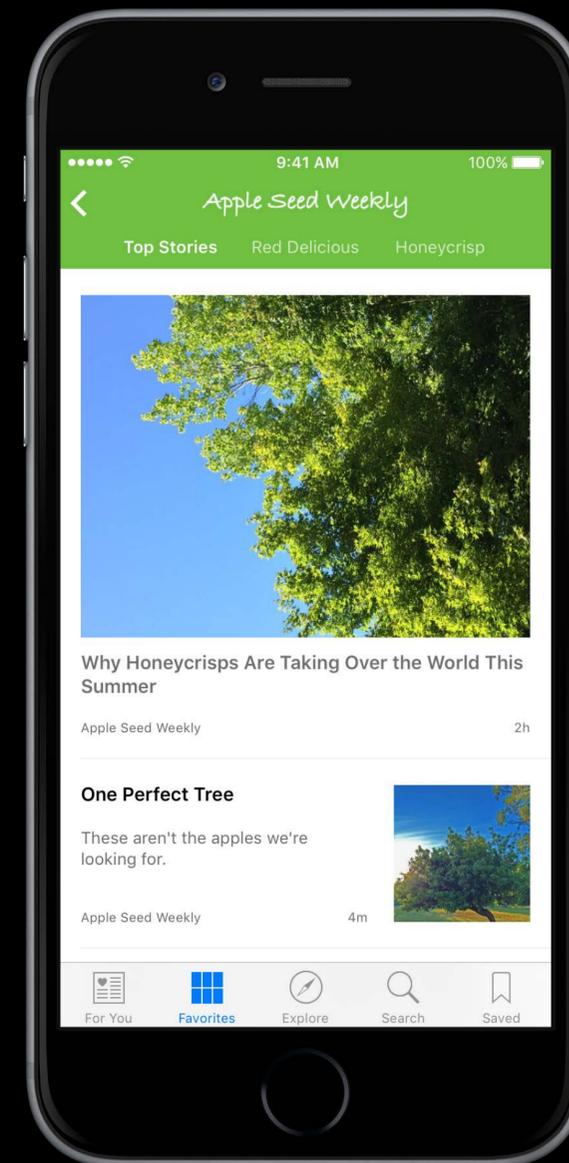
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John Appleseed

May 11, 2016

Apple News

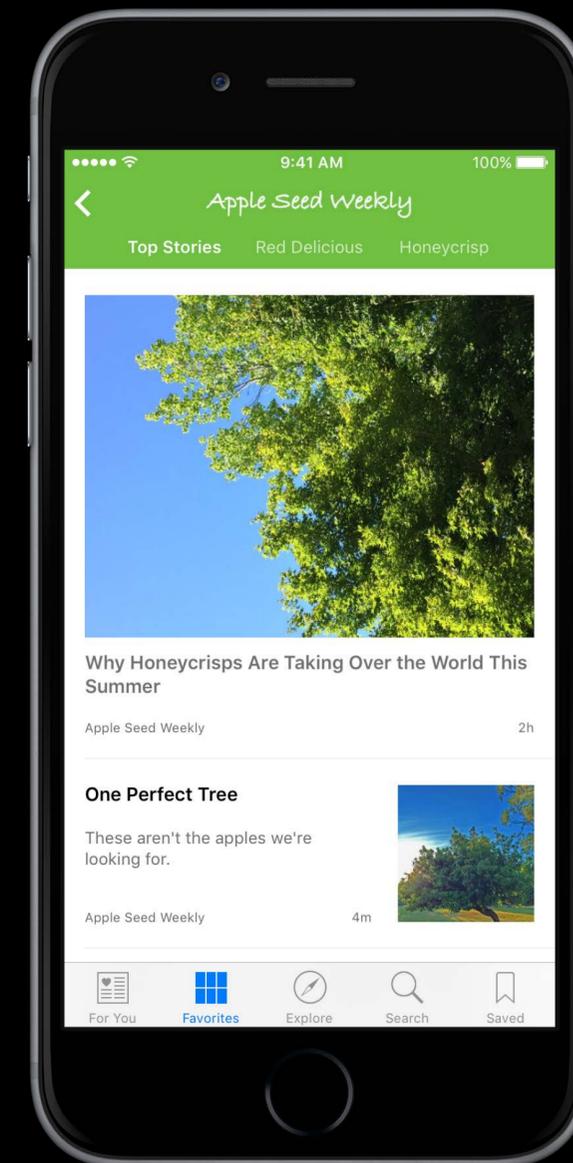
Setup



Apple News

Setup

Sections

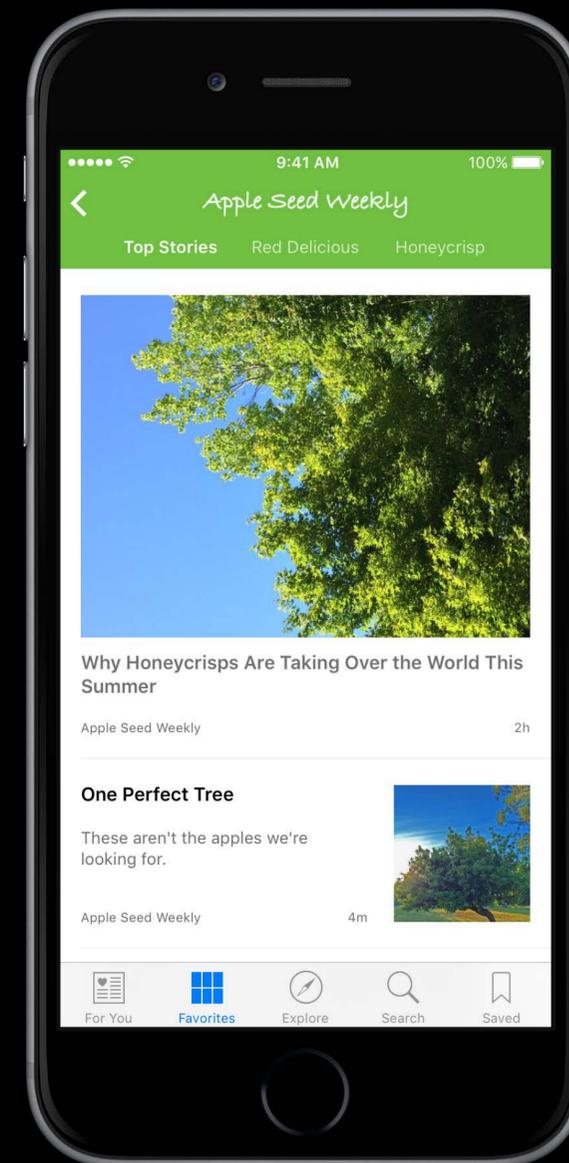


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Setup

Sections

Channel logo



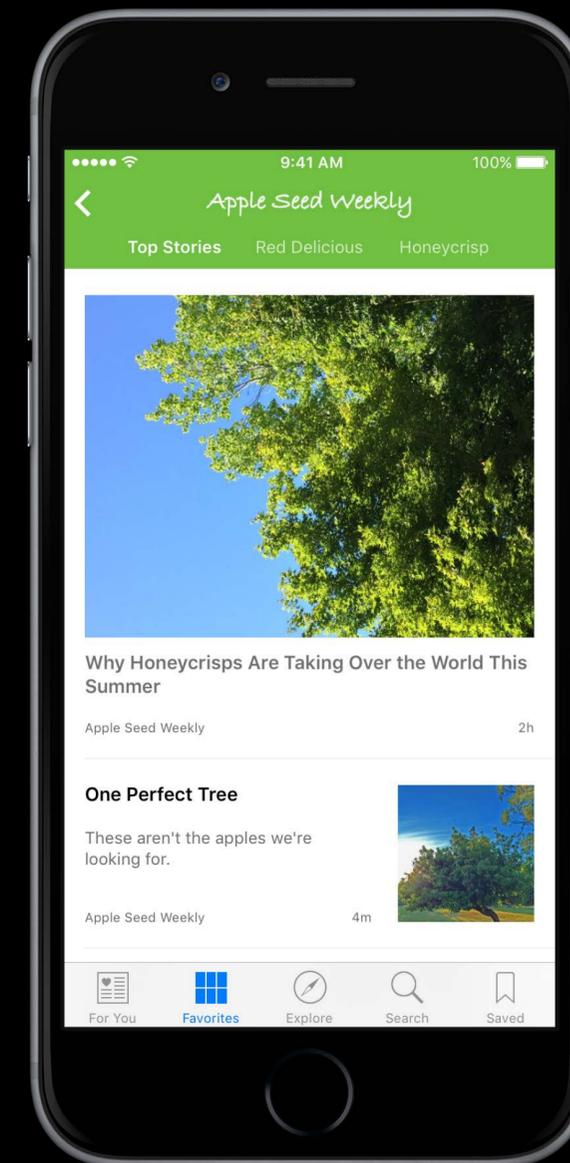
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Channel logo

Cover image





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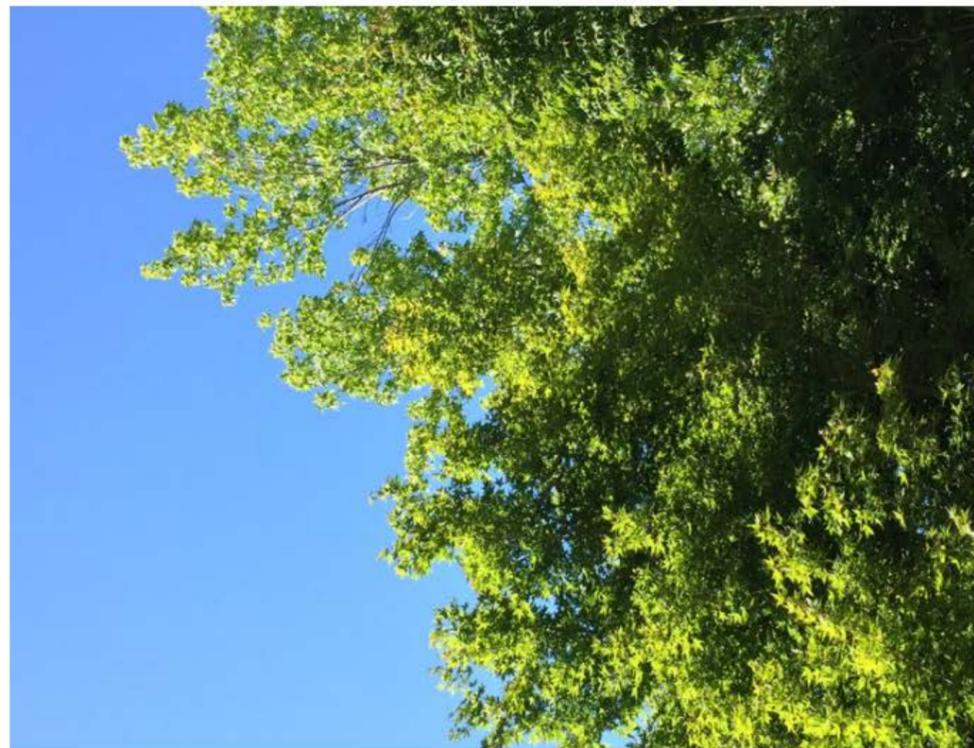


Apple Seed Weekly

Top Stories

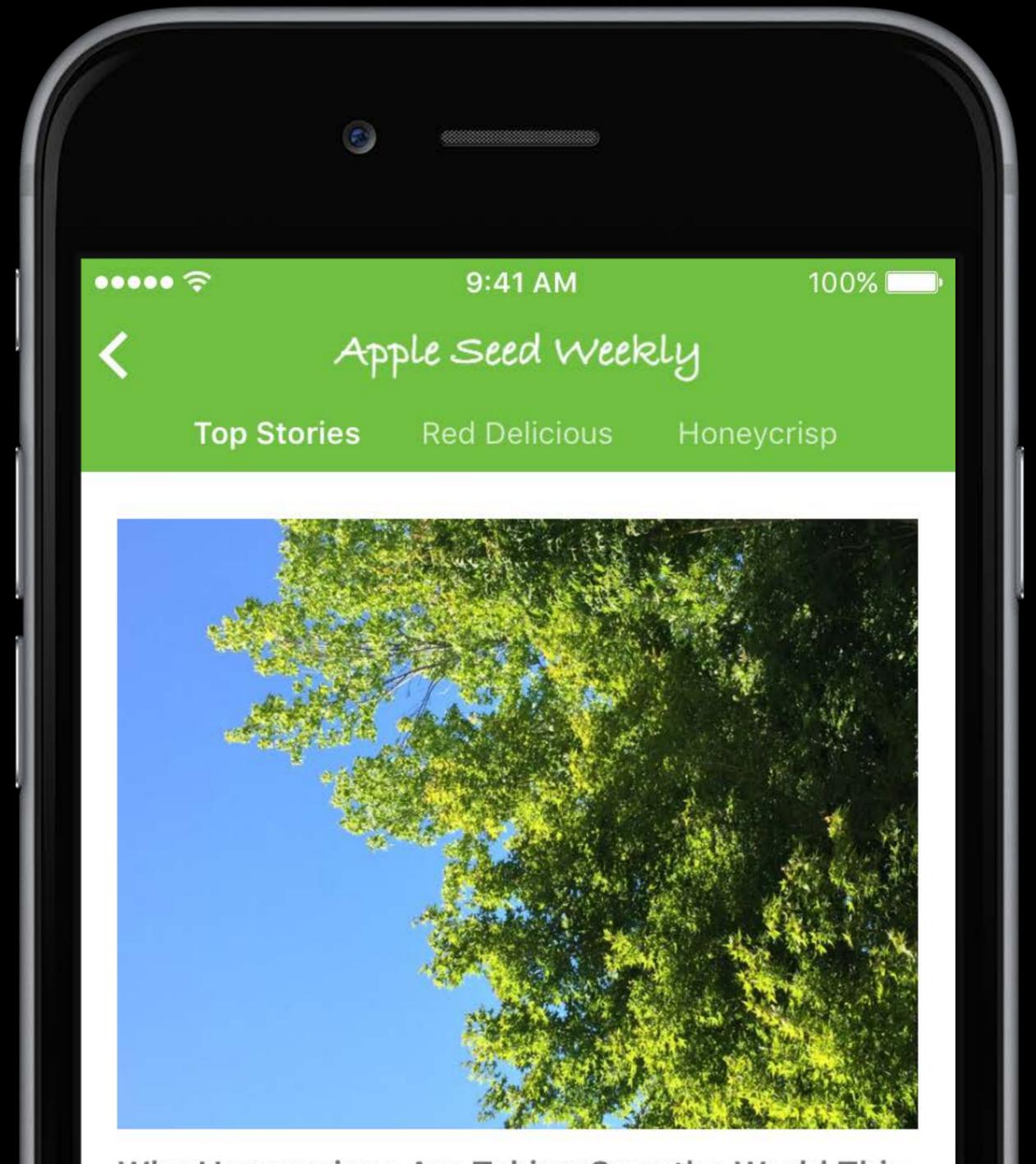
Red Delicious

Honeycrisp



Sections

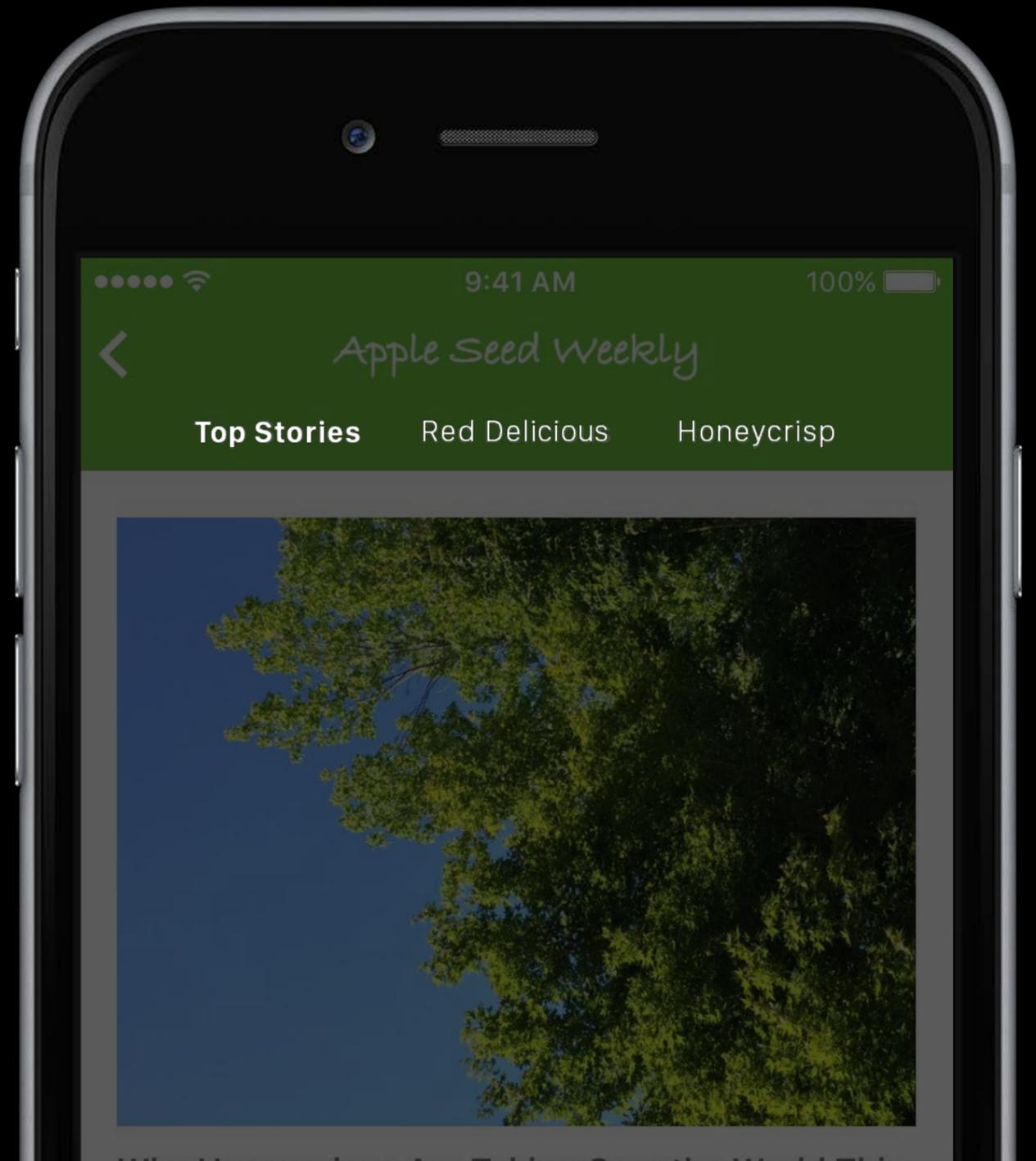
Best practices



Sections

Best practices

Group your articles by type

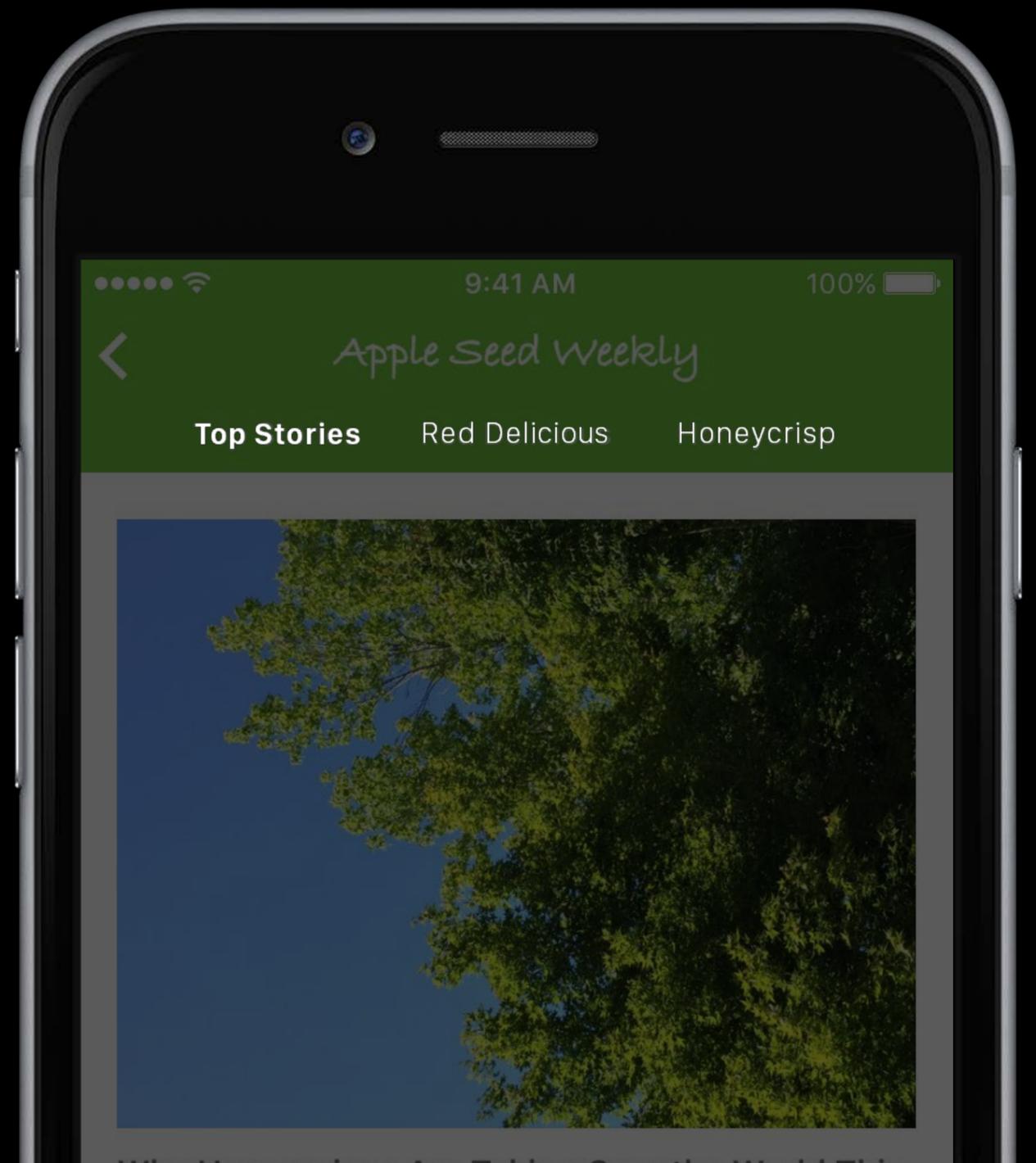


Sections

Best practices

Group your articles by type

Use only the sections you need



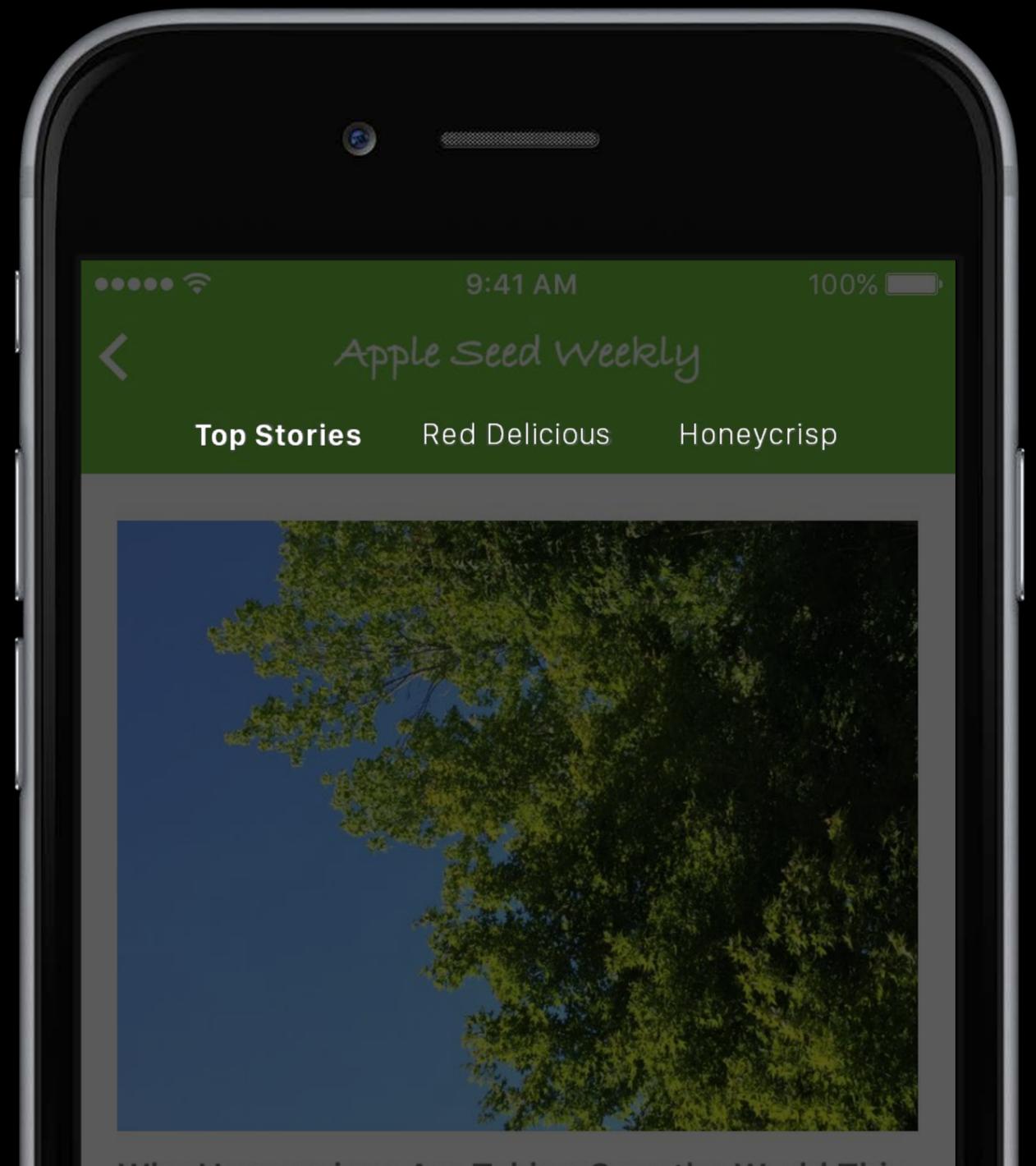
Sections

Best practices

Group your articles by type

Use only the sections you need

Keep section names short



Sections

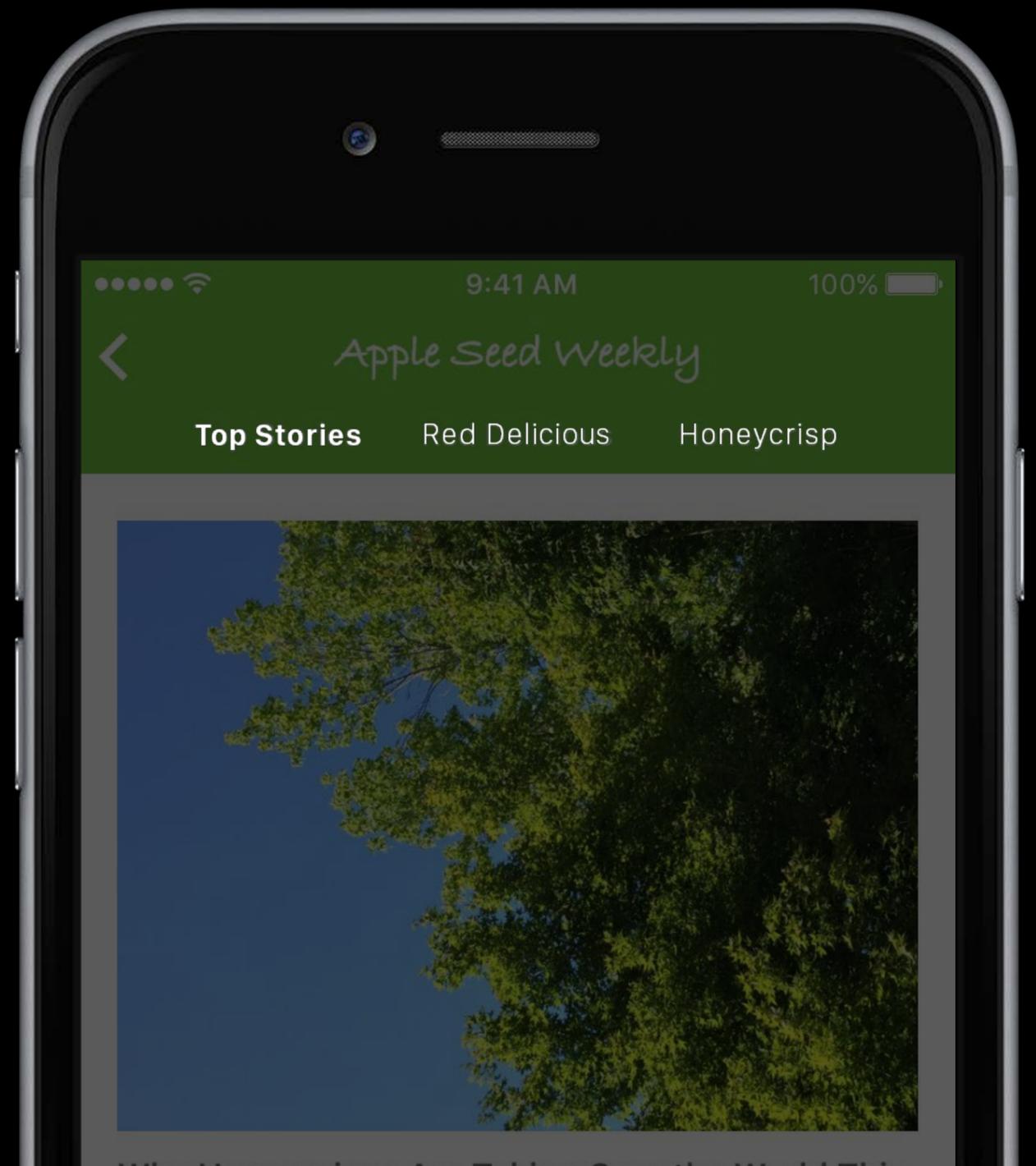
Best practices

Group your articles by type

Use only the sections you need

Keep section names short

First section is always default



Sections

Best practices

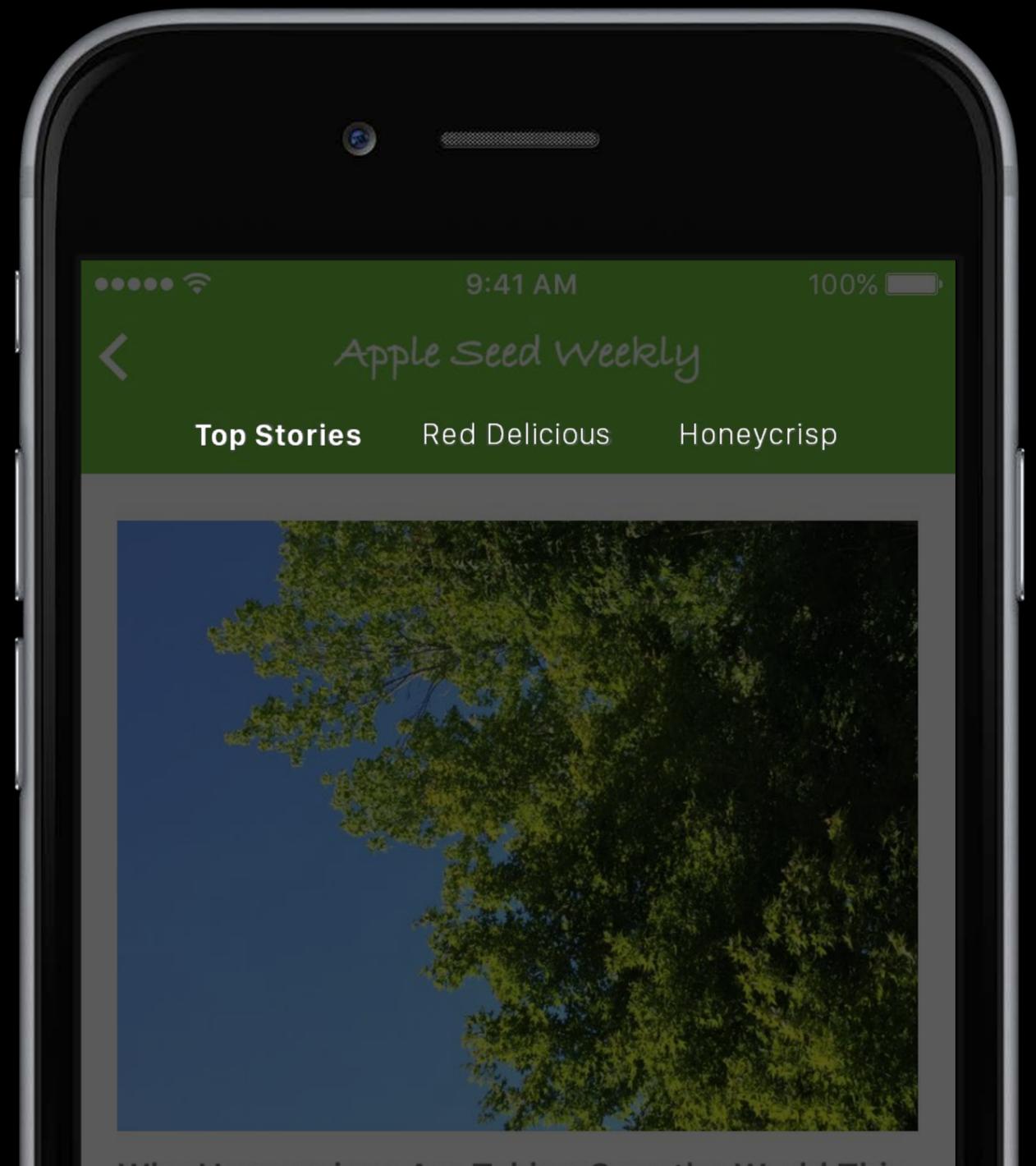
Group your articles by type

Use only the sections you need

Keep section names short

First section is always default

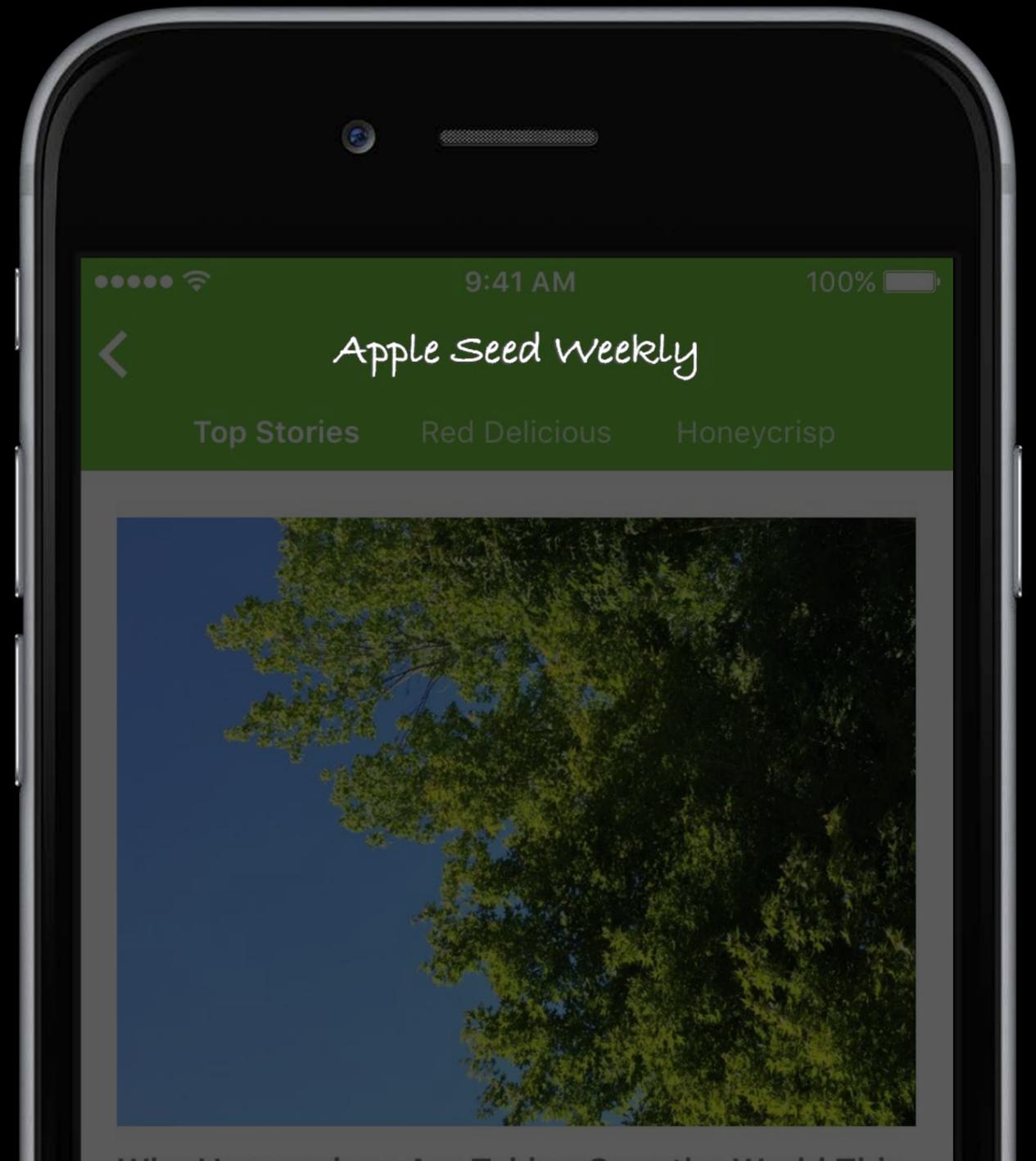
For You from first section



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Best practices

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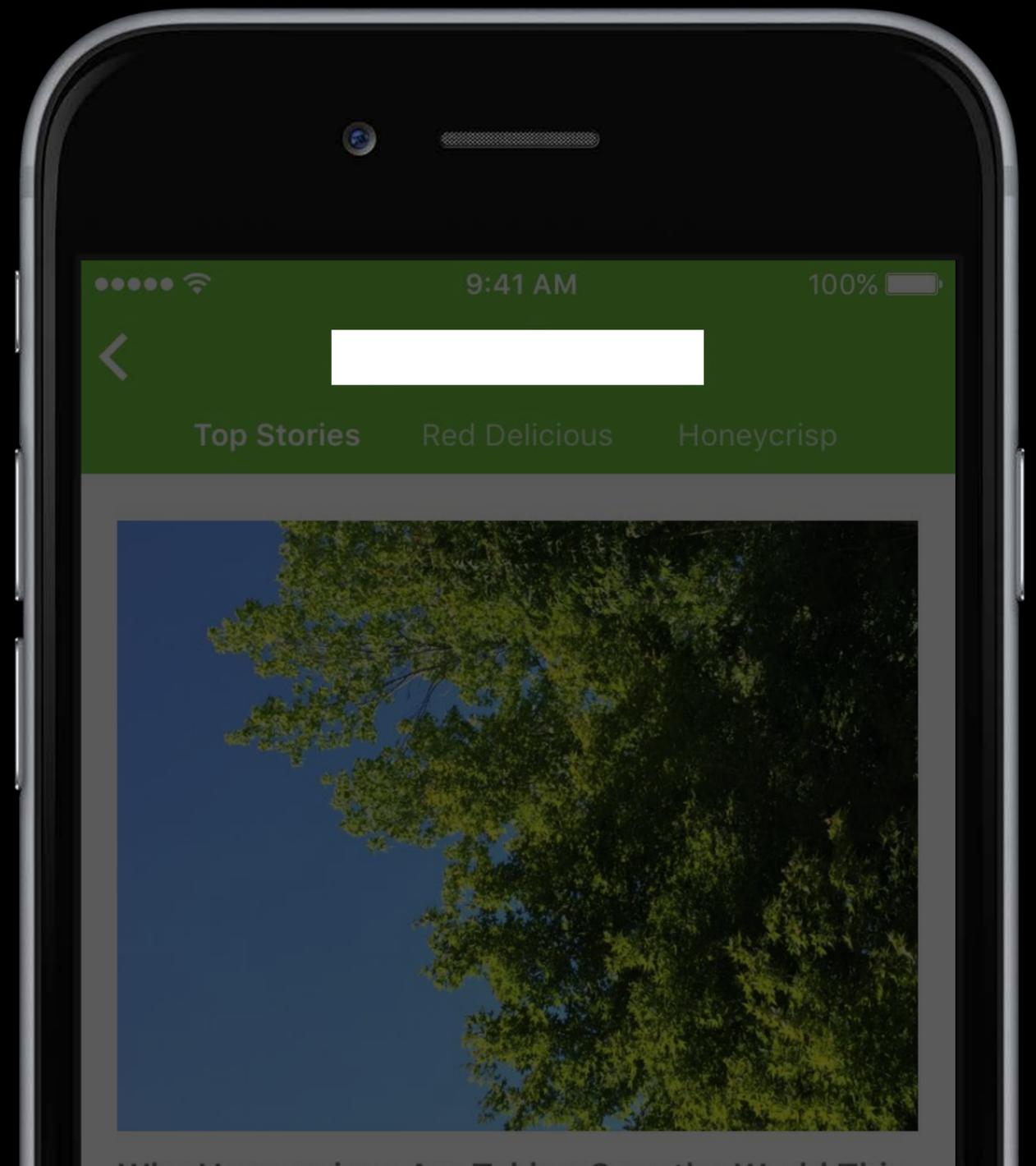


Channel Logo

Best practices

Horizontal text on one line

Use a transparent background (no fill)



Channel Logo

Best practices

Horizontal text on one line

Use a transparent background (no fill)

Do not use photos



Channel Logo

Best practices

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Use a transparent background (no fill)

Do not use photos

Max aspect ratio: 10:1



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Best practices

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Use a transparent background (no fill)

Do not use photos

Max aspect ratio: 10:1

©, ™ and ® not recommended



Channel Logo

Best practices

Horizontal text on one line

Use a transparent background (no fill)

Do not use photos

Max aspect ratio: 10:1

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In For You

competition that also includes
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1 hr ago



Apple Seed Weekly

**Why Honeycrisps are
taking over the world
this summer**

45 min ago



WE



Apple Seed Weekly



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BuzzFeed NEWS



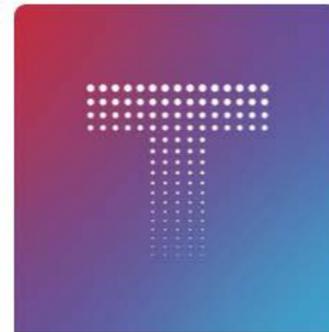
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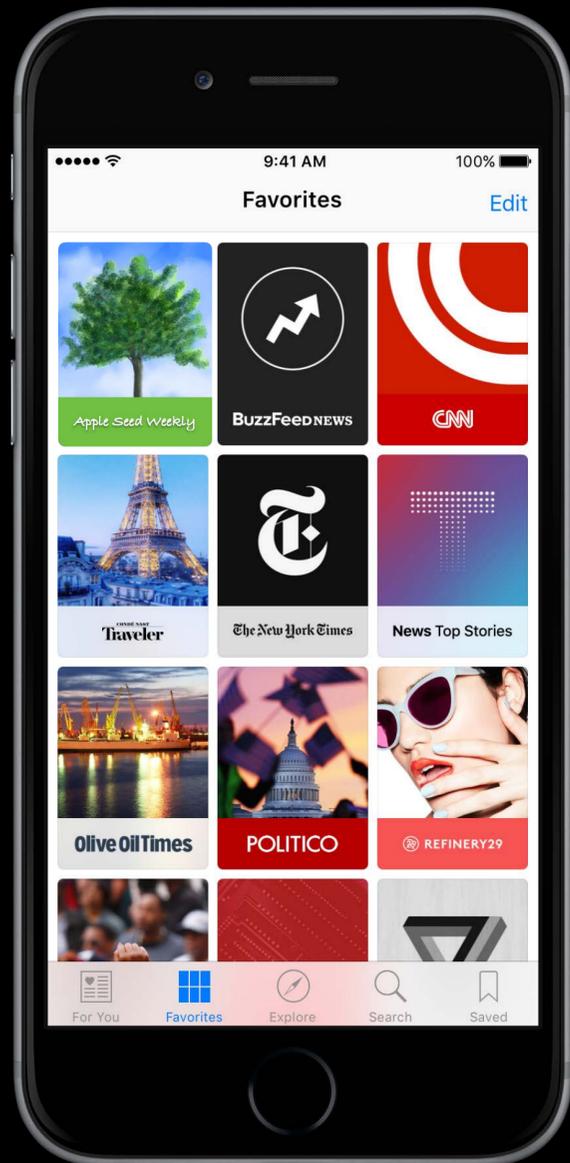
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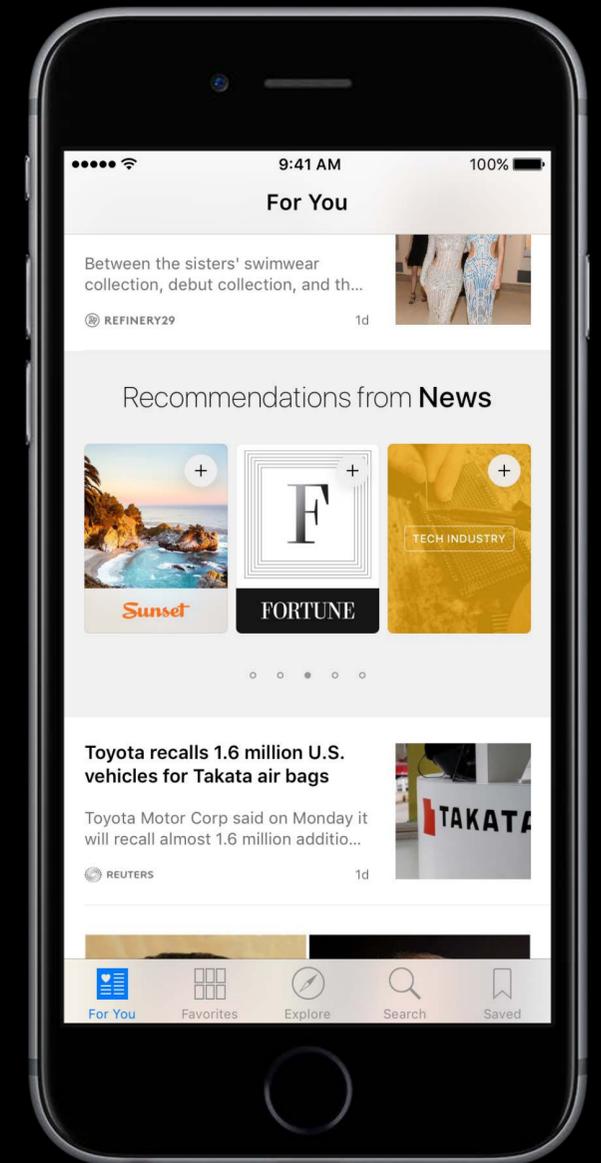
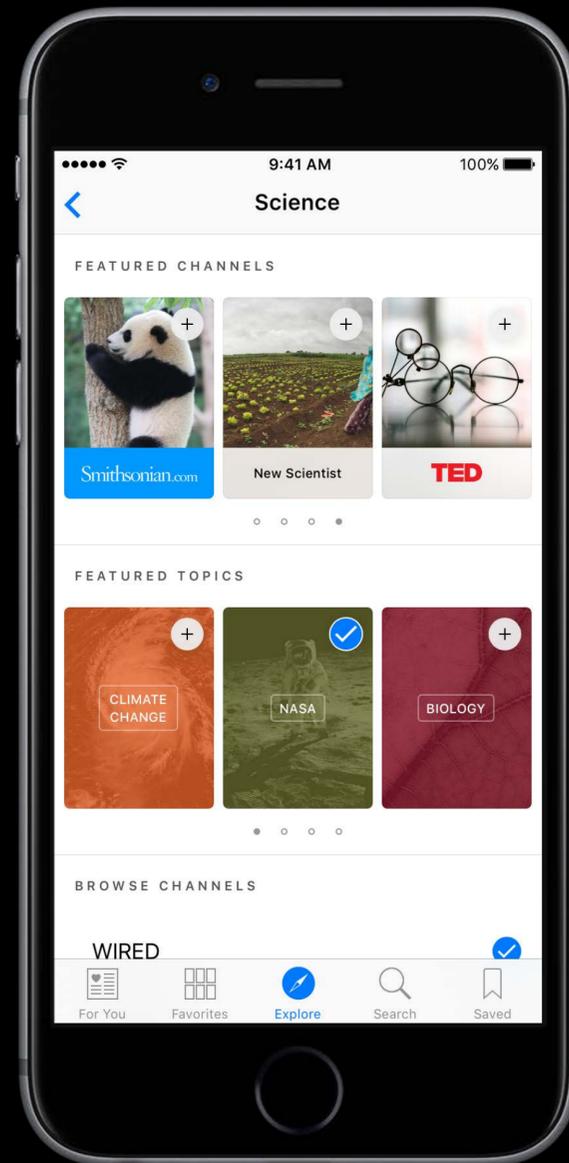
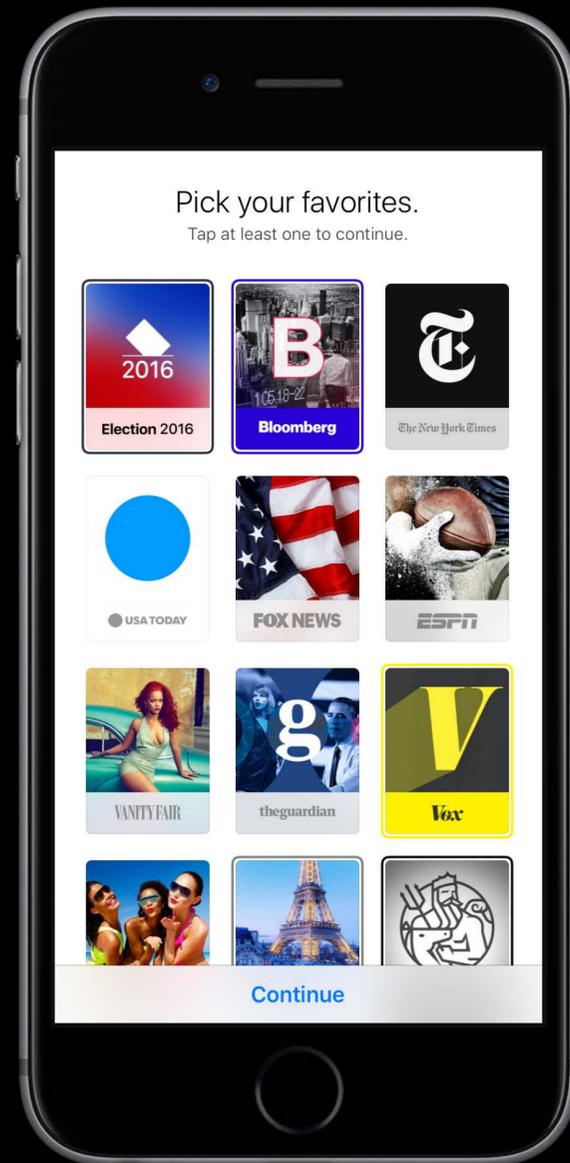
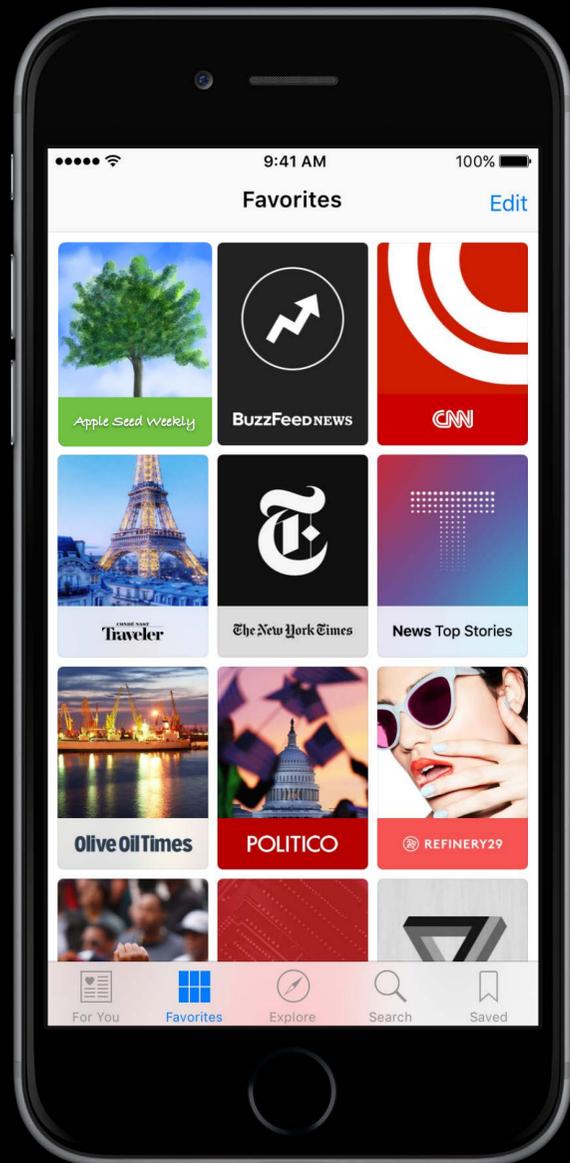
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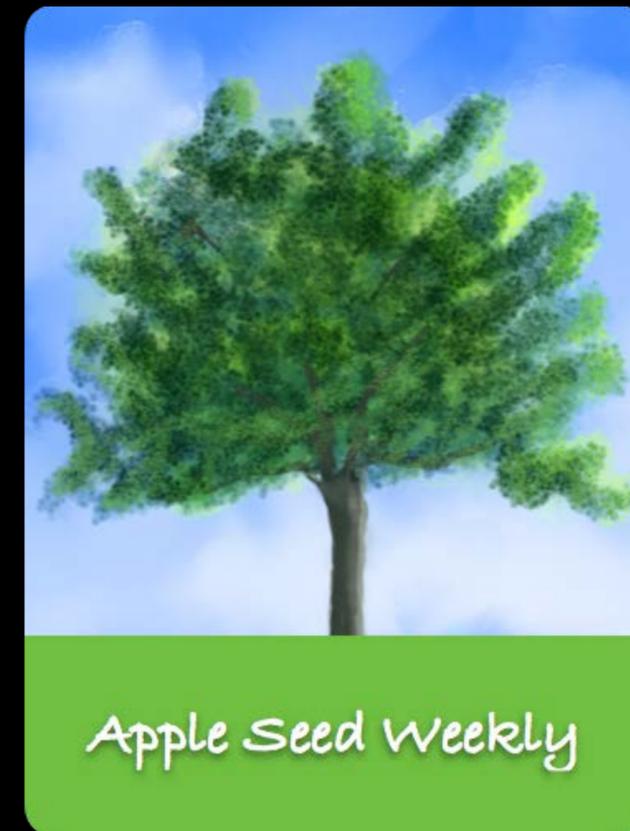
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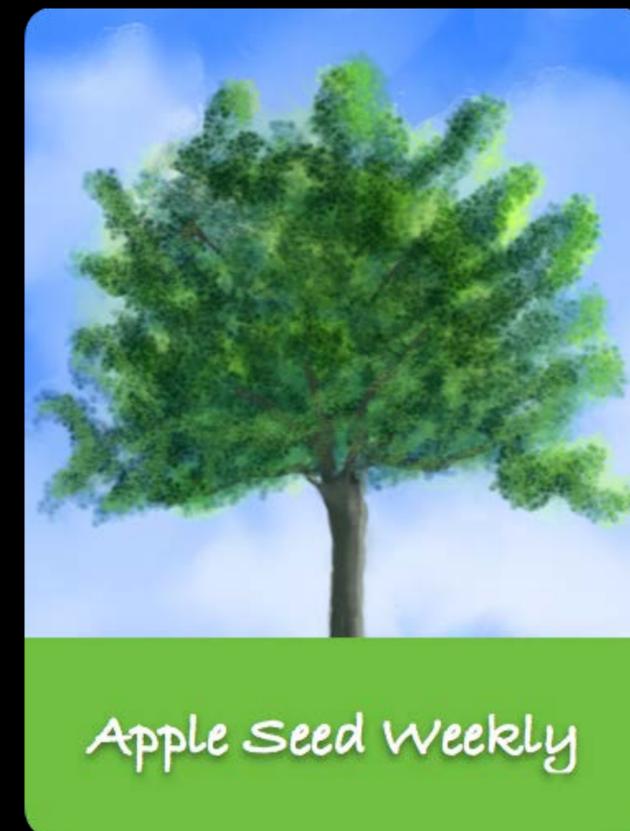
Best practices



Cover Image

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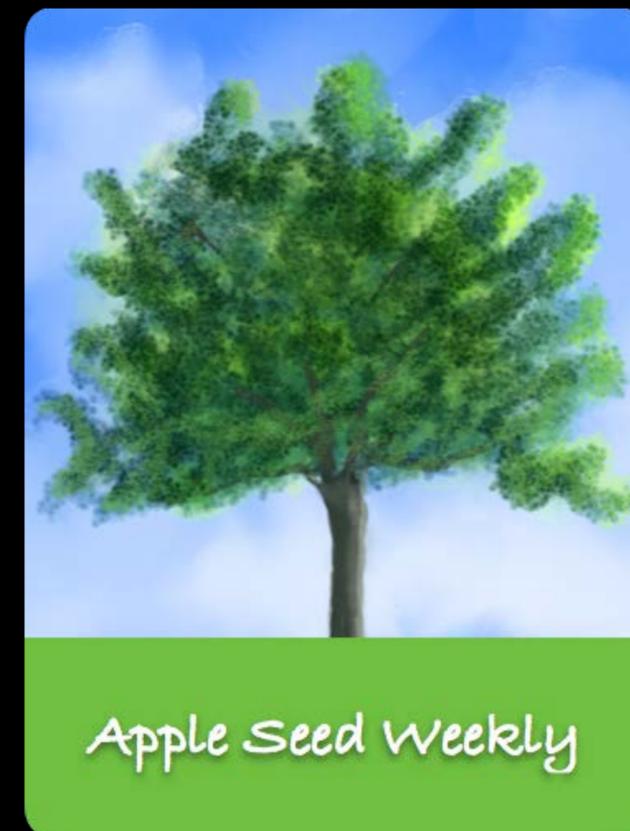


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Static cover



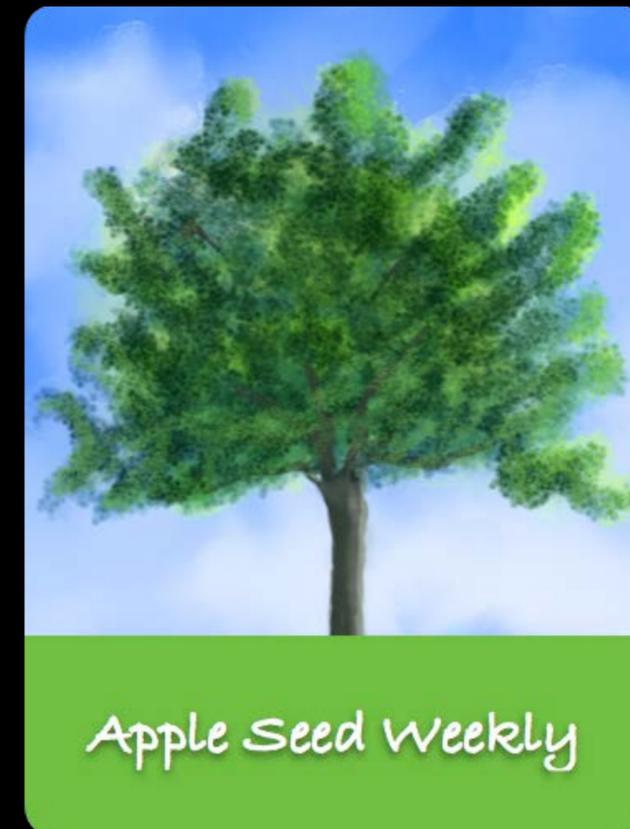
Cover Image

Best practices

600 x 600 px

Static cover

Dynamic cover



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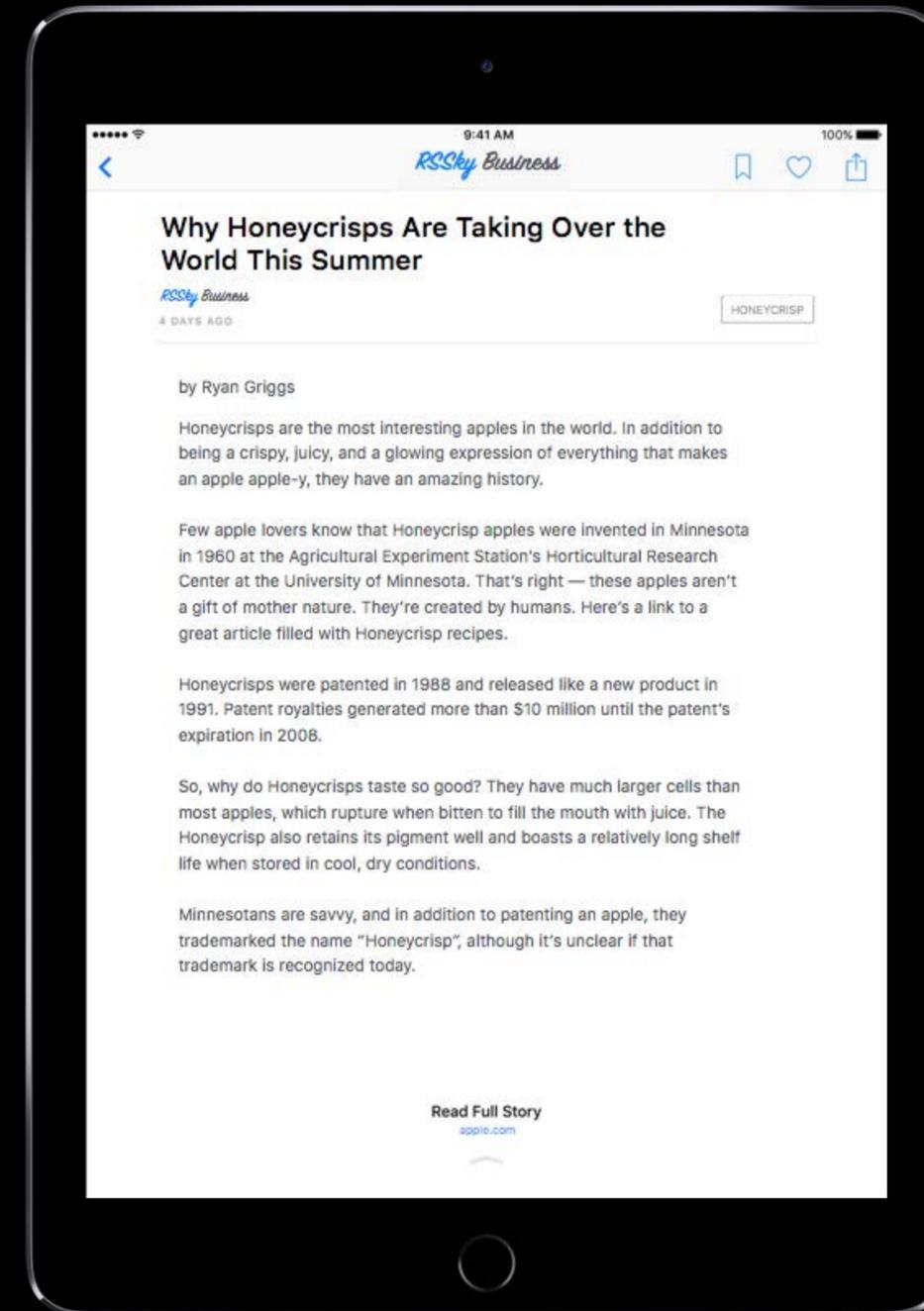
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Reach millions of readers	●	●
Create articles right in News Publisher		●
Publish articles optimized for Apple News		●
Preview before you publish		●
Add sections	●	●
Add team members		●
Get analytics from Apple News		●
Earn revenue through iAd		●

[Sign Up for Apple News Format](#)

[I'd rather use RSS for now](#)



Apple News Format



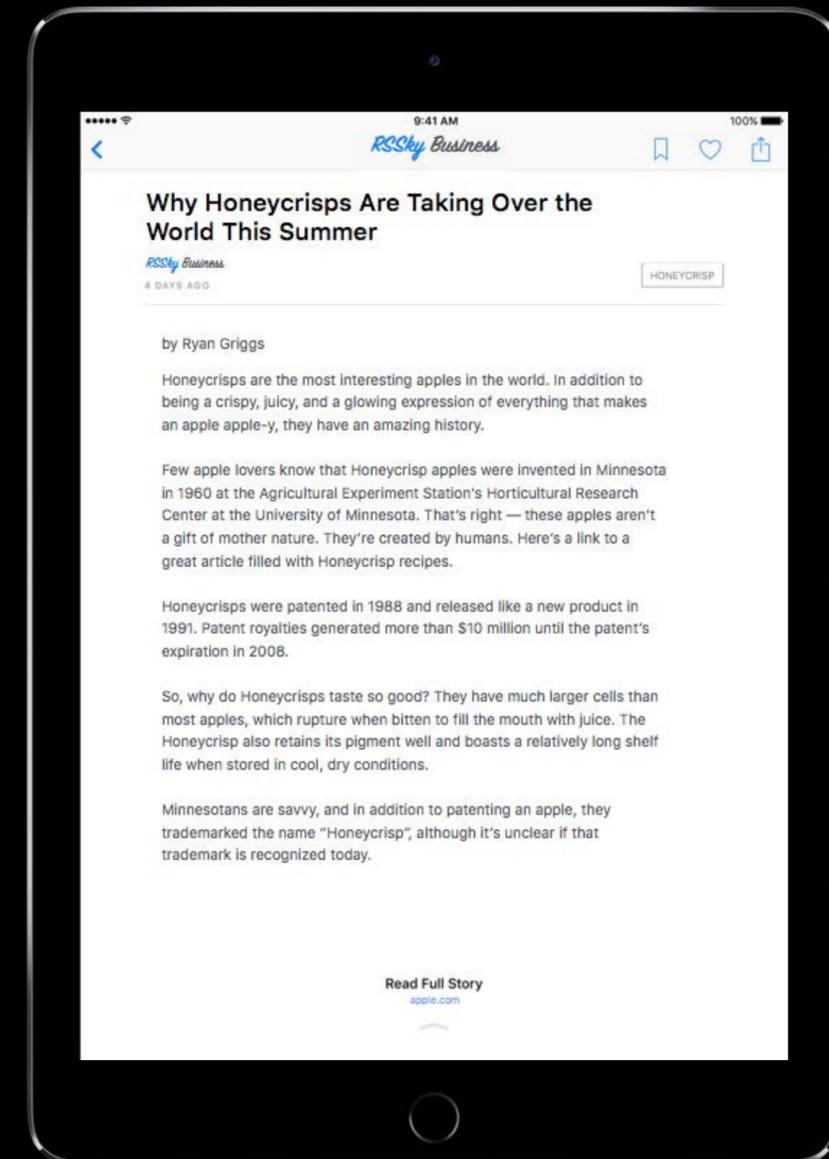
RSS

RSS

RSS

When to consider

Existing RSS feed and website

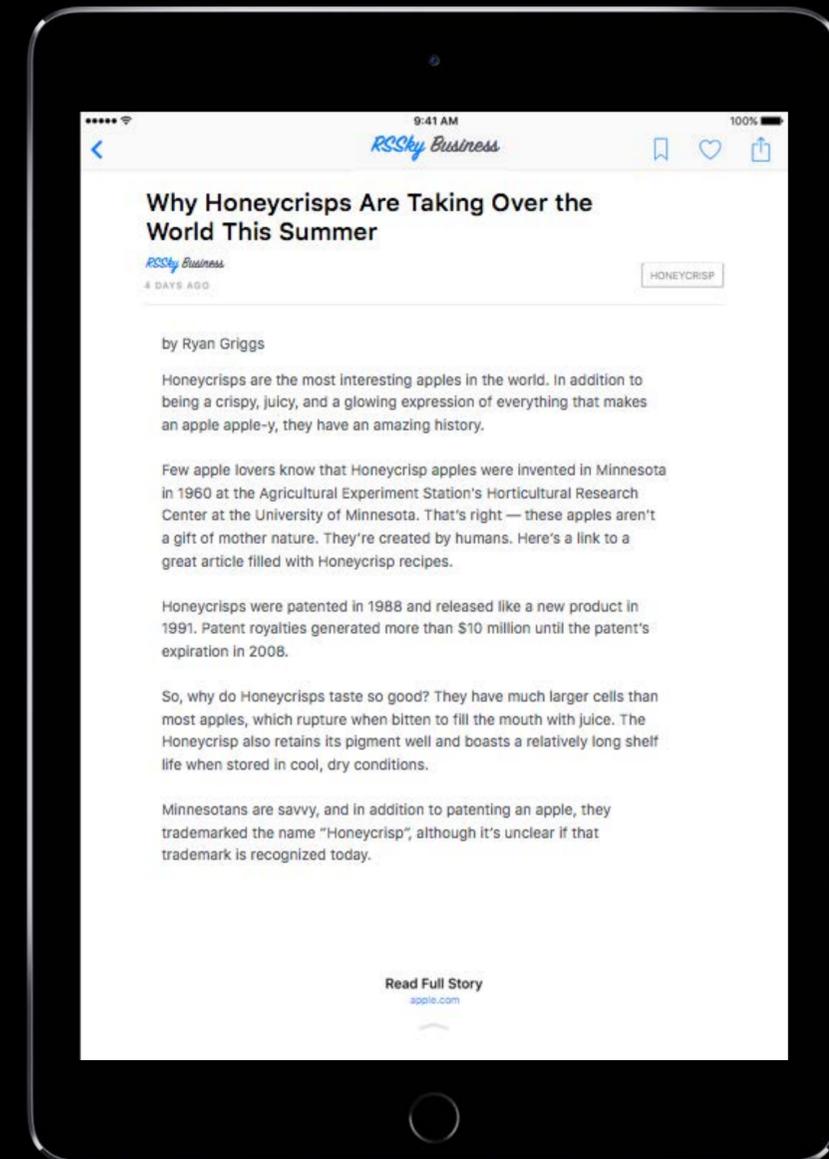


RSS

When to consider

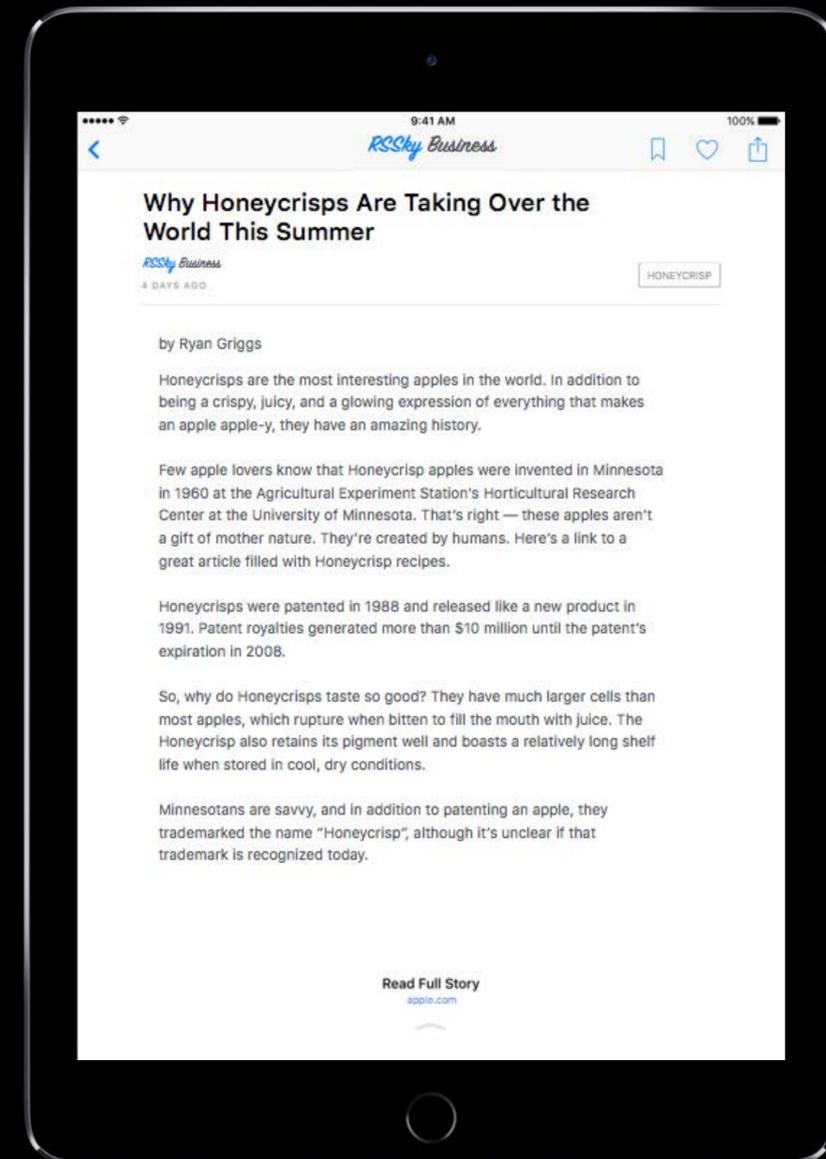
Existing RSS feed and website

As a first step toward Apple News Format



RSS

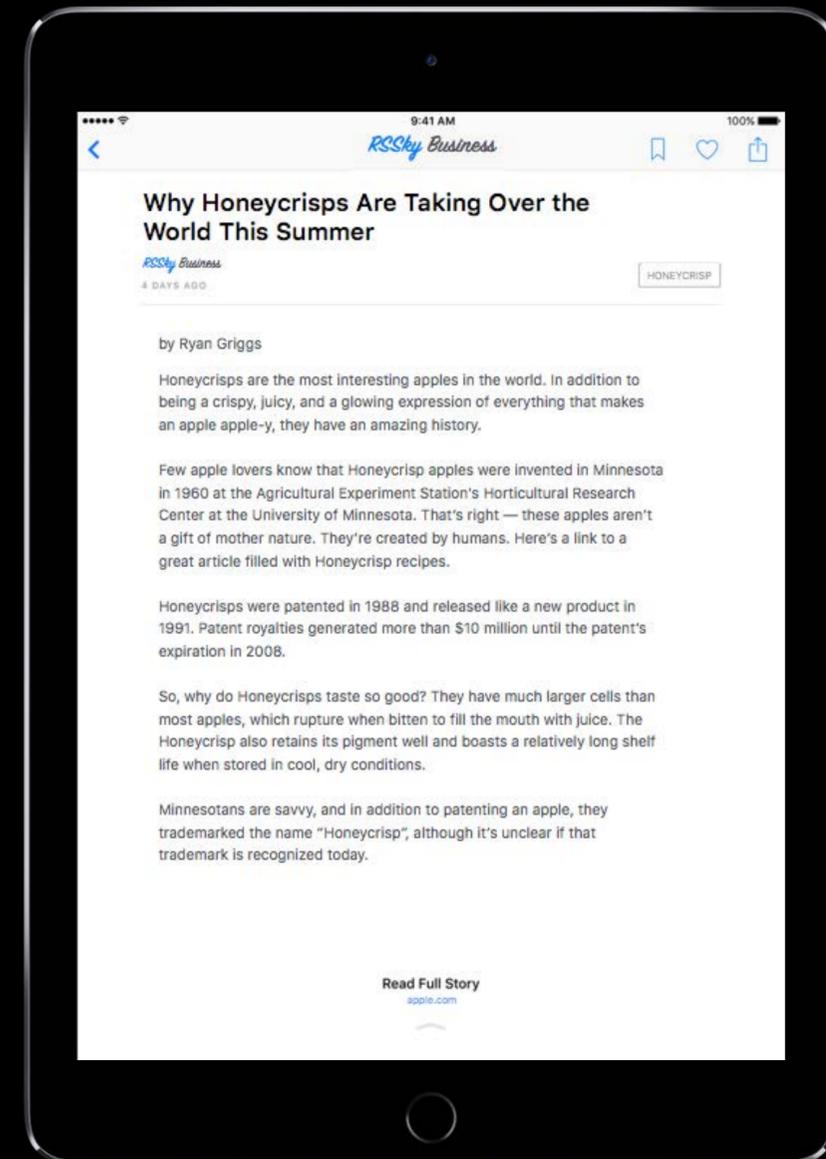
Features



RSS

Features

Image, headlines, excerpt

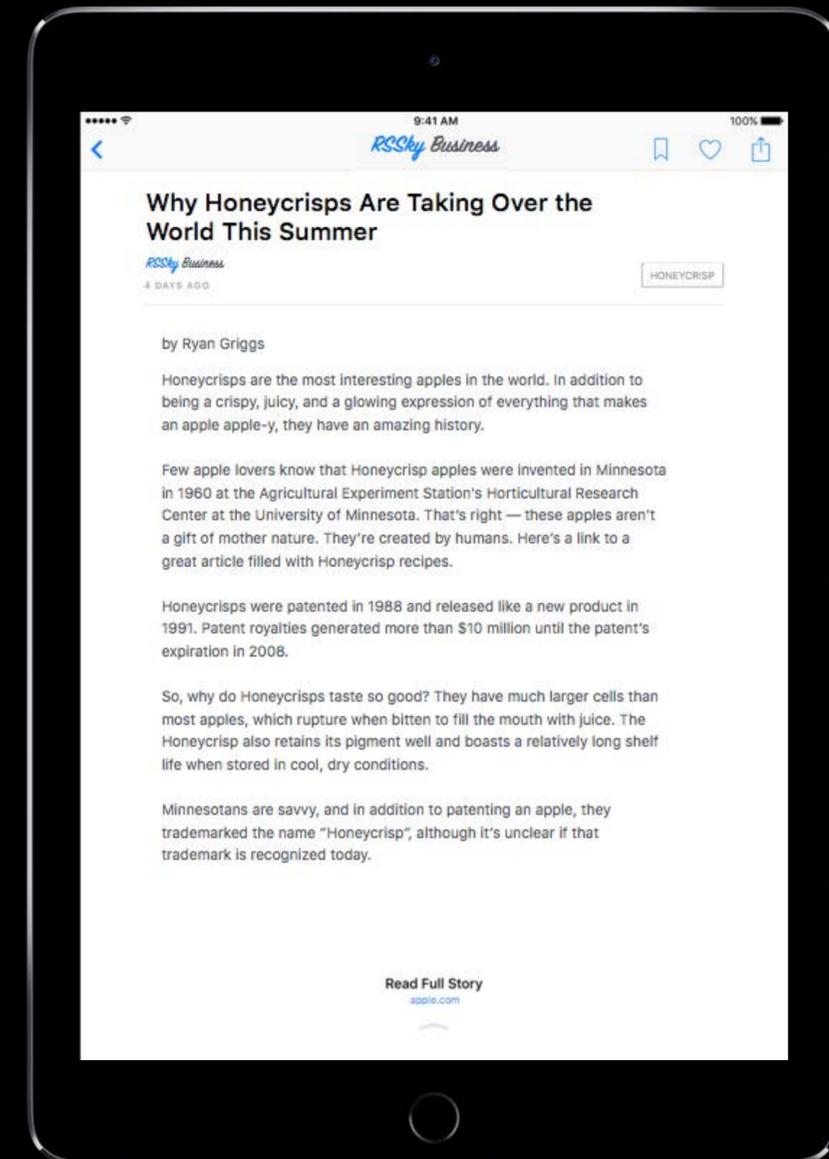


RSS

Features

Image, headlines, excerpt

Article preview page



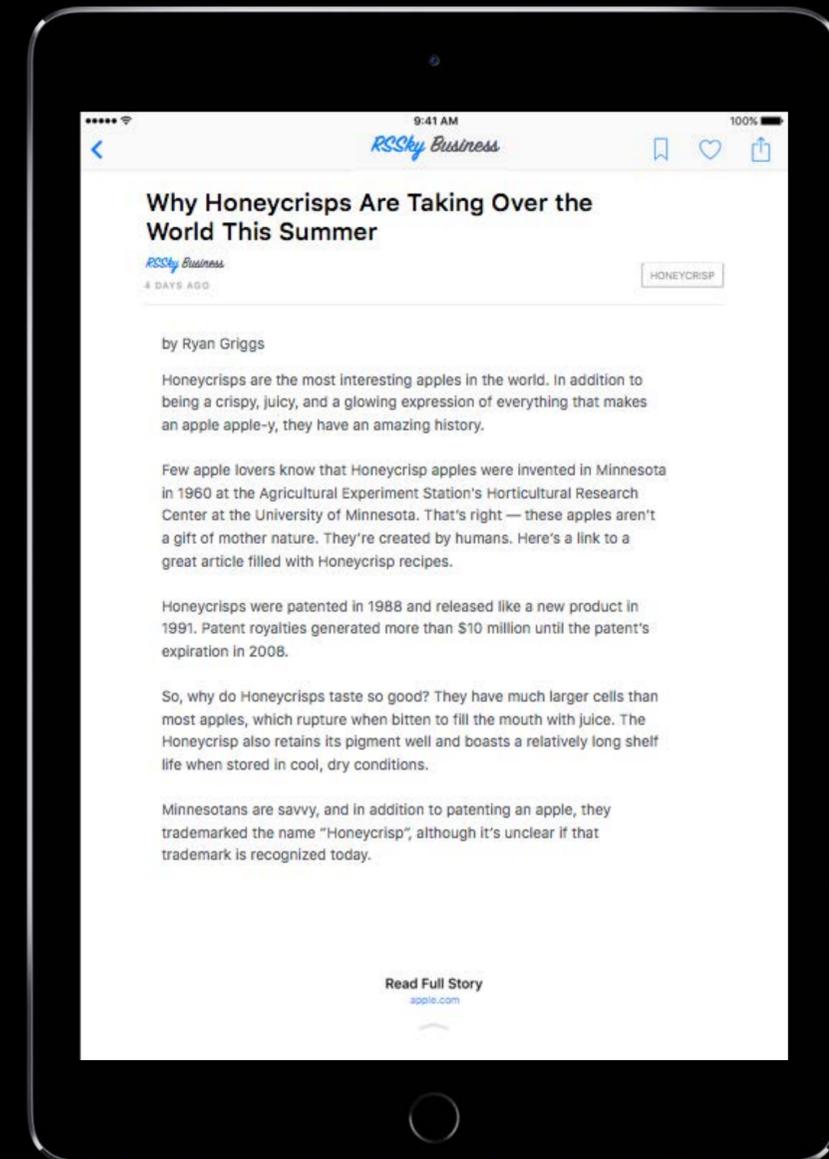
RSS

Features

Image, headlines, excerpt

Article preview page

Apple hosts RSS excerpt



RSS

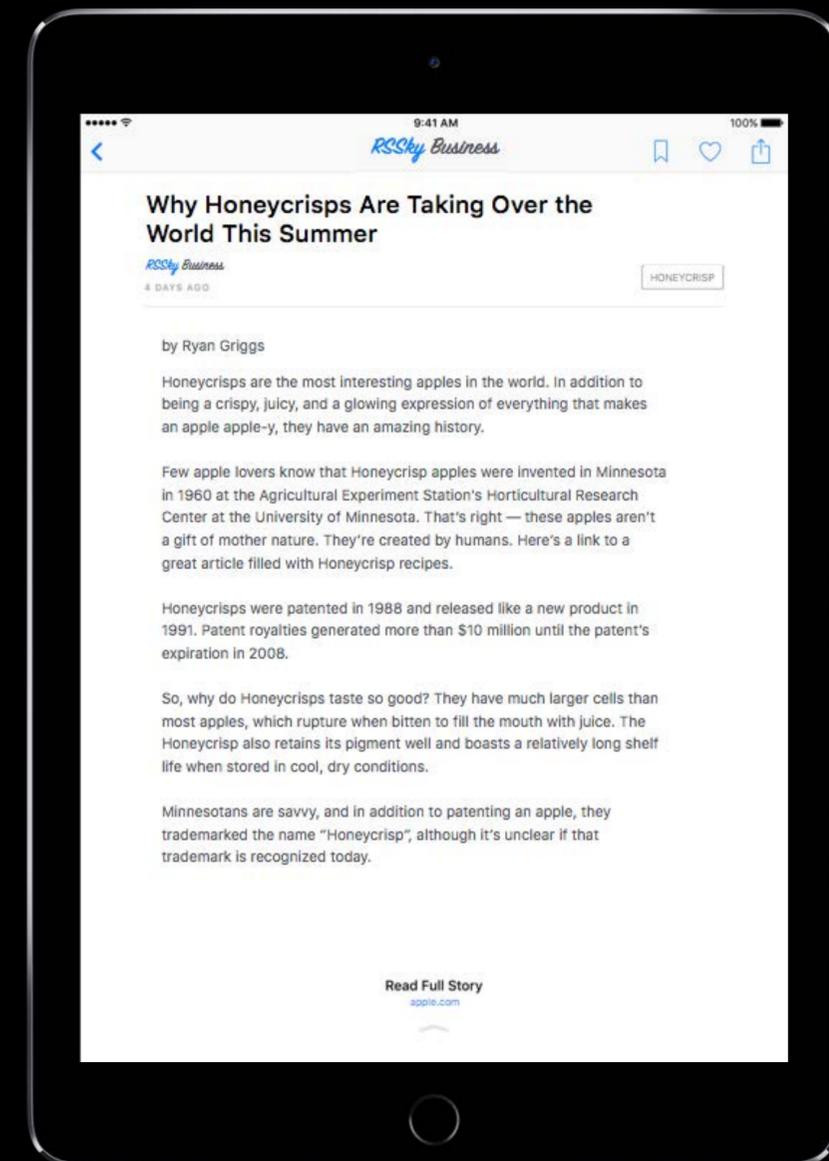
Features

Image, headlines, excerpt

Article preview page

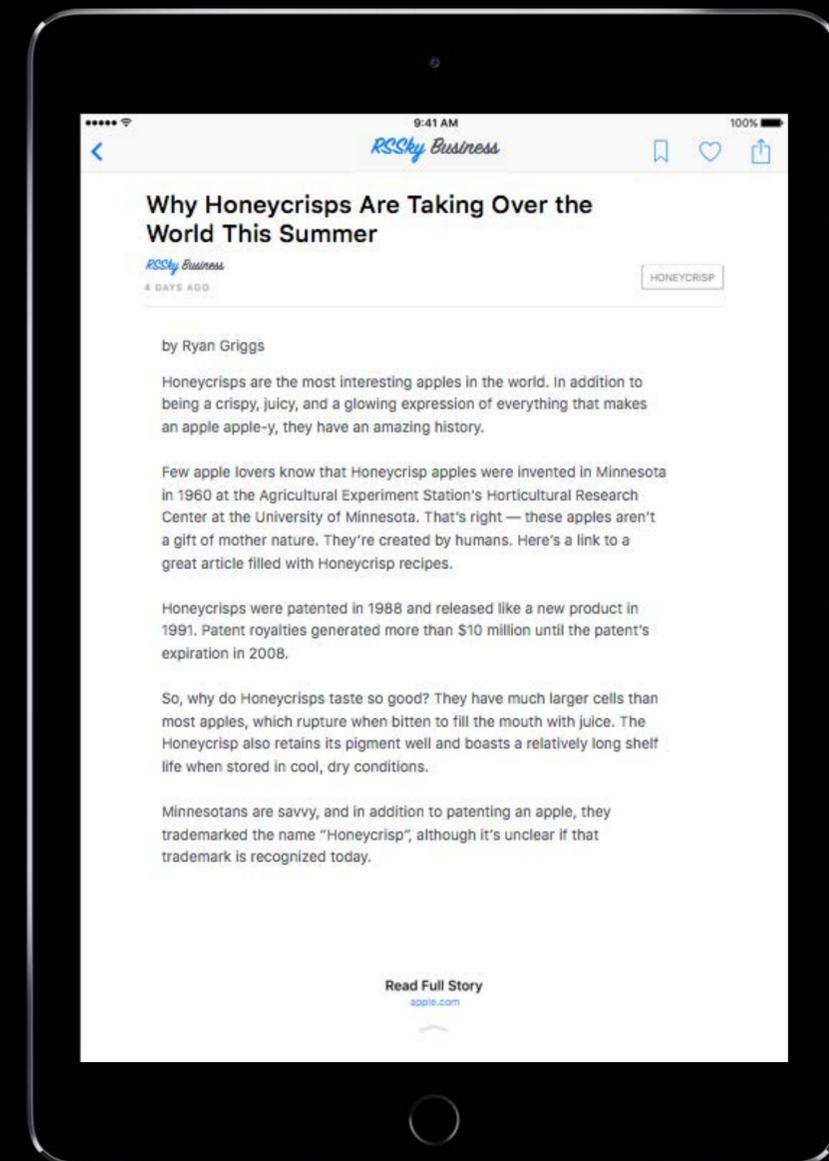
Apple hosts RSS excerpt

Publisher hosts web page



RSS

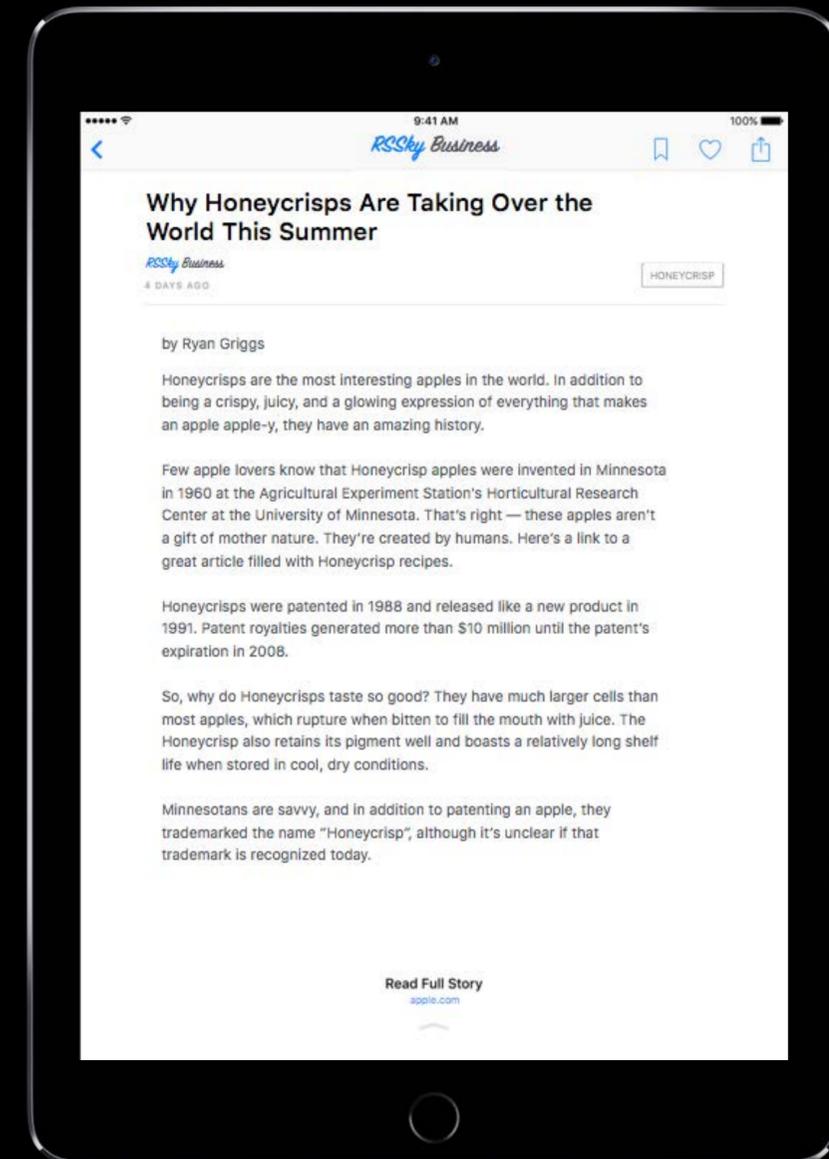
Best practices



RSS

Best practices

Make the preview full and enticing

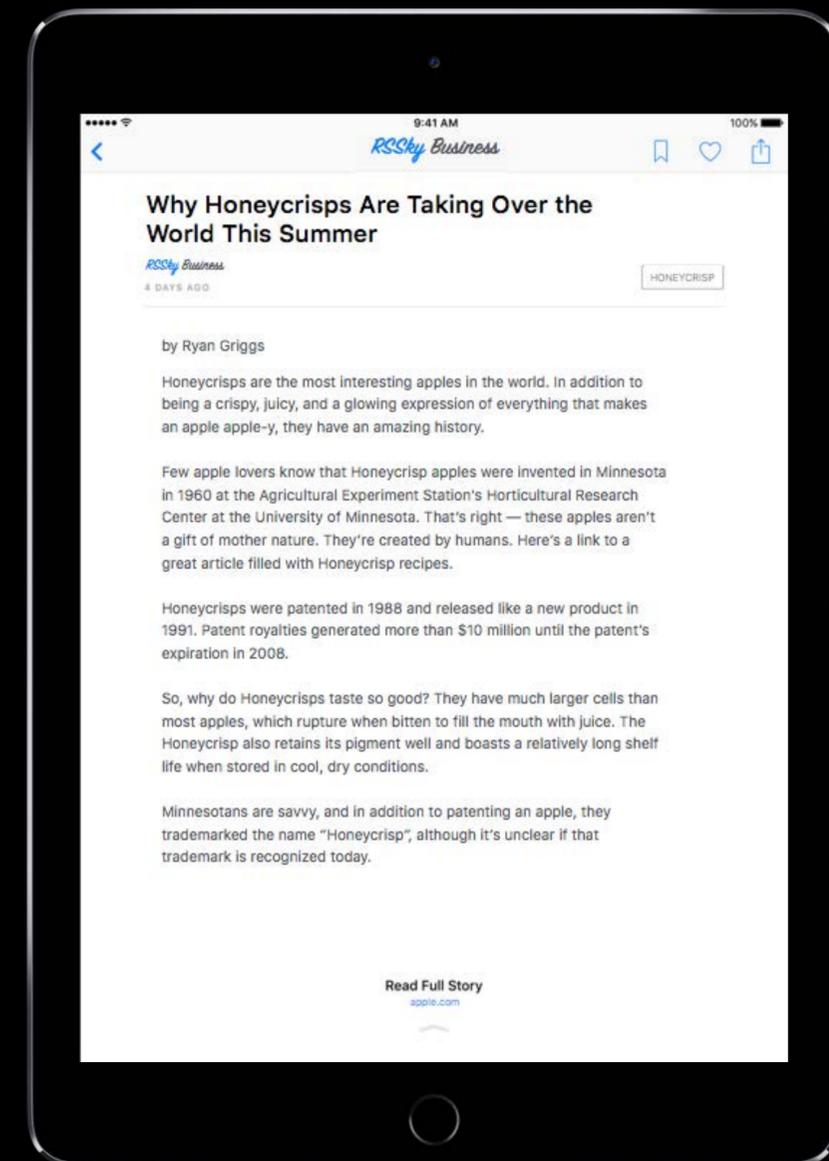


RSS

Best practices

Make the preview full and enticing

Use long-form (full text) RSS



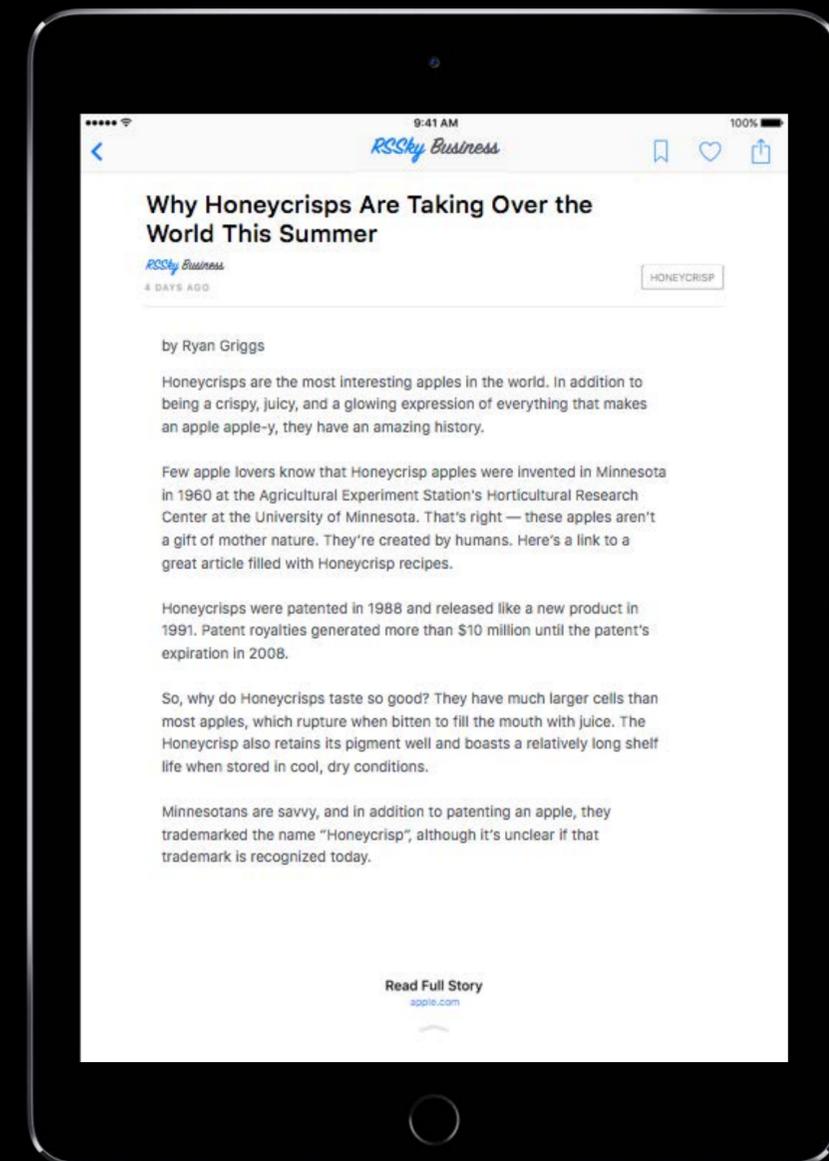
RSS

Best practices

Make the preview full and enticing

Use long-form (full text) RSS

Avoid links to unrelated content



RSS

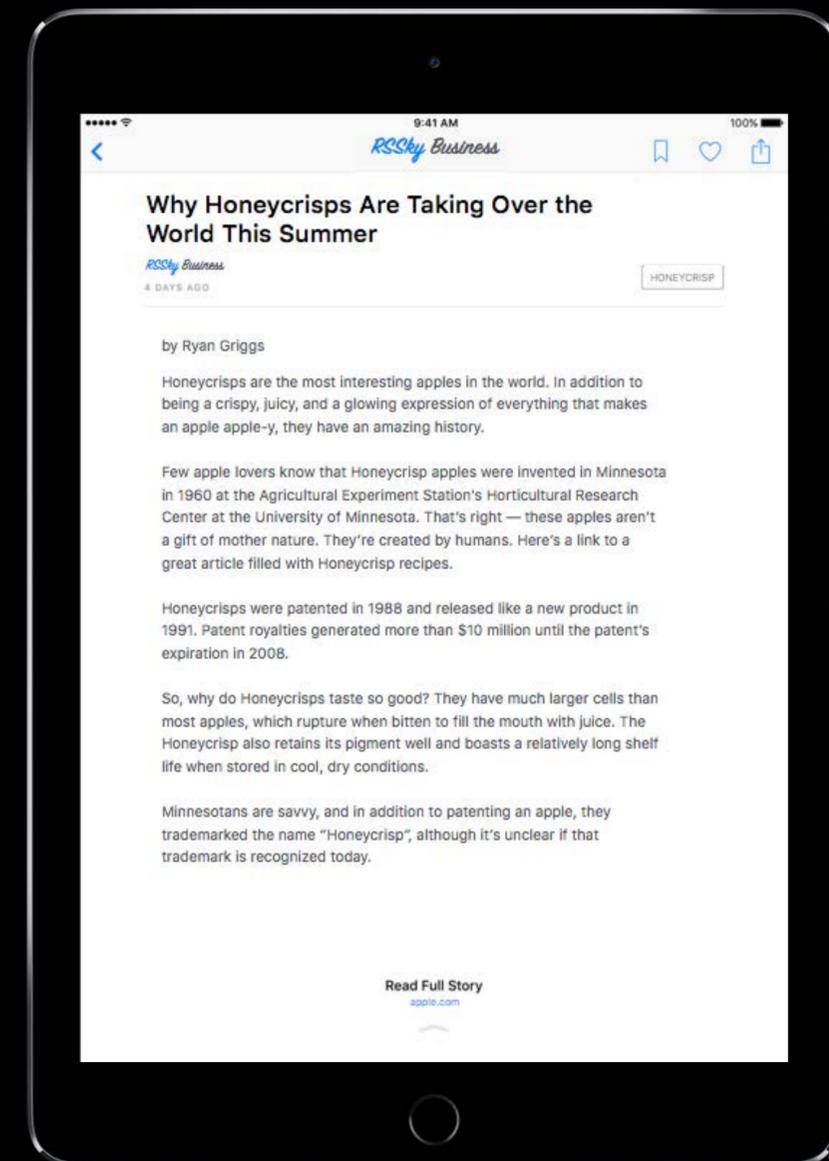
Best practices

Make the preview full and enticing

Use long-form (full text) RSS

Avoid links to unrelated content

Use built-in social network features



RSS

Best practices

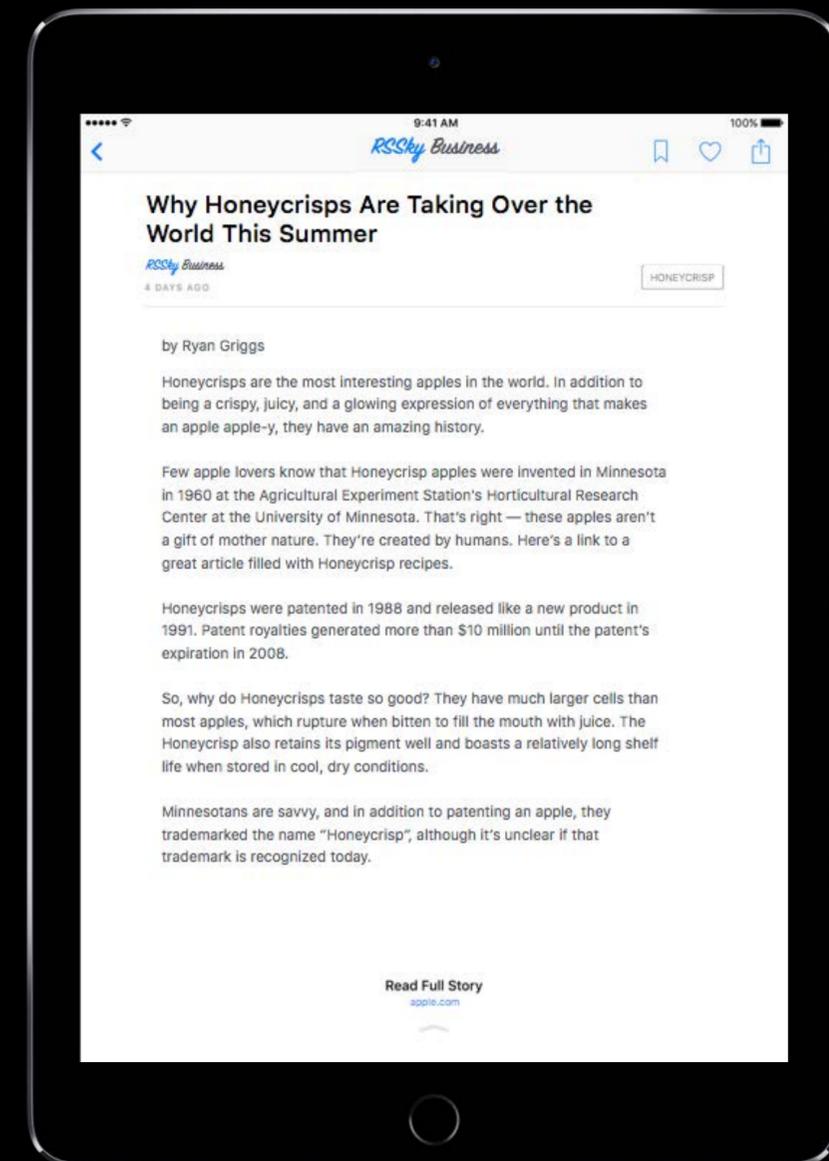
Make the preview full and enticing

Use long-form (full text) RSS

Avoid links to unrelated content

Use built-in social network features

Optimize for Safari on iOS



RSS

Best practices

Make the preview full and enticing

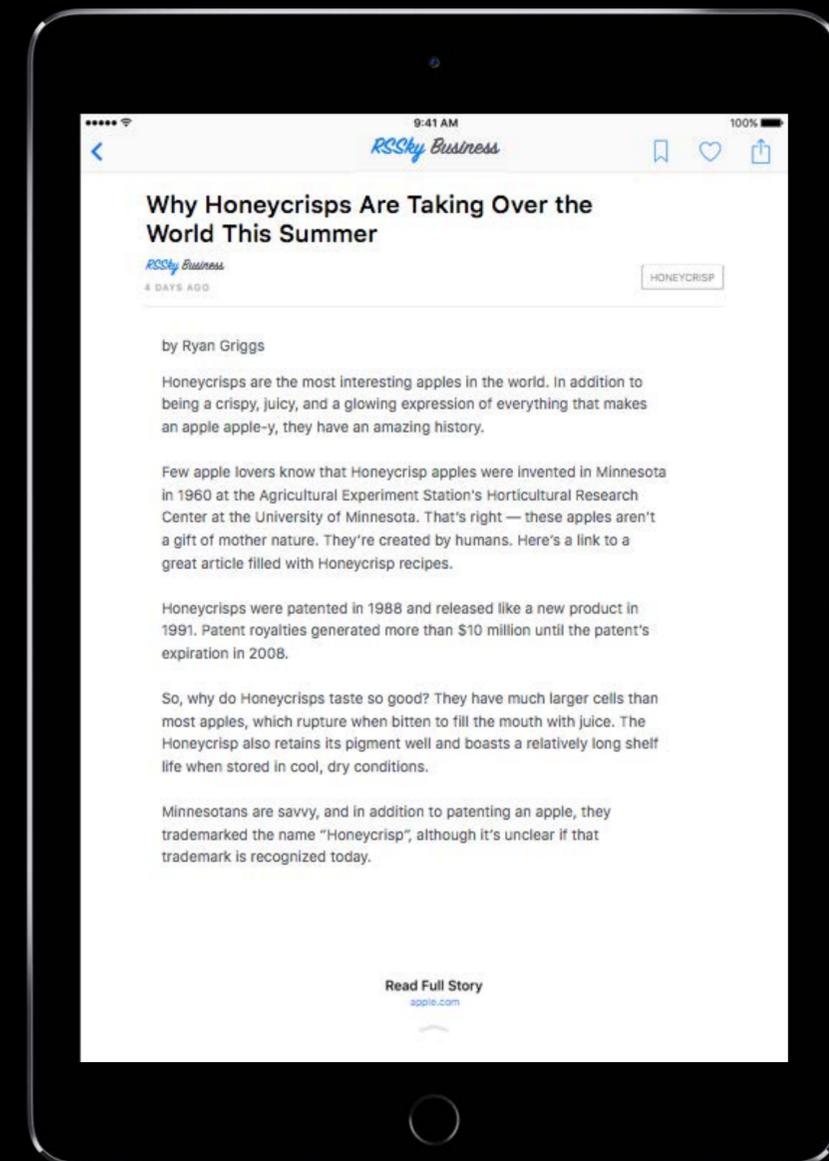
Use long-form (full text) RSS

Avoid links to unrelated content

Use built-in social network features

Optimize for Safari on iOS

Provide a dedicated point of contact



Add your RSS feeds.

Set up one feed to provide the main content for your channel. Then, if you want, set up additional feeds for sections.

[RSS Guidelines >](#)

SECTION NAME	RSS FEED
Main	<input type="text" value="Enter feed URL (https://example.com/feed.xml)"/> + (Default)

[Add Section](#)

Add your RSS feeds.

Set up one feed to provide the main content for your channel. Then, if you want, set up additional feeds for sections.

[RSS Guidelines >](#)

SECTION NAME	RSS FEED		
Top Stories	http://images.apple.com/main/rss/hotnews/hotnews.rss	+	(Default)
Red Delicious	http://developer.apple.com/news/rss/news.rss	+	☰
Honeycrisp	http://www.apple.com/pr/feeds/pr.rss	+	☰

[Add Section](#)

Apple Seed Weekly

● Available in News

[Upgrade to Apple News Format](#)

Sections

Channel Info

Sections

If you have two or more sections with content, a section bar will appear in your channel.

SECTION NAME	RSS FEED		
Top Stories	http://images.apple.com/main/rss/hotnews/hotnews.rss	+	(Default)
Red Delicious	http://developer.apple.com/news/rss/news.rss	+	☰
Honeycrisp	http://www.apple.com/pr/feeds/pr.rss	+	☰

[Add Section](#)

Apple Seed Weekly

● Available in News

[Upgrade to Apple News Format](#)

Sections

Channel Info



Upgrade to Apple News Format?

With Apple News Format, you'll be able to create articles optimized for iOS 9, view engagement analytics, and earn revenue through iAd. Once you publish in Apple News Format, your RSS content will no longer update.

[Learn More](#) [Cancel](#) [OK](#)

SECTION NAME		
Top Stories		+ (Default)
Red Delicious		+ ☰
Honeycrisp	http://www.apple.com/pr/feeds/pr.rss	+ ☰
Add Section		

Apple News Format

Apple News Format

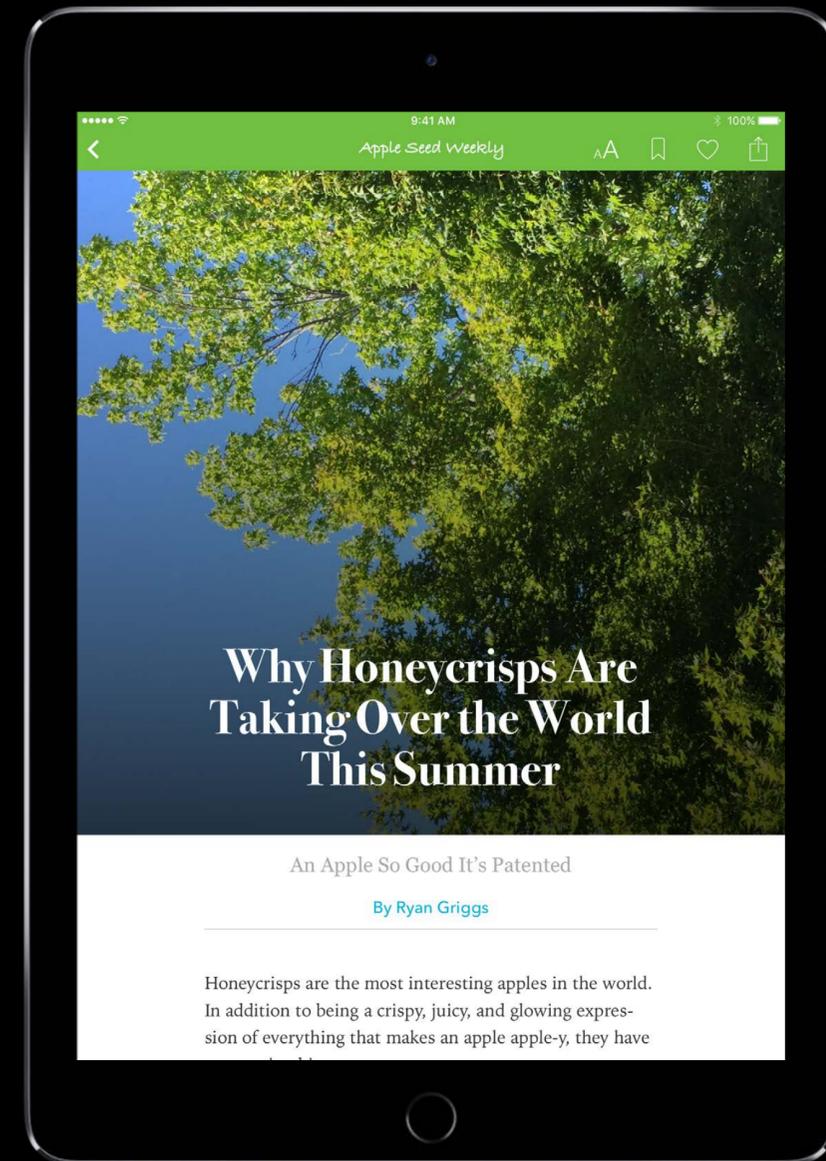
Features



Apple News Format

Features

Robust CDN

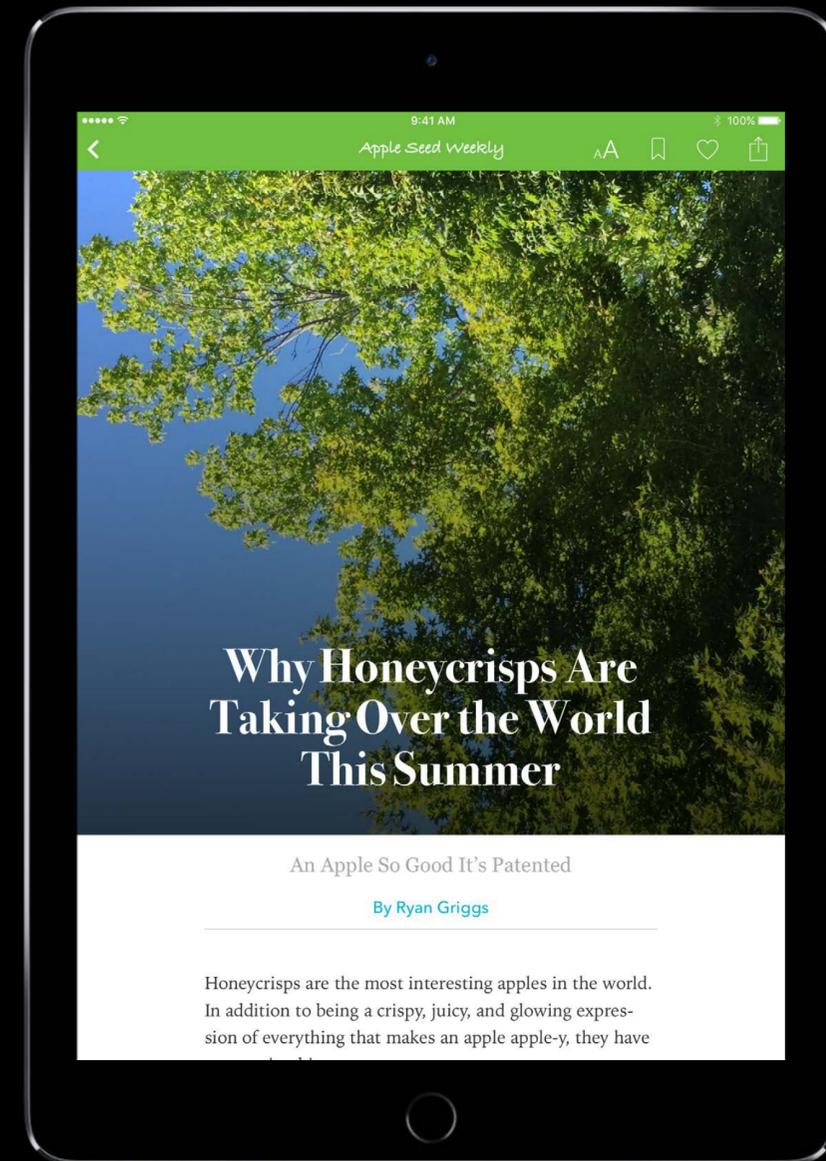


Apple News Format

Features

Robust CDN

Rich analytics



Apple News Format

Features

Robust CDN

Rich analytics

Automatic optimization for each device



Apple News Format

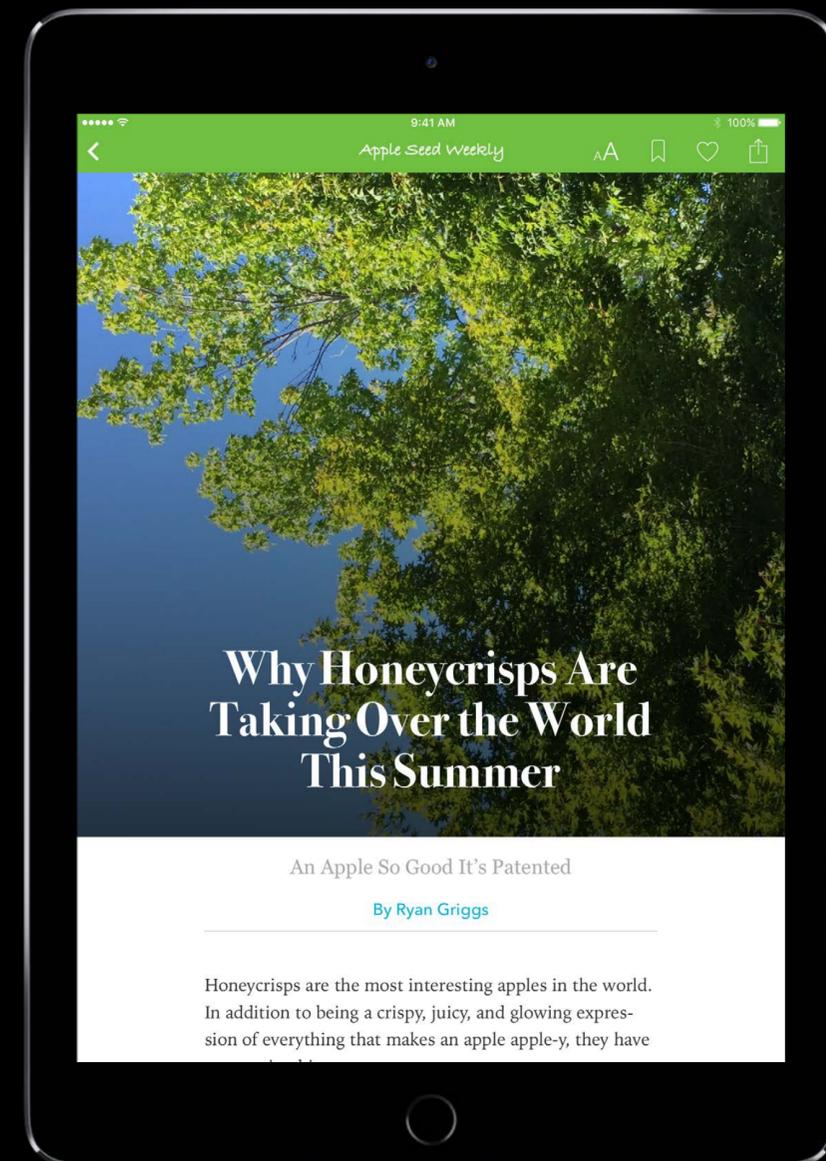
Features

Robust CDN

Rich analytics

Automatic optimization for each device

Simple monetization tools



Apple News Format

Features

Robust CDN

Rich analytics

Automatic optimization for each device

Simple monetization tools

Editorial feature opportunities



Apple News Format

Features

Robust CDN

Rich analytics

Automatic optimization for each device

Simple monetization tools

Editorial feature opportunities

Built-in cross promotion



Apple News Format

Features

Robust CDN

Rich analytics

Automatic optimization for each device

Simple monetization tools

Editorial feature opportunities

Built-in cross promotion

Animations, parallax, galleries, video, etc.



Apple News Format

Features

Robust CDN

Rich analytics

Automatic optimization for each device

Simple monetization tools

Editorial feature opportunities

Built-in cross promotion

Animations, parallax, galleries, video, etc.

Dynamic text sizing



Apple News Format

Features

Robust CDN

Rich analytics

Automatic optimization for each device

Simple monetization tools

Editorial feature opportunities

Built-in cross promotion

Animations, parallax, galleries, video, etc.

Dynamic text sizing

Accessible



Apple News Format

Features

Robust CDN

Rich analytics

Automatic optimization for each device

Simple monetization tools

Editorial feature opportunities

Built-in cross promotion

Animations, parallax, galleries, video, etc.

Dynamic text sizing

Accessible

Deliver via API and plug-ins



Apple Seed Weekly

Articles

Sections

Members

Channel Info

Advertising

It's easy to publish in Apple News Format.
You can create articles right here in News Publisher, or connect your CMS.

[Video Tutorial](#) ▶

[News Publisher Help](#) >

1 **Create or deliver content**

2 Submit your content for approval

Start creating articles in News Publisher.

[Create Article](#)

Or, [get an API key](#) and use the [Apple News API](#) to deliver content from your CMS. [Third-party plug-ins](#) are available.

Note: To put ads in articles, you must deliver content from a CMS.

[+ Create Article](#)

Drafts from News Publisher

Published Articles

[Get API Key](#)

Apple Seed Weekly

Articles

Sections

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[News Publisher Help](#) >

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[+ Create Article](#)

Drafts from News Publisher

Published Articles

[Get API Key](#)

Apple Seed Weekly

● Pending Approval

Articles

Sections

Members

Channel Info

Advertising

We're reviewing your submission.

We'll get back to you as soon as we can. Once approved, you'll publish articles using Apple News Format.

[+ Create Article](#)

Drafts from News Publisher

Published Articles

[Get API Key](#)

ARTICLE TITLE

OWNER

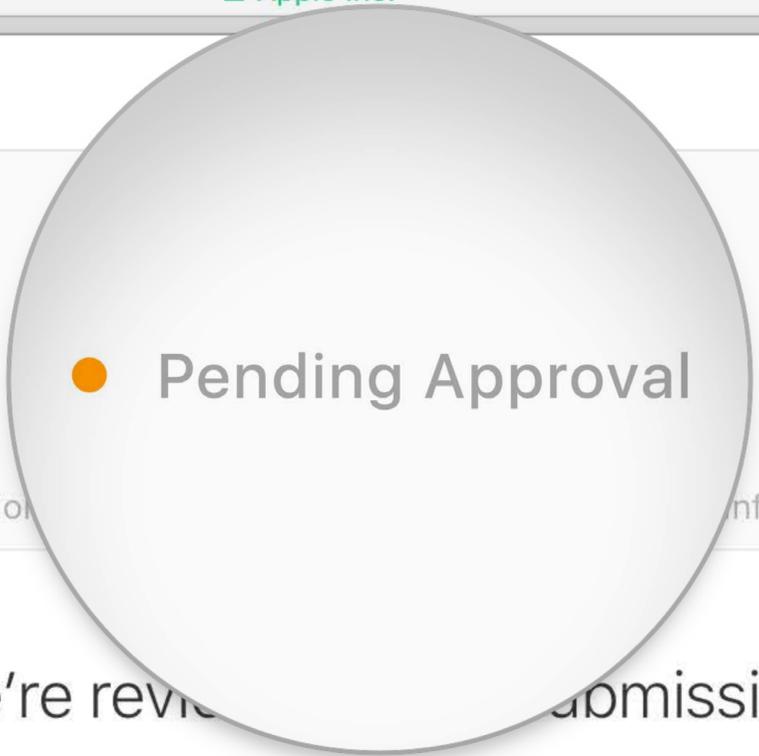
LAST EDITED

Think Different

[Edit](#)

John Appleseed

May 11, 2016



Pending Approval

Articles

Sections

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We're reviewing your submission.

We'll get back to you as soon as we can. Once approved, you'll publish articles using Apple News Format.

+ Create Article

Drafts from News Publisher

Published Articles

Get API Key

ARTICLE TITLE

OWNER

LAST EDITED

Think Different

Edit

John Appleseed

May 11, 2016

Apple Seed Weekly

● Available in News

Articles

Sections

Members

Channel Info

Analytics

Advertising

Publish to News

To publish an article, click Edit to open it, then click Publish.
Once published, your articles will appear in News.

[Learn more about publishing >](#)

[Tools and tips to promote your content >](#)

[+ Create Article](#)

Drafts from News Publisher

Drafts from CMS

Published Articles

ARTICLE TITLE

OWNER

LAST EDITED

Think Different

[Edit](#)

John Appleseed

May 11, 2016



Articles

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[+ Create Article](#)

Drafts from News Publisher

Drafts from CMS

Published Articles

ARTICLE TITLE

OWNER

LAST EDITED

Think Different

[Edit](#)

John Appleseed

May 11, 2016

Apple Seed Weekly

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[Tools and tips to promote your content >](#)

[+ Create Article](#)

Drafts from News Publisher

Drafts from CMS

Published Articles

ARTICLE TITLE

OWNER

LAST EDITED

Think Different

[Edit](#)

John Appleseed

May 11, 2016

Apple Seed Weekly

● Available in News

- Articles**
- Sections
- Members
- Channel Info
- Analytics
- Advertising

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[Tools and tips to promote your content >](#)

+ Create Article

Drafts from News Publisher

Drafts from CMS

Published Articles

ARTICLE TITLE

OWNER

LAST EDITED

Think Different

[Edit](#)

John Appleseed

May 11, 2016

Apple Seed Weekly

● Available in News

Articles

Sections

Members

Channel Info

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Advertising

Sections

If you have two or more sections with content, a section bar will appear in your channel.

SECTION NAME

Top Stories	(Default)
Red Delicious	☰
Honeycrisp	☰

[Add Section](#)

Apple Seed Weekly

● Available in News

Articles

Sections

Members

Channel Info

Analytics

Advertising

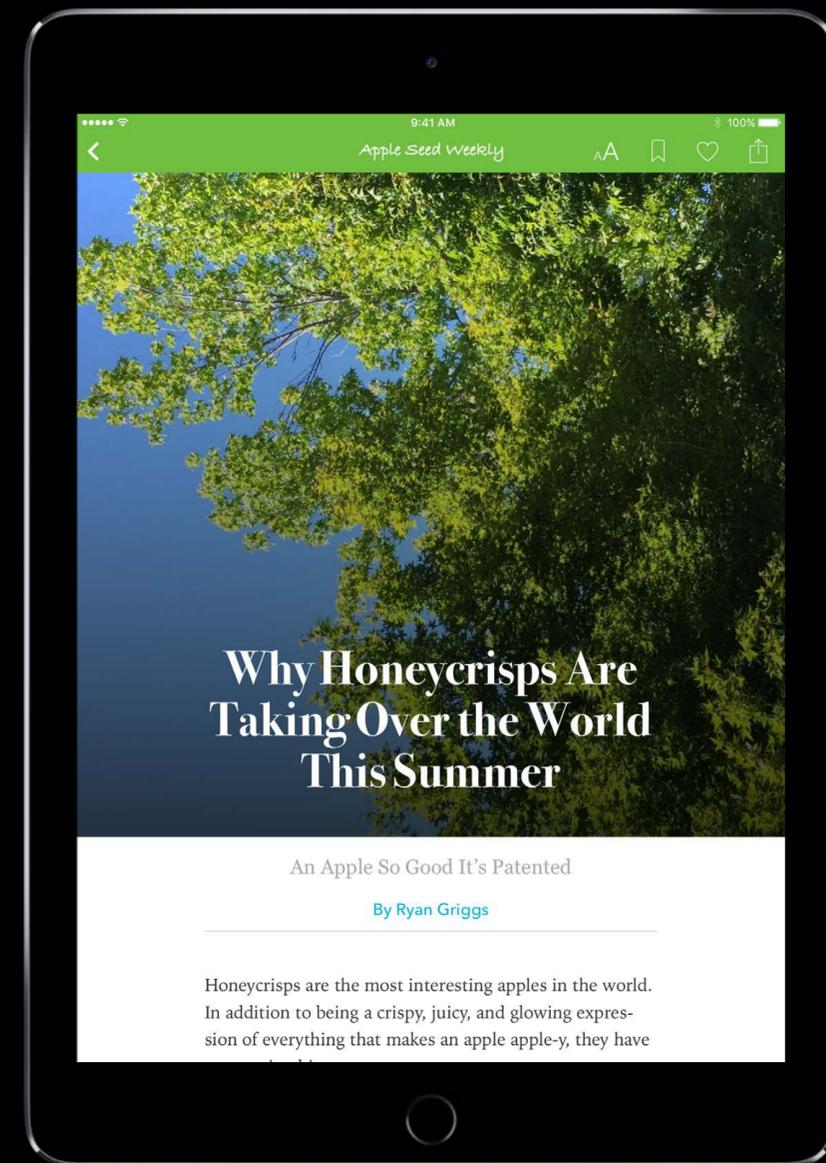
Members

Manage roles and invite new members.

MEMBER	ROLE ?
George Lynch	Editor in Chief ▾
John Appleseed	Viewer (Invite Pending) Revoke Invite
Reb Beach	Editor ▾
Ryan Griggs	Administrator
Tim Timson	<ul style="list-style-type: none"> Administrator Editor in Chief Editor Sales ✓ Viewer
Vinnie Moore	
Warren DeMartini	

Apple News Format

Best practices



Apple News Format

Best practices

Use appropriate subject matter



Apple News Format

Best practices

Use appropriate subject matter

Don't publish marketing material, etc.



Apple News Format

Best practices

Use appropriate subject matter

Don't publish marketing material, etc.

Take advantage of Apple News Format capabilities



Apple News Format

Best practices

Use appropriate subject matter

Don't publish marketing material, etc.

Take advantage of Apple News Format capabilities

Use analytics to your advantage



Apple News Format

Best practices

Use appropriate subject matter

Don't publish marketing material, etc.

Take advantage of Apple News Format capabilities

Use analytics to your advantage

Monetize



How to Publish Articles in News

Web Authoring

Apple News API

Plug-ins

Web Authoring

Apple News API

Plug-ins



Doing Business Like This Takes Much More Effort Than Doing Your Business at Home

Lorem ipsum dolor sit amet, adipiscing elit. Vivamus quis pharetra diam. Quisque sed culpa enim aliquip in nulla sed varius as leo.

SECTIONS

- Main
- Apple
- Tech
- Watch
- Backwards

AUDIENCE

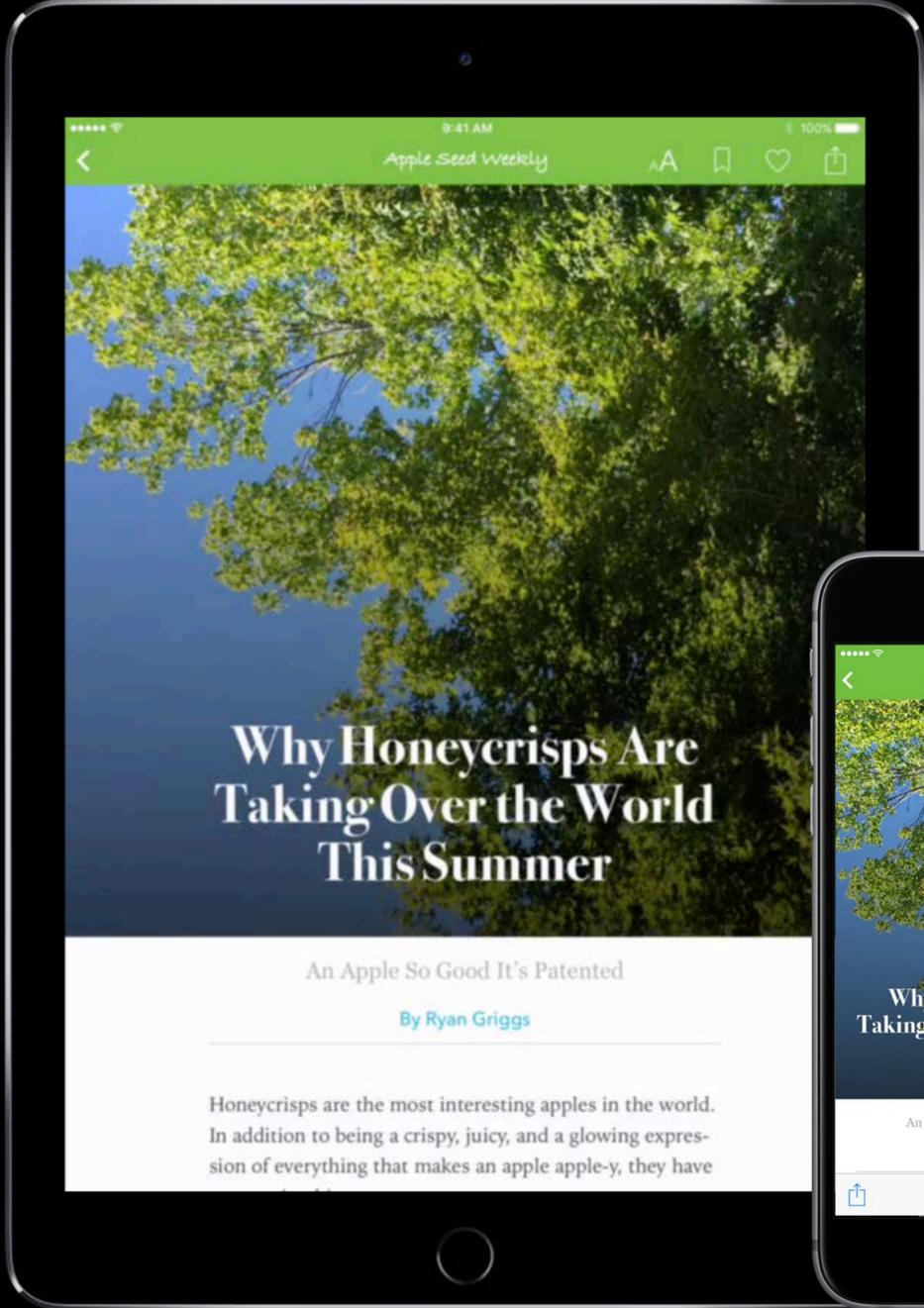
General

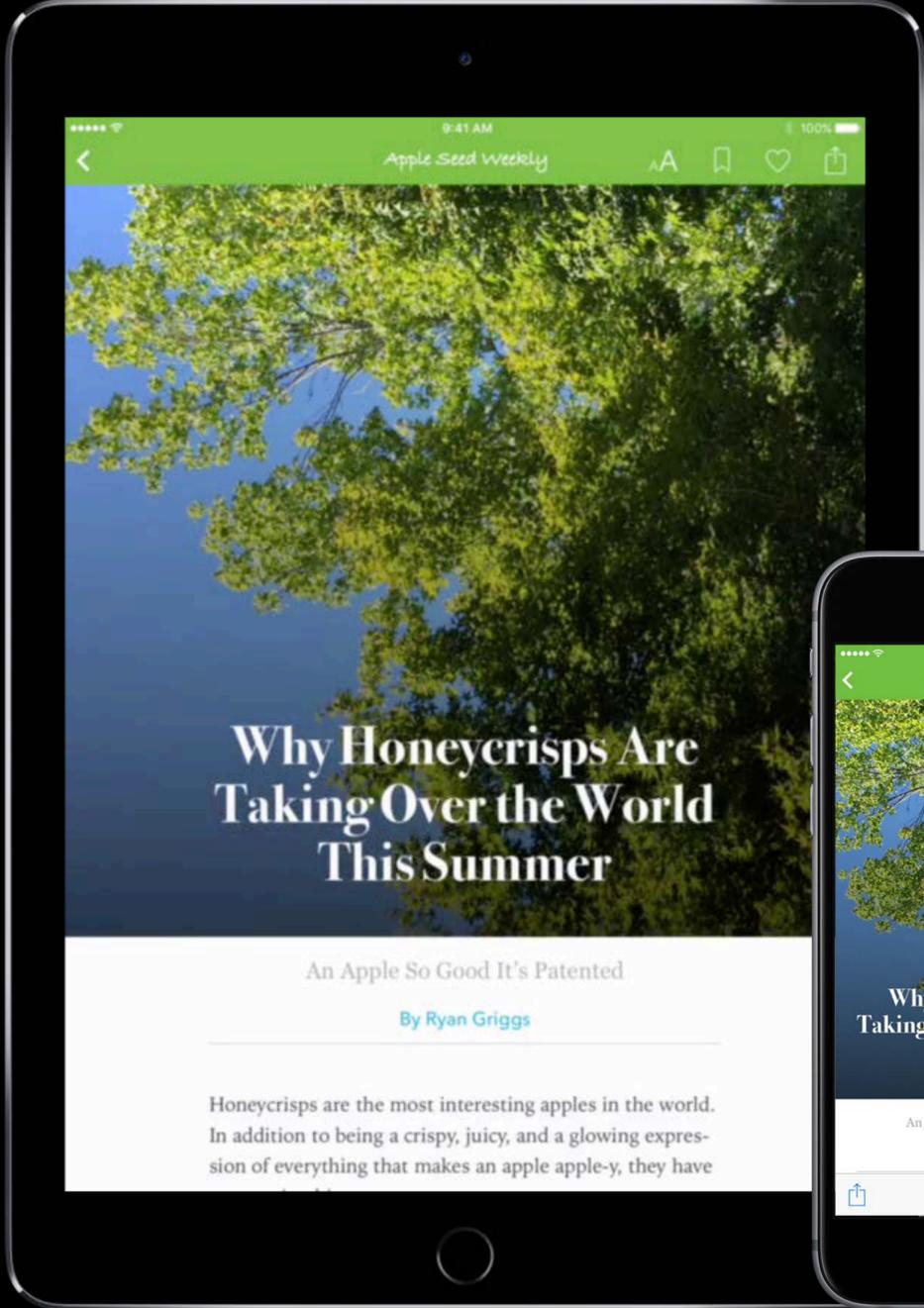
ADVERTISING

Enable automatic iAd insertion for this article.

Publish Now

Demo





News Publisher

Web authoring best practices

News Publisher

Web authoring best practices

Choose a striking cover image

News Publisher

Web authoring best practices

Choose a striking cover image

Use a consistent methodology for font and themes

News Publisher

Web authoring best practices

Choose a striking cover image

Use a consistent methodology for font and themes

Include images throughout article

News Publisher

Web authoring best practices

Choose a striking cover image

Use a consistent methodology for font and themes

Include images throughout article

Use pull quotes and embedded links

Web Authoring

Apple News API

Plug-ins

News Publisher

Apple News API

News Publisher

Apple News API

RESTful HTTP API

News Publisher

Apple News API

RESTful HTTP API

Medium-large publisher with existing CMS

News Publisher

Apple News API

RESTful HTTP API

Medium-large publisher with existing CMS

Read, list, create, update, and search functions

News Publisher

Apple News API

RESTful HTTP API

Medium-large publisher with existing CMS

Read, list, create, update, and search functions

Plug-in support

News Publisher

Apple News API

RESTful HTTP API

Medium-large publisher with existing CMS

Read, list, create, update, and search functions

Plug-in support

Attend the labs!

Web Authoring

Apple News API

Plug-ins



rtlink

Visual

Text



at vitae massa elementum euismod. Nulla imperdiet neque
tor sed interdum. Nunc ut leo eget diam ornare ultricies
actor eget. Pellentesque id diam nunc. Vivamus facilisis
Praesent dictum, elit vel elementum iaculis, nunc lectus
n sit amet egestas. Proin urna lacus, vestibulum eget velit
bus orci luctus et ultrices posuere cubilia Curae; Quisque
Cum sociis natoque penatibus et magnis dis parturient
lit quis, vehicula turpis.

Apple News



Sections

Latest

Test

Select the sections in which to publish this article. Uncheck them all for a standalone article.

Preview?

Check this to publish the article as a draft.

Pull quote

A pull quote is a key phrase, quotation, or excerpt that has been pulled from an article and used as a graphic element, serving to entice readers into the article or to highlight a key topic.



This is optional and can be left blank.

Drupal

Craft cms



SQUARESPACE

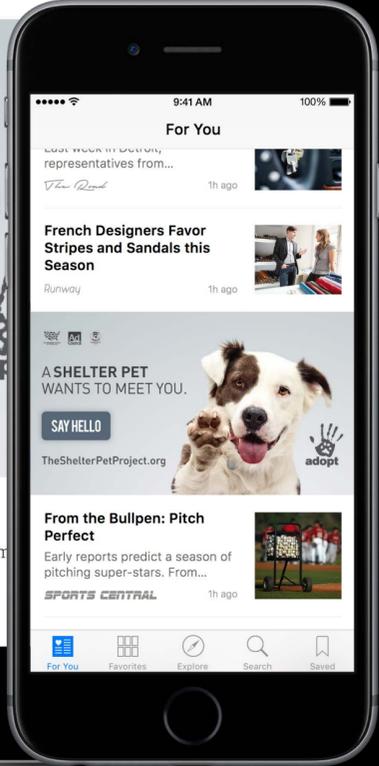
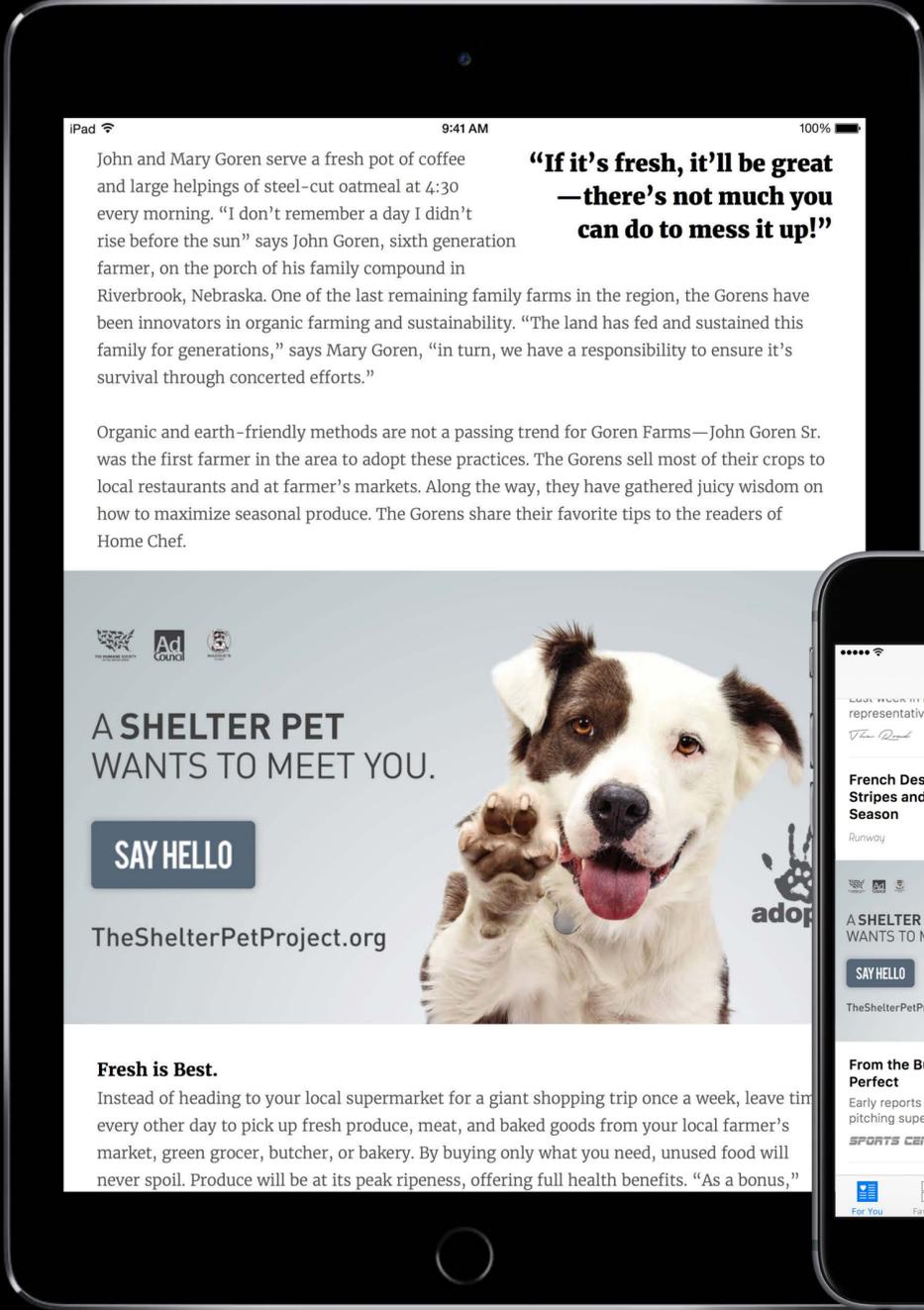


Drupal

Craft cms

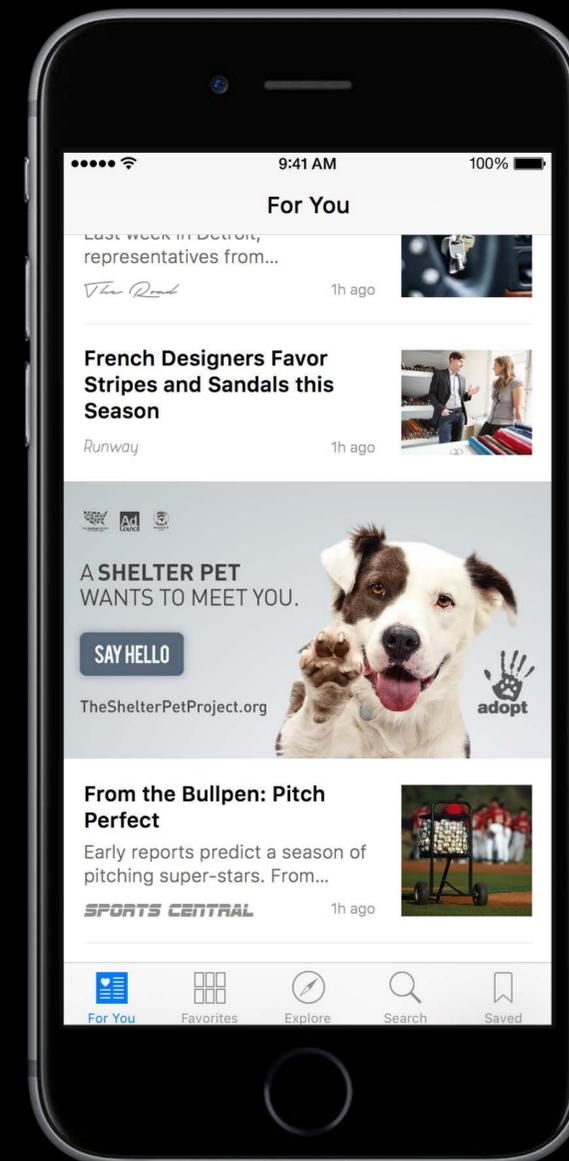


Monetize



Apple News Format

Monetization

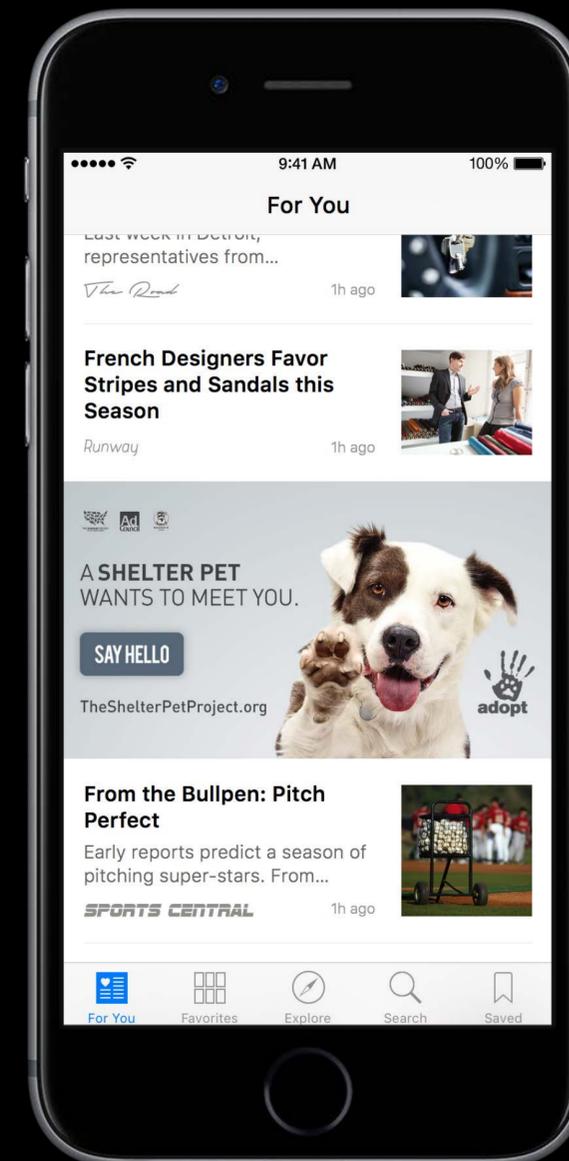


Apple News Format

Monetization

Publisher ad inventory

- Your channel
- In articles
- Between articles



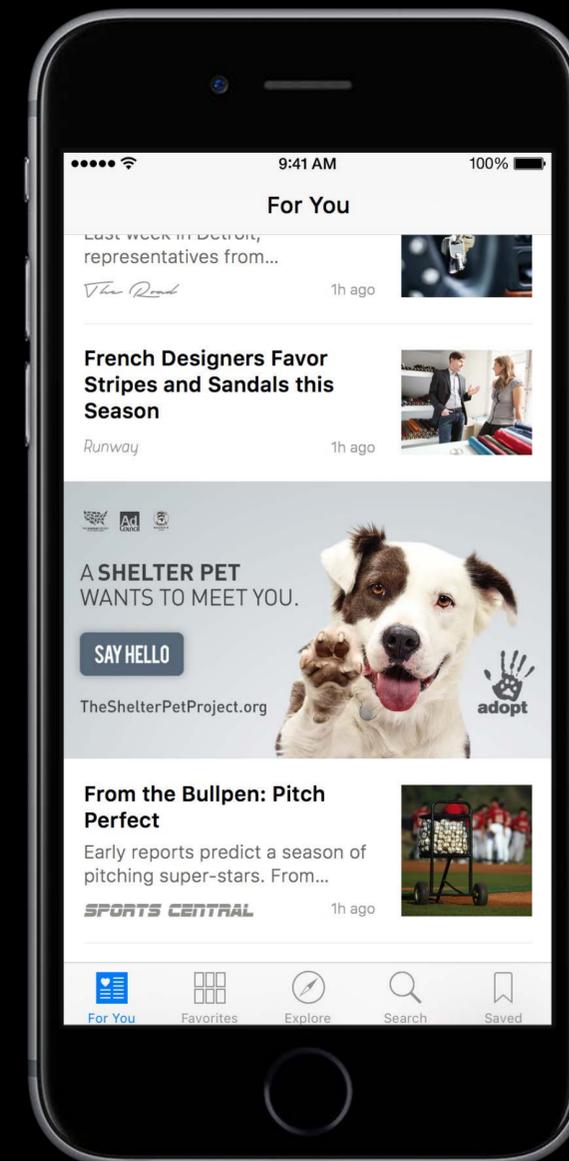
Apple News Format

Monetization

Publisher ad inventory

- Your channel
- In articles
- Between articles

Keep 100% of revenue when publisher sells



Apple News Format

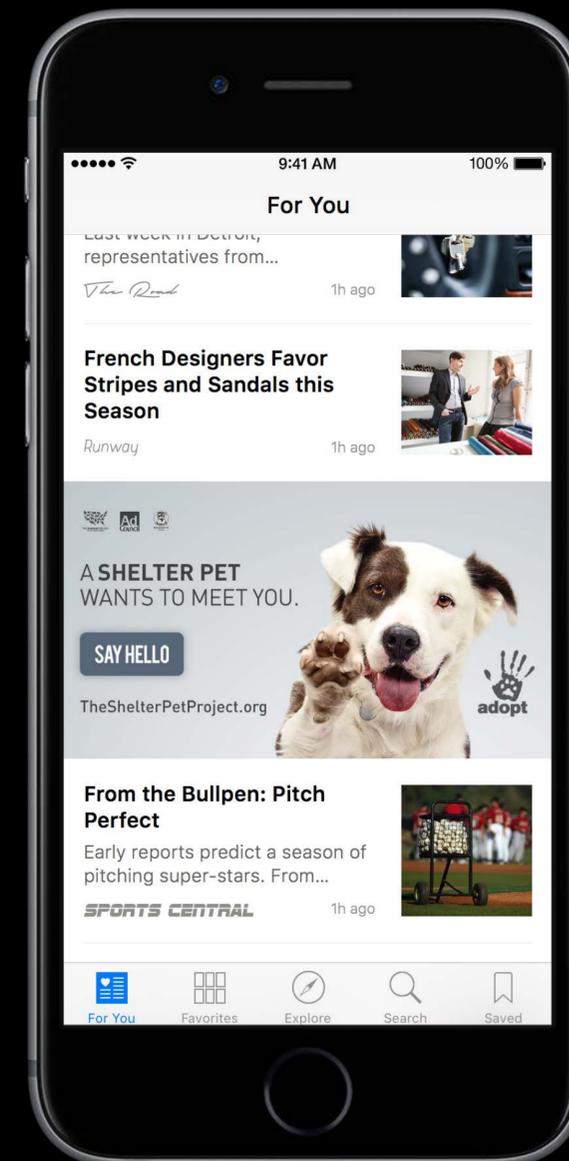
Monetization

Publisher ad inventory

- Your channel
- In articles
- Between articles

Keep 100% of revenue when publisher sells

Keep 70% when Apple backfills



Apple News Format

Monetization

Publisher ad inventory

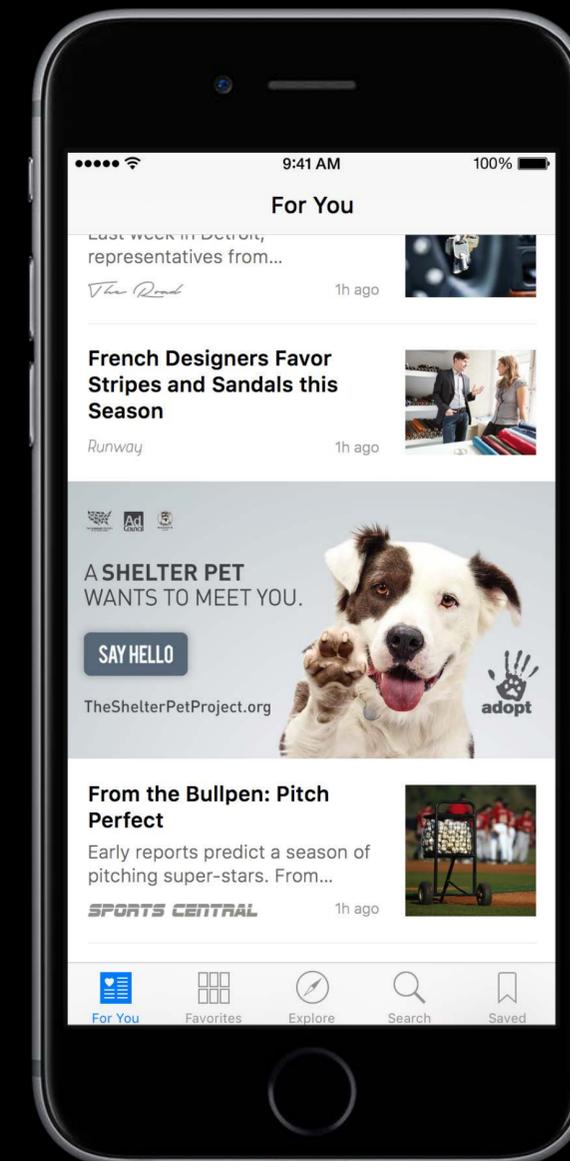
- Your channel
- In articles
- Between articles

Keep 100% of revenue when publisher sells

Keep 70% when Apple backfills

Available for articles delivered via

Apple News API



For You

LAST WEEK IN DETROIT,
representatives from...

The Road

1h



French Designers Favor Stripes and Sandals this Season

Runway

1h



A SHELTER PET
WANTS TO MEET YOU.

SAY HELLO



Ad

From the Bullpen: Pitch Perfect

Early reports predict a season of pitching super-stars. From...

SPORTS CENTRAL

1h



CEOs Reveal Their Secrets to Success

Leaders of top companies all rose to the top in unique...

BUSINESS BEAT

1h



Storms Stretch Across the



For You



Favorites



Explore

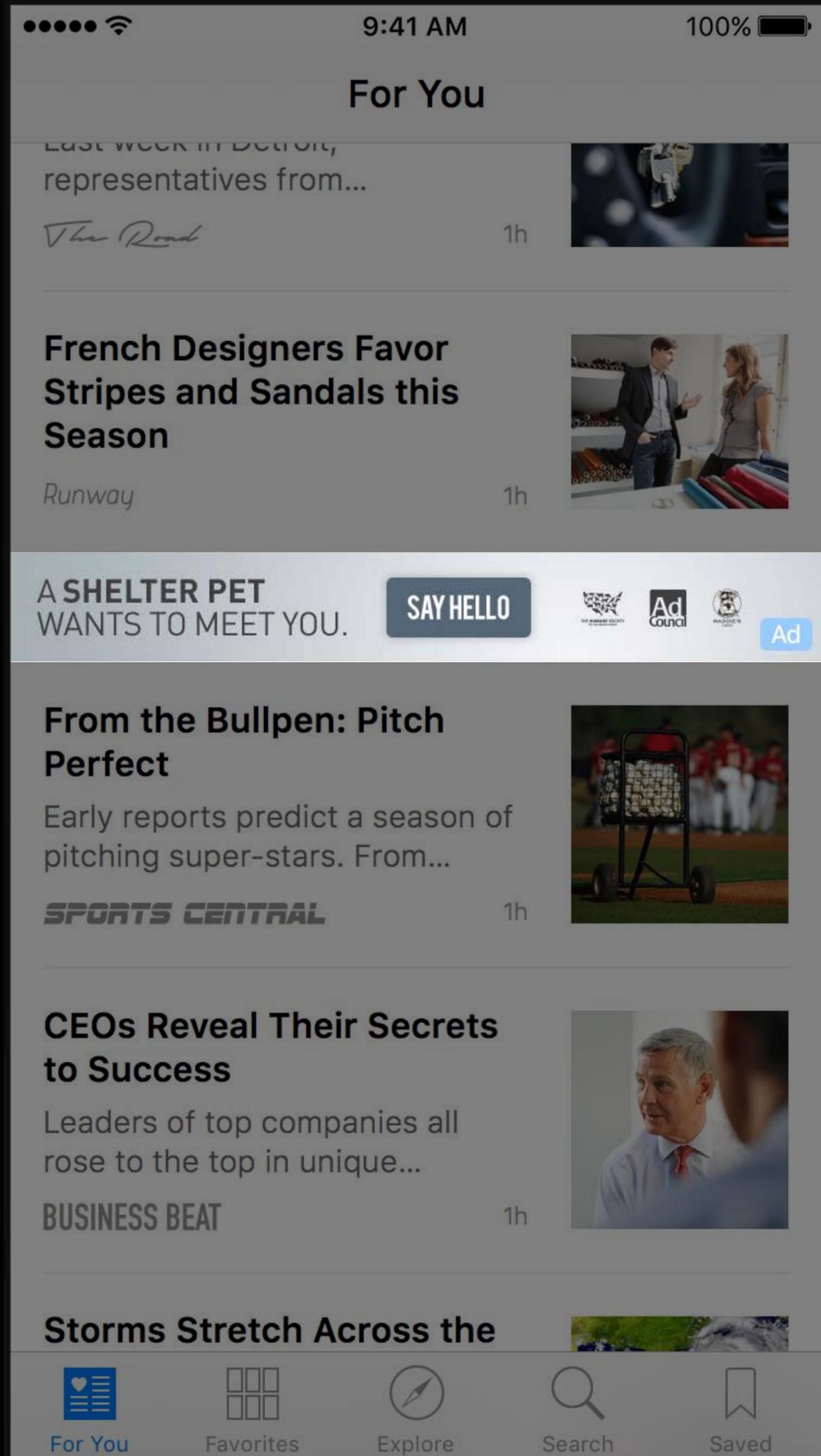


Search

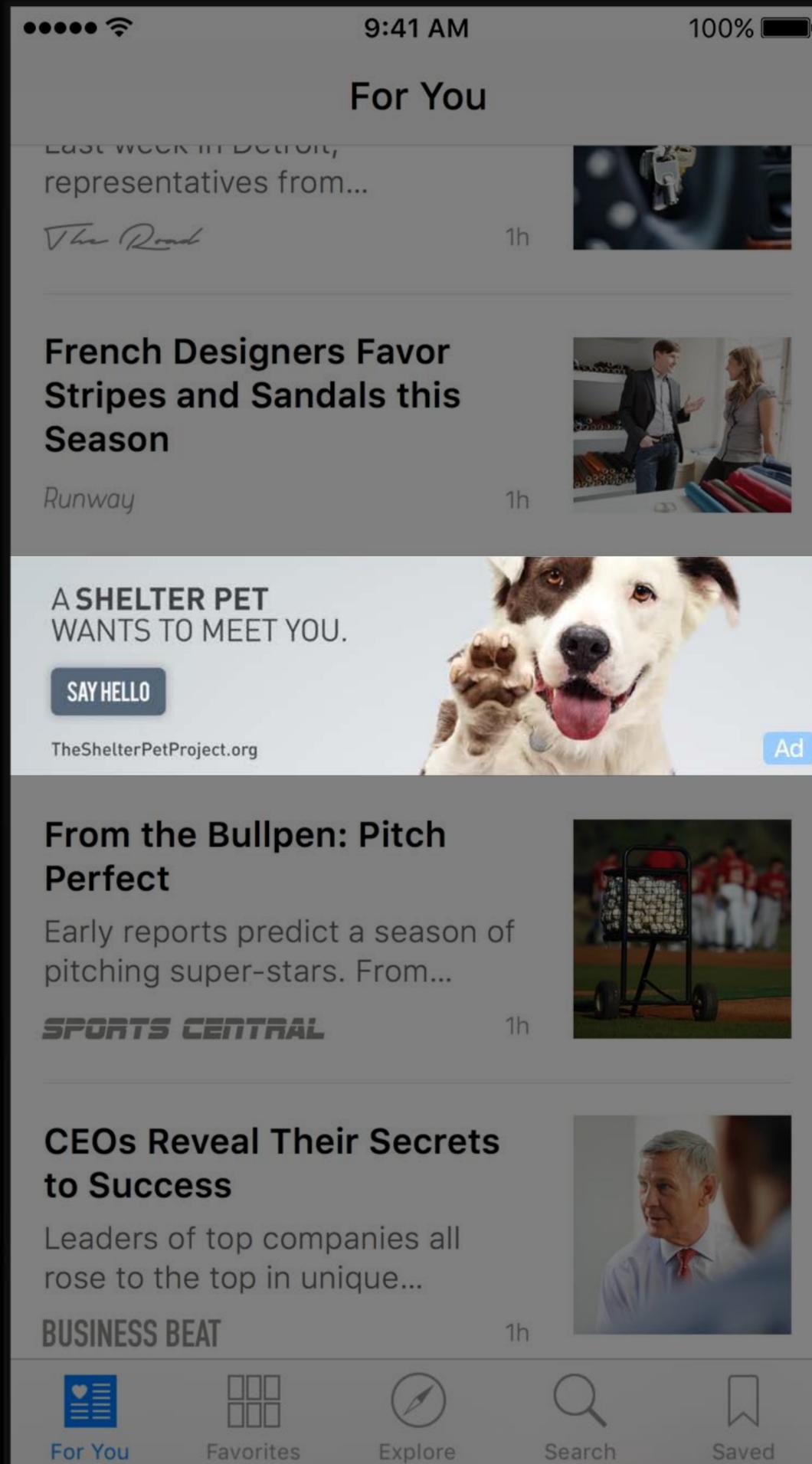


Saved

Standard →



Double →





9:41 AM

100%

For You

Last week in Detroit,
representatives from...

The Road

1h



French Designers Favor Stripes and Sandals this Season

Runway

1h



A SHELTER PET WANTS TO MEET YOU.

SAY HELLO

TheShelterPetProject.org



Ad

From the Bullpen: Pitch Perfect

Early reports predict a season of
pitching super-stars. From...

SPORTS CENTRAL

1h



Large →



For You



Favorites



Explore



Search



Saved

Medium
Rectangle →

Organic and earth-friendly methods are not a passing trend for Goren Farms—John Goren Sr. was the first farmer in the area to adopt these practices. The Gorens sell most of their crops to local restaurants and at farmer’s markets. Along the way, they have gathered juicy wisdom on how to maximize seasonal produce. The Gorens share their favorite tips to the readers of Home Chef.

A rectangular advertisement for a shelter pet. At the top right, there are three logos: The Humane Society, Ad Council, and a logo with the number 5. The main text reads "A SHELTER PET WANTS TO MEET YOU." in a bold, sans-serif font. Below the text is a button that says "SAY HELLO". To the right of the button is a photograph of a brown and white dog with its tongue out, looking towards the camera. In the bottom right corner of the ad, there is a small blue box with the word "Ad" in white.

Fresh is Best.

Instead of heading to your local supermarket for a giant shopping trip once a week, leave time every other day to pick up fresh produce, meat, and baked goods from your local farmer’s market, green grocer, butcher, or bakery. By buying only what you need, unused food will never spoil. Produce will be at its

Interstitial →

9:41 AM 100%

Advertisement

THE HUMANE SOCIETY Ad Council MADDIE'S FUND

A **SHELTER PET**
WANTS TO MEET YOU.

SAY HELLO

TheShelterPetProject.org



adopt

Ad

For You

Last week in Detroit,
representatives from...

The Road

1h



French Designers Favor Stripes and Sandals this Season

Runway

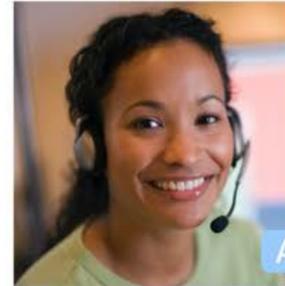
1h



10 Ways to Super-Charge Your CRM with CustomerAMP

Are you maximizing your existing customer base? CustomerAMP...

Sponsored by SMB Central



Ad

From the Bullpen: Pitch Perfect

Early reports predict a season of pitching super-stars. From...

SPORTS CENTRAL

1h



CEOs Reveal Their Secrets to Success

Leaders of top companies all rose to the top in unique...



For You



Favorites



Explore

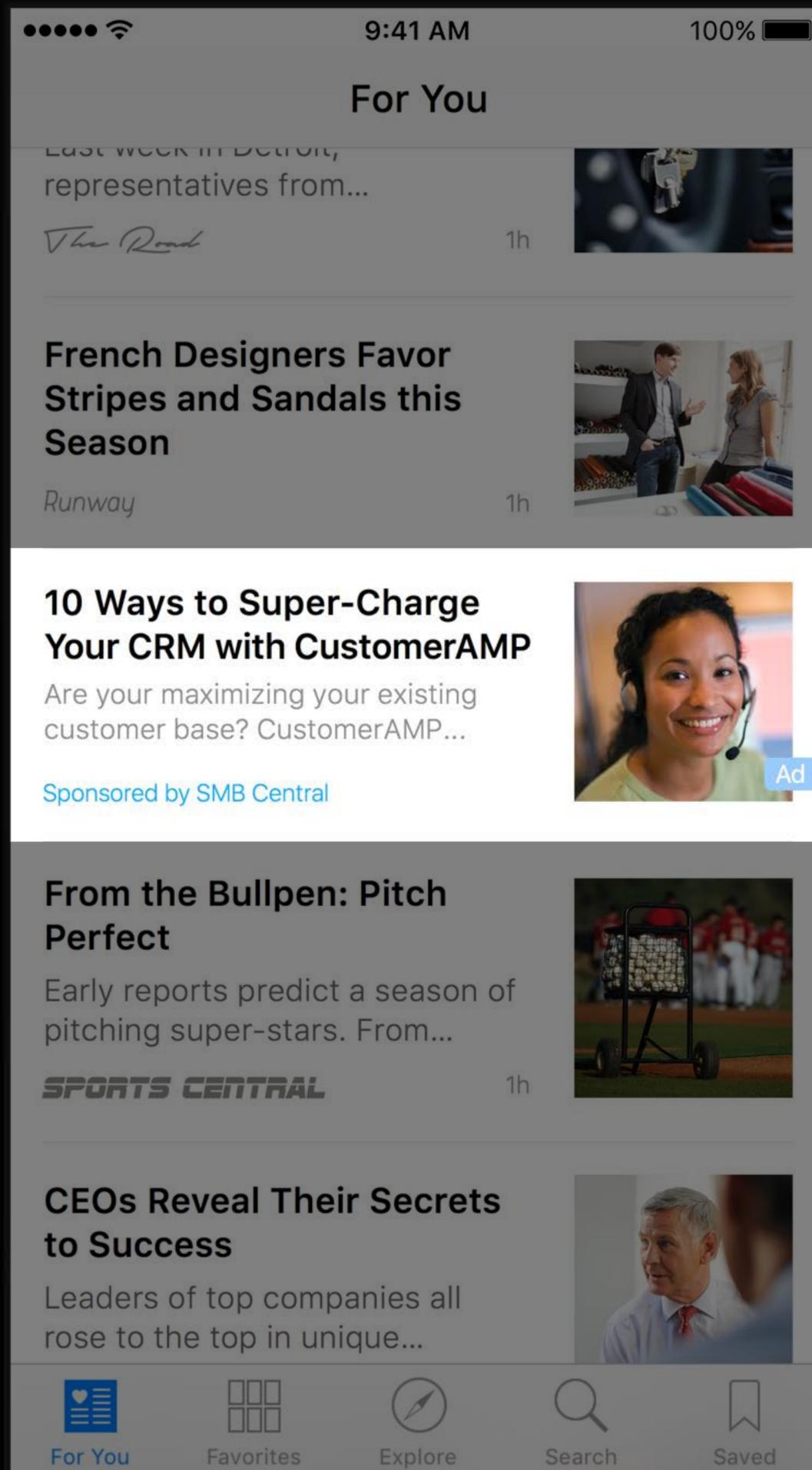


Search



Saved

Native →



Video →

HOME CHEF

adopt
theshelterpetproject.org

Ad

Lessons From a Family Farm

By Emily Fham - 10.10.15

John and Mary Goren serve a fresh pot of coffee and large helpings of steel-cut oatmeal at 4:30 every morning. “I don’t remember a day I didn’t rise before the sun” says John Goren, sixth generation farmer, on the porch of his family compound in Riverbrook, Nebraska. One of the last remaining family farms in the region, the Gorens have been innovators in organic farming and

“I don’t remember a day I didn’t rise before the sun”

↑ ♥ 📌

John and Mary Goren serve a fresh pot of coffee and large helpings of steel-cut oatmeal at 4:30 every morning. “I don’t remember a day I didn’t rise before the sun” says John Goren, sixth generation farmer, on the porch of his family compound in Riverbrook, Nebraska. One of the last remaining family farms in the region, the Gorens have been innovators in organic farming and sustainability. “The land has fed and sustained this family for generations,” says Mary Goren, “in turn, we have a responsibility to ensure it’s survival through concerted efforts.”

“If it’s fresh, it’ll be great —there’s not much you can do to mess it up!”

Organic and earth-friendly methods are not a passing trend for Goren Farms—John Goren Sr. was the first farmer in the area to adopt these practices. The Gorens sell most of their crops to local restaurants and at farmer’s markets. Along the way, they have gathered juicy wisdom on how to maximize seasonal produce. The Gorens share their favorite tips to the readers of Home Chef.



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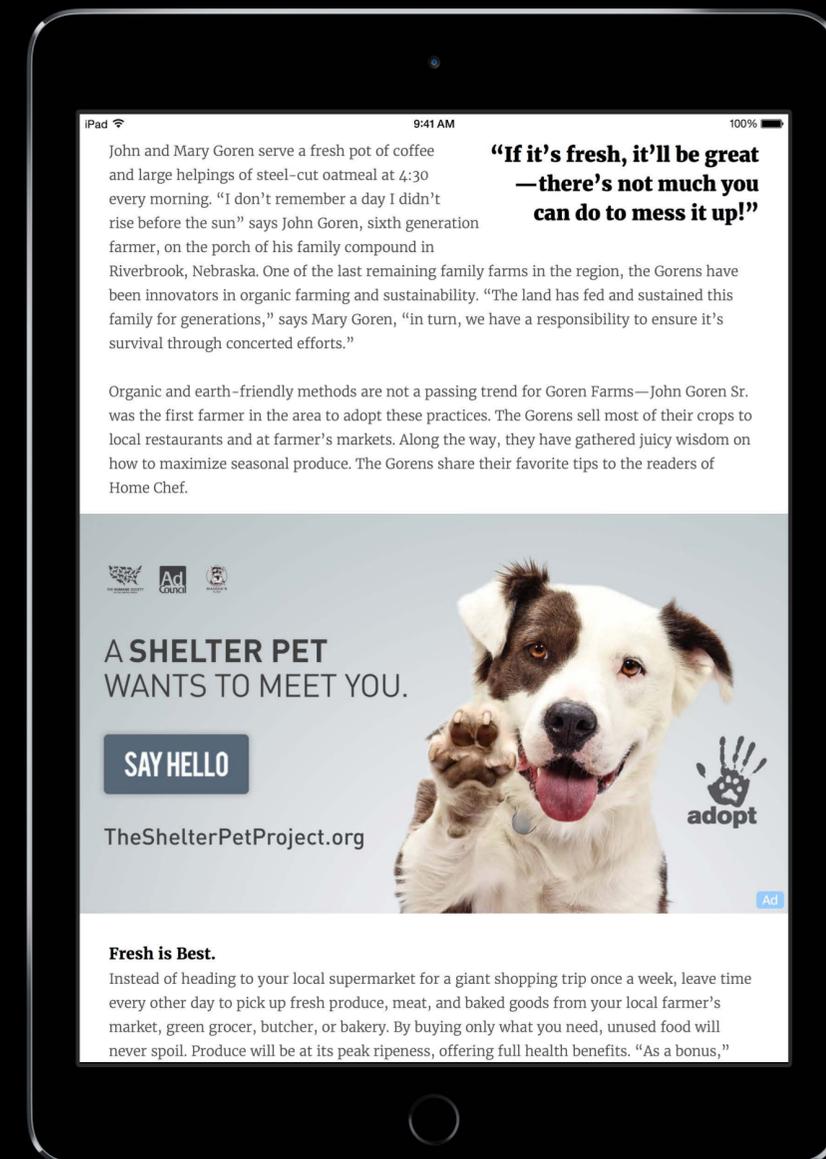
Ad

Fresh is Best.

Instead of heading to your local supermarket for a giant shopping trip once a week, leave time every other day to pick up fresh produce, meat, and baked goods from your local farmer’s market, green grocer, butcher, or bakery. By buying only what you need, unused food will never spoil. Produce will be at its peak ripeness, offering full health benefits. “As a bonus,”

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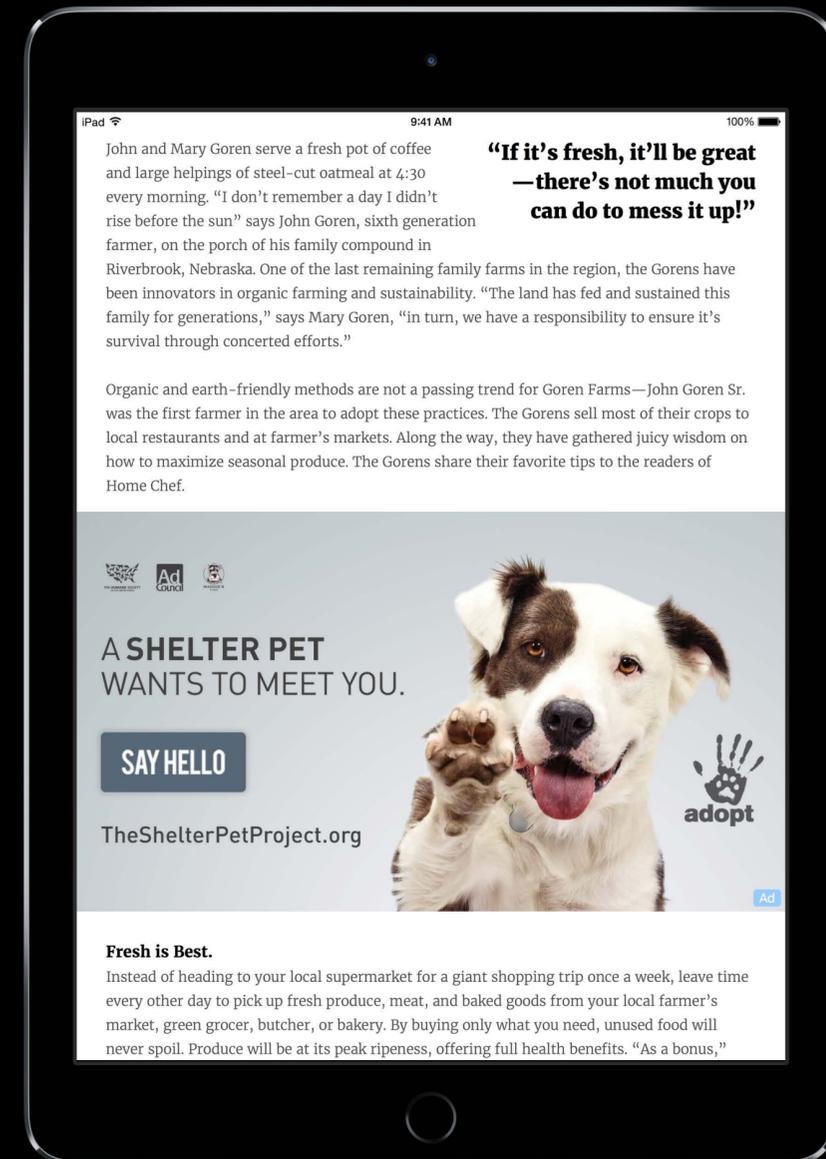
Monetization best practices



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Monetization best practices

Avoid common mistakes

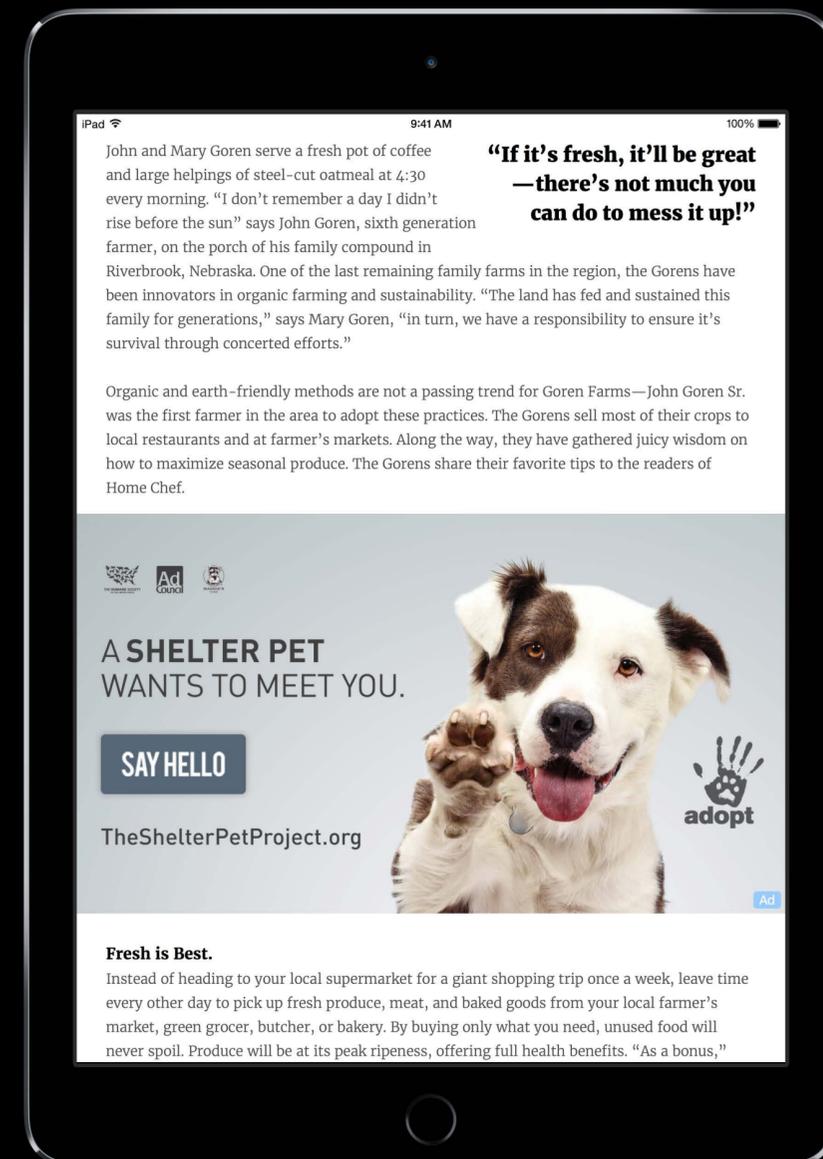


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Monetization best practices

Avoid common mistakes

Enable backfill and sell your own ads



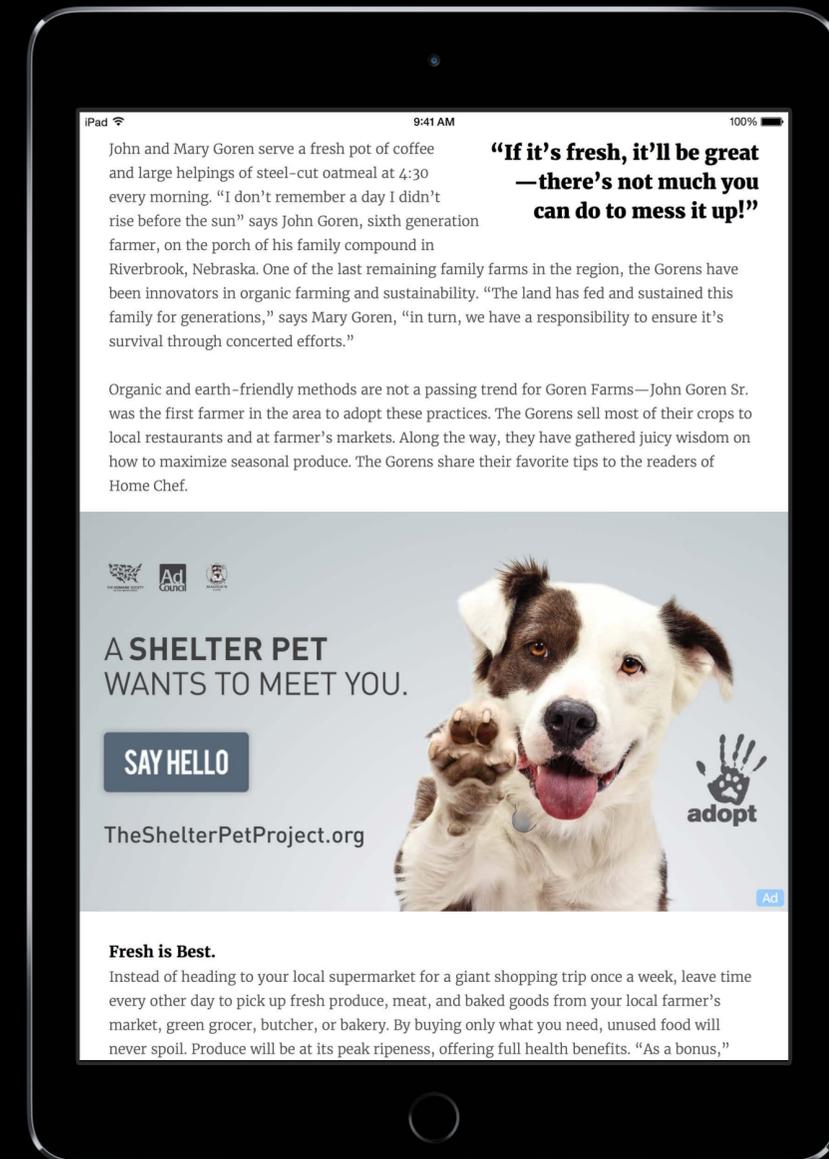
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Monetization best practices

Avoid common mistakes

Enable backfill and sell your own ads

Minimize exclusions on channels



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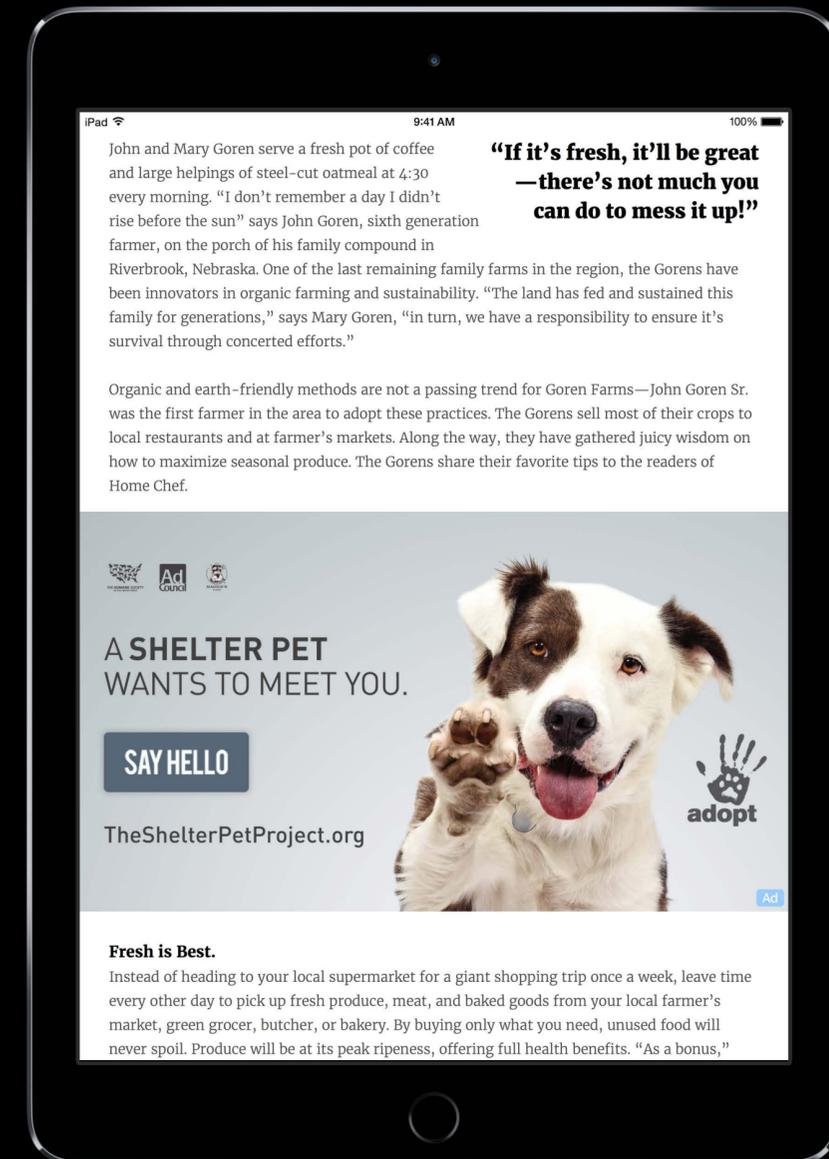
Monetization best practices

Avoid common mistakes

Enable backfill and sell your own ads

Minimize exclusions on channels

Experiment with larger ad formats



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Monetization best practices

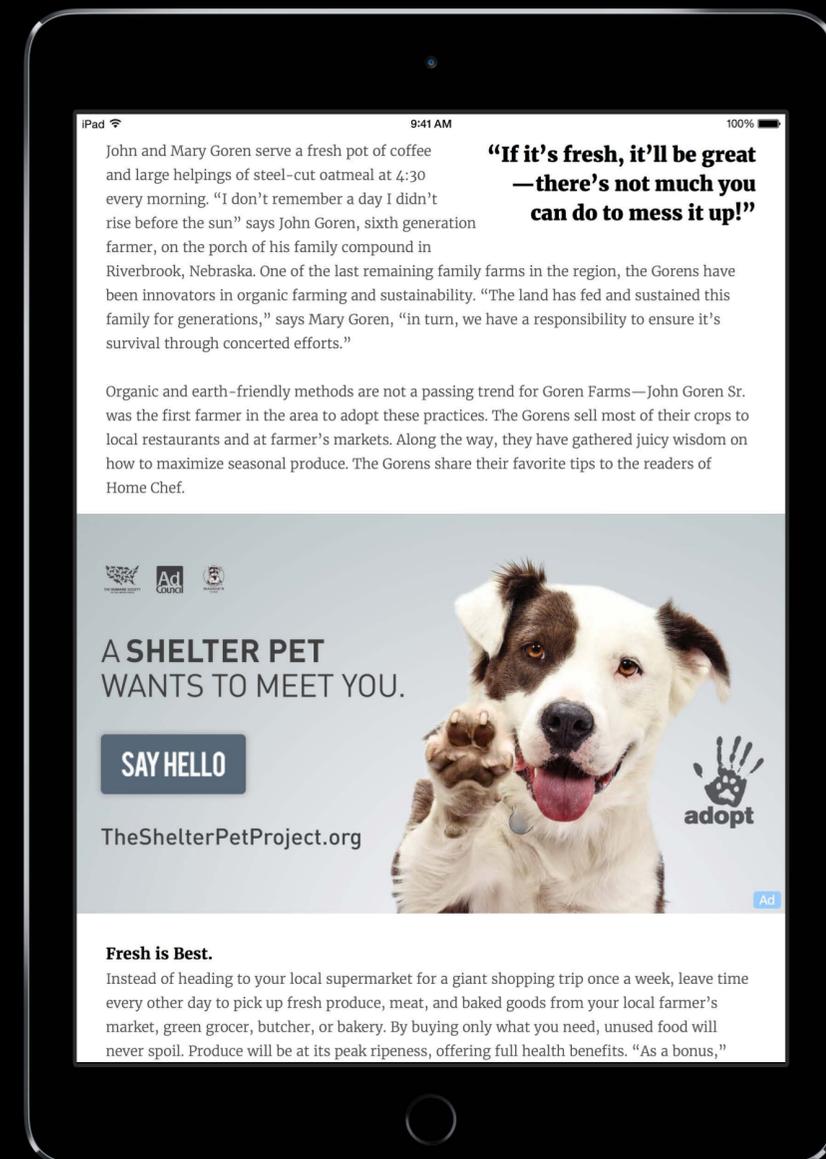
Avoid common mistakes

Enable backfill and sell your own ads

Minimize exclusions on channels

Experiment with larger ad formats

Consider video preroll



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All Territories

Past 30 Days

43,782
Unique Viewers

57,654
Total Views

12m 42s
Avg. Active Time

6,432
Article Shares

224,576
Likes

9,814
New Favorites

Unique Viewers

The number of unique users who viewed any article in this channel.
Compared to previous period ▲ 21.68%



ARTICLE	AUTHOR	PUBLISHING DATE	UNIQUE VIEWERS	TOTAL VIEWS	AVG. ACTIVE TIME	ARTICLE SHARES	LIKES
Why Honeycrisp Is Taking Over the Wrold	John	18h	13,567	432,923	7m 2s	22,312	2,353
Custom Watch Faces	Woz	11 Jun	33,712	214,392	5m 42s	18,831	1,259

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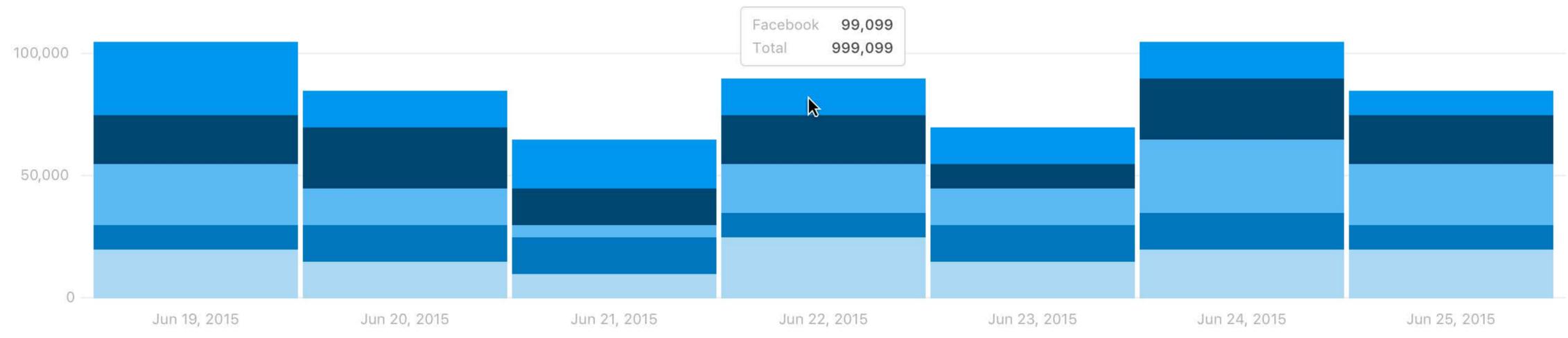
Past 7 Days

43,782 Unique Viewers	57,654 Total Views	12m 42s Avg. Active Time	6,432 Article Shares	224,576 Likes	9,814 New Favorites
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Article Shares

The number of unique users who viewed any article in this channel.
Compared to previous period ▲ 21.68%

- Facebook
- Twitter
- iMessage
- Mail
- Other



ARTICLE	AUTHOR	PUBLISHING DATE	UNIQUE VIEWERS	TOTAL VIEWS	AVG. ACTIVE TIME	ARTICLE SHARES	LIKES
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Time Zone

Territory

Past 7 Days

Past 30 Days

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Helping your channel succeed



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Channel Name

 ?

Website

Contact Person

Primary Audience

 ▾

Contact Email

Language

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Contact Phone

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Contact Phone

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ARTICLE TITLE		OWNER	PUBLISHED	
 Why Honeycrisps Are Taking Over the World This Summer	Edit	–	Jun 5, 2016	★

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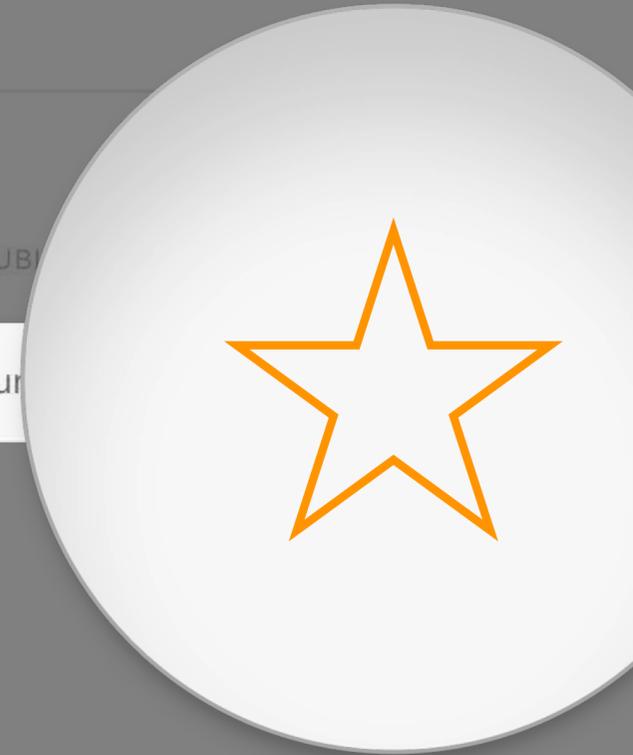
PUBLISHED

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Jun



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Published Articles

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★ PROMOTED ARTICLES

Why Honeycrisps Are Taking Over the World This Summer — Jun 5, 2016 ★

ARTICLE TITLE

OWNER

PUBLISHED

Why Honeycrisps Are Taking Over the World This Summer [Edit](#) — Jun 5, 2016 ★



Top Stories

Red Delicious

Honeycrisp



How to grow an orchard

Apple Seed Weekly

4m

One Perfect Tree

These aren't the apples we're looking for.



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1w

Why Honeycrisps Are Taking Over the World This Summer

An Apple So Good It's Patented



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Red Delicious

Honeycrisp



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Original link to web page

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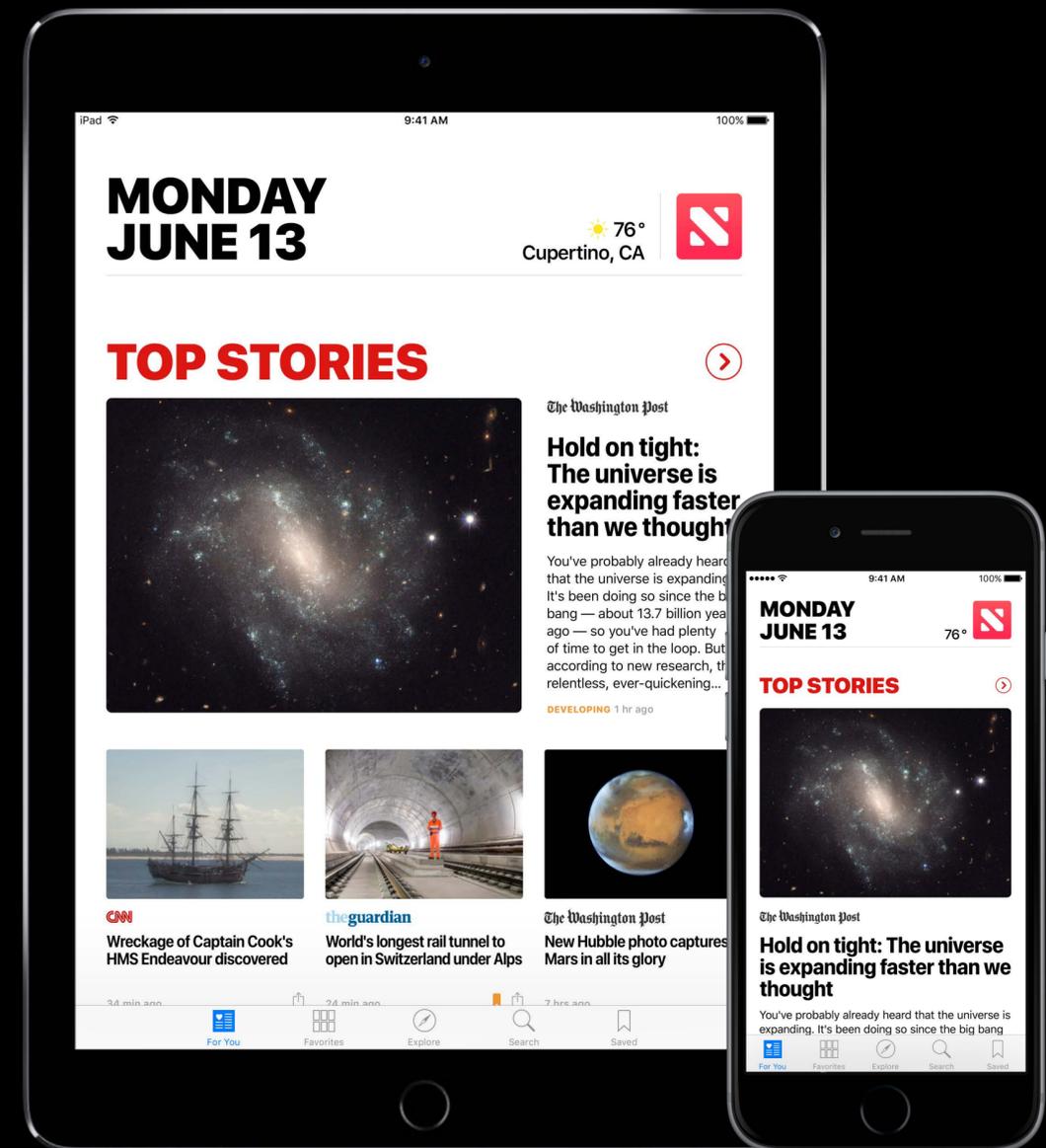
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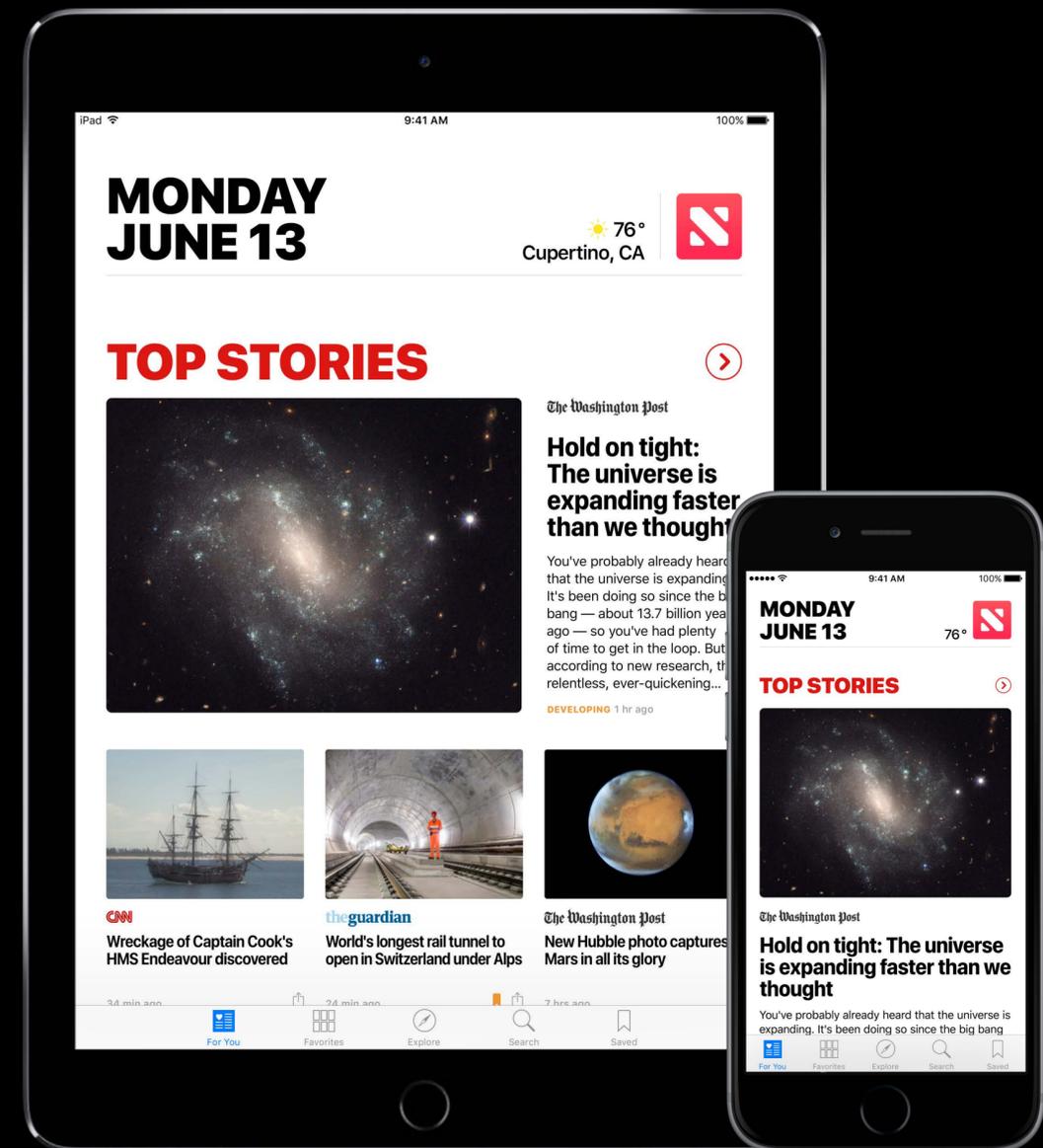
Best practices



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Best practices

High-quality writing

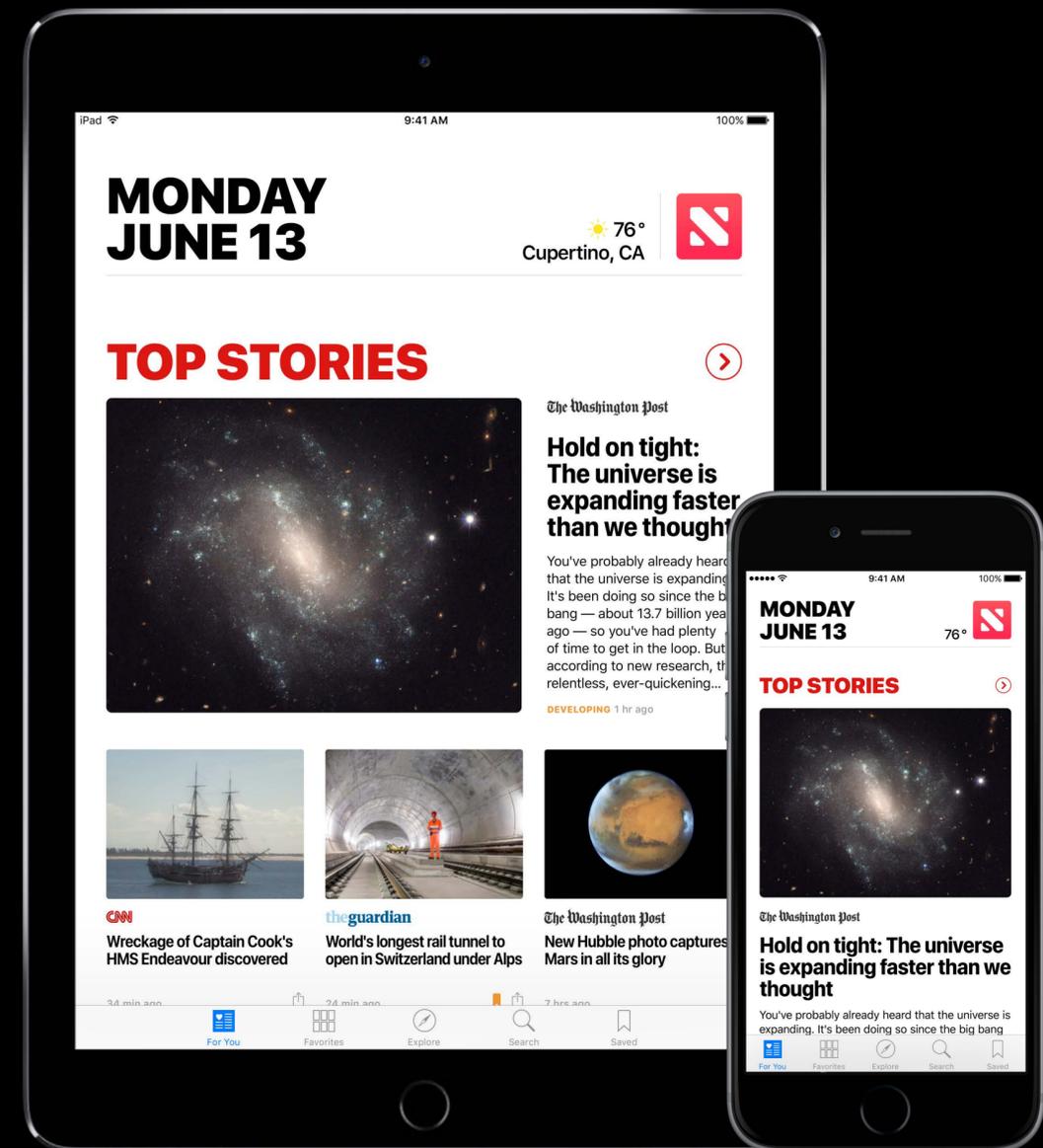


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Best practices

High-quality writing

High-resolution images and galleries



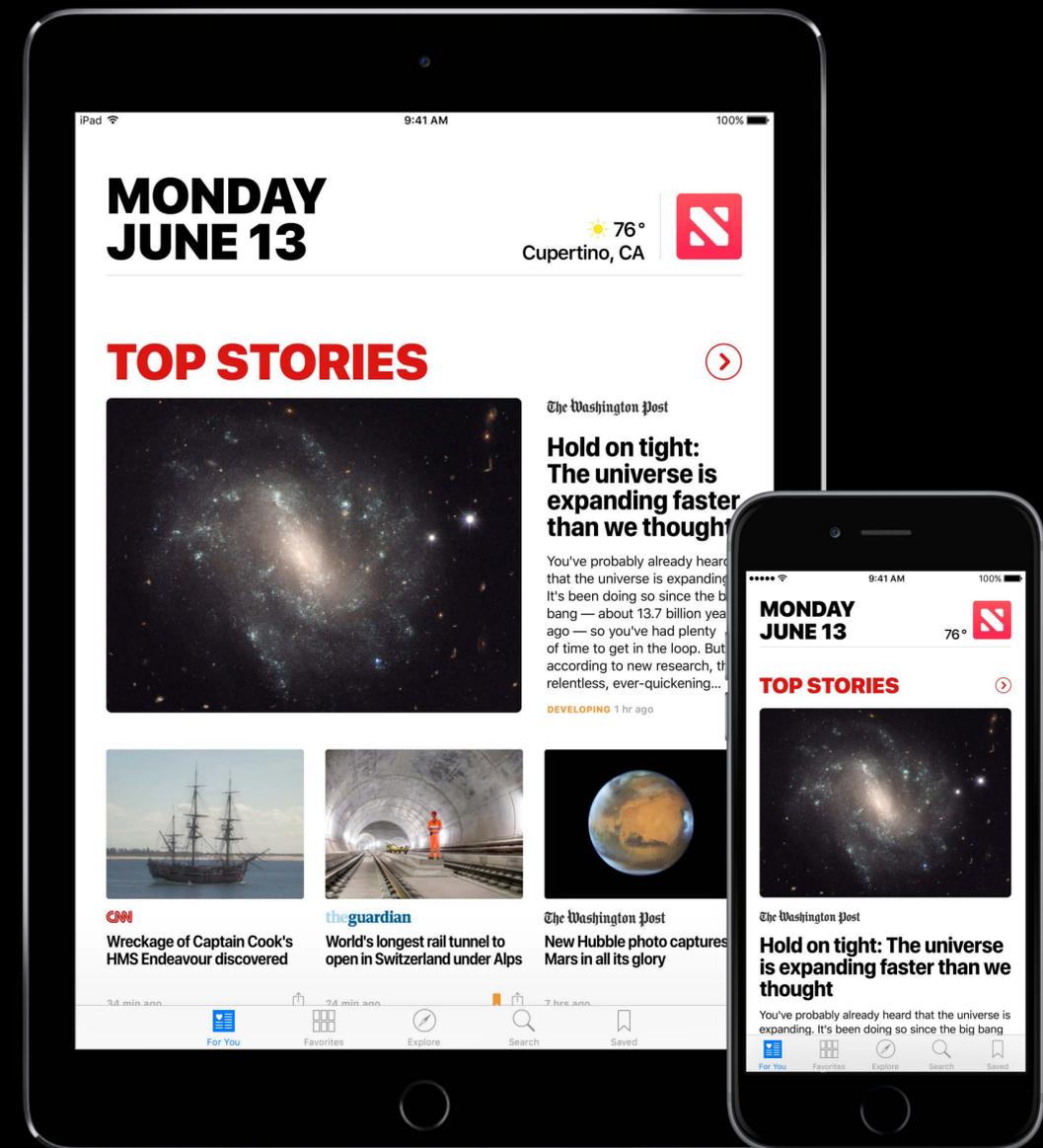
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Best practices

High-quality writing

High-resolution images and galleries

Rich text and pull quotes



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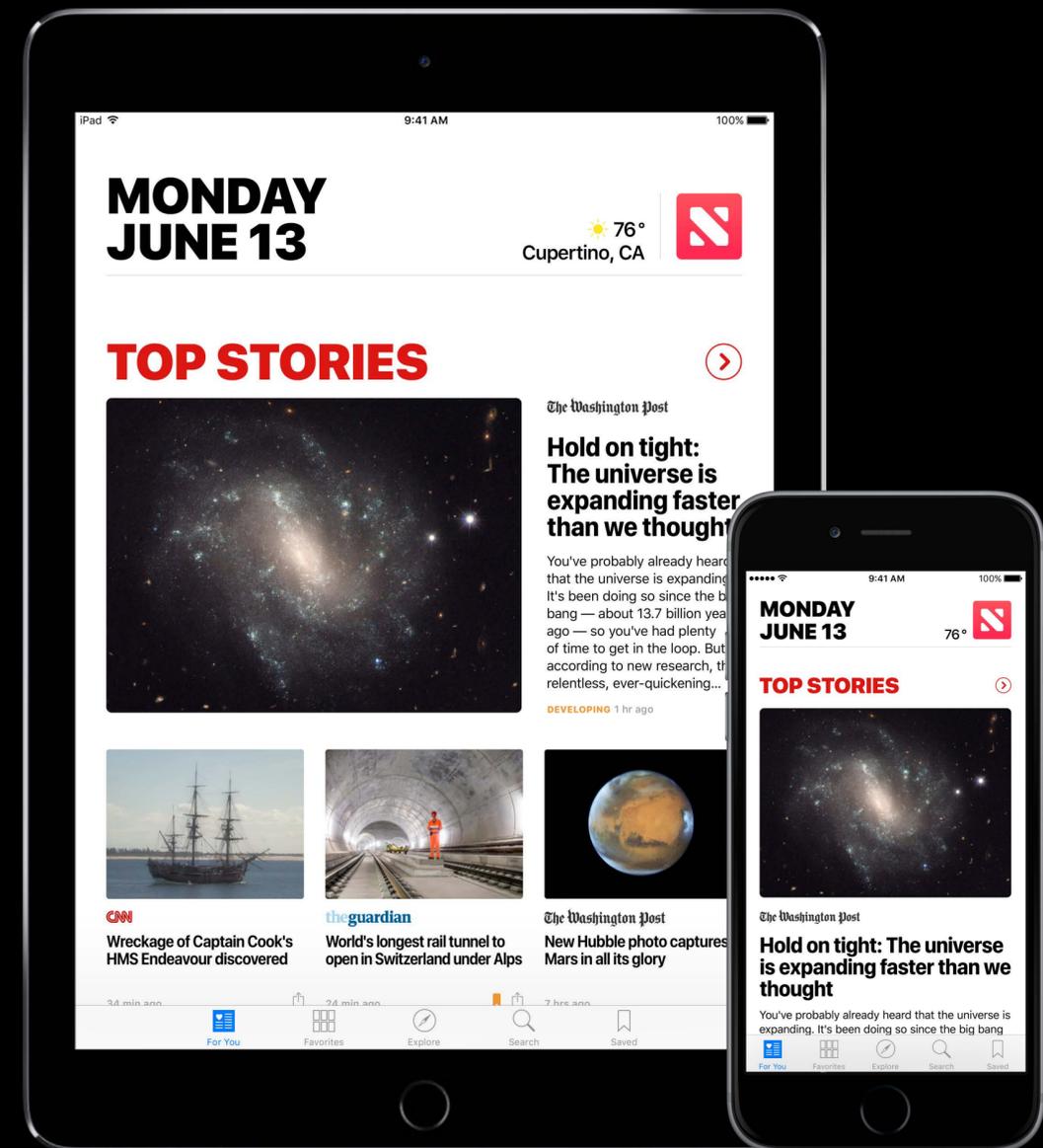
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High-quality writing

High-resolution images and galleries

Rich text and pull quotes

Animation, parallax



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Best practices

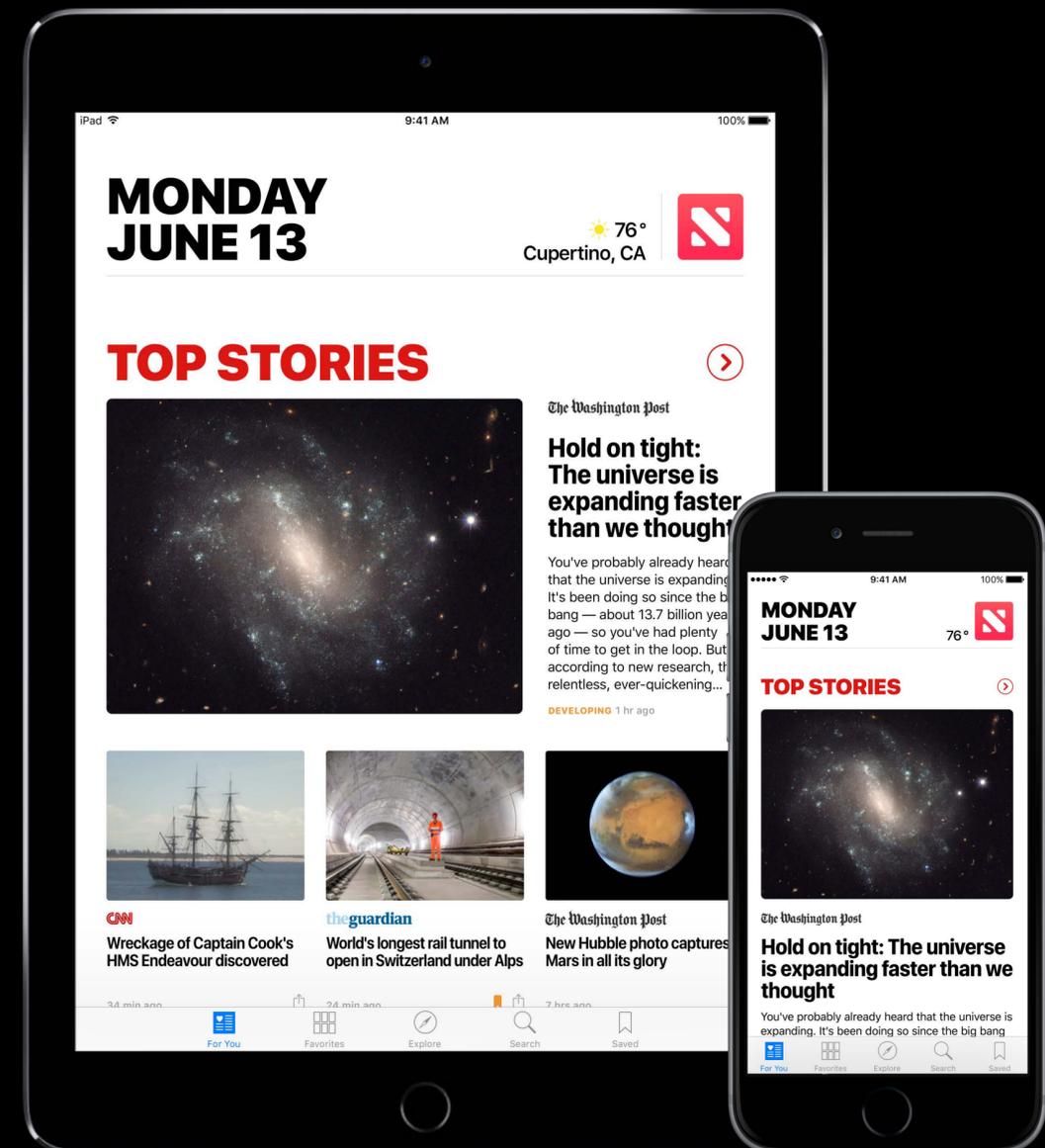
High-quality writing

High-resolution images and galleries

Rich text and pull quotes

Animation, parallax

Use apple.news when linking



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Best practices

High-quality writing

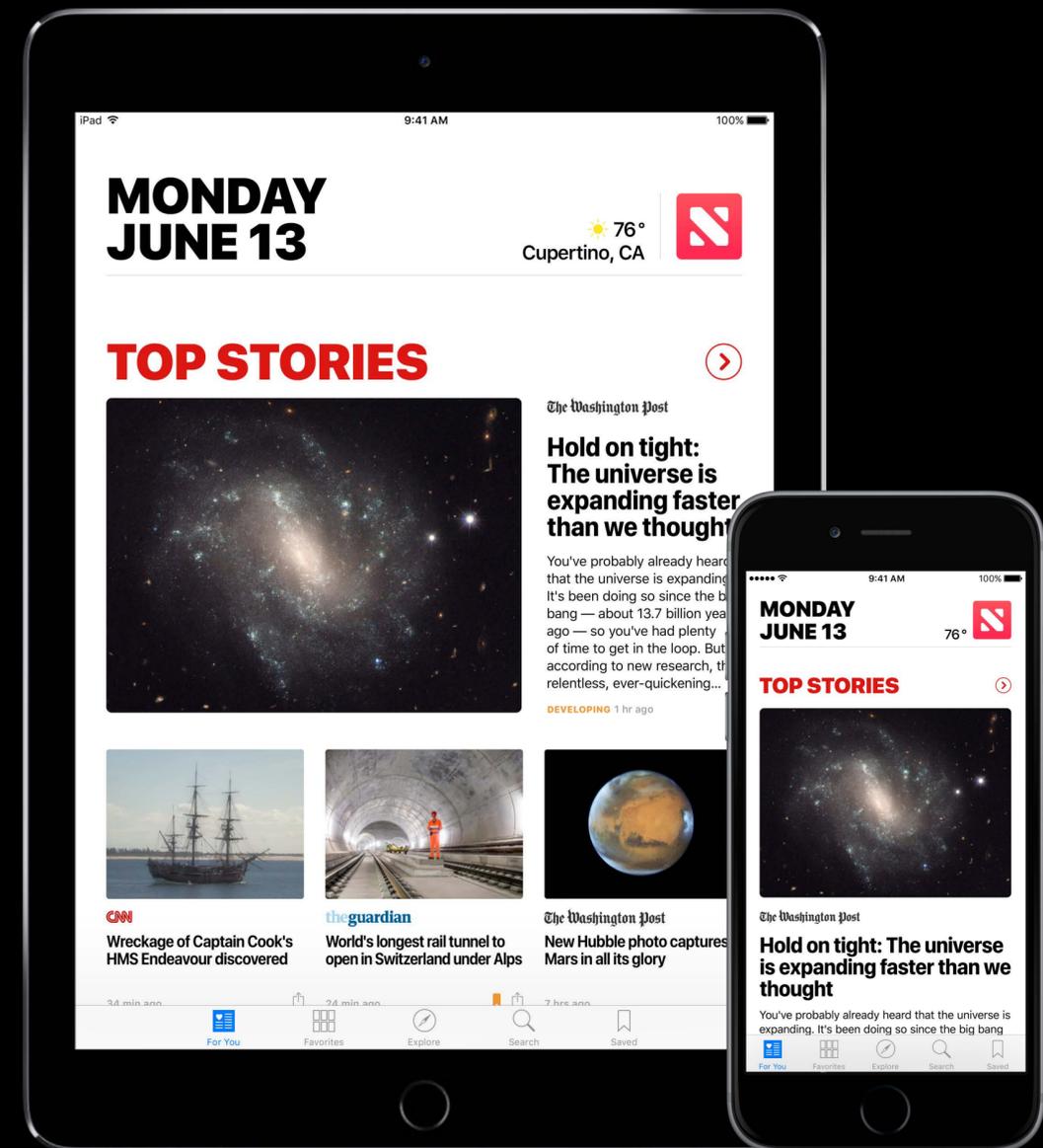
High-resolution images and galleries

Rich text and pull quotes

Animation, parallax

Use apple.news when linking

- Use canonical URLs



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Best practices

High-quality writing

High-resolution images and galleries

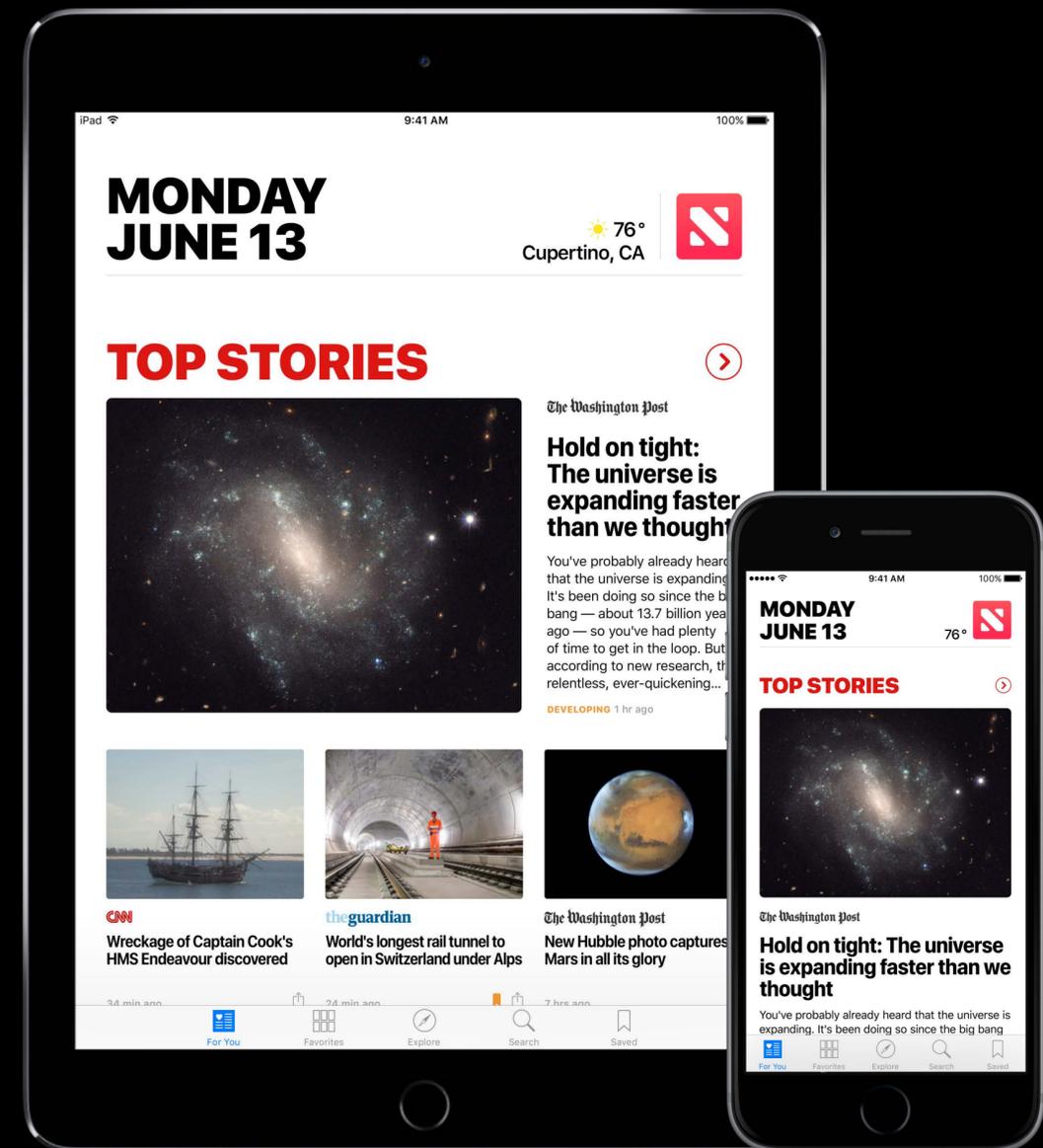
Rich text and pull quotes

Animation, parallax

Use apple.news when linking

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Consistent publishing cadence



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Rewarding great content

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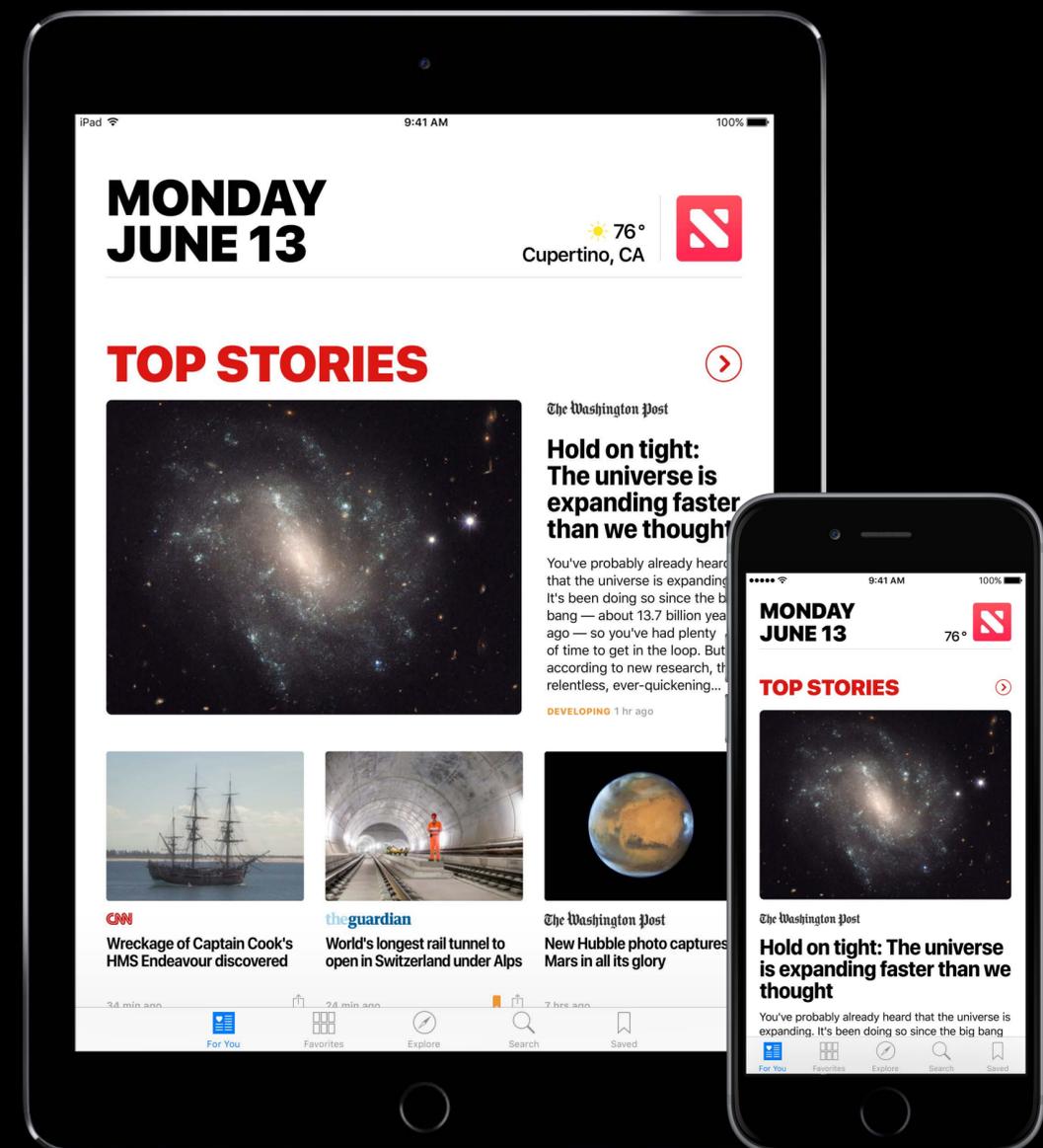
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Summary



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Summary

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Create a channel



Getting Published in Apple News

Summary

Sign up for Apple News Format

Create a channel

Publish articles



Getting Published in Apple News

Summary

Sign up for Apple News Format

Create a channel

Publish articles

- Set up your CMS with Apple News API



Getting Published in Apple News

Summary

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Create a channel

Publish articles

- Set up your CMS with Apple News API
- Download and set up a plug-in



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Summary

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Publish articles

- Set up your CMS with Apple News API
- Download and set up a plug-in
- Author in News Publisher



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<https://developer.apple.com/wwdc16/502>

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and Responsive Stories

Mission

Friday 5:00PM

Labs

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