

# 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

## Agenda

Intro to News

Set up Your Channel in News Publisher

RSS Overview

# Getting Published in Apple News

## Agenda

Intro to News

Set up Your Channel in News Publisher

RSS Overview

Apple News Format

# Getting Published in Apple News

## Agenda

Intro to News

Set up Your Channel in News Publisher

RSS Overview

Apple News Format

How to Publish Articles in News

# Getting Published in Apple News

## Agenda

Intro to News

Set up Your Channel in News Publisher

RSS Overview

Apple News Format

How to Publish Articles in News

Monetize

# Getting Published in Apple News

## Agenda

Intro to News

Set up Your Channel in News Publisher

RSS Overview

Apple News Format

How to Publish Articles in News

Monetize

Analytics and Insight

# Getting Published in Apple News

## Agenda

Intro to News

Set up Your Channel in News Publisher

RSS Overview

Apple News Format

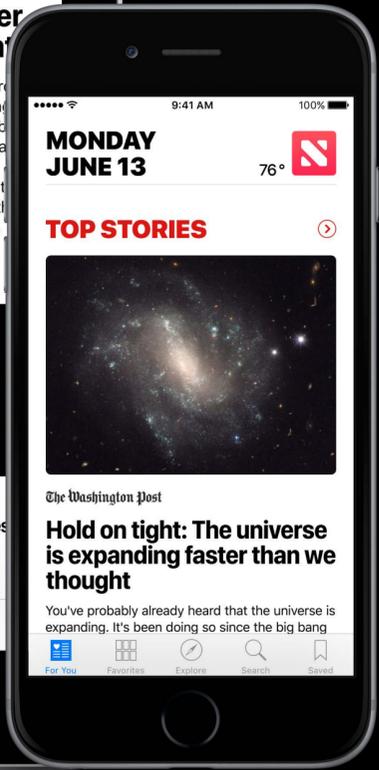
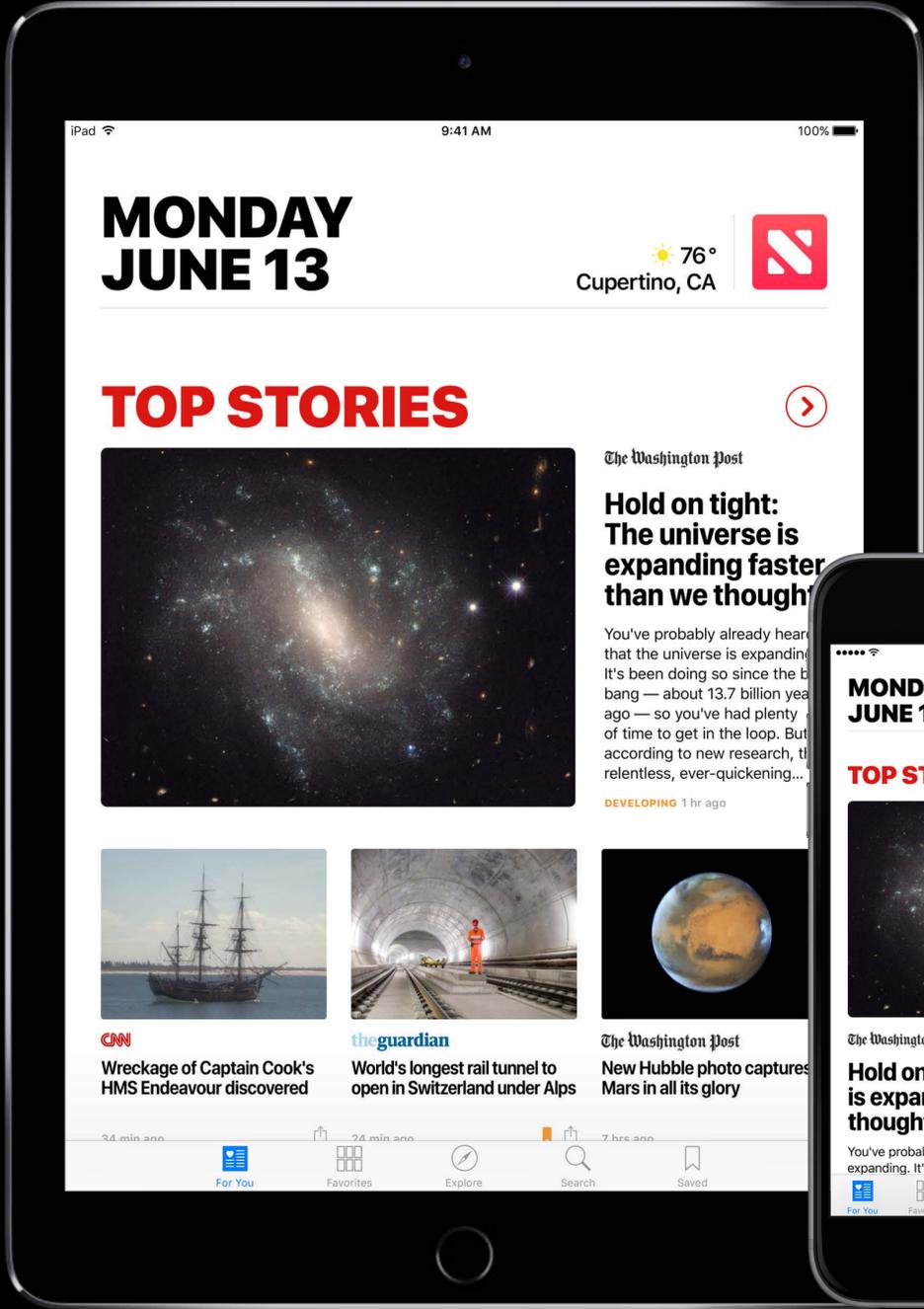
How to Publish Articles in News

Monetize

Analytics and Insight

Strategies for Success

# Intro to News





9:41 AM

100%



Mail



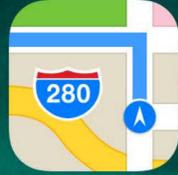
Calendar



Photos



Camera



Maps



Clock



Weather



News



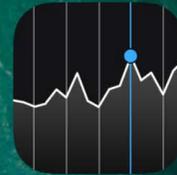
Wallet



Notes



Reminders



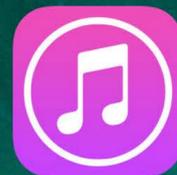
Stocks



Videos



iBooks



iTunes Store



App Store



Home



Health



Settings



Phone



Safari



Messages



Music



Mail



Calendar



Camera



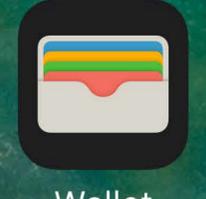
Maps



Clock



News



Wallet



Notes



Reminders



Stocks



Videos



iBooks



iTunes Store



App Store



Home



Health



Settings



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**





9:41 AM

100%



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.





9:41 AM

100%



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.



\*\*\*\*\*

9:41 AM

100%

# 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

\*\*\*\*\*

9:41 AM

100%

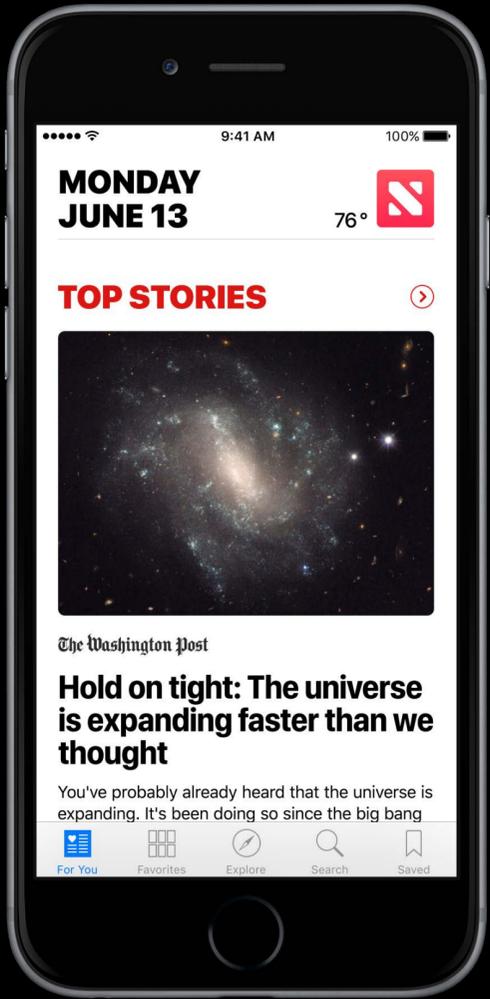
# RELATIVITY ON TRIAL

---

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



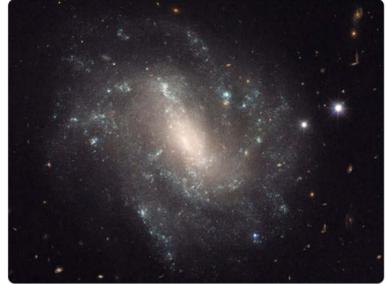
News



MONDAY  
JUNE 13

76° 

TOP STORIES 

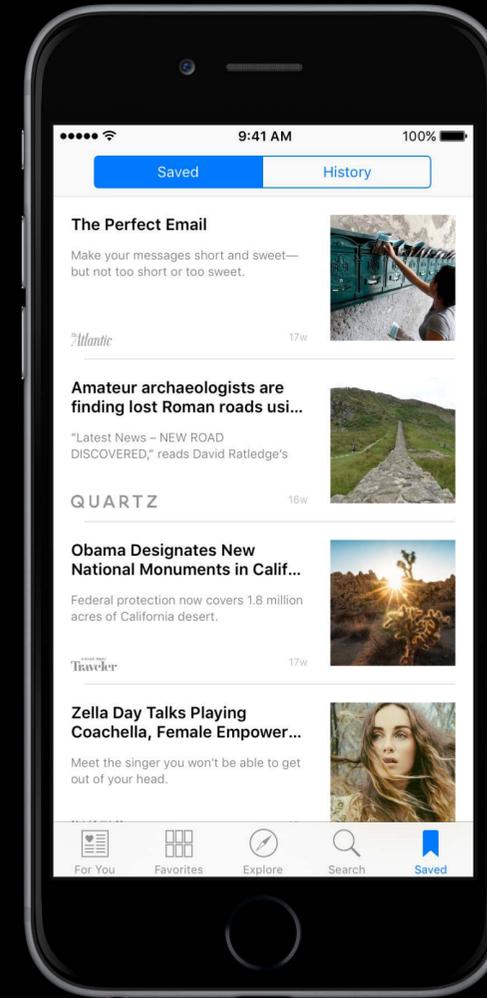
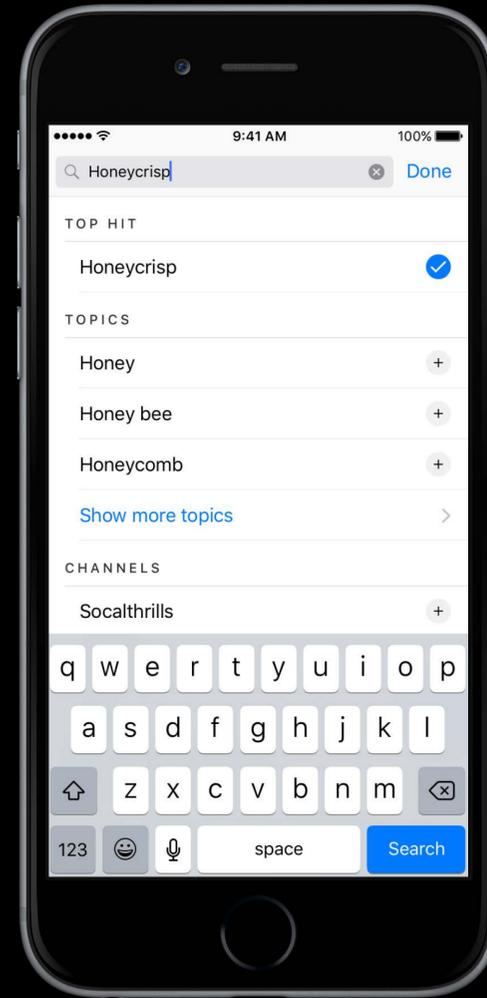
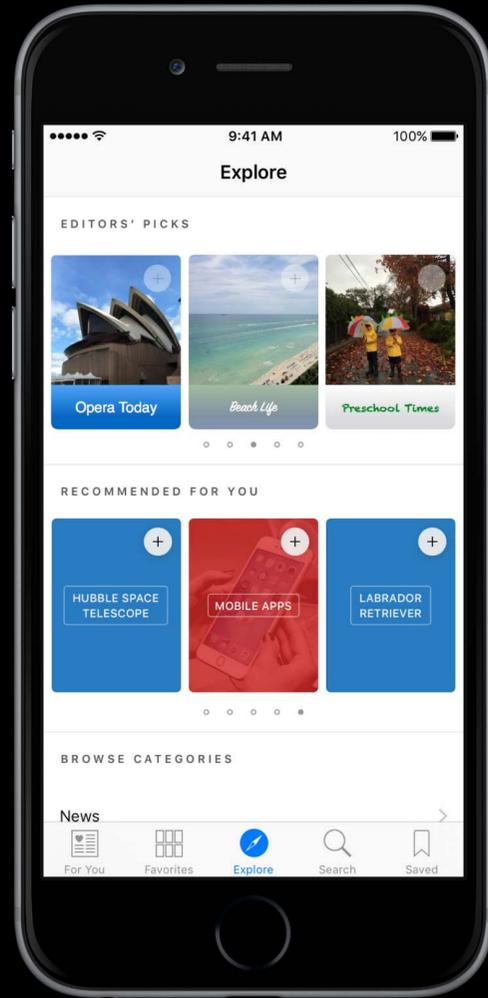
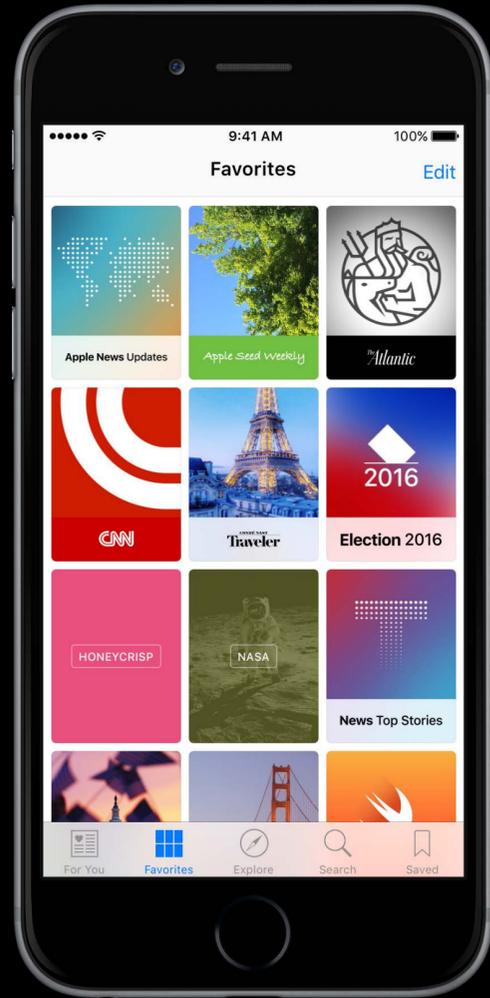
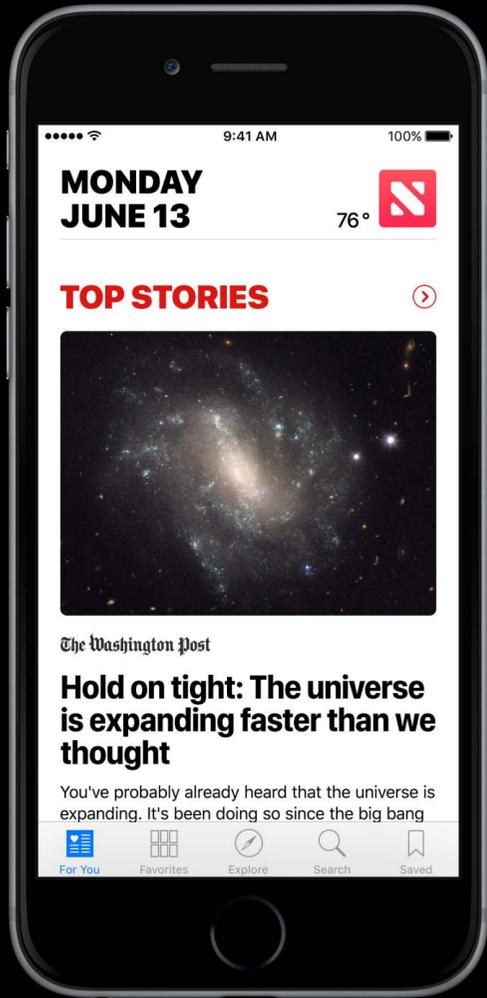


The Washington Post

**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

-  For You
-  Favorites
-  Explore
-  Search
-  Saved



**MONDAY  
JUNE 13**

76°



**TOP STORIES**



*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



9:41 AM

100%

# Favorites

Edit



Apple News Updates



Apple Seed Weekly



*The Atlantic*



CNN



CONDE NAST  
Traveler



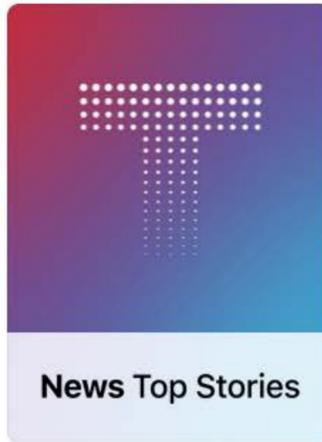
Election 2016



HONEYCRISP



NASA



News Top Stories



For You



Favorites



Explore



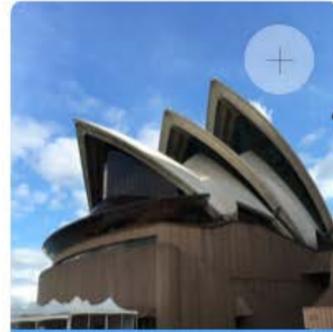
Search



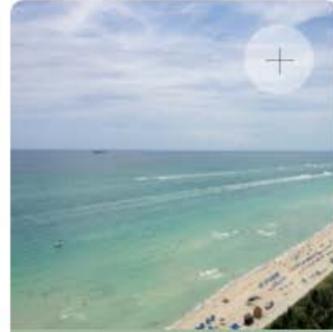
Saved

# Explore

## EDITORS' PICKS



Opera Today



Beach Life



Preschool Times



## RECOMMENDED FOR YOU



HUBBLE SPACE TELESCOPE



MOBILE APPS



LABRADOR RETRIEVER



## BROWSE CATEGORIES

News



For You



Favorites



Explore



Search



Saved





9:41 AM

100%

Honeycrisp



Done

TOP HIT

Honeycrisp



TOPICS

Honey



Honey bee



Honeycomb



[Show more topics](#)



CHANNELS

Socalthrills



Saved

History

### The Perfect Email

Make your messages short and sweet—but not too short or too sweet.

*The Atlantic*

17w



### Amateur archaeologists are finding lost Roman roads usi...

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

QUARTZ

16w



### Obama Designates New National Monuments in Calif...

Federal protection now covers 1.8 million acres of California desert.

OWNERS NAME  
**Traveler**

17w



### Zella Day Talks Playing Coachella, Female Empower...

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



For You



Favorites



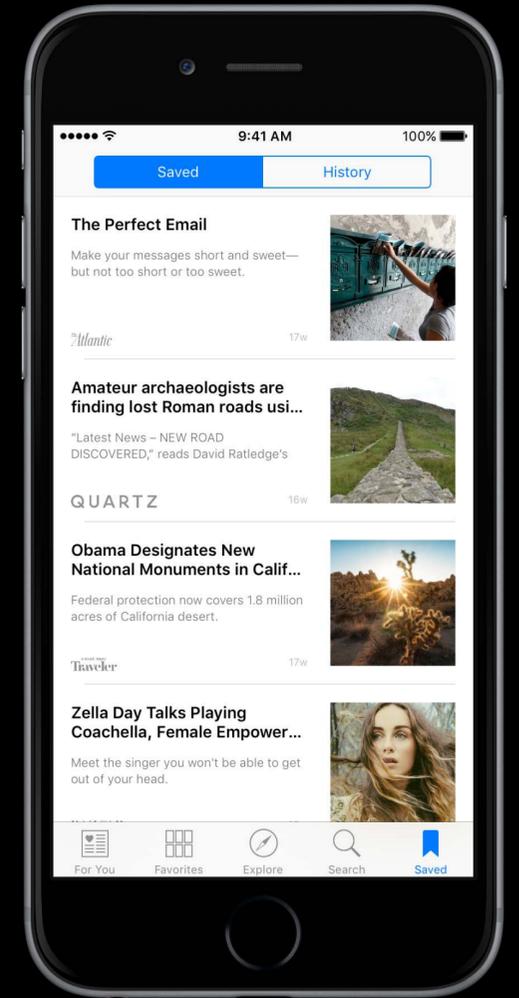
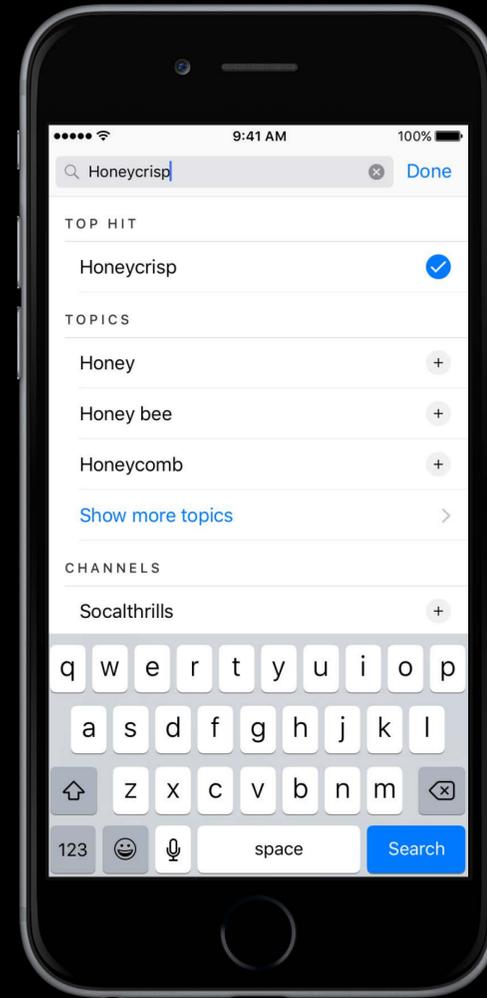
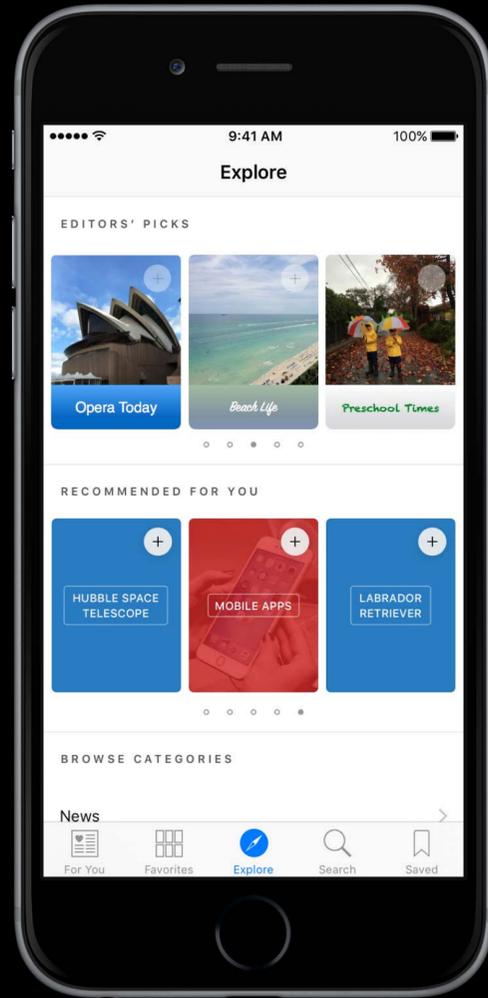
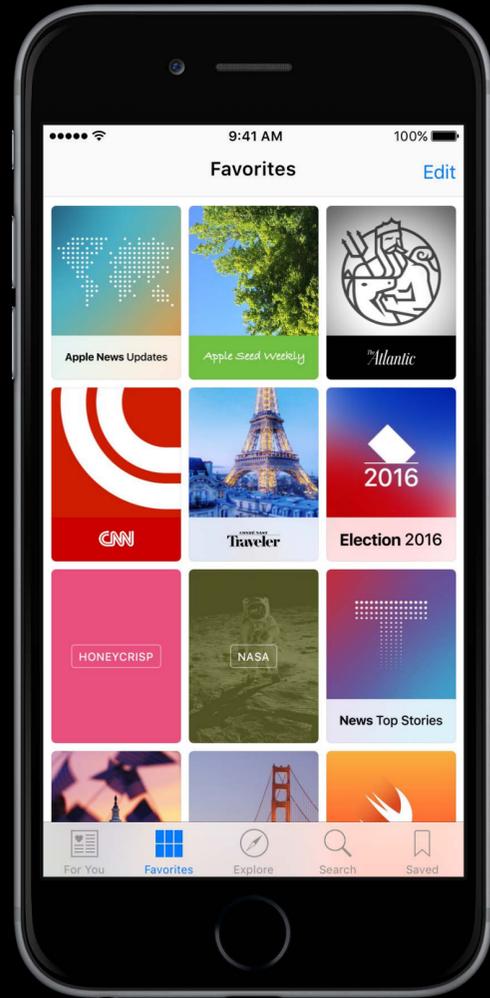
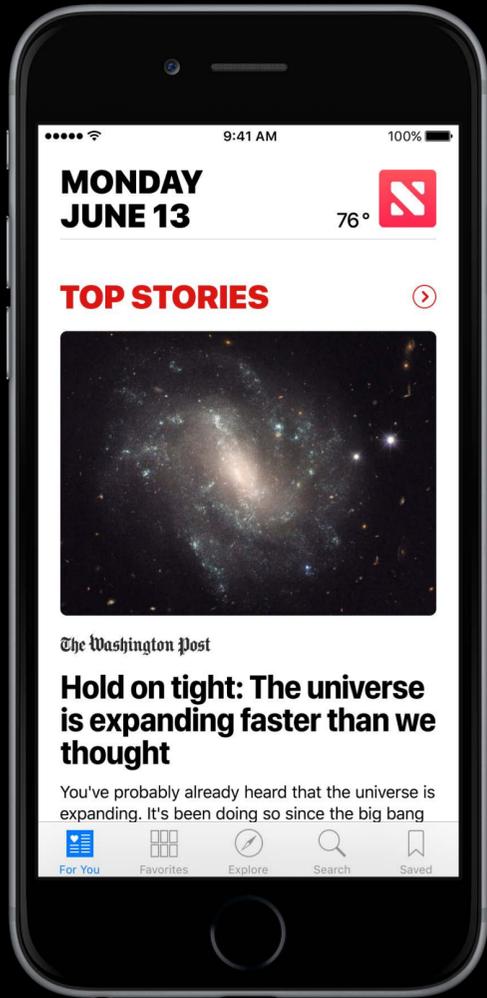
Explore

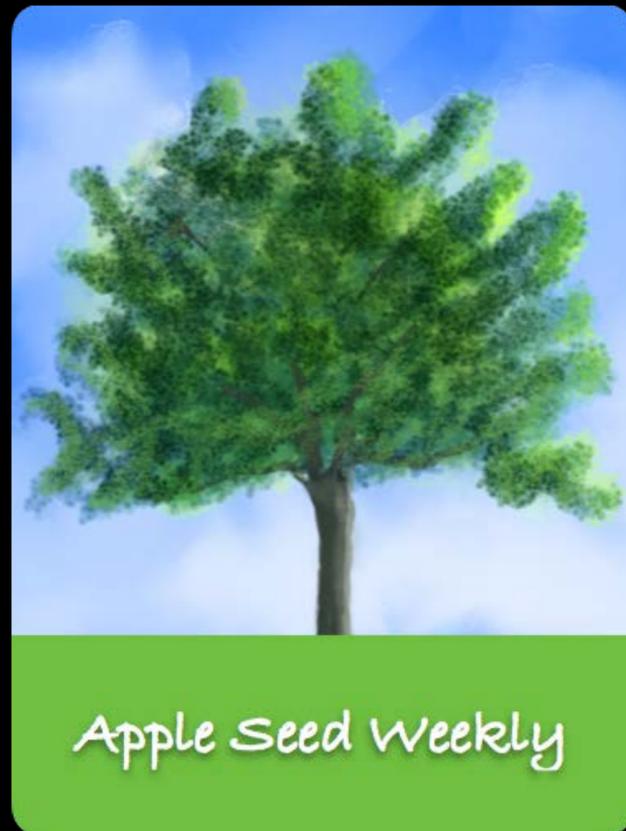


Search



Saved





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



For You



Favorites



Explore

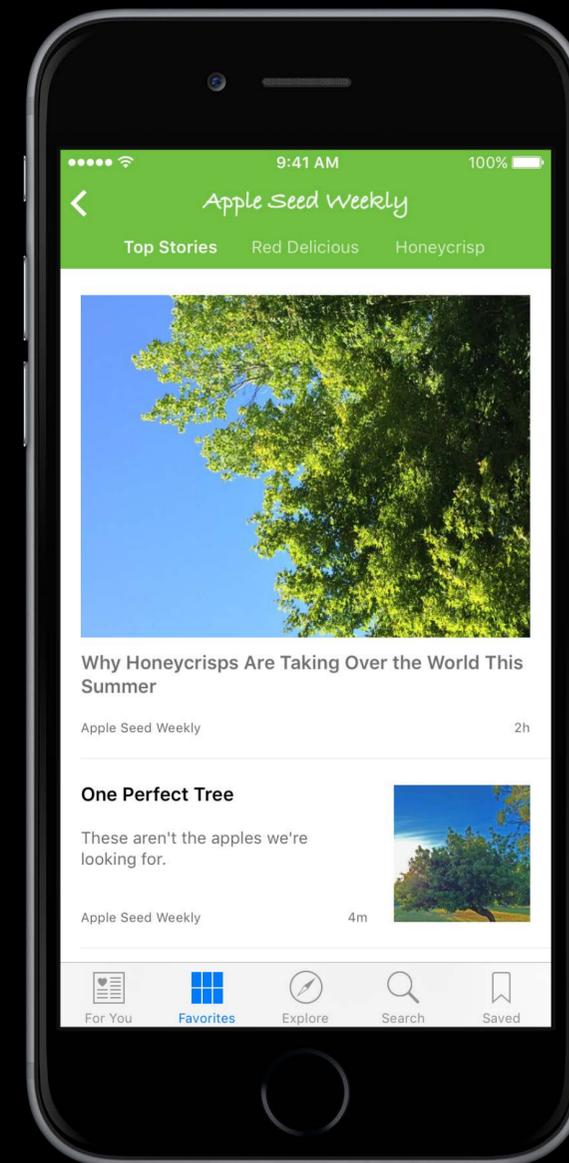


Search



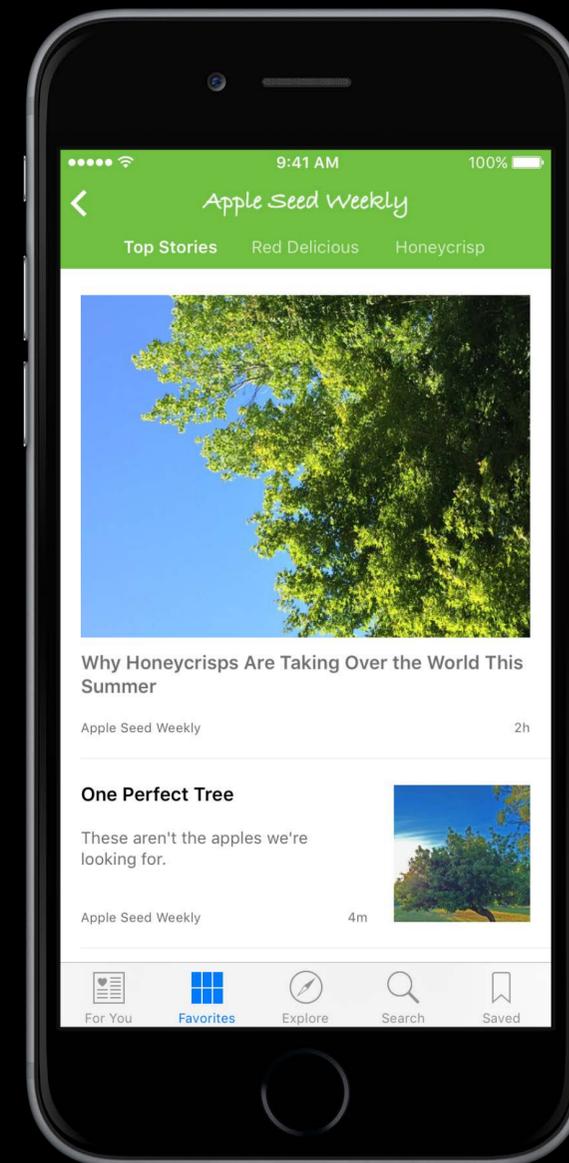
Saved

# Apple News Channel



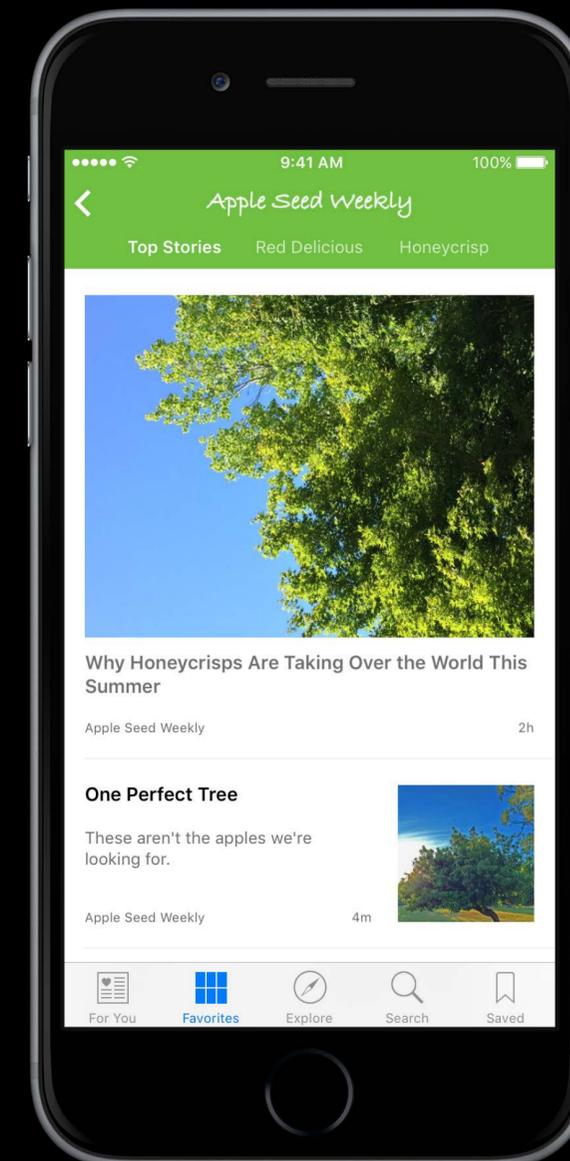
# Apple News Channel

Your home in Apple News



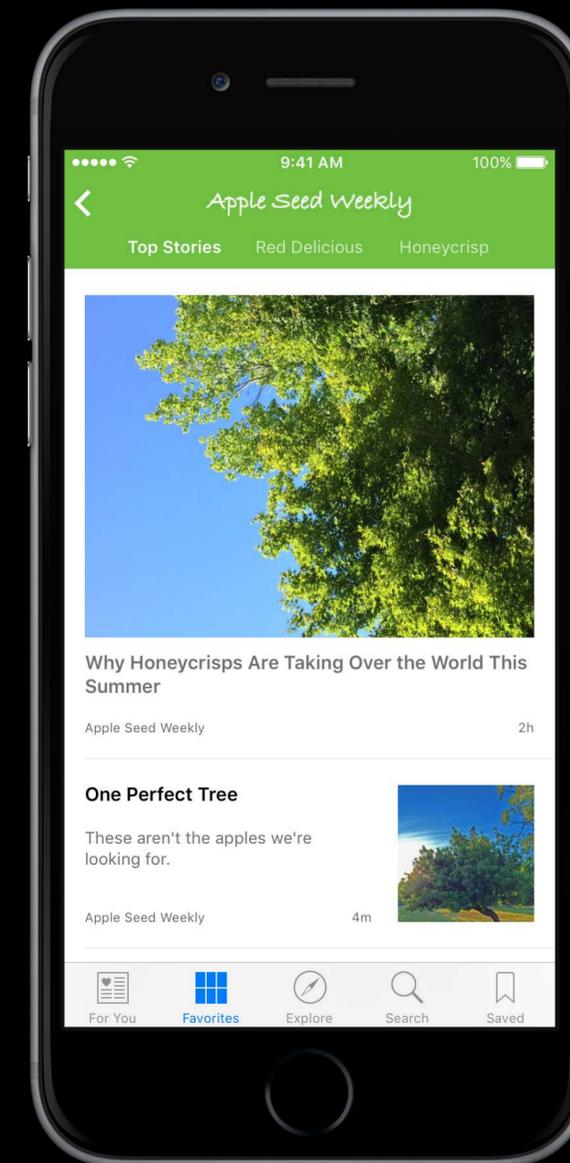
# Apple News Channel

Your home in Apple News  
Magazine, newspaper, blog



# Apple News Channel

Your home in Apple News  
Magazine, newspaper, blog  
Customizable



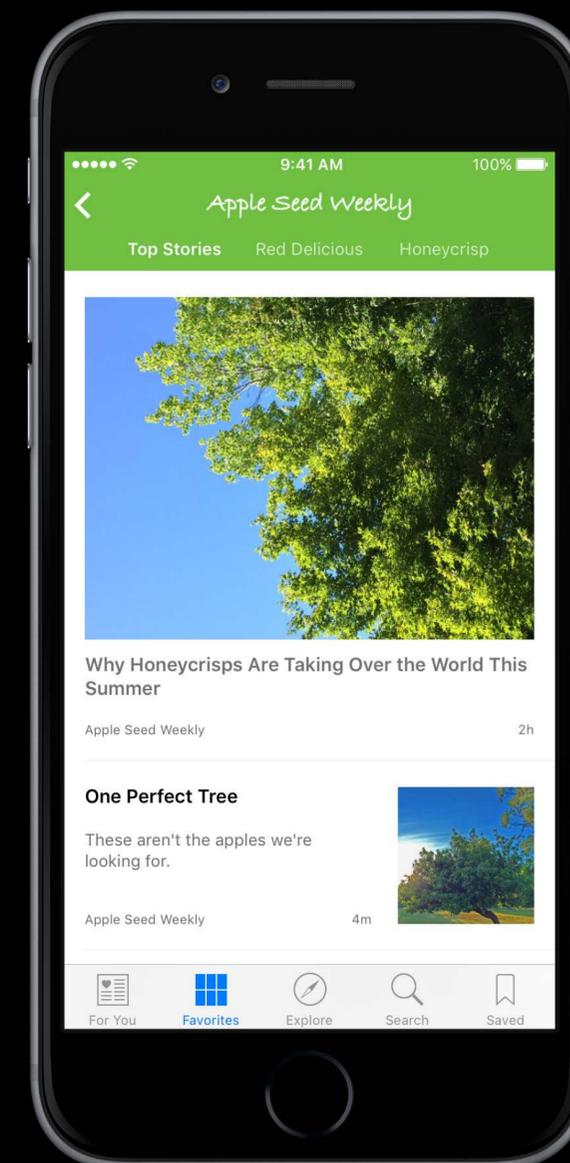
# Apple News Channel

Your home in Apple News

Magazine, newspaper, blog

Customizable

You can create more than one



# Apple News Channel

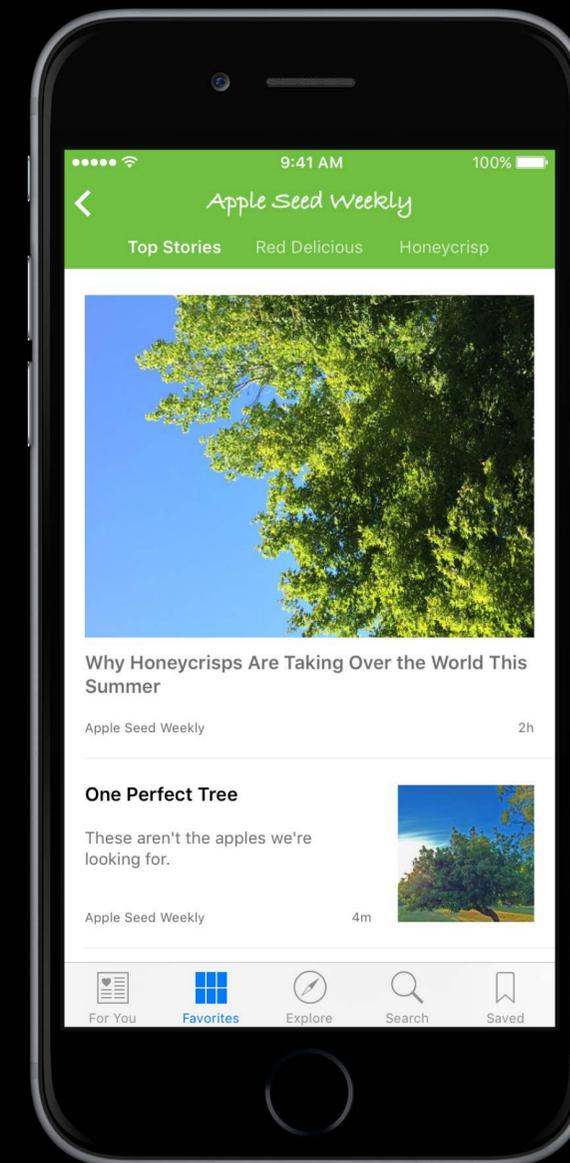
Your home in Apple News

Magazine, newspaper, blog

Customizable

You can create more than one

RSS or Apple News Format



# Apple News Channel

Your home in Apple News

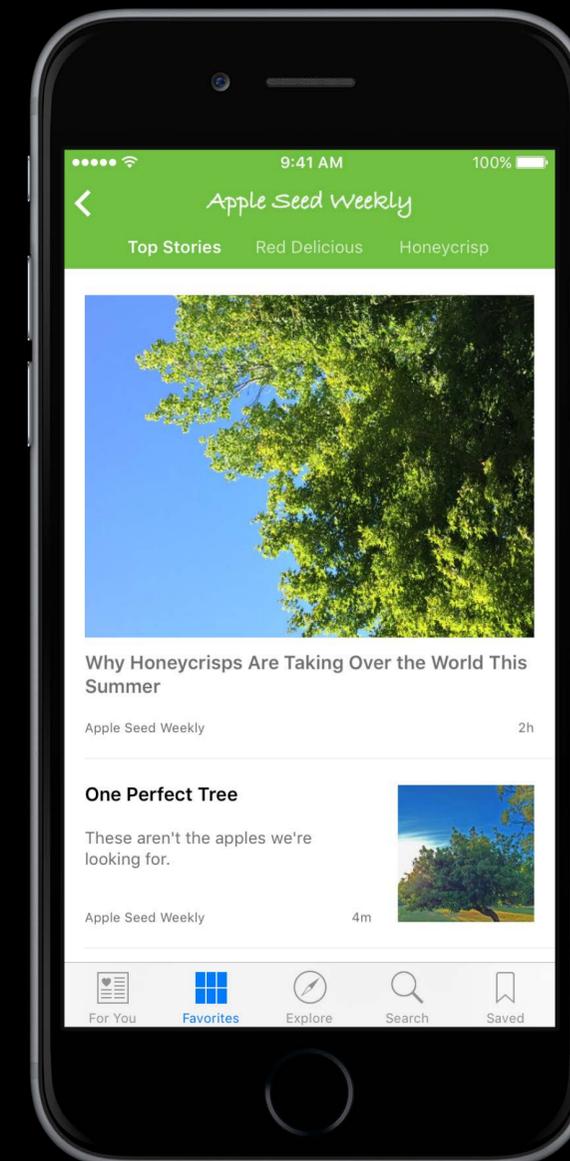
Magazine, newspaper, blog

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

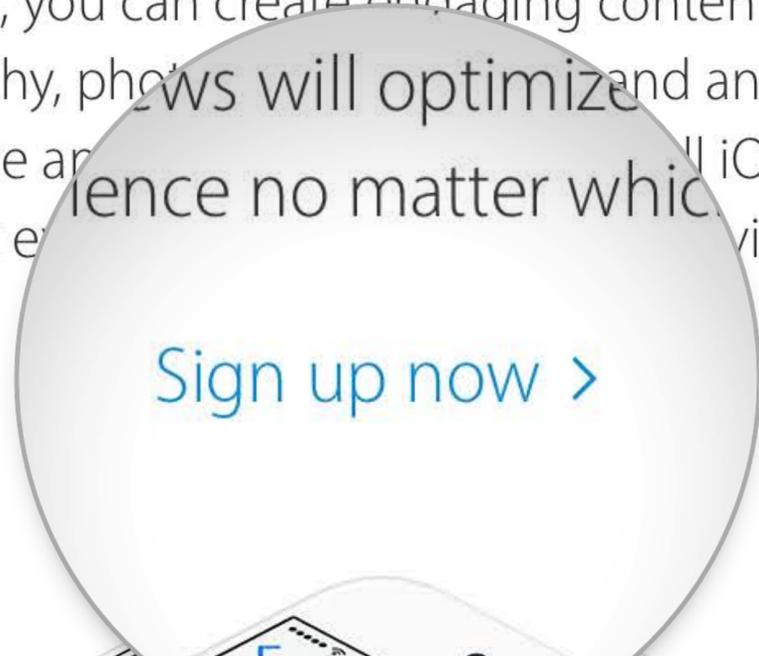
With Apple News Format, you can create engaging content for Apple News. Elegant layouts, beautiful typography, photo galleries, videos, and animations bring your stories to life. You can author once and News will optimize for all iOS devices, so your readers will have a great experience no matter which device they're using.

[Sign up now >](#)



# Publishing with Apple News Format

With Apple News Format, you can create engaging content for Apple News. Elegant layouts, beautiful typography, photos will optimize and animations bring your stories to life. You can author once and publish on all iOS devices, so your readers will have a great experience no matter which device they're using.



[Sign up now >](#)





# Welcome to News Publisher

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



Mail



Contacts



Calendar



Photos



iCloud Drive



Notes



Reminders



Pages



Numbers



Keynote



News Publisher



Find Friends



Find iPhone



Settings



Mail



Contacts



Calendar



Photos



iCloud Drive



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 >](#)

[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

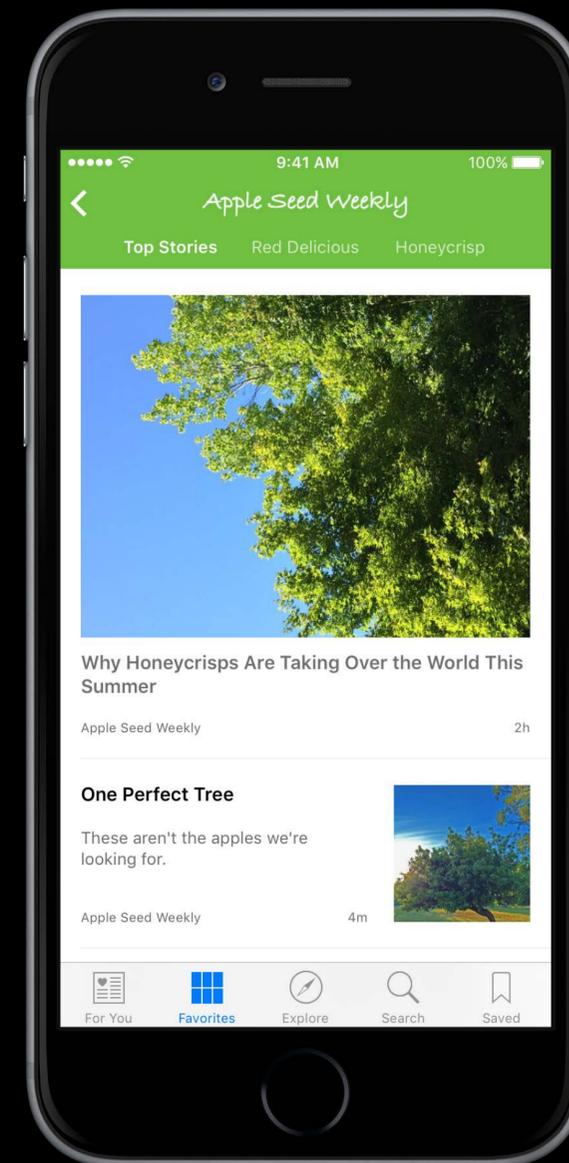
[Edit](#)

John Appleseed

May 11, 2016

# Apple News

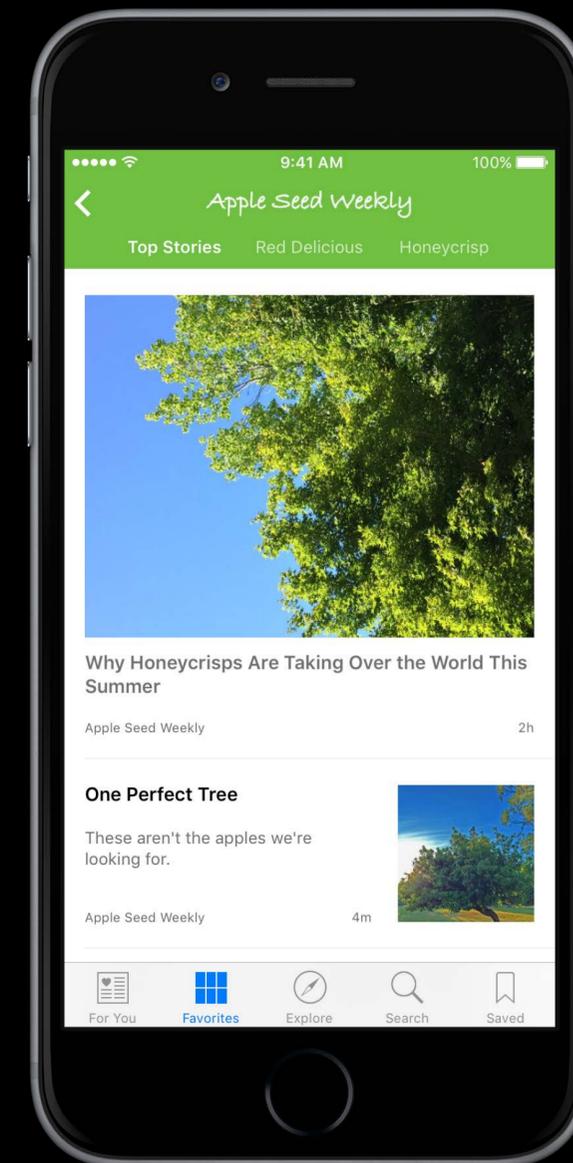
## Setup



# Apple News

Setup

Sections

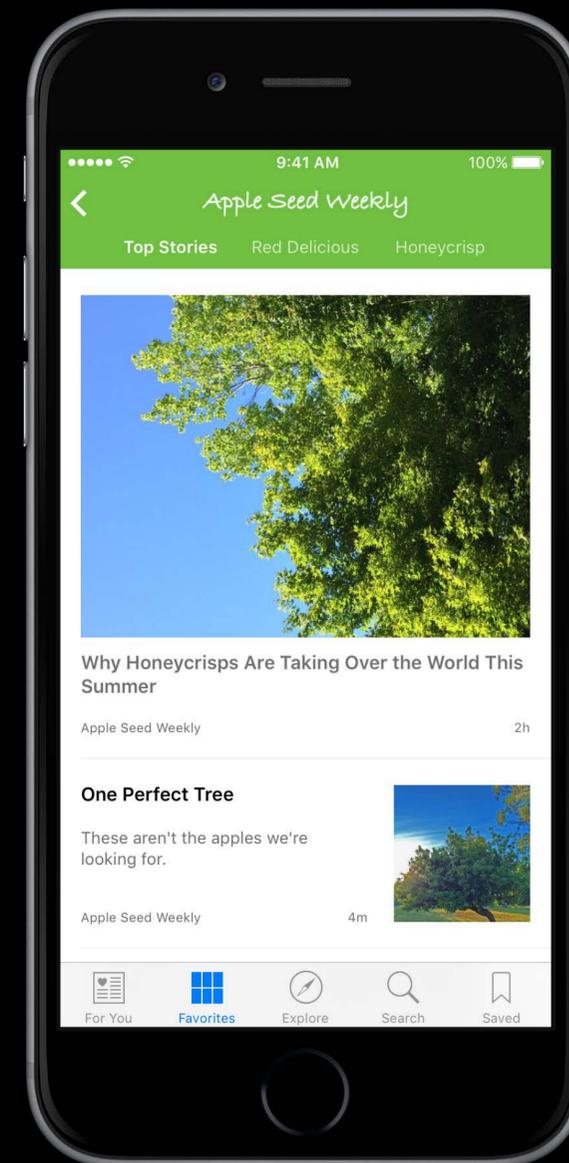


# Apple News

Setup

Sections

Channel logo



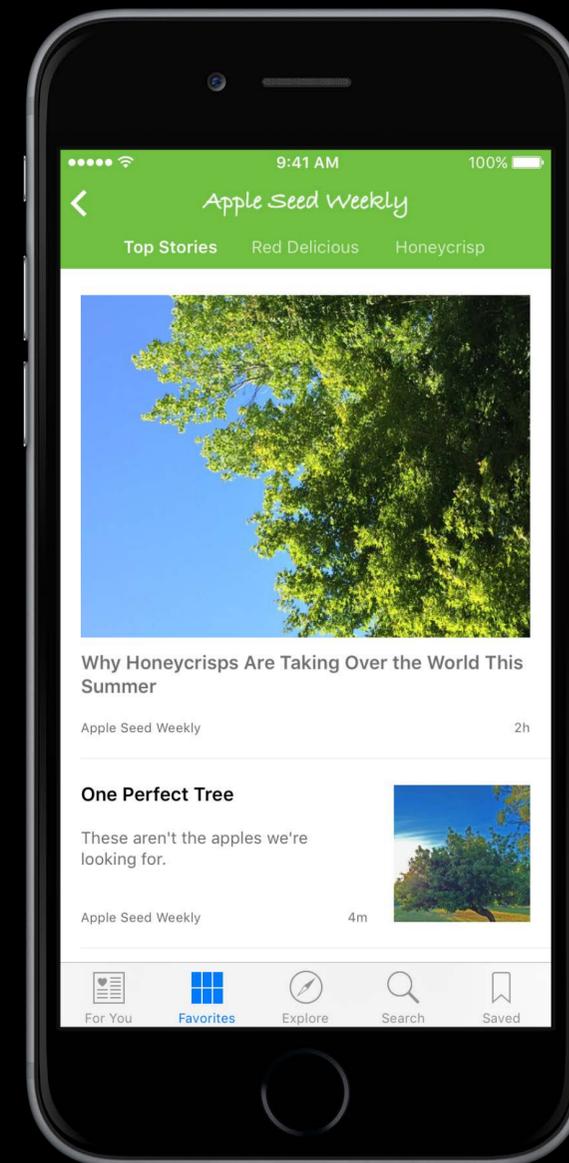
# Apple News

## Setup

Sections

Channel logo

Cover image





9:41 AM

100% 

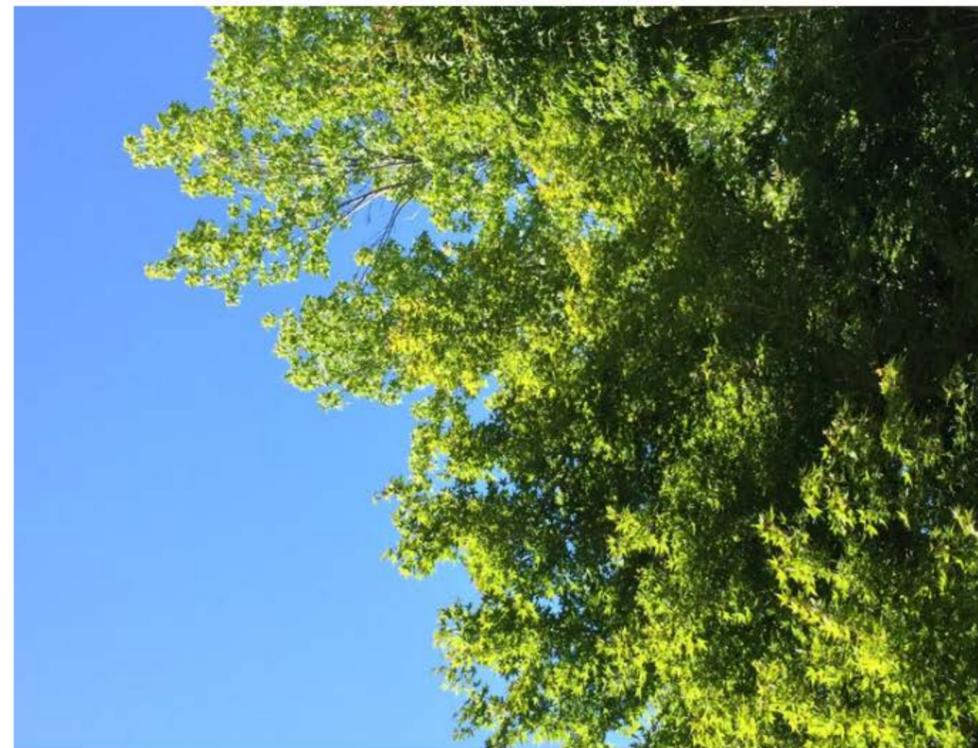


# Apple Seed Weekly

Top Stories

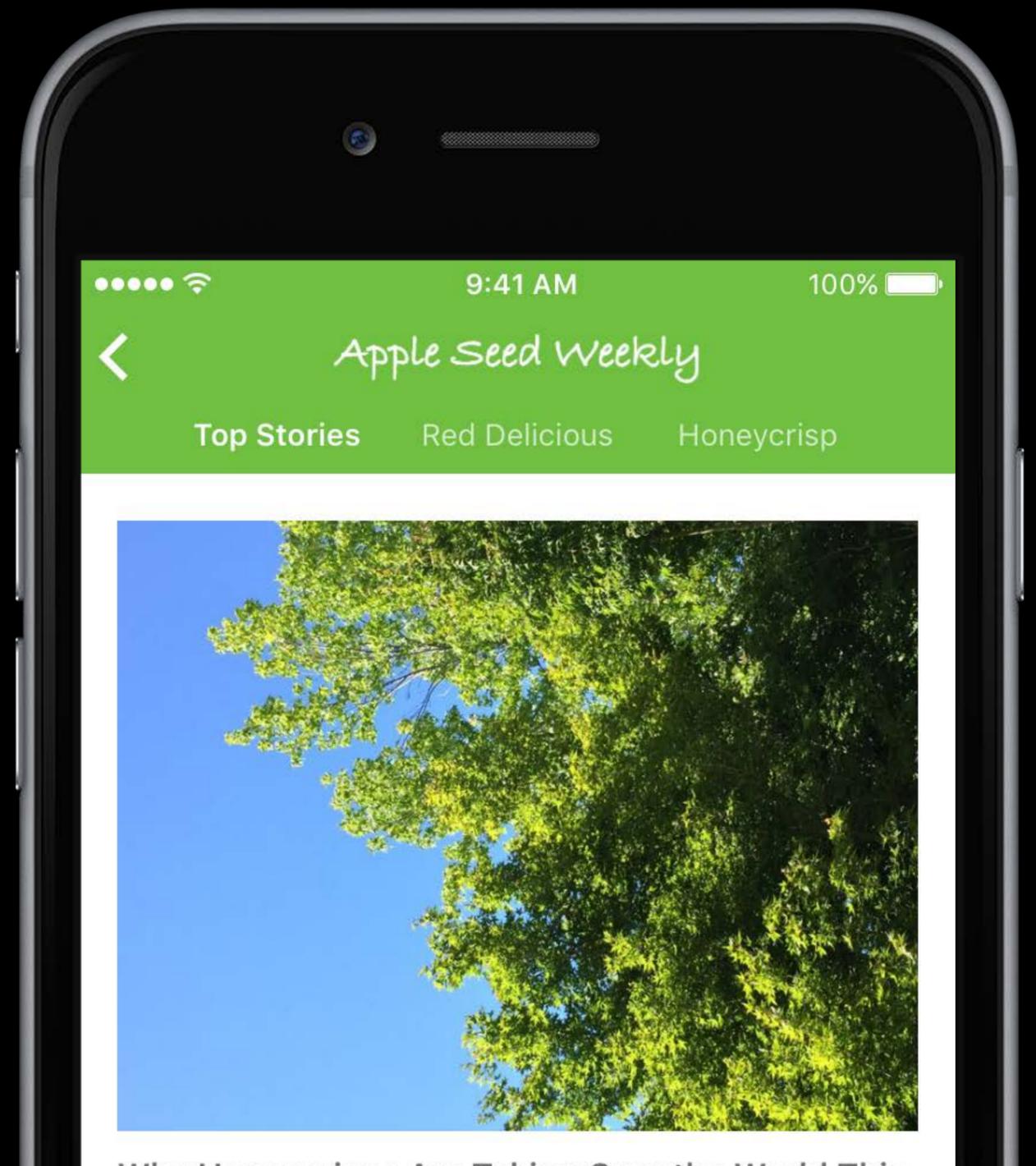
Red Delicious

Honeycrisp



# Sections

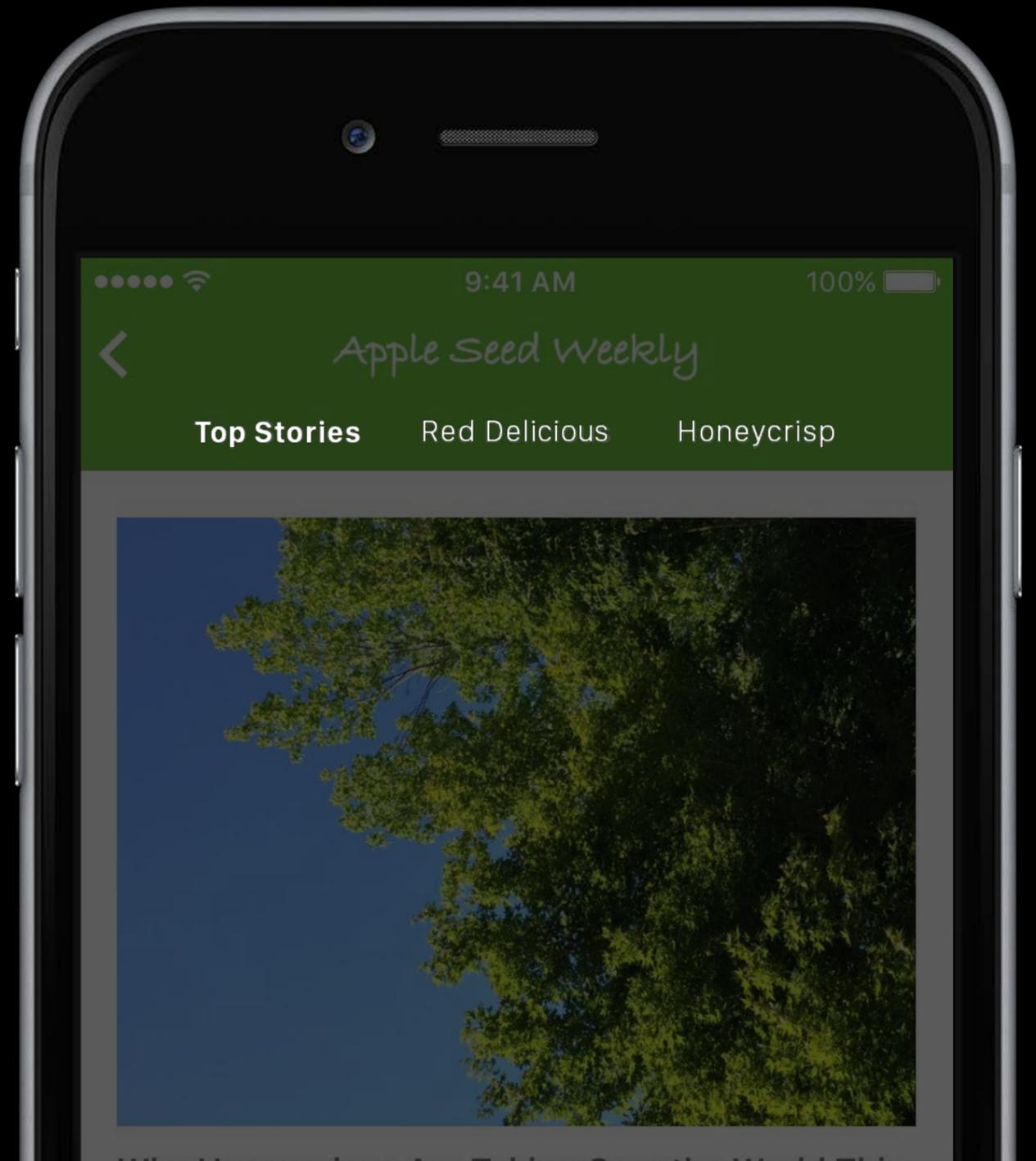
Best practices



# Sections

Best practices

Group your articles by type

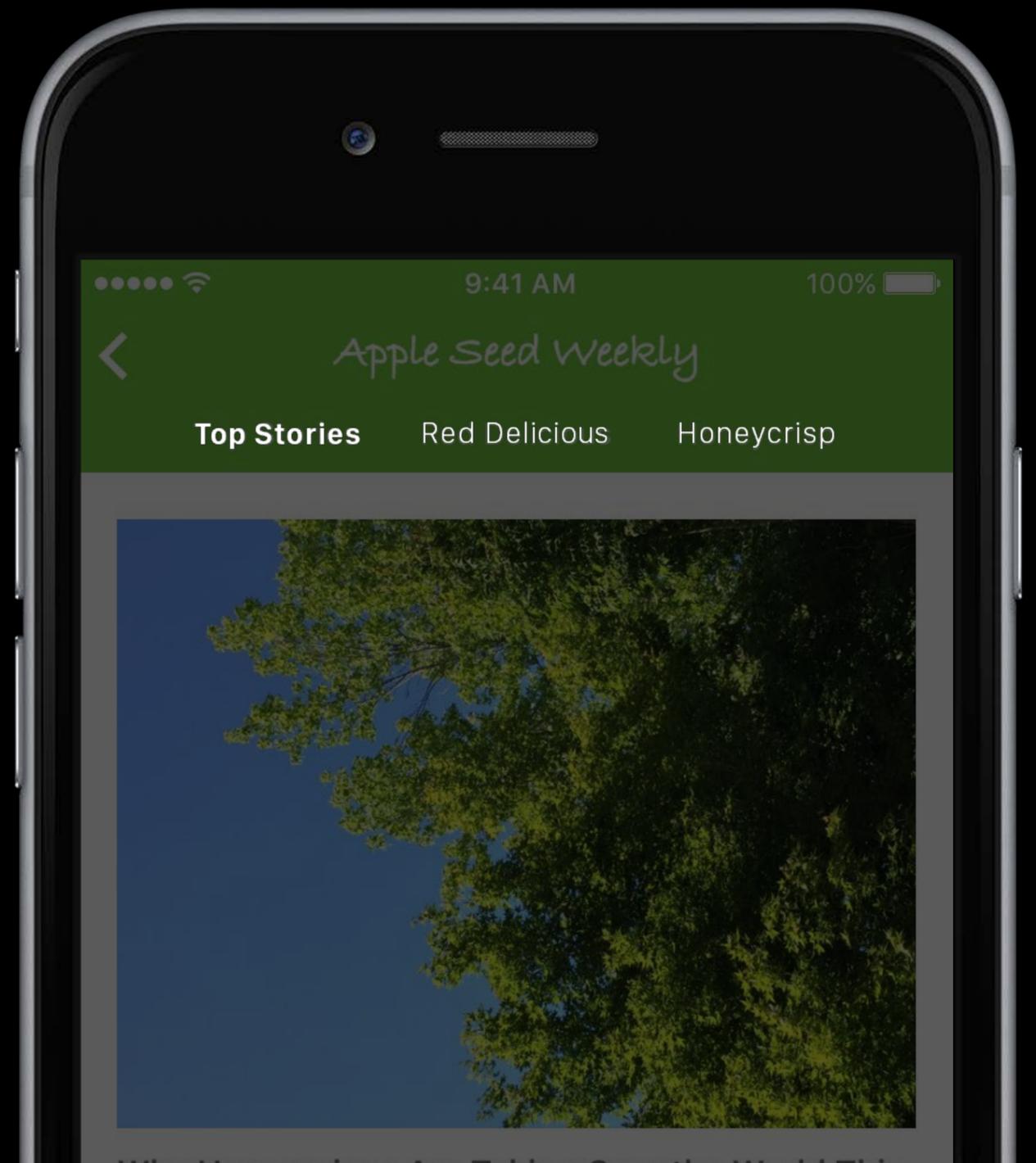


# Sections

Best practices

Group your articles by type

Use only the sections you need



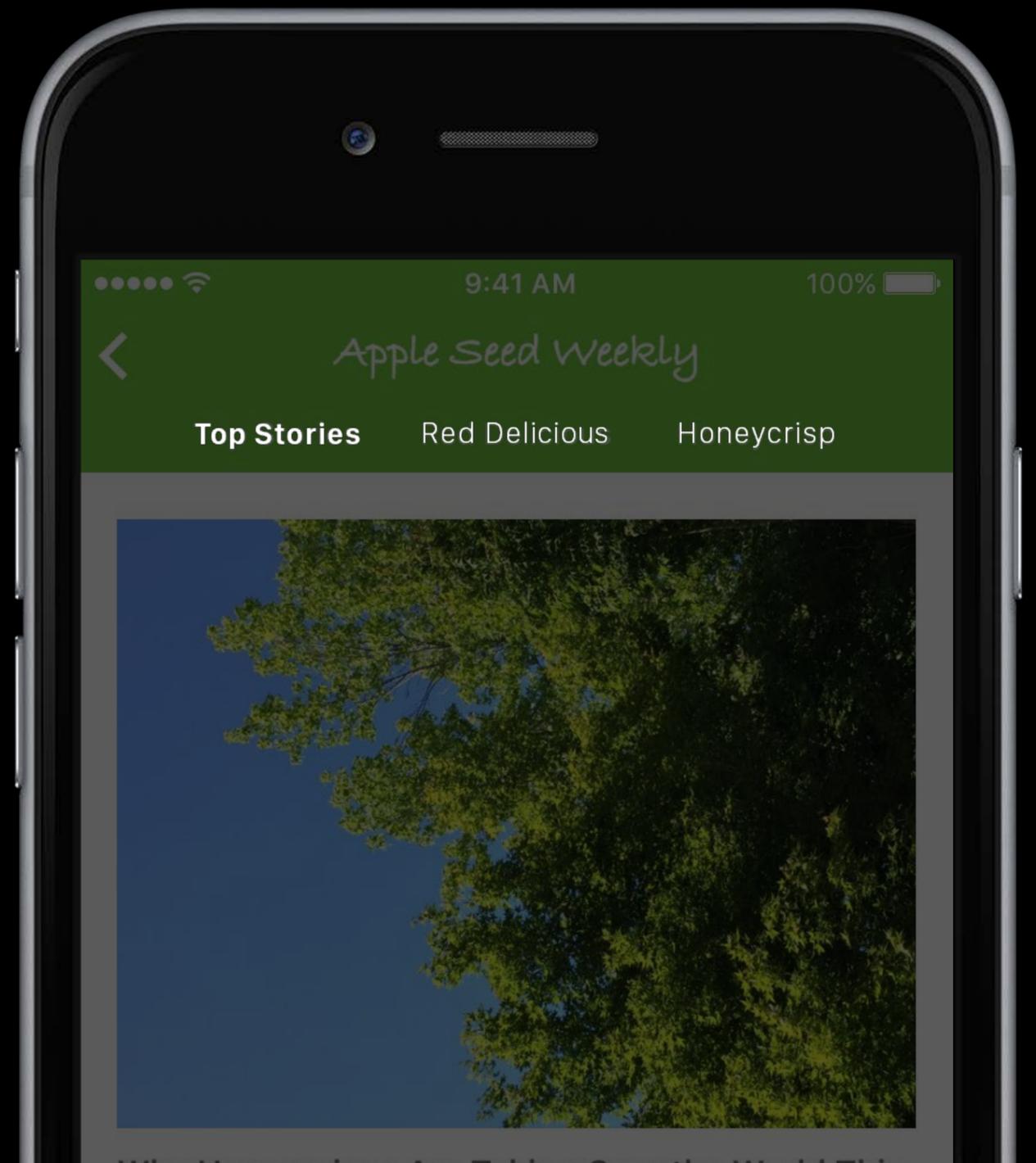
# Sections

## Best practices

Group your articles by type

Use only the sections you need

Keep section names short



# Sections

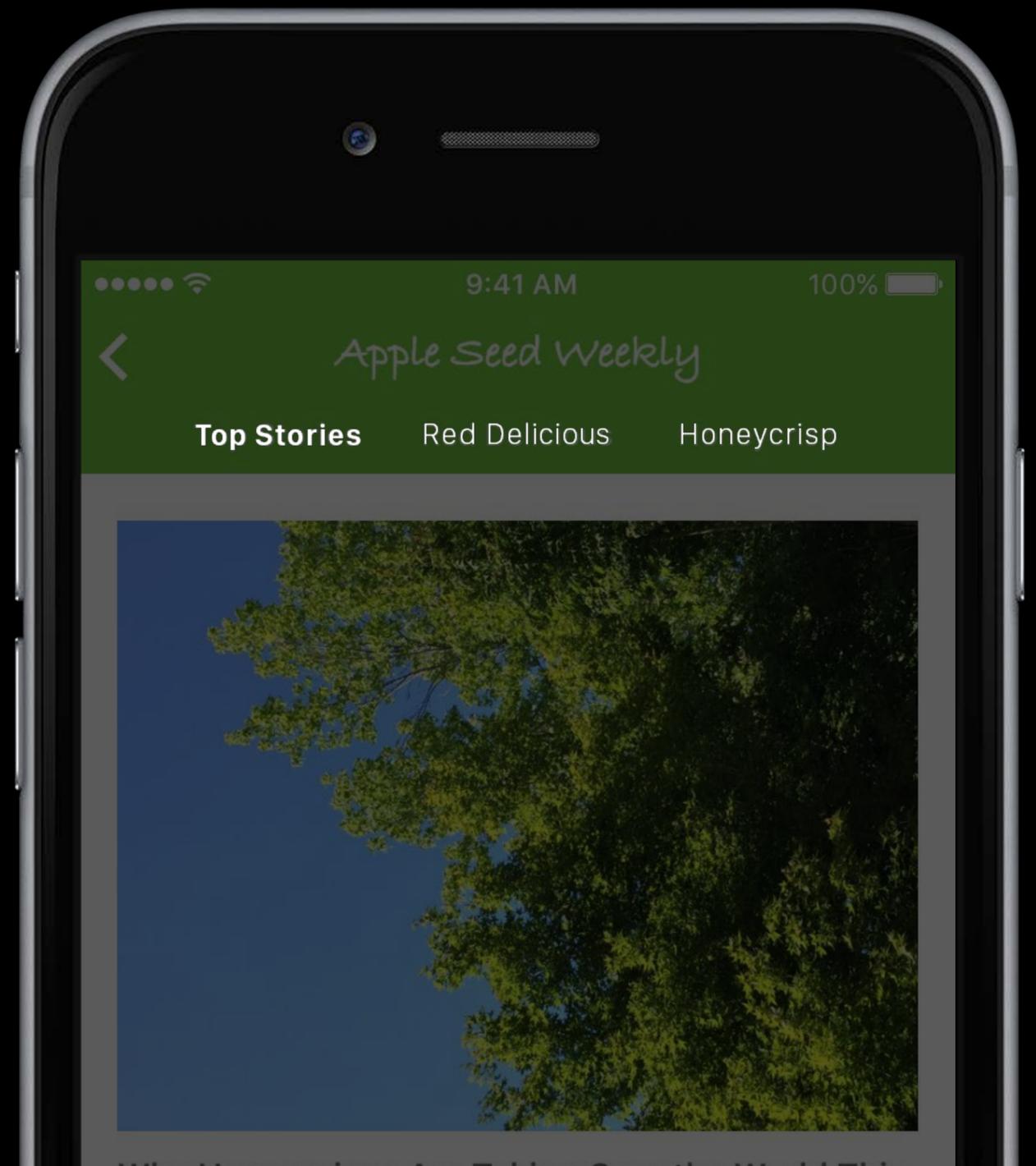
## Best practices

Group your articles by type

Use only the sections you need

Keep section names short

First section is always default



# Sections

## Best practices

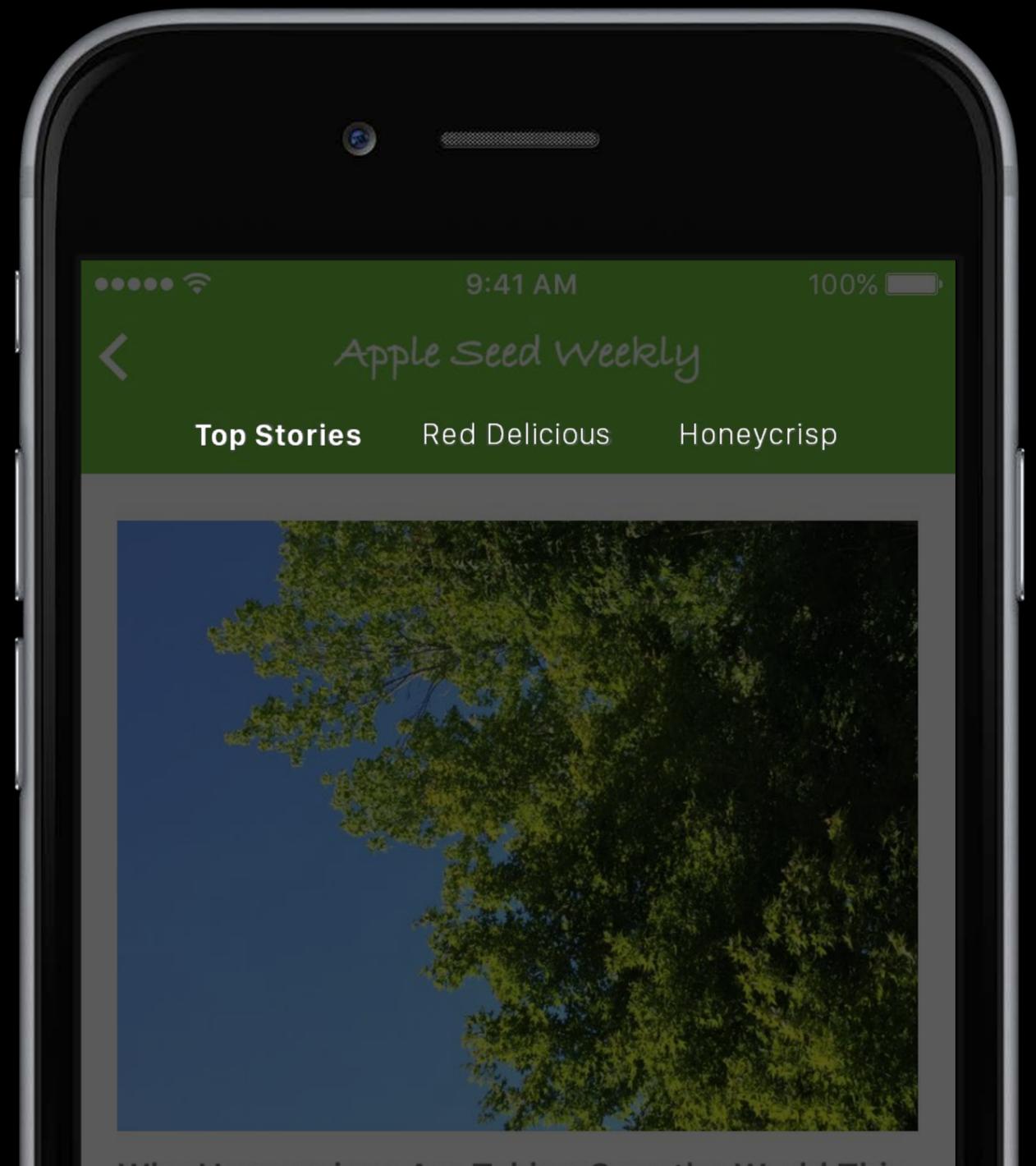
Group your articles by type

Use only the sections you need

Keep section names short

First section is always default

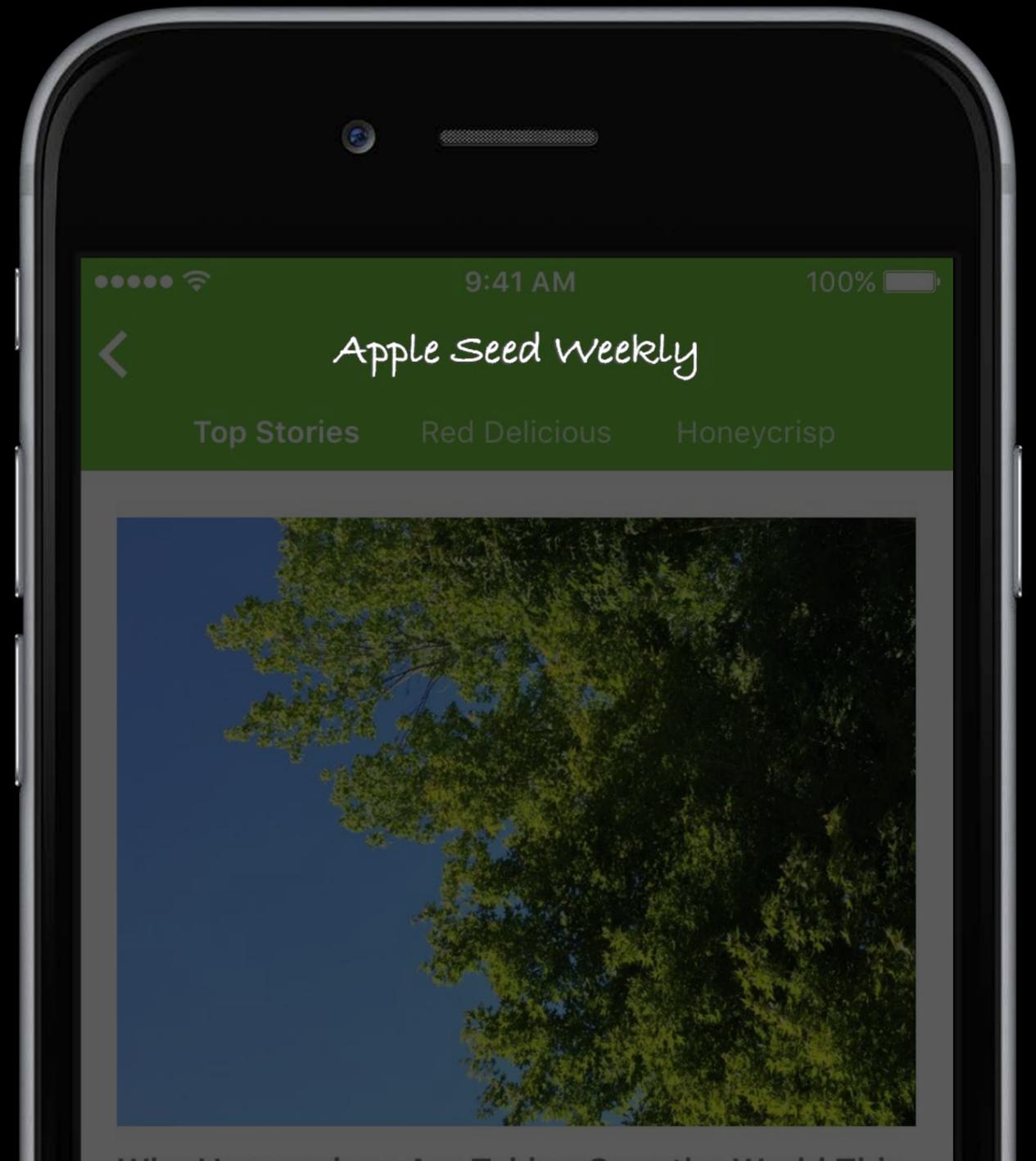
For You from first section



# Channel Logo

Best practices

Horizontal text on one line

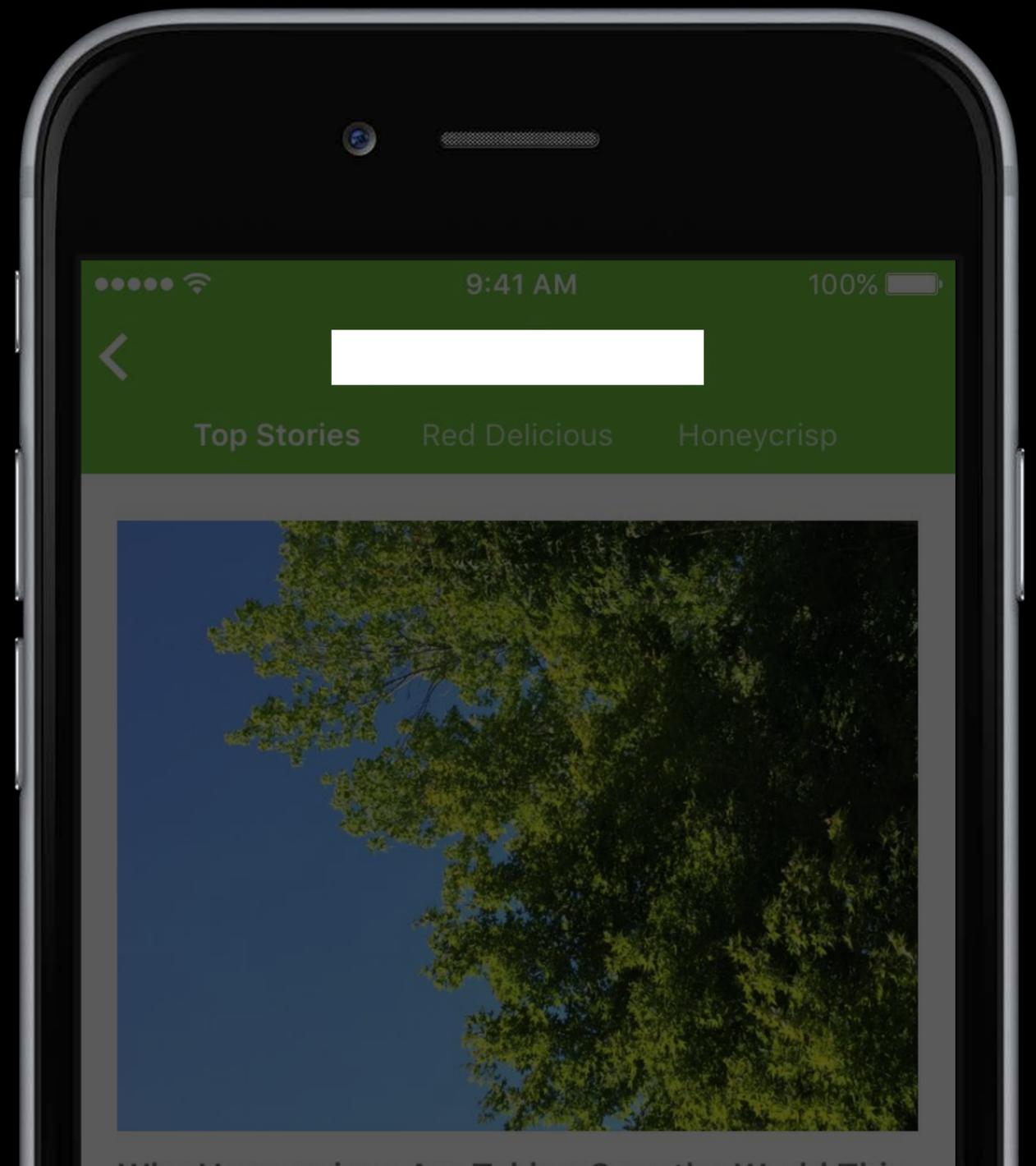


# Channel Logo

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

Horizontal text on one line

Use a transparent background (no fill)

Do not use photos

Max aspect ratio: 10:1



# Channel Logo

## Best practices

Horizontal text on one line

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

©, ™ and ® not recommended

Avoid promotional text or URLs



# Channel Logo

In For You

competition that also includes  
Farmers Dominique Wilkins a

1 hr ago



*Apple Seed Weekly*

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

45 min ago



WE



*Apple Seed Weekly*



9:41 AM

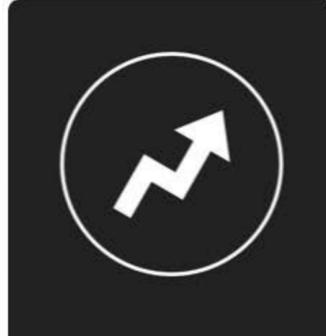
100%

# Favorites

Edit



Apple Seed Weekly



BuzzFeed NEWS



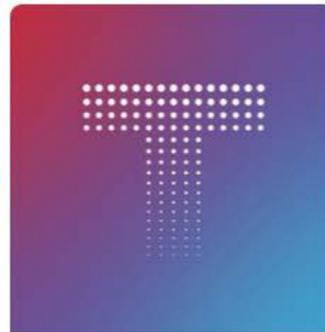
CNN



CONDE NAST  
**Traveler**



The New York Times



News Top Stories



Olive Oil Times



POLITICO



REFINERY29



For You



Favorites



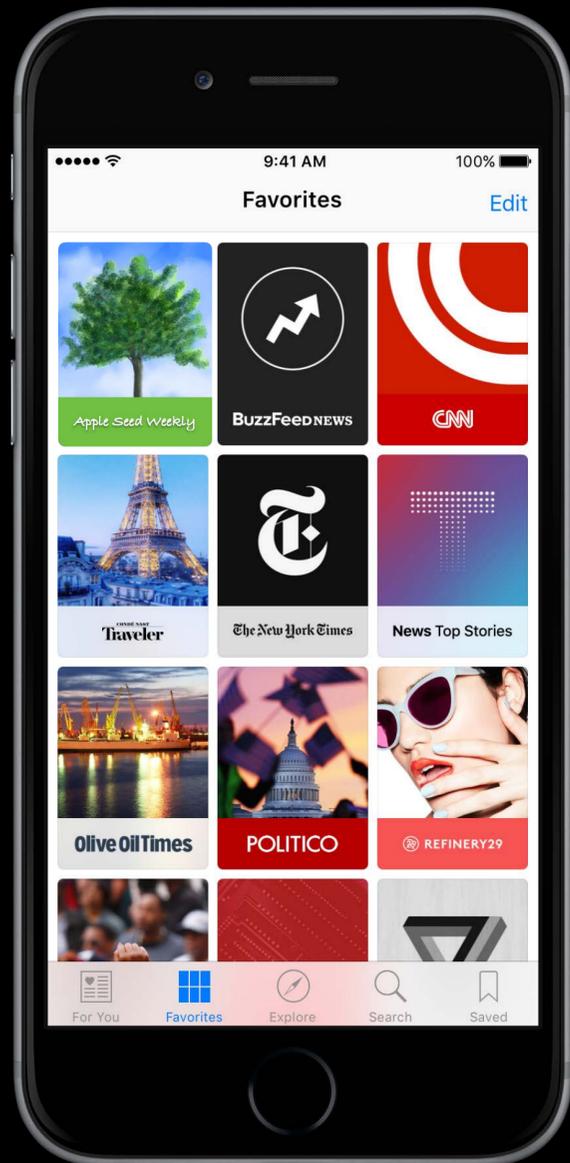
Explore



Search



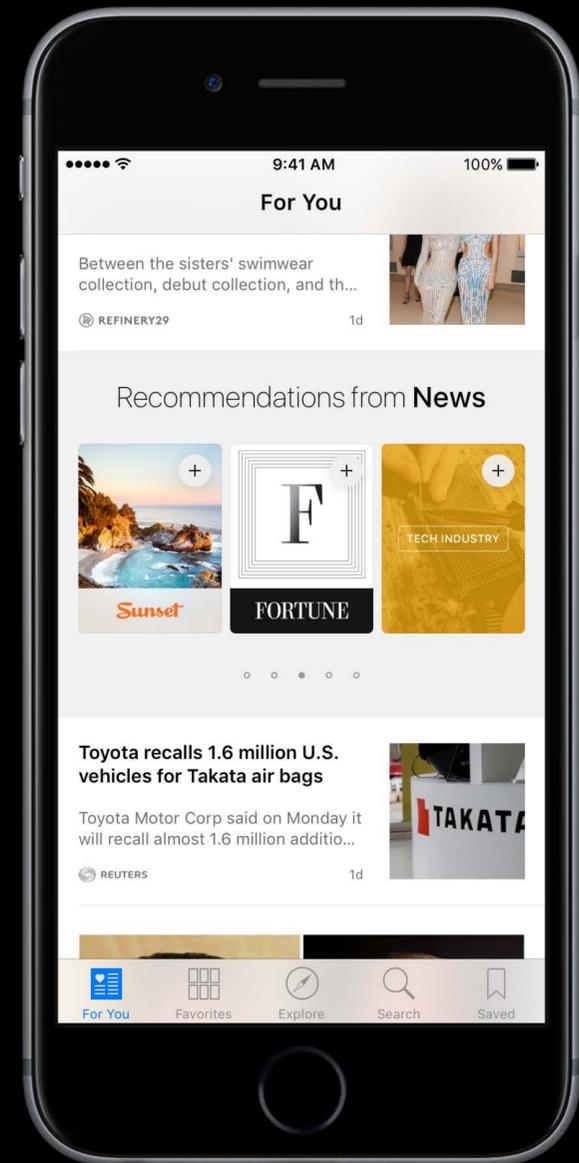
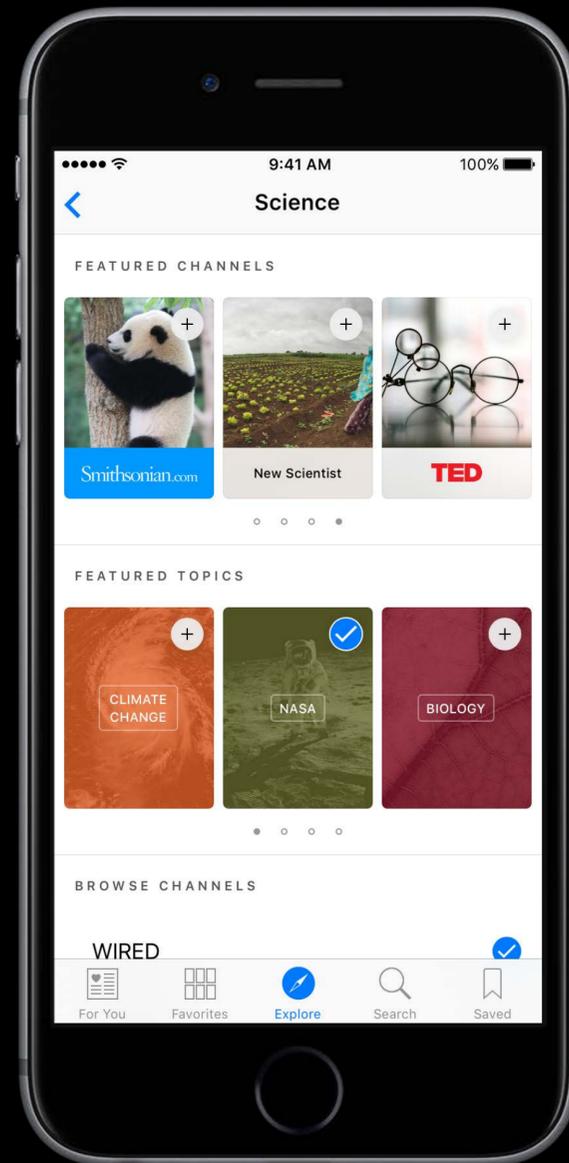
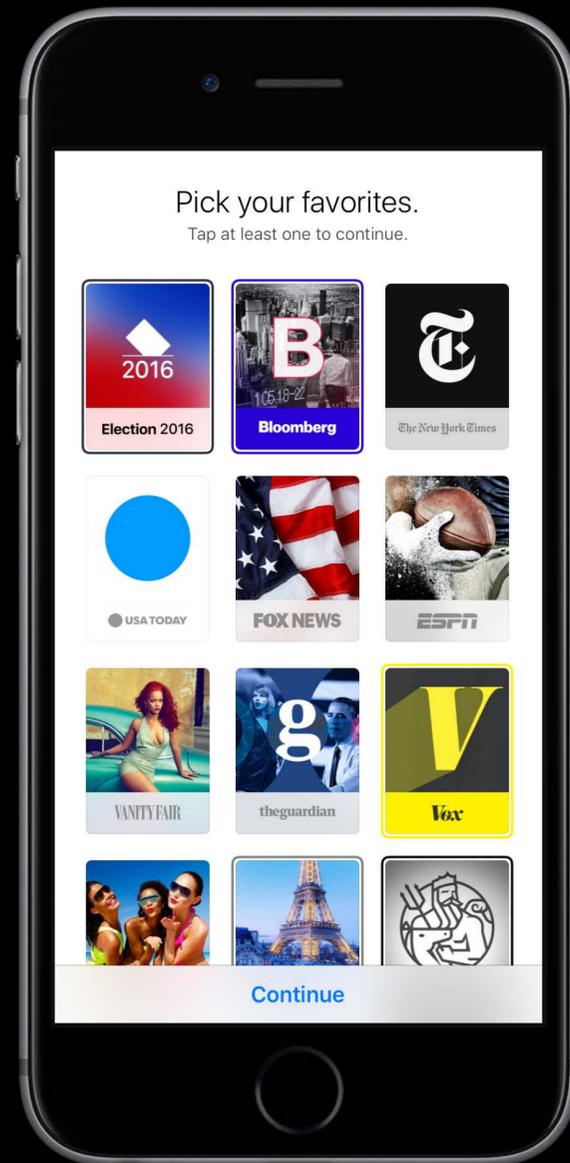
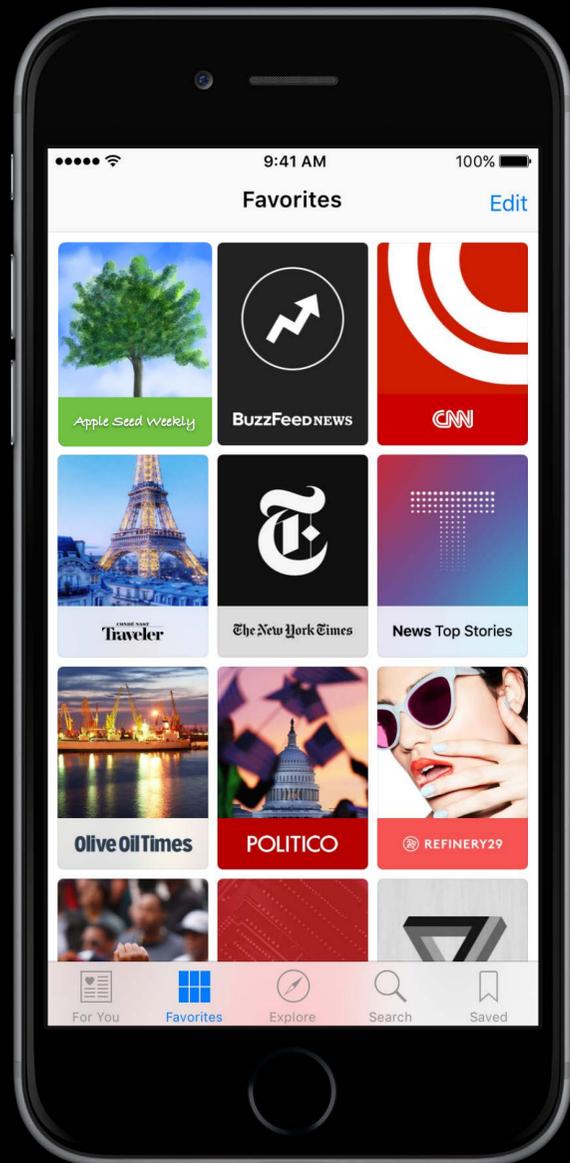
Saved



9:41 AM 100%

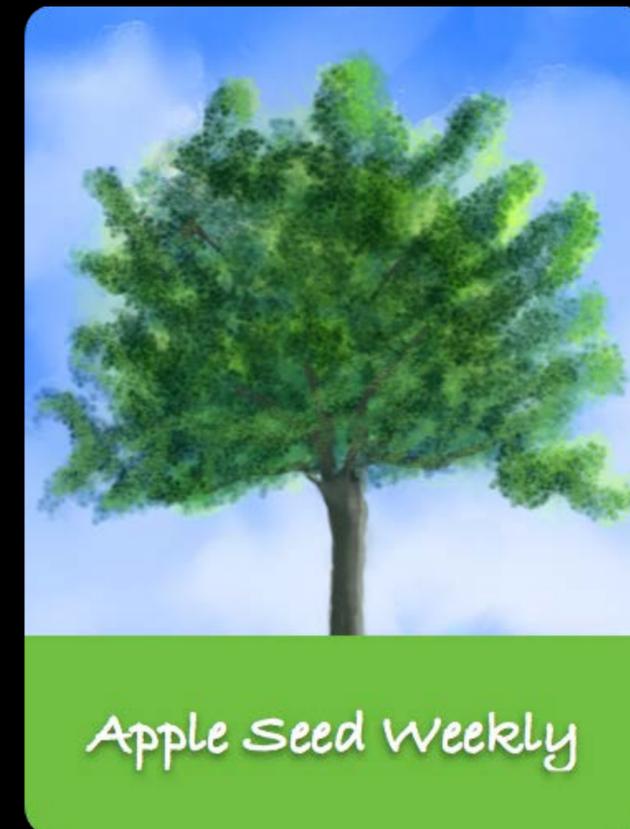
Favorites Edit

 Apple Seed Weekly	 BuzzFeed NEWS	 CNN
 Traveler	 The New York Times	 News Top Stories
 Olive Oil Times	 POLITICO	 REFINERY29
 For You	 Favorites	 Explore
 Search	 Saved	



# Cover Image

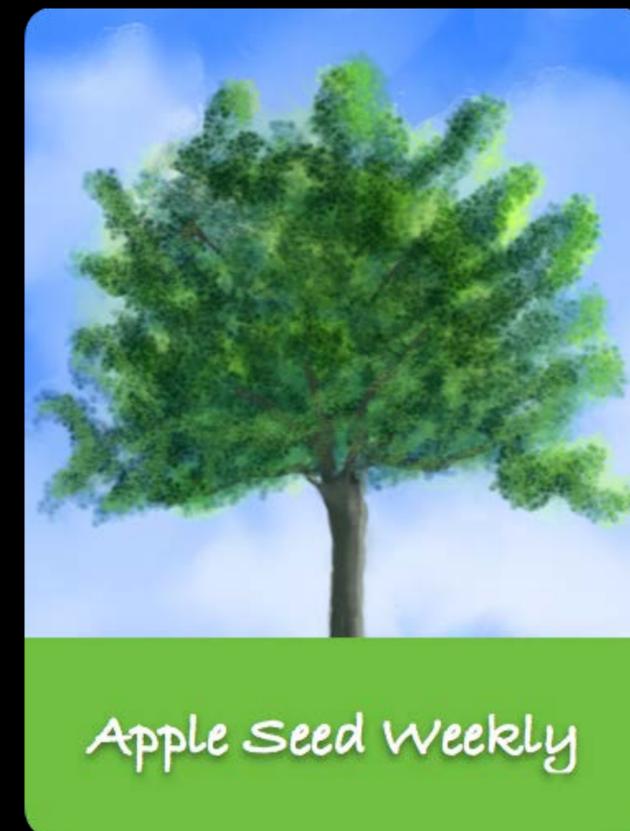
Best practices



# Cover Image

Best practices

600 x 600 px

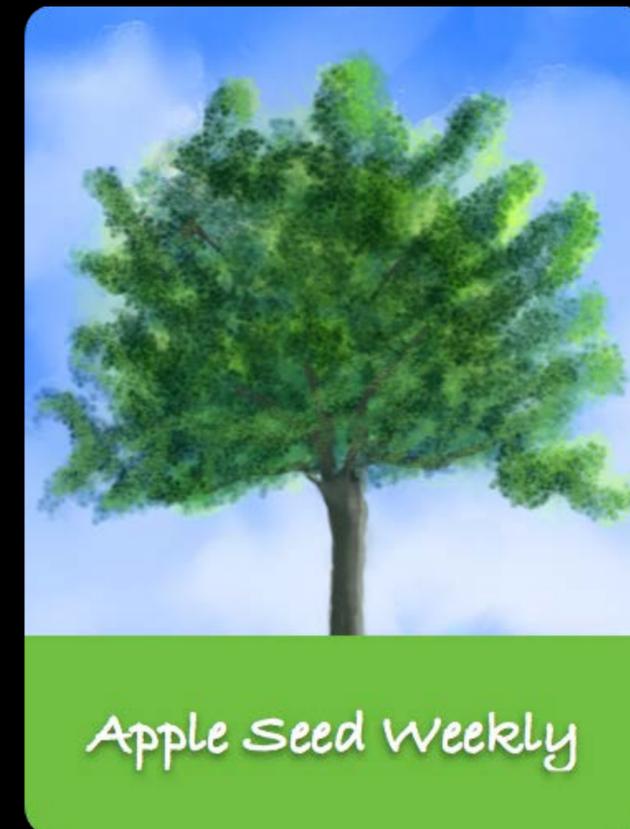


# Cover Image

Best practices

600 x 600 px

Static cover



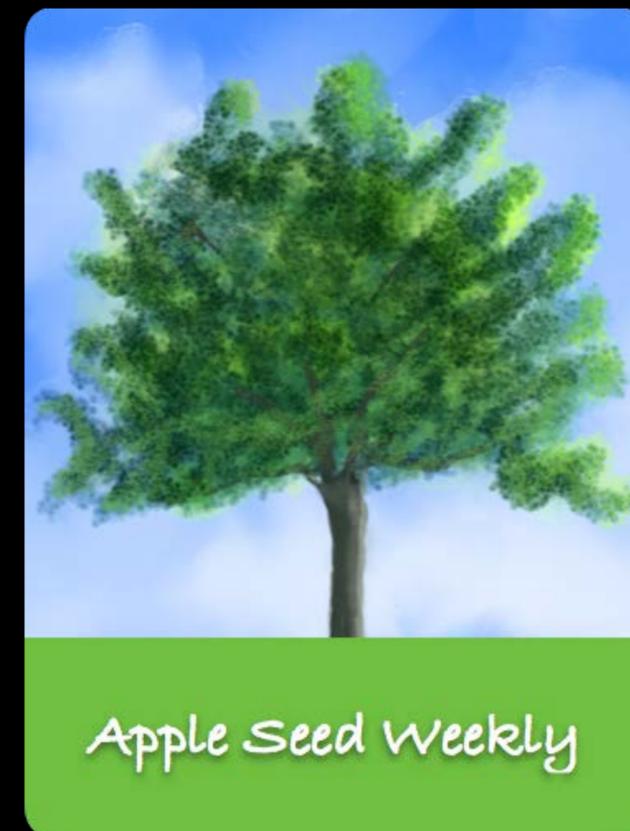
# Cover Image

## Best practices

600 x 600 px

Static cover

Dynamic cover



## Choose how to publish.

Apple News Format lets you create stunning content for News. You can author once and News will optimize your content for all iOS 9 devices.

[News Publisher Help >](#)

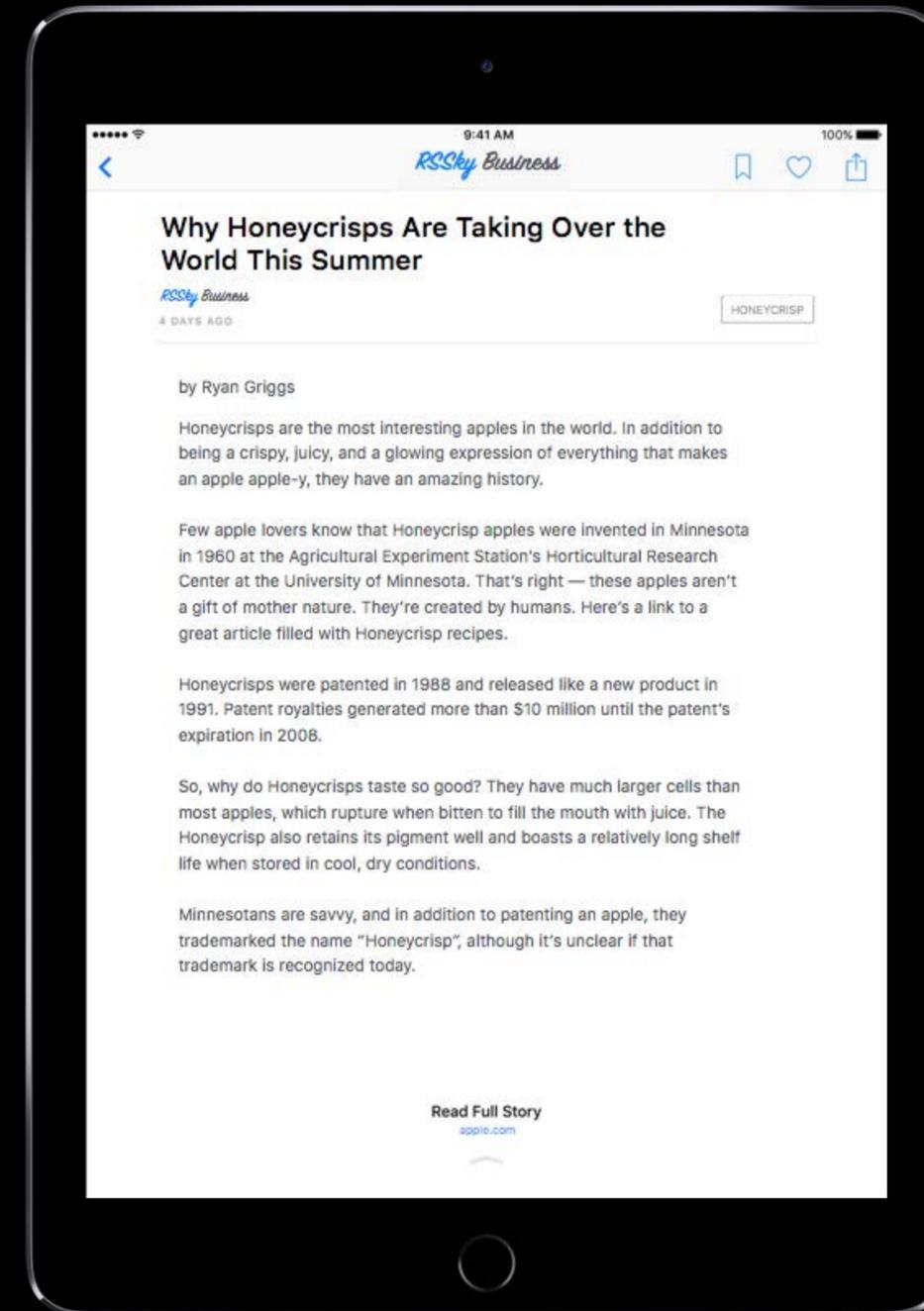
	RSS	Apple News Format
Reach millions of readers	●	●
Create articles right in News Publisher		●
Publish articles optimized for Apple News		●
Preview before you publish		●
Add sections	●	●
Add team members		●
Get analytics from Apple News		●
Earn revenue through iAd		●

[Sign Up for Apple News Format](#)

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



Apple News Format



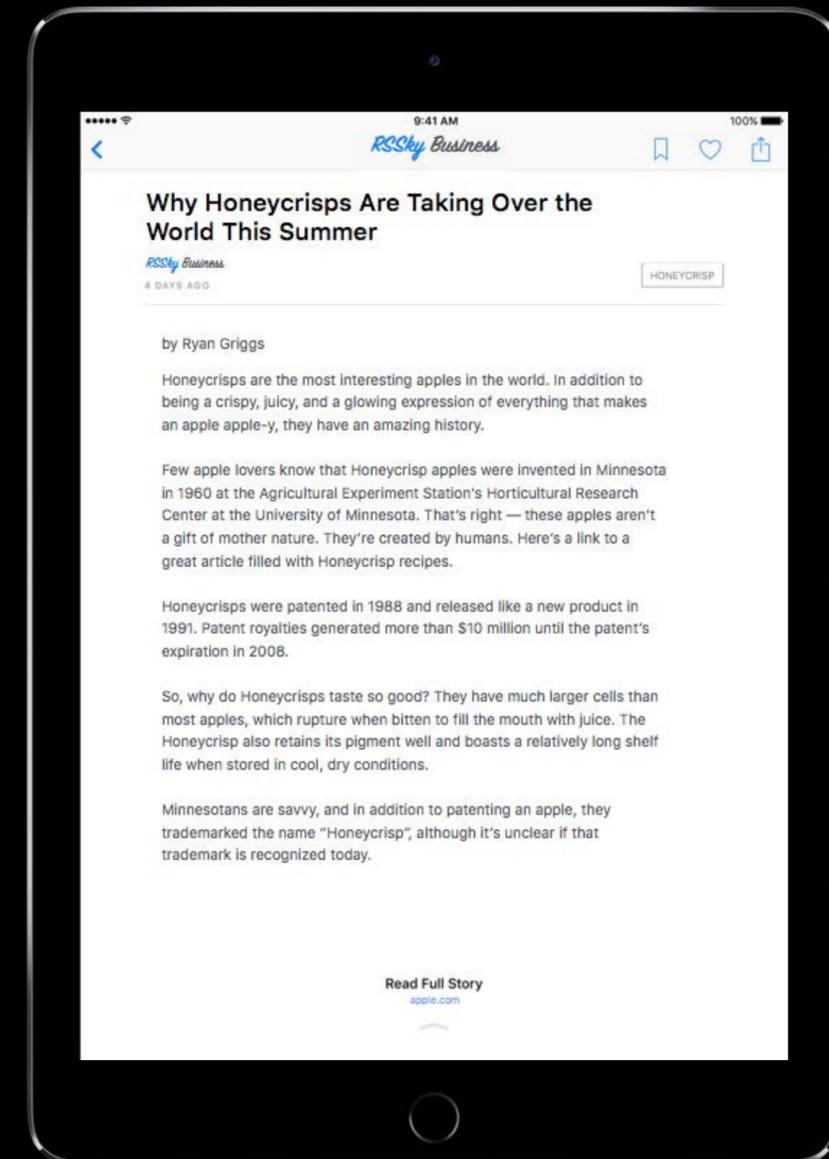
RSS

RSS

# RSS

When to consider

Existing RSS feed and website

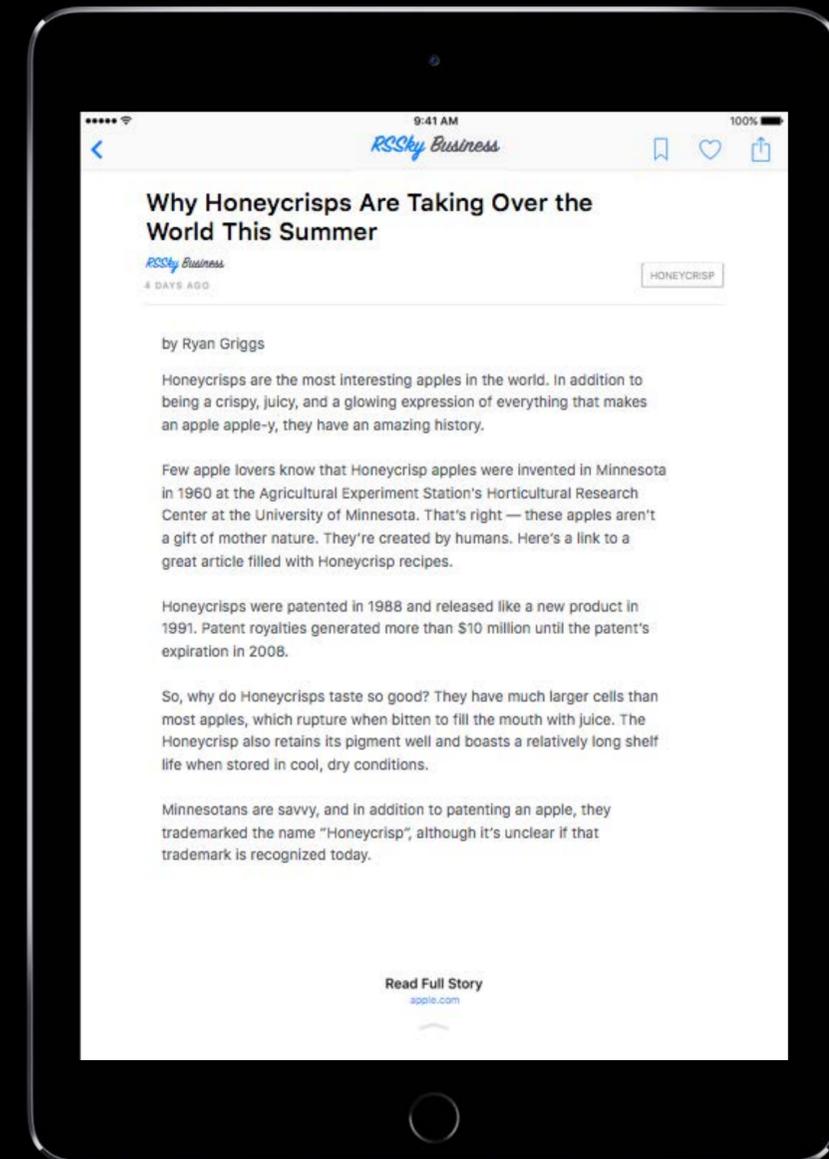


# RSS

When to consider

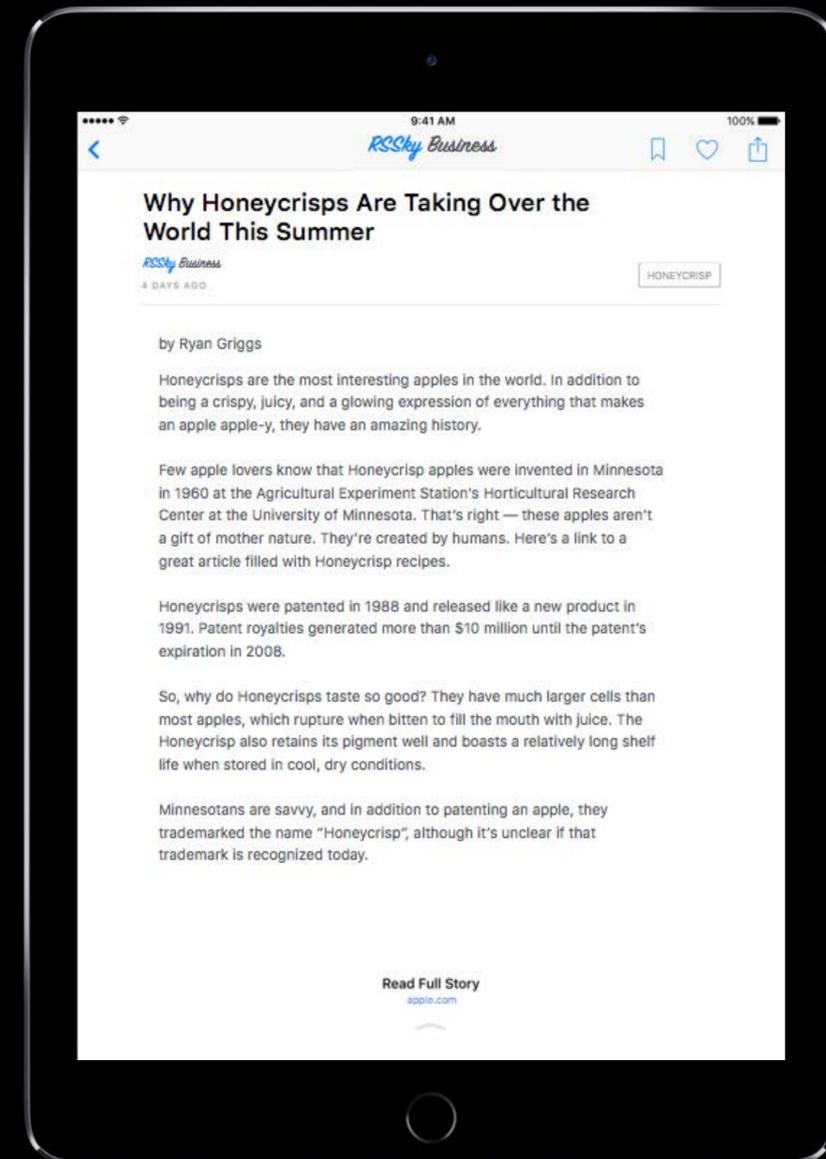
Existing RSS feed and website

As a first step toward Apple News Format



# RSS

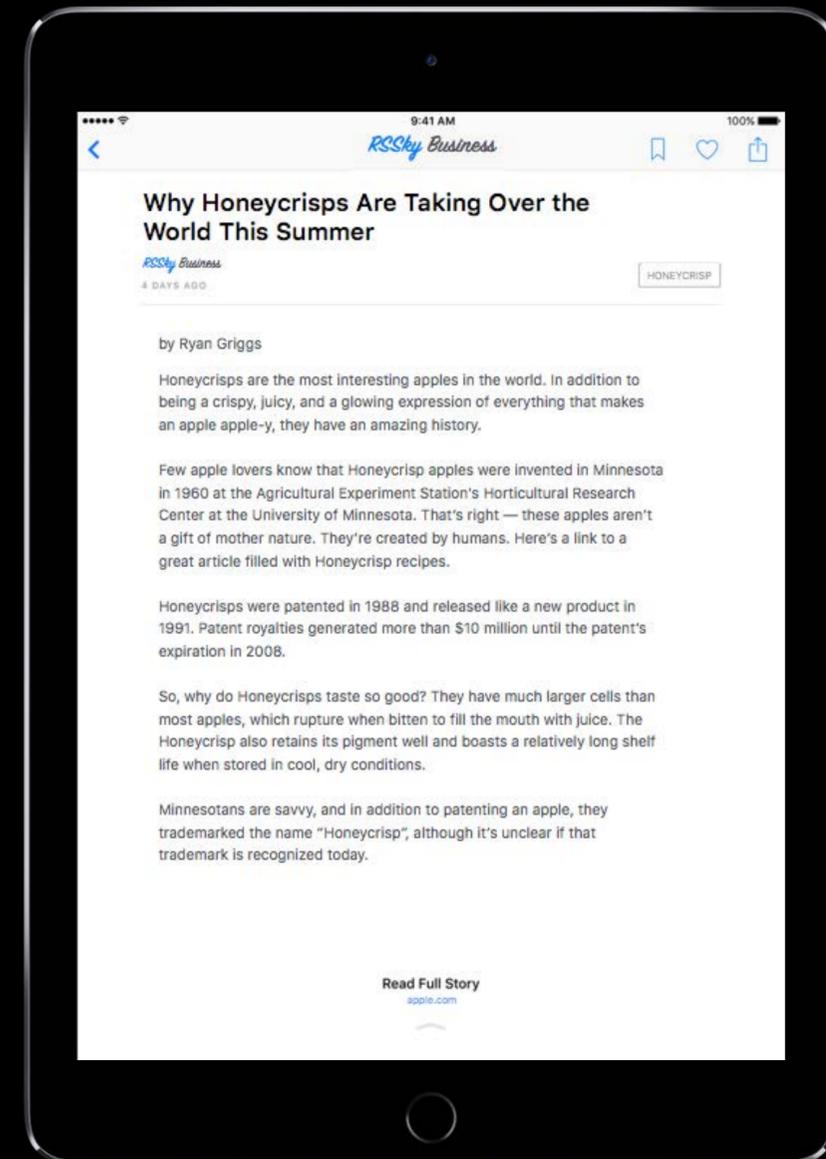
## Features



# RSS

## Features

Image, headlines, excerpt

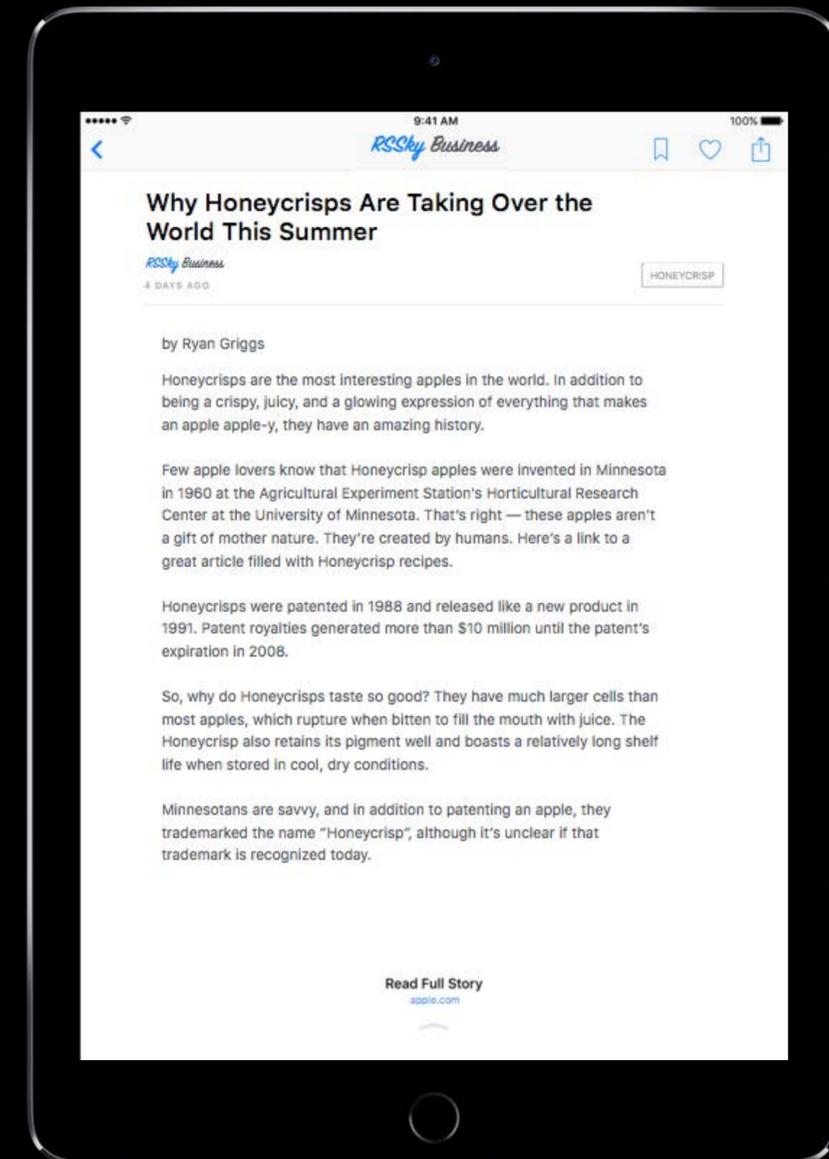


# RSS

## Features

Image, headlines, excerpt

Article preview page



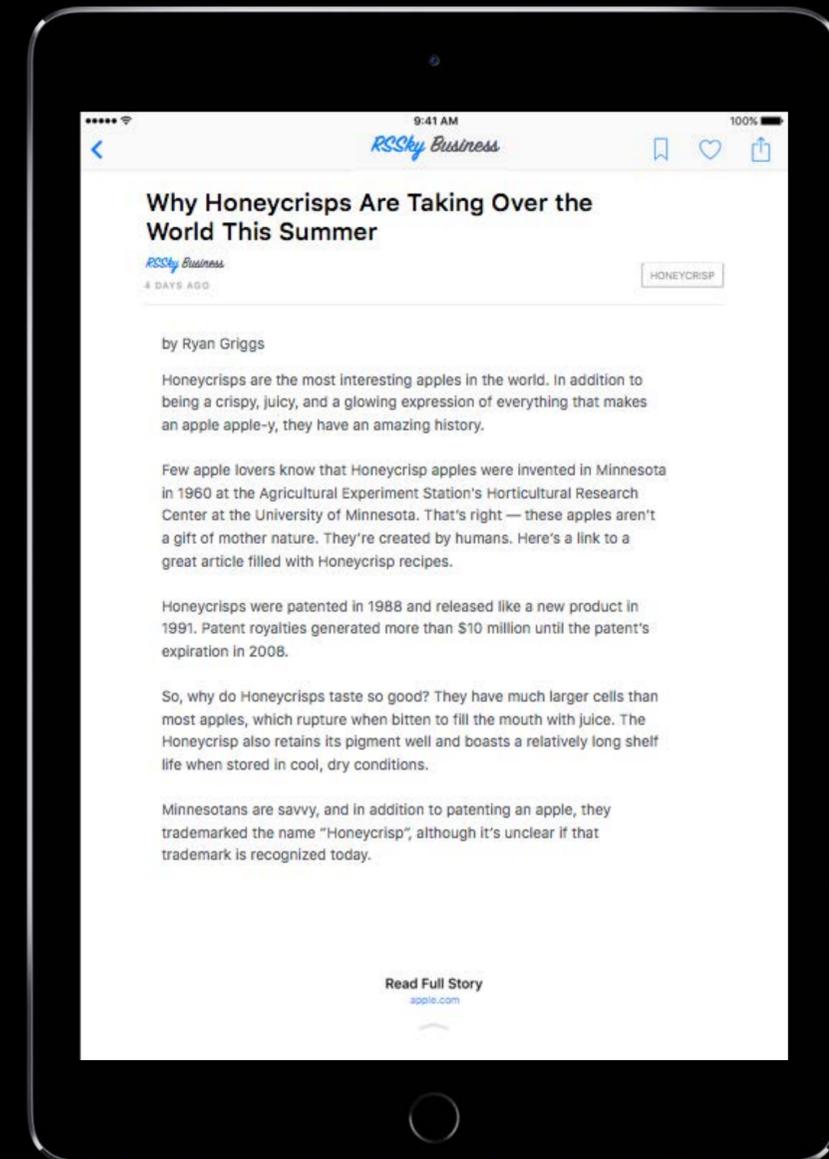
# RSS

## Features

Image, headlines, excerpt

Article preview page

Apple hosts RSS excerpt



# RSS

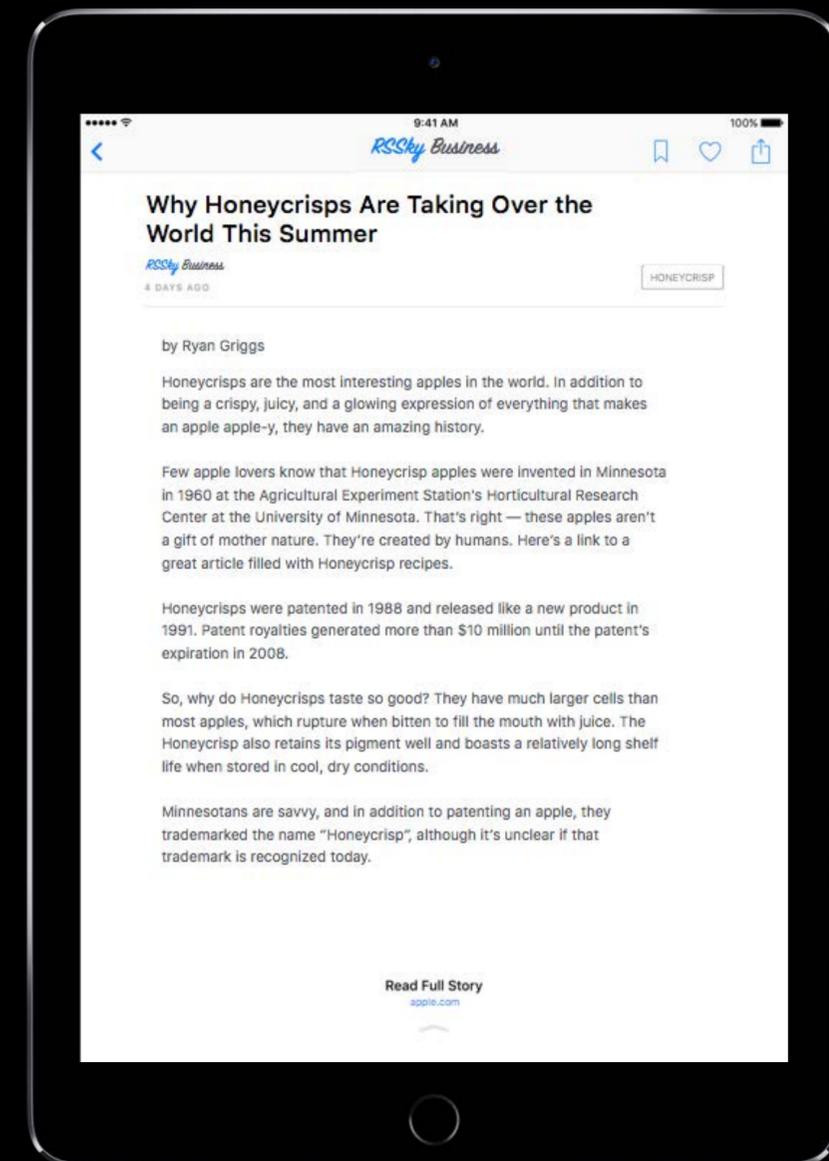
## Features

Image, headlines, excerpt

Article preview page

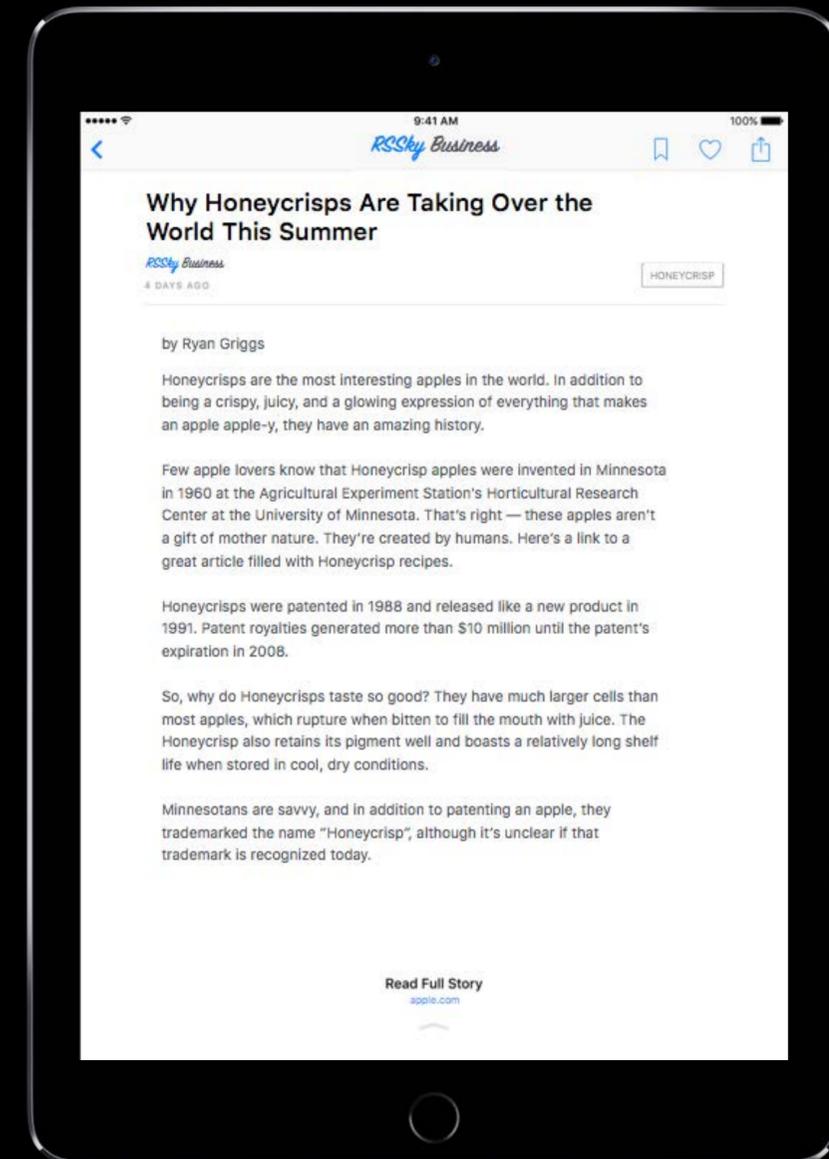
Apple hosts RSS excerpt

Publisher hosts web page



# RSS

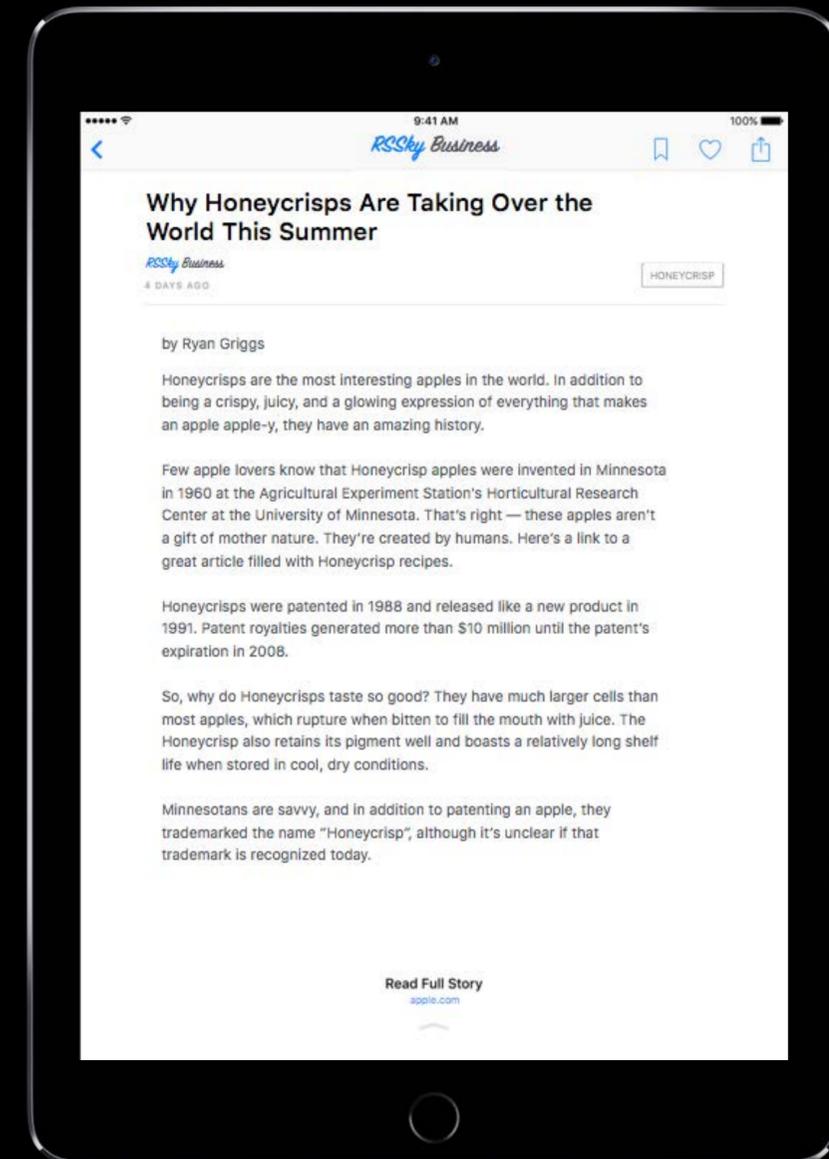
## Best practices



# RSS

## Best practices

Make the preview full and enticing

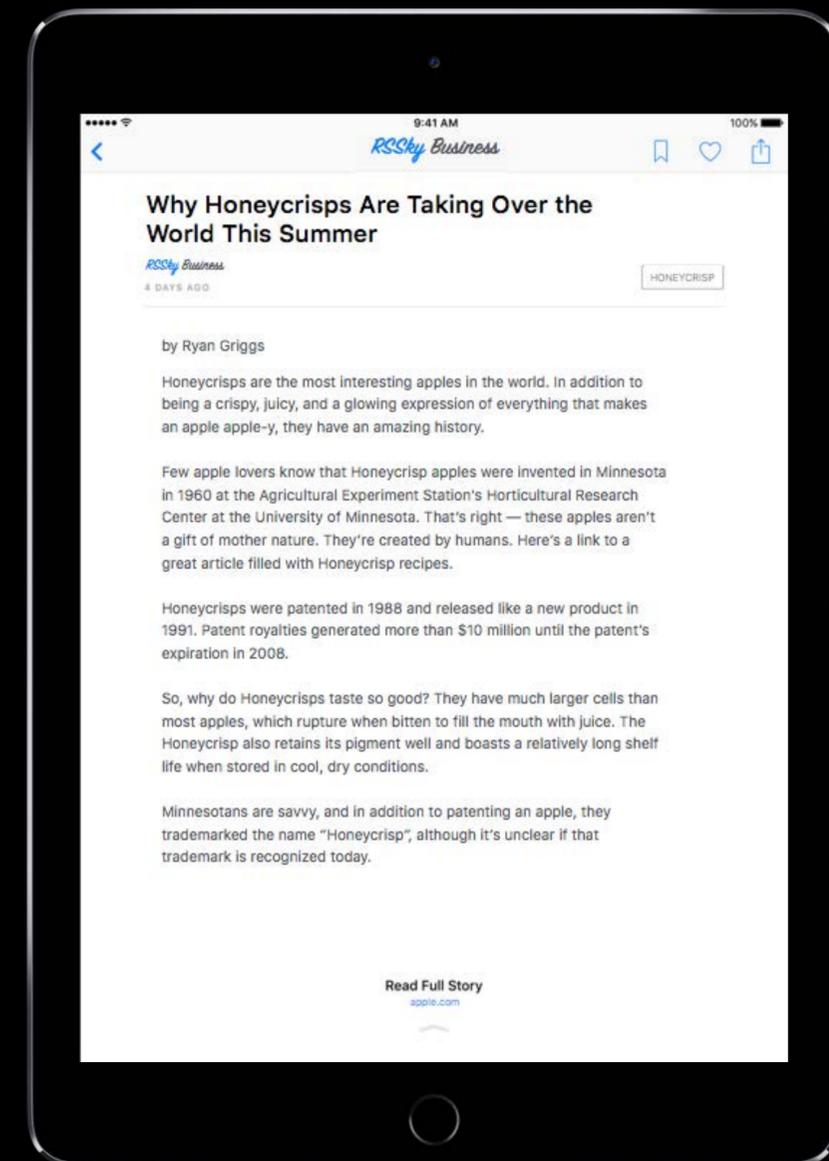


# RSS

## Best practices

Make the preview full and enticing

Use long-form (full text) RSS



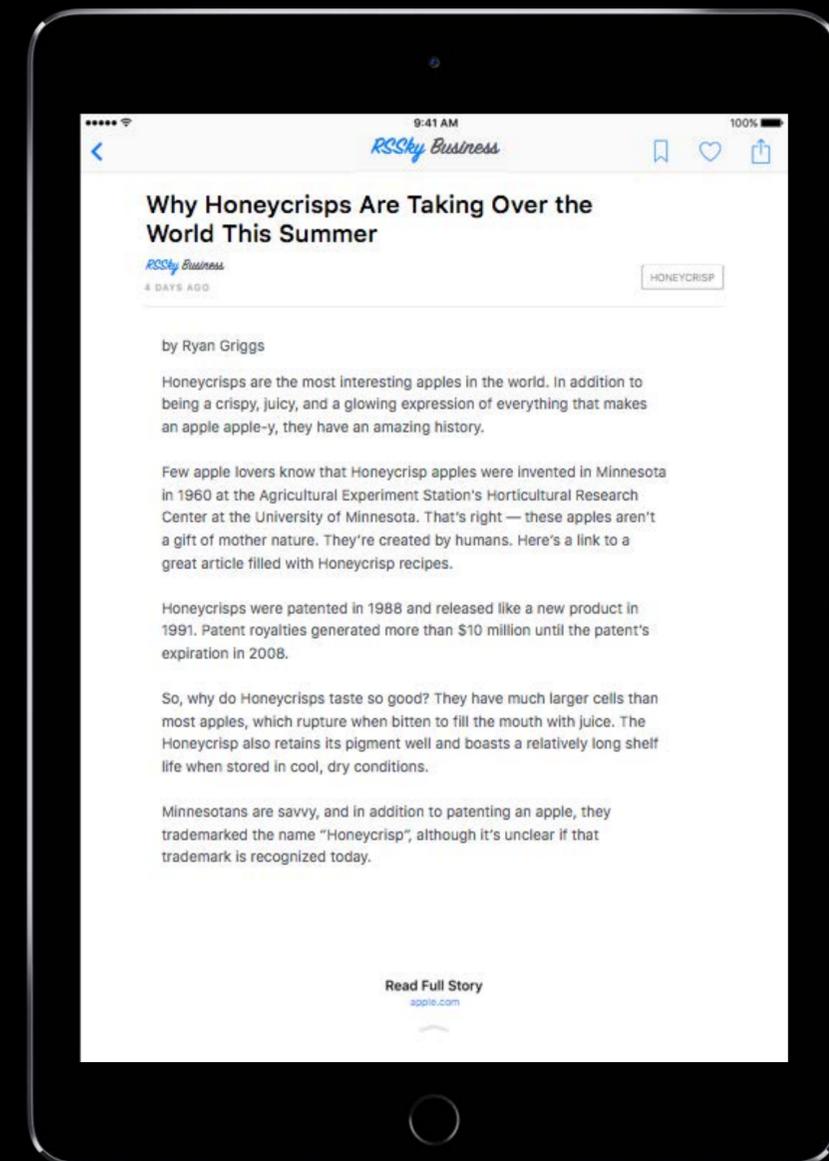
# RSS

## Best practices

Make the preview full and enticing

Use long-form (full text) RSS

Avoid links to unrelated content



# RSS

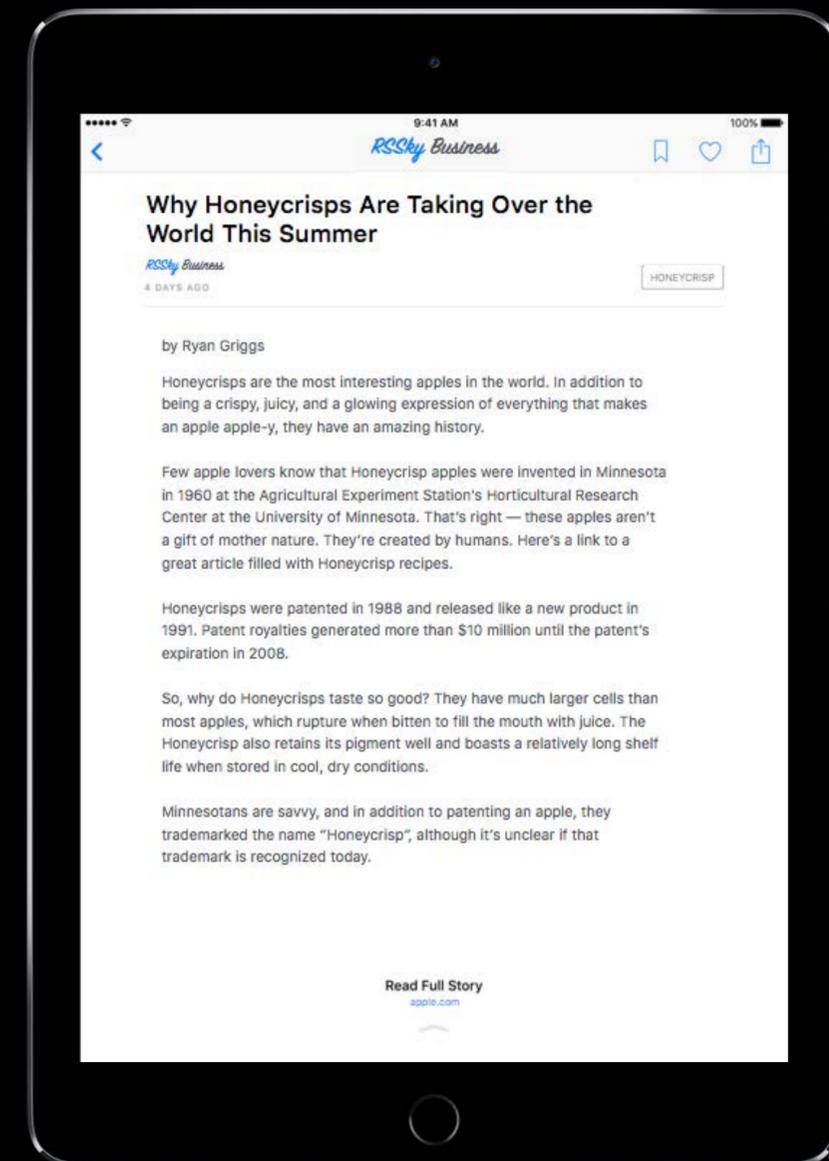
## Best practices

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

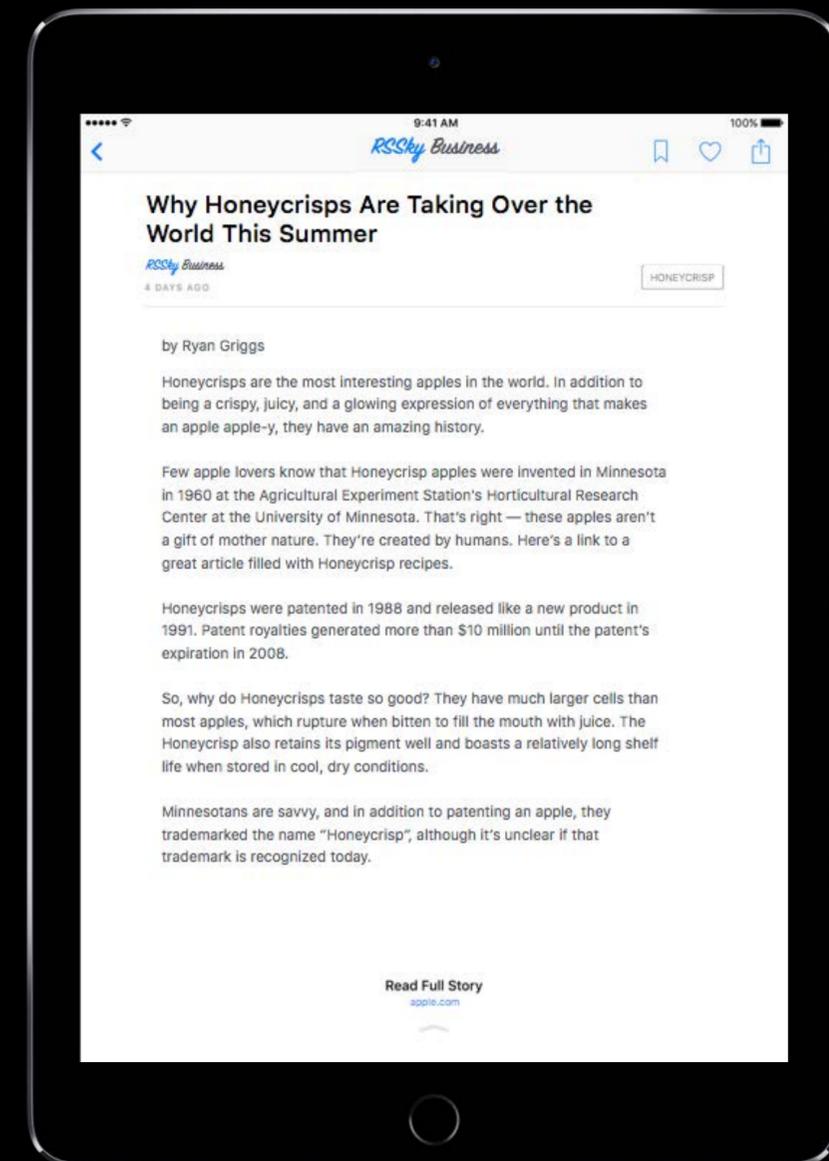
Make the preview full and enticing

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

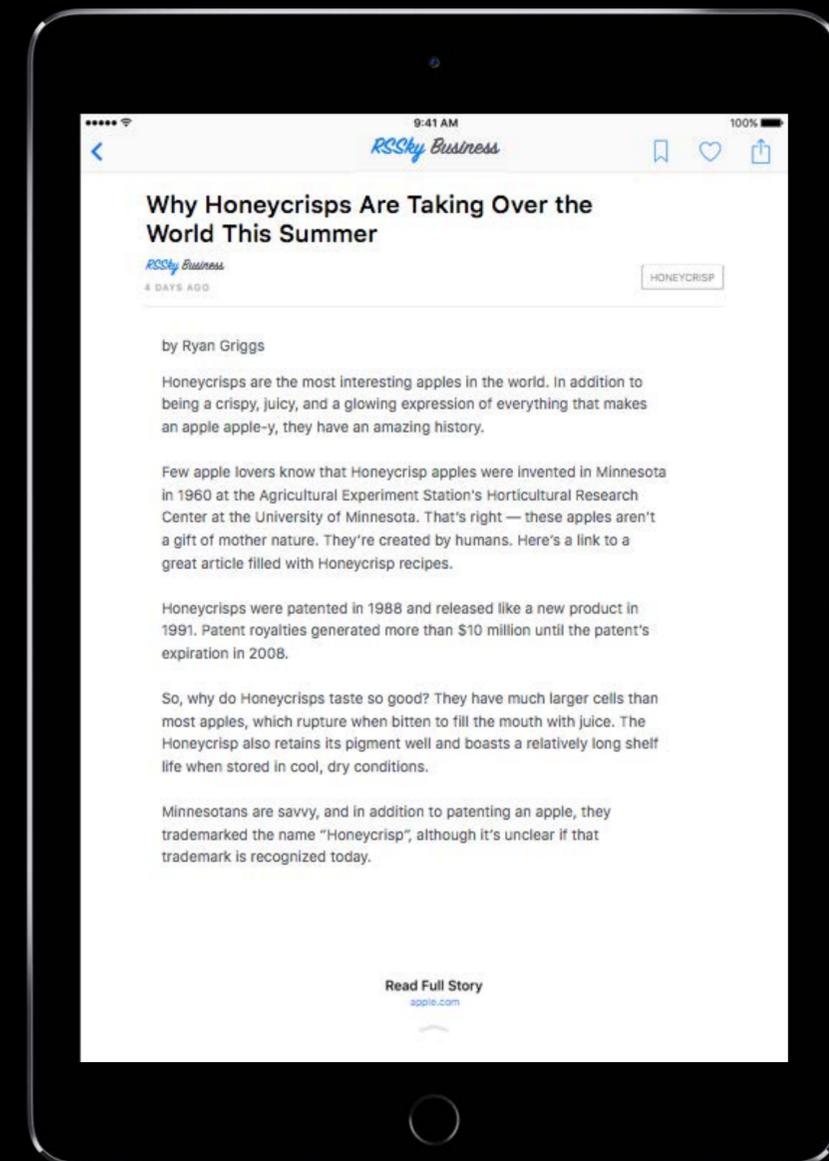
Use long-form (full text) RSS

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	<a href="http://images.apple.com/main/rss/hotnews/hotnews.rss">http://images.apple.com/main/rss/hotnews/hotnews.rss</a>	+	(Default)
Red Delicious	<a href="http://developer.apple.com/news/rss/news.rss">http://developer.apple.com/news/rss/news.rss</a>	+	☰
Honeycrisp	<a href="http://www.apple.com/pr/feeds/pr.rss">http://www.apple.com/pr/feeds/pr.rss</a>	+	☰

[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	<a href="http://images.apple.com/main/rss/hotnews/hotnews.rss">http://images.apple.com/main/rss/hotnews/hotnews.rss</a>	+	(Default)
Red Delicious	<a href="http://developer.apple.com/news/rss/news.rss">http://developer.apple.com/news/rss/news.rss</a>	+	☰
Honeycrisp	<a href="http://www.apple.com/pr/feeds/pr.rss">http://www.apple.com/pr/feeds/pr.rss</a>	+	☰

[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.

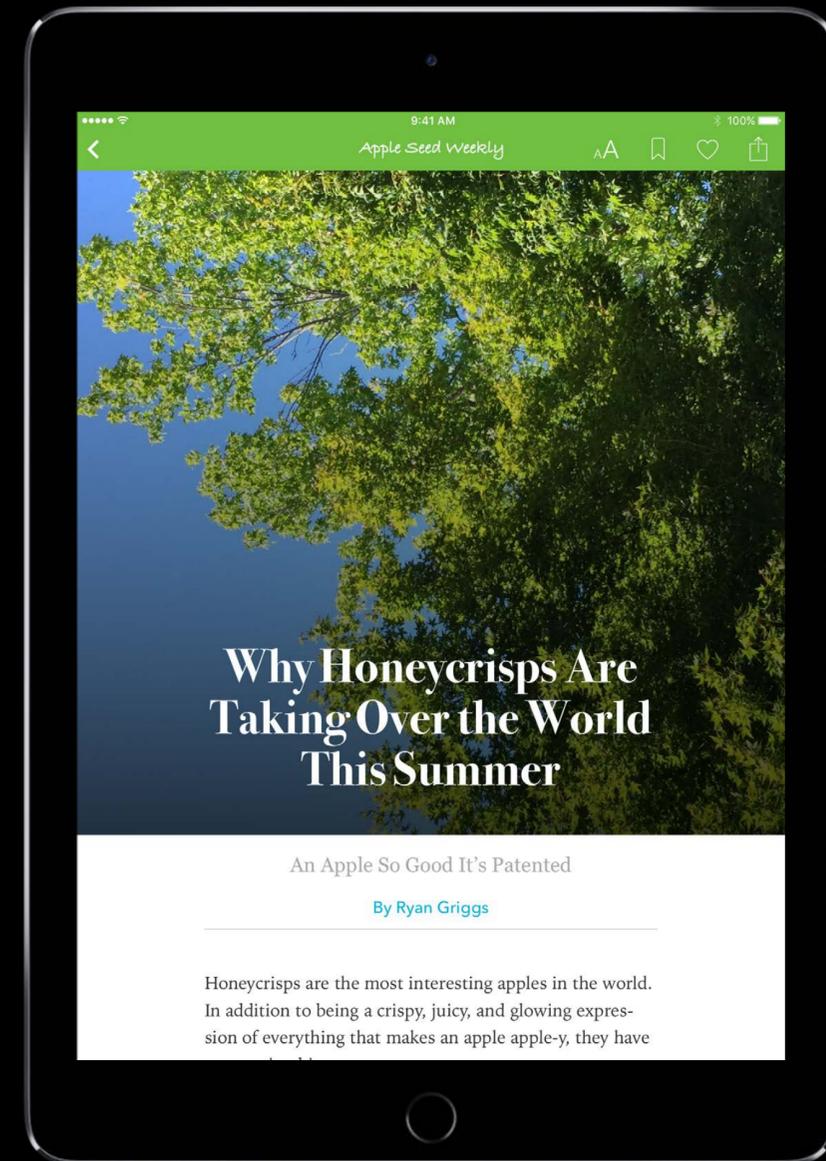
[Learn More](#) [Cancel](#) | [OK](#)

SECTION NAME		
Top Stories		+ (Default)
Red Delicious		+ ☰
Honeycrisp	<a href="http://www.apple.com/pr/feeds/pr.rss">http://www.apple.com/pr/feeds/pr.rss</a>	+ ☰
<a href="#">Add Section</a>		

# Apple News Format

# Apple News Format

## Features



# Apple News Format

Features

Robust CDN

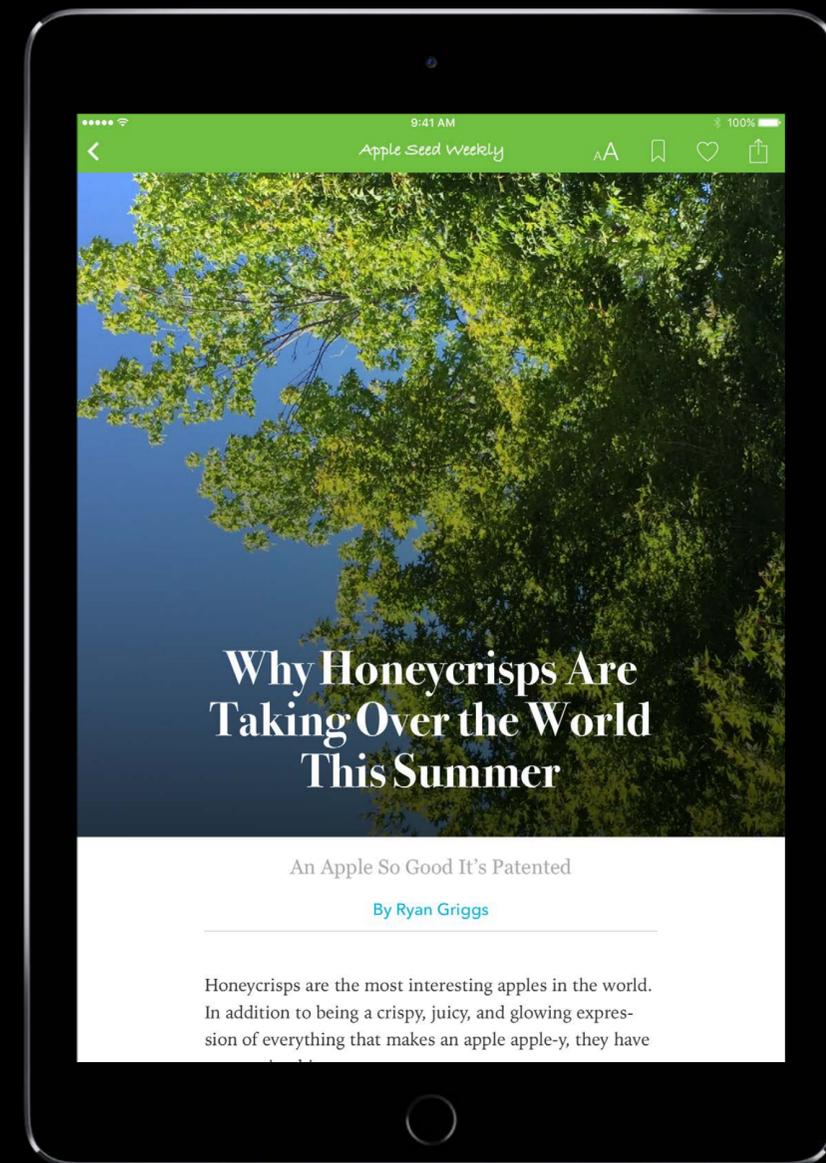


# Apple News Format

Features

Robust CDN

Rich analytics



# Apple News Format

## Features

Robust CDN

Rich analytics

Automatic optimization for each device



# Apple News Format

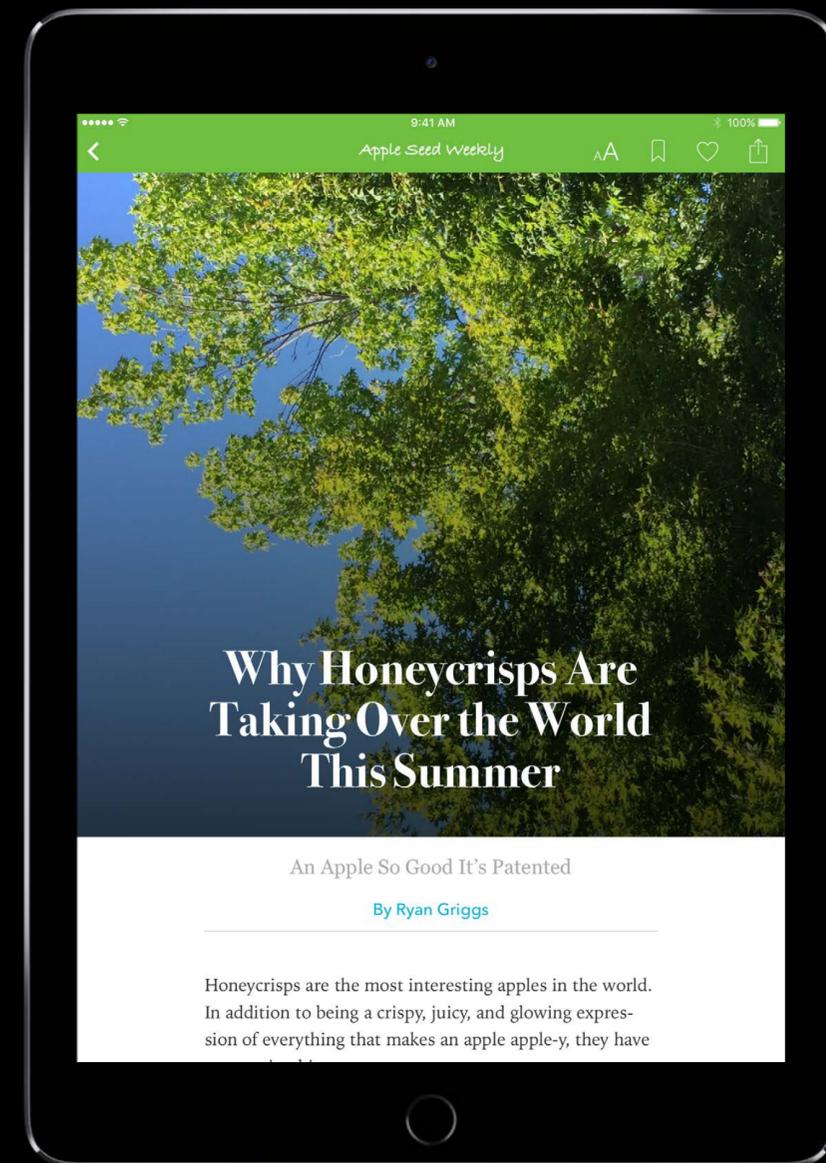
## Features

Robust CDN

Rich analytics

Automatic optimization for each device

Simple monetization tools



# Apple News Format

## Features

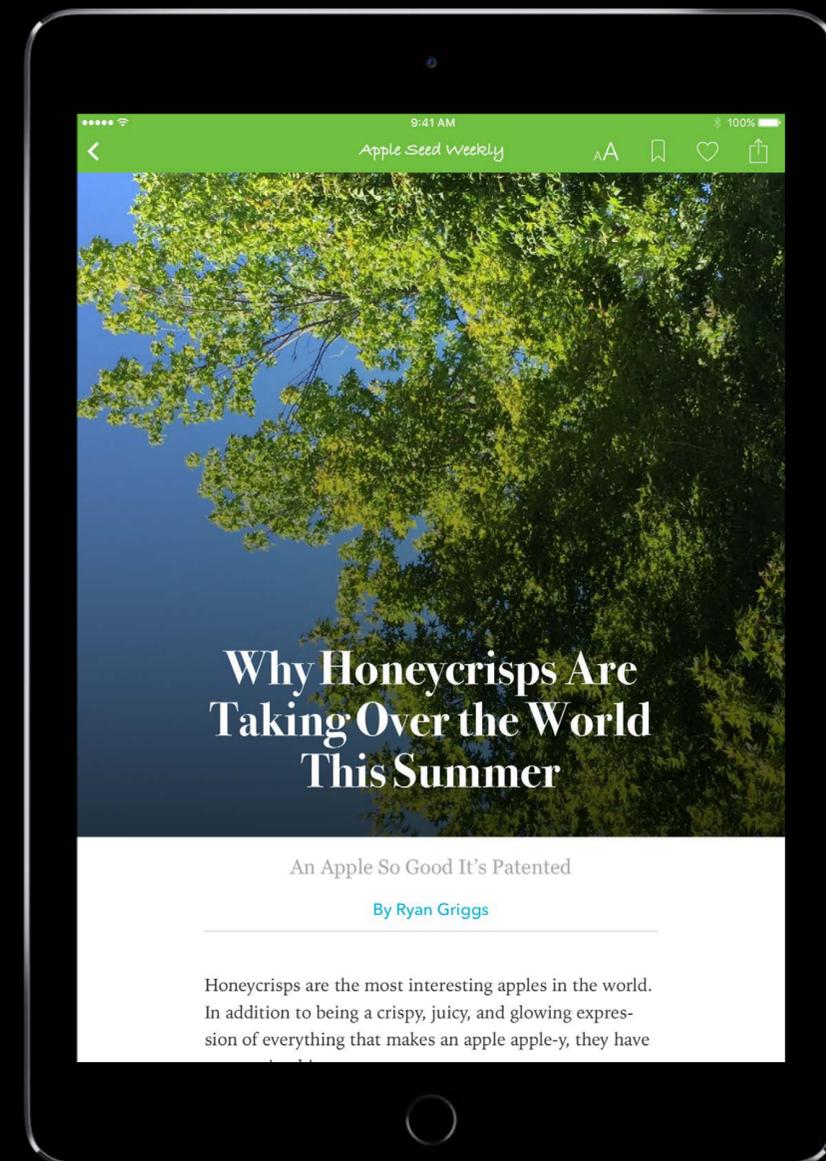
Robust CDN

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

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](#) >

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.

[+ 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

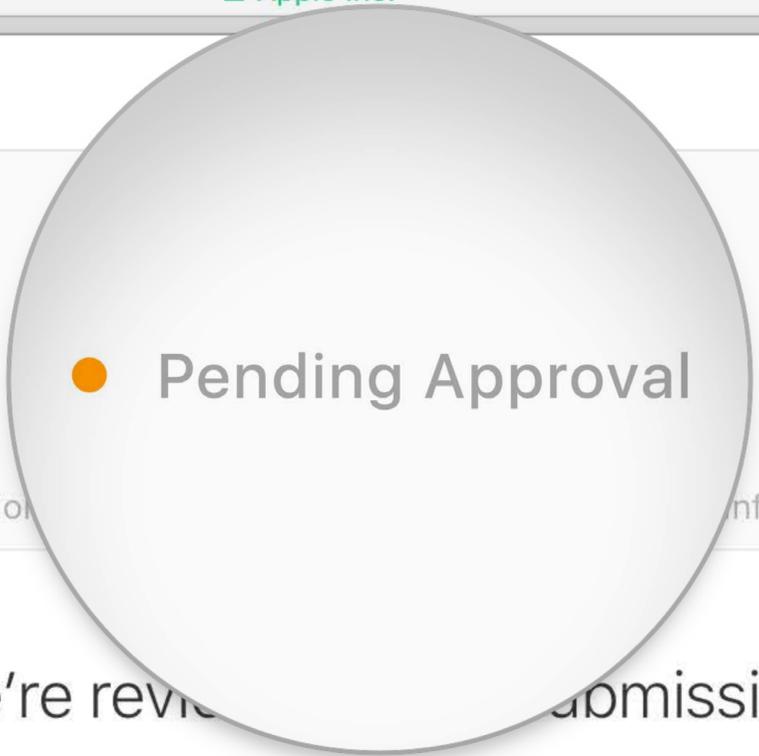
LAST EDITED

Think Different

[Edit](#)

John Appleseed

May 11, 2016



Pending Approval

Articles

Sections

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

# 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

Sections

Analytics

Advertising

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

# 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

# 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

# Apple Seed Weekly

● Available in News

Articles

**Sections**

Members

Channel Info

Analytics

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

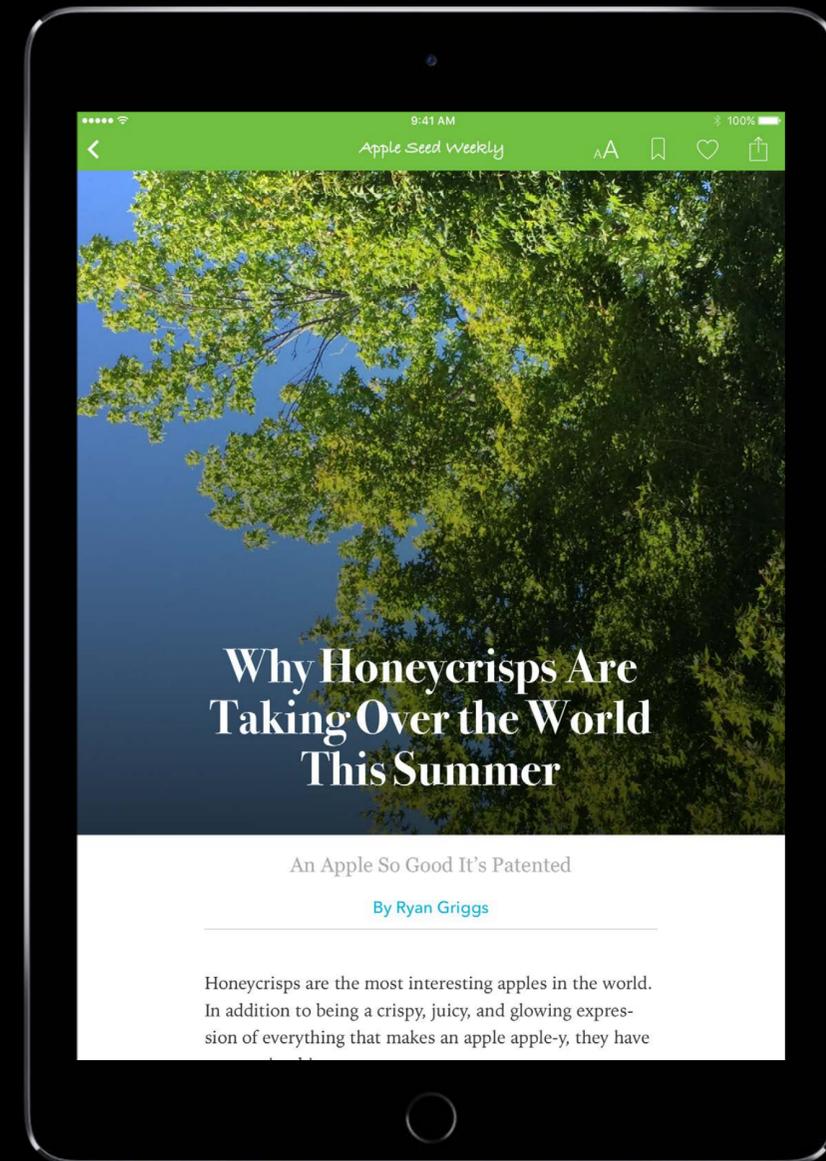
## Members

Manage roles and invite new members.

MEMBER	ROLE ?
George Lynch	Editor in Chief ▾
John Appleseed	Viewer (Invite Pending) <span style="color: red;">Revoke Invite</span>
Reb Beach	Editor ▾
Ryan Griggs ⓘ	Administrator
Tim Timson	Administrator
Vinnie Moore	Editor in Chief
Warren DeMartini	Editor
	Sales
	✓ Viewer

# Apple News Format

Best practices



# Apple News Format

Best practices

Use appropriate subject matter

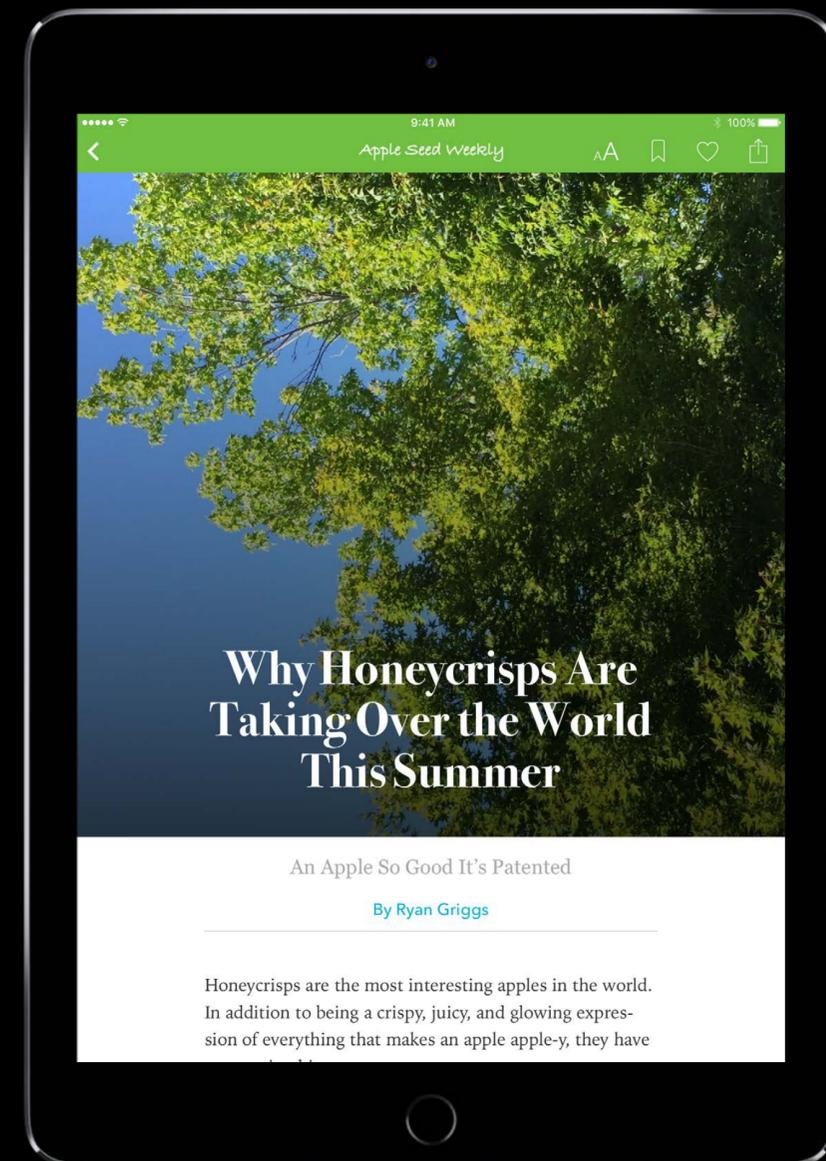


# Apple News Format

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

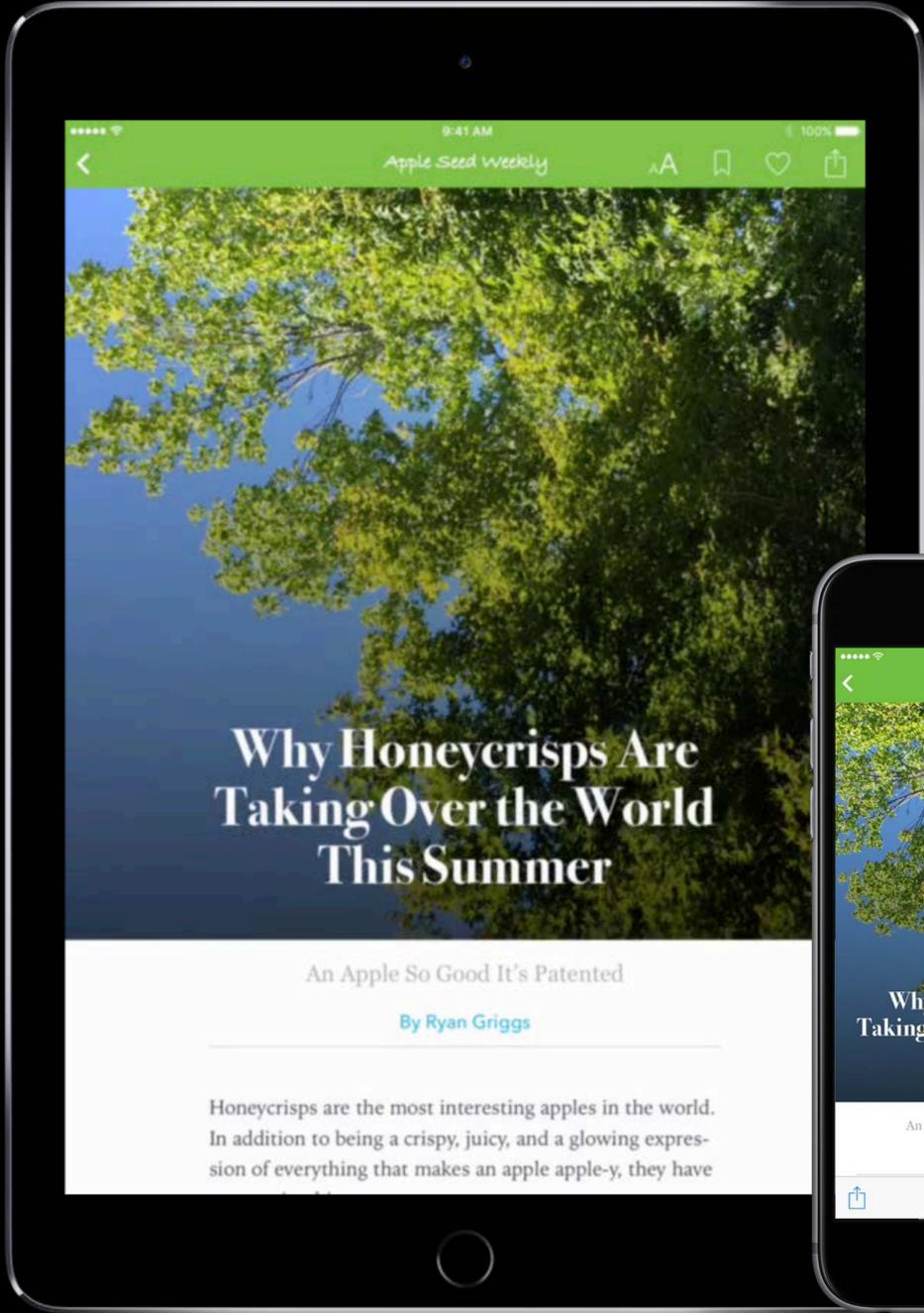
General

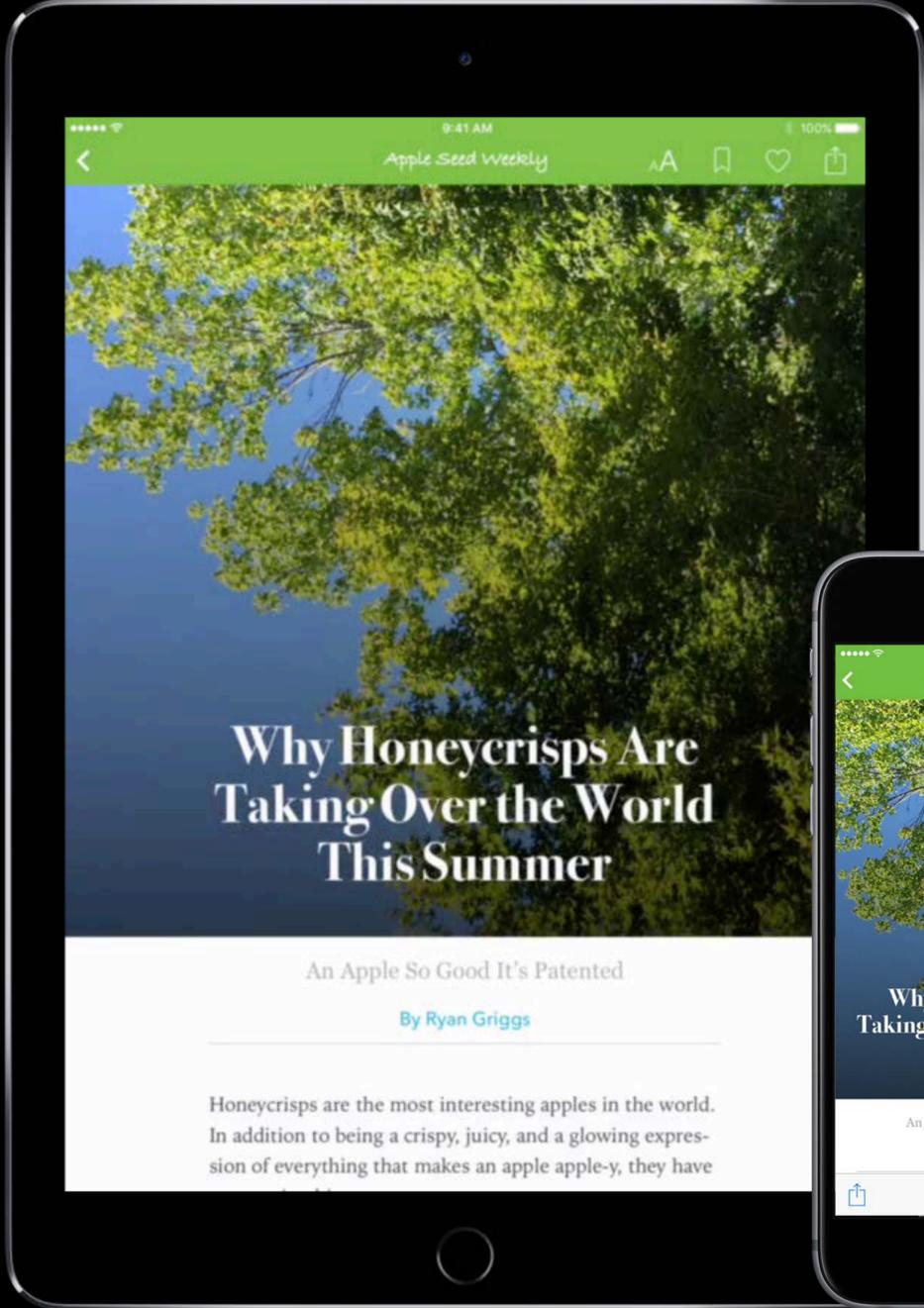
ADVERTISING

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

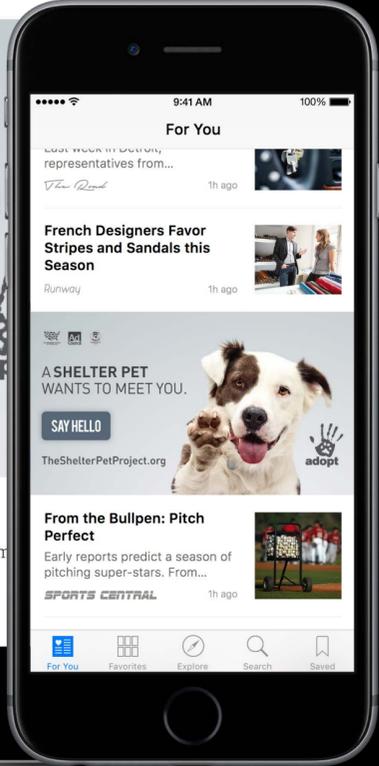
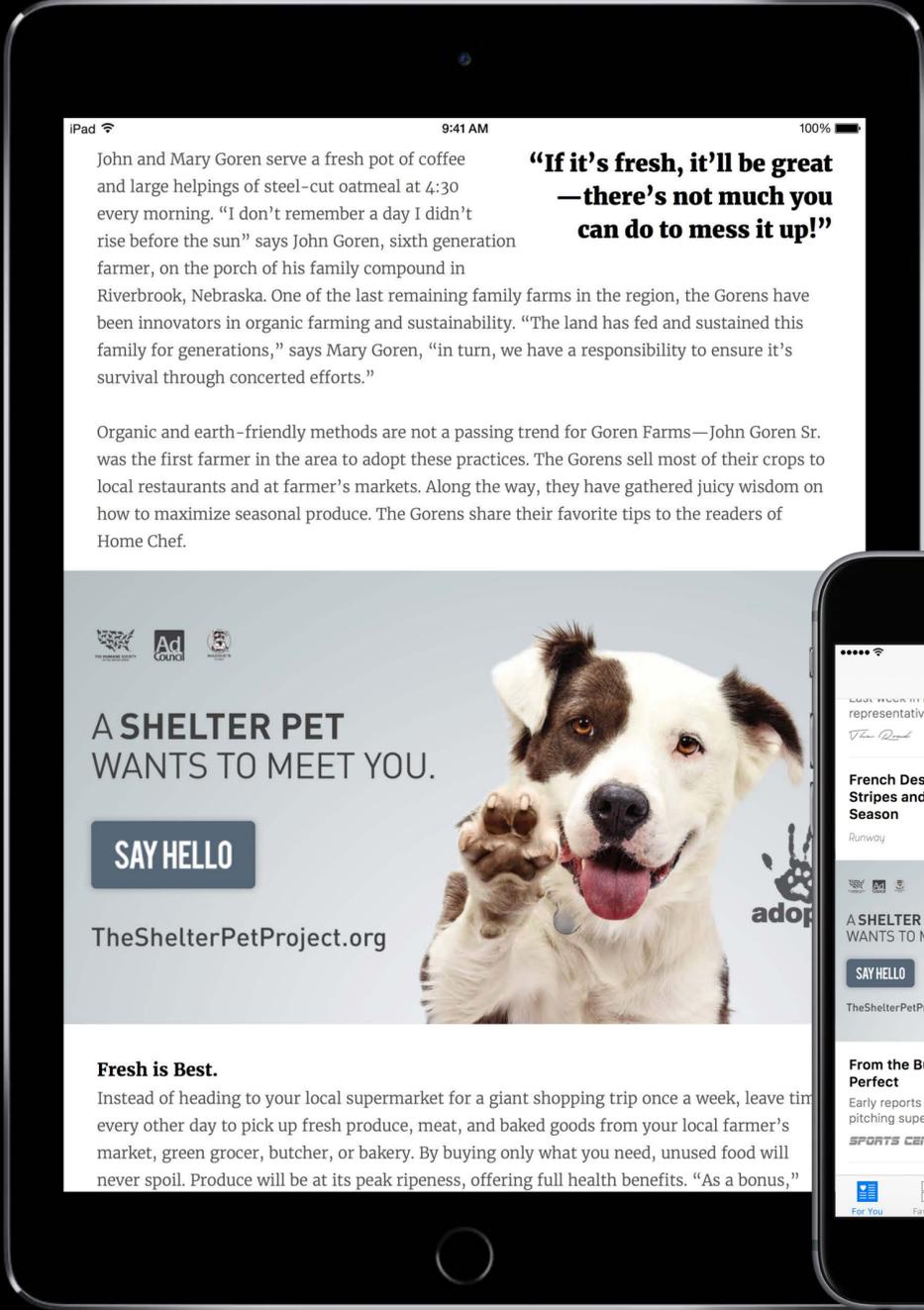


**Drupal**

*Craft* cms

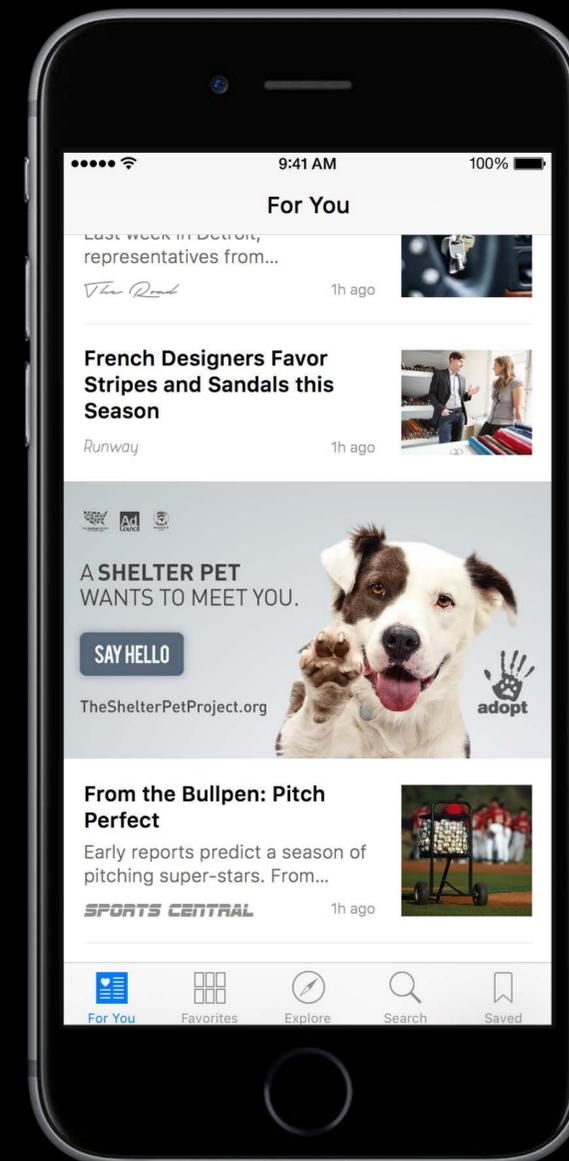


Monetize



# Apple News Format

## Monetization

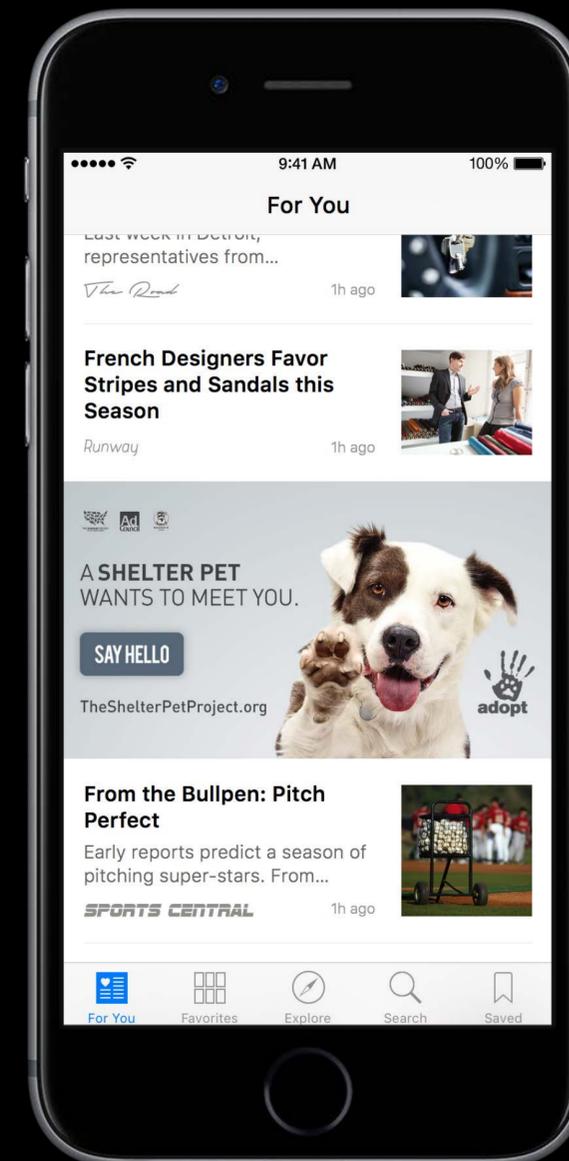


# Apple News Format

## Monetization

### Publisher ad inventory

- Your channel
- In articles
- Between articles



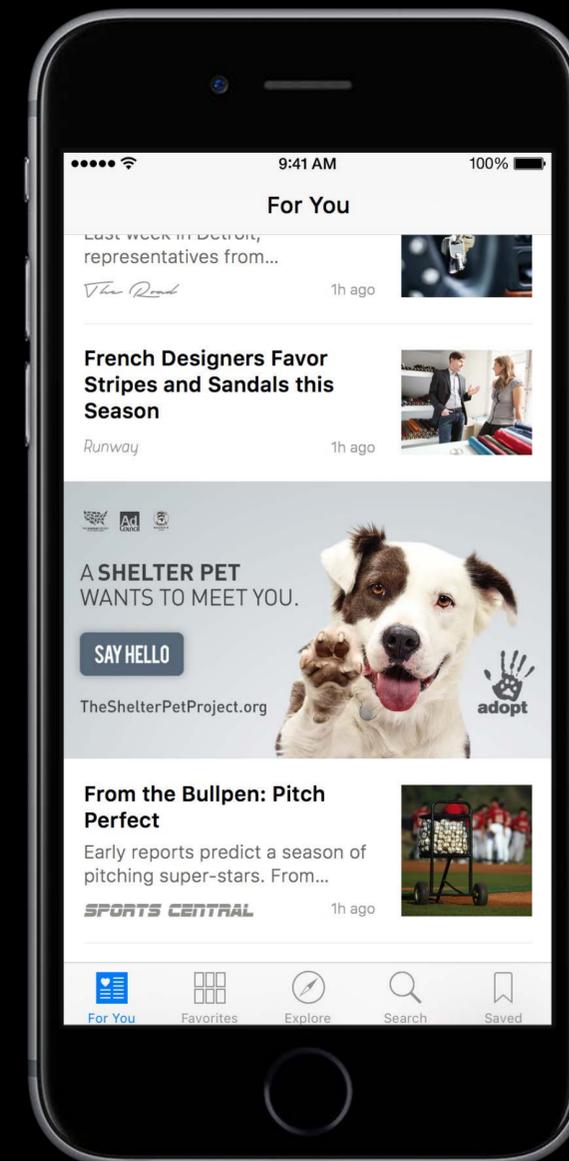
# Apple News Format

## Monetization

### Publisher ad inventory

- Your channel
- In articles
- Between articles

Keep 100% of revenue when publisher sells



# Apple News Format

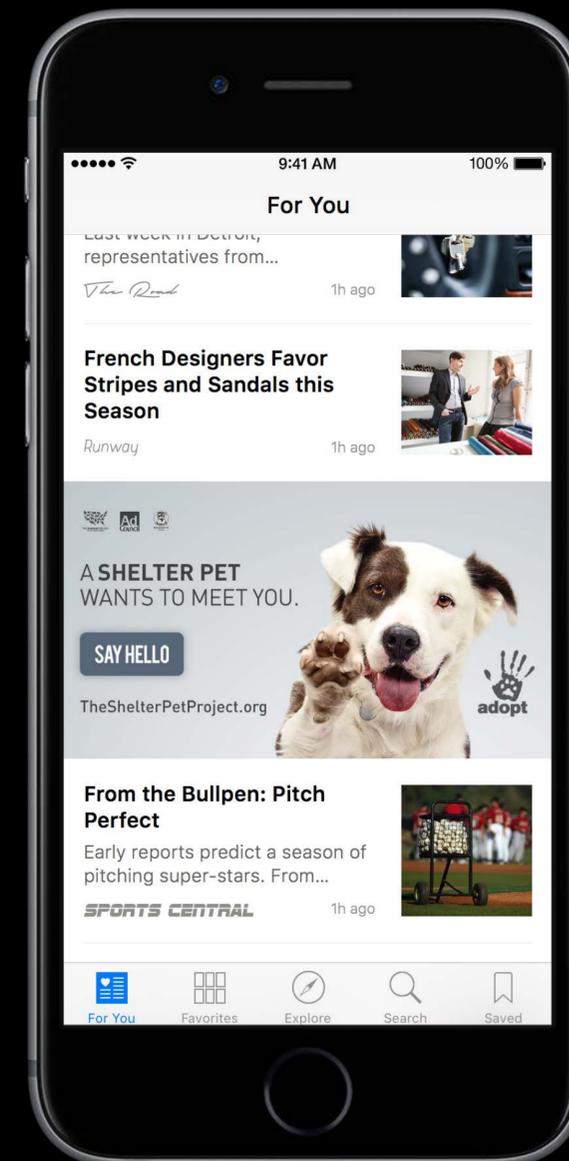
## Monetization

### 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

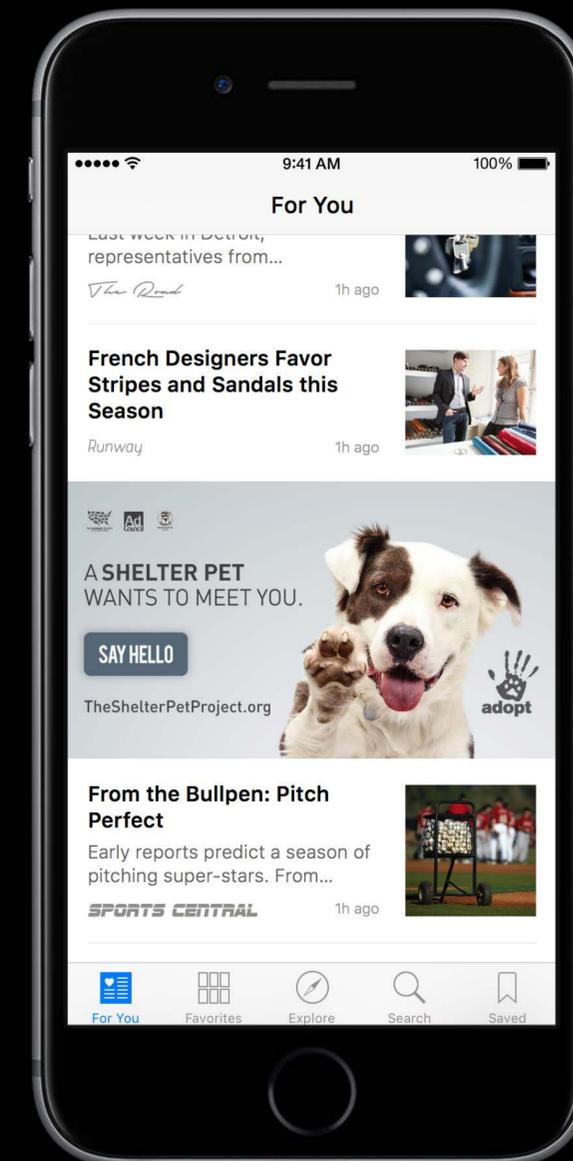
- Your channel
- In articles
- Between articles

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

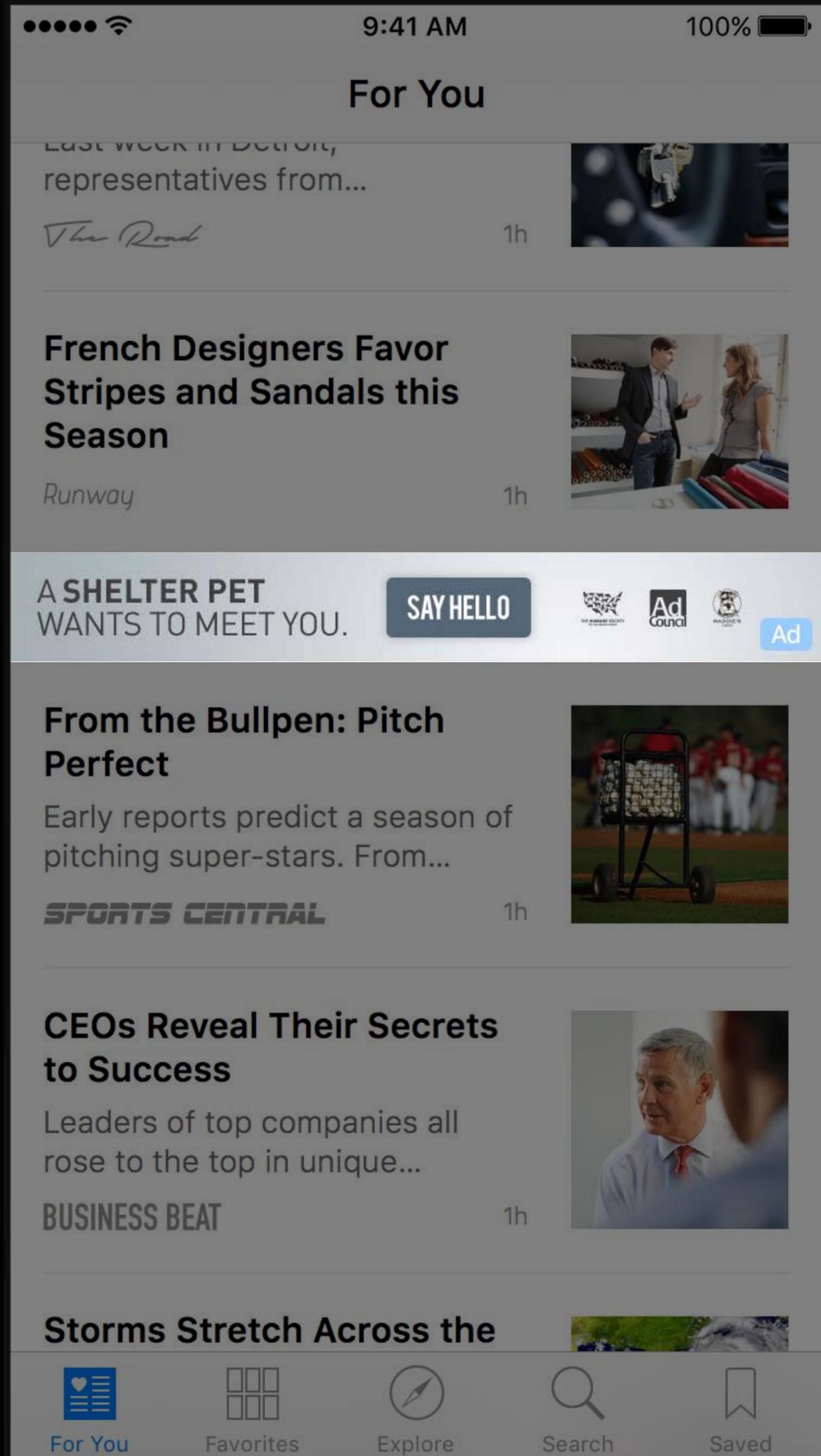


Search

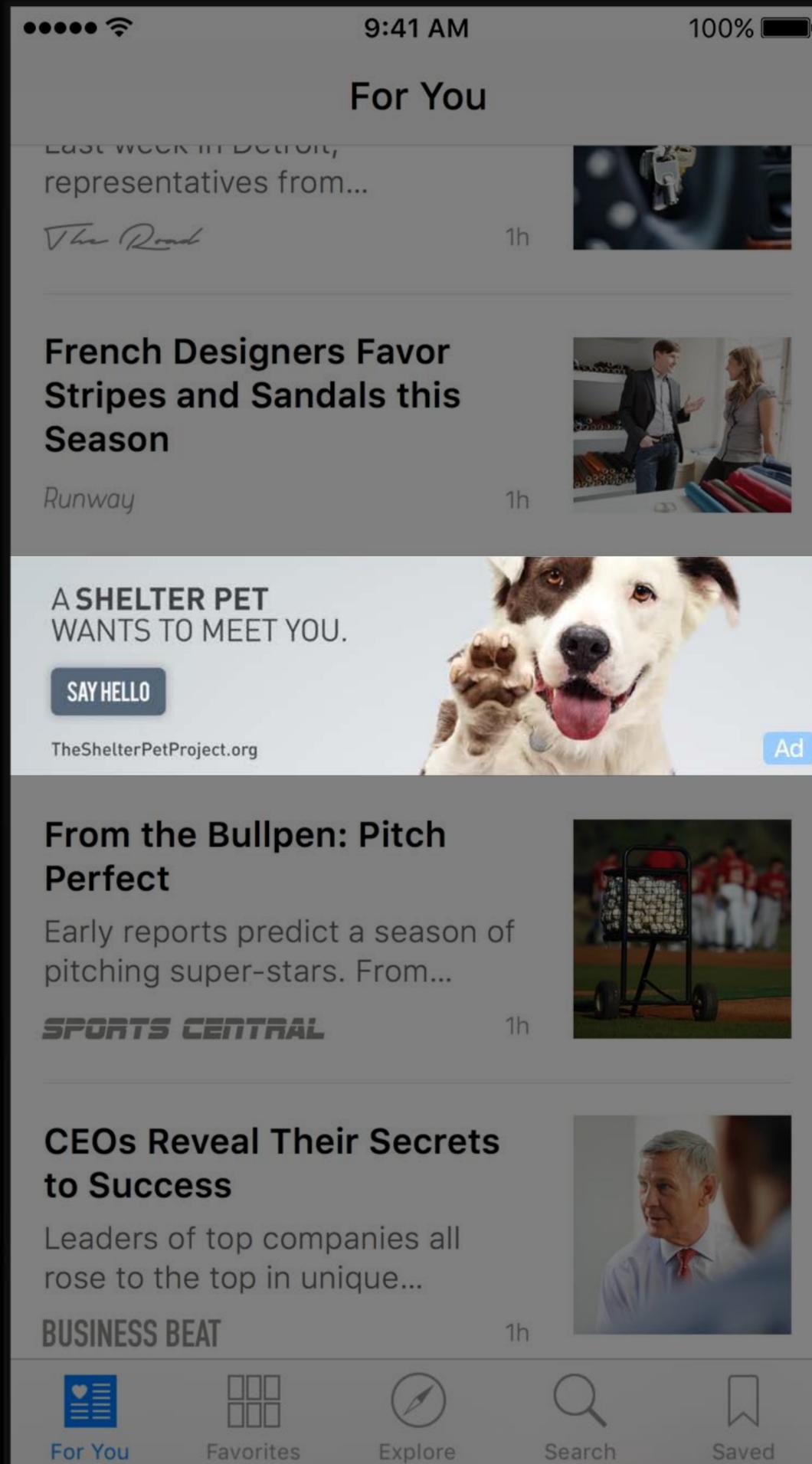


Saved

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 with the text "SAY HELLO" in white on a dark blue background. 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 advertisement, 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*

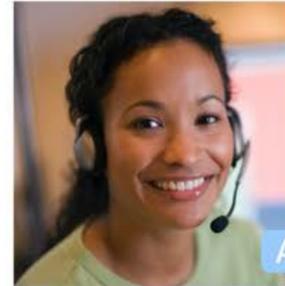
1h



## 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

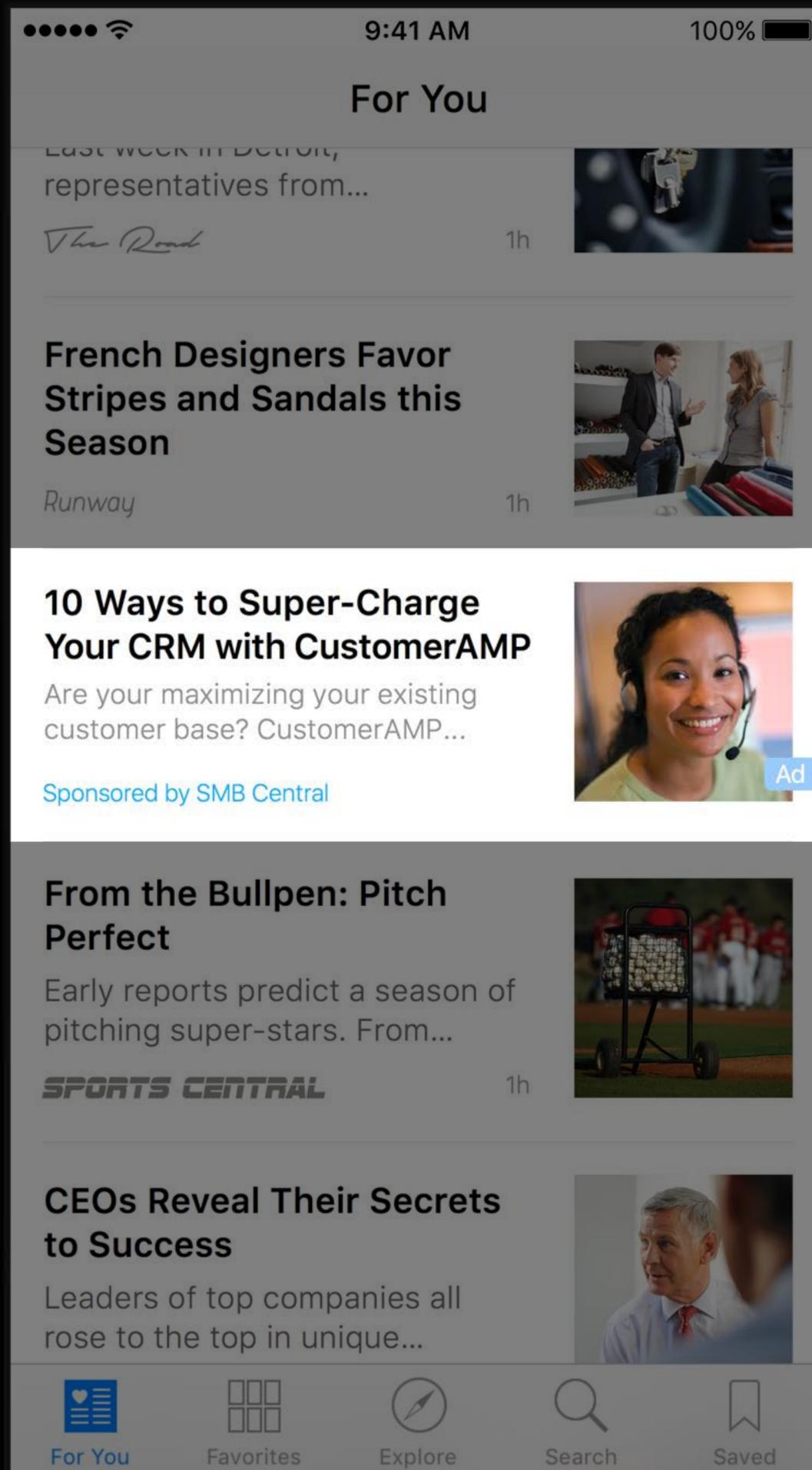


Search



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”

Share, Heart, Bookmark icons

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.



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

**SAY HELLO**

[TheShelterPetProject.org](http://TheShelterPetProject.org)



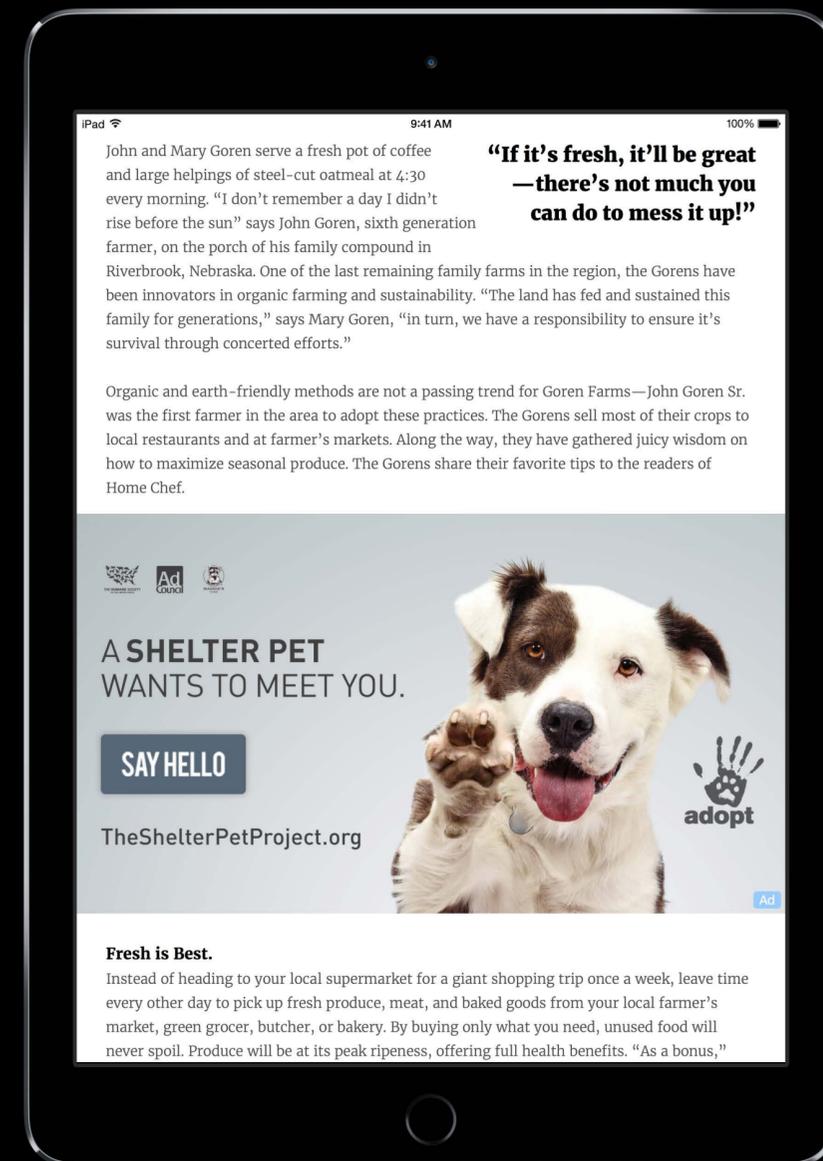
Ad

**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,”

# Apple News Format

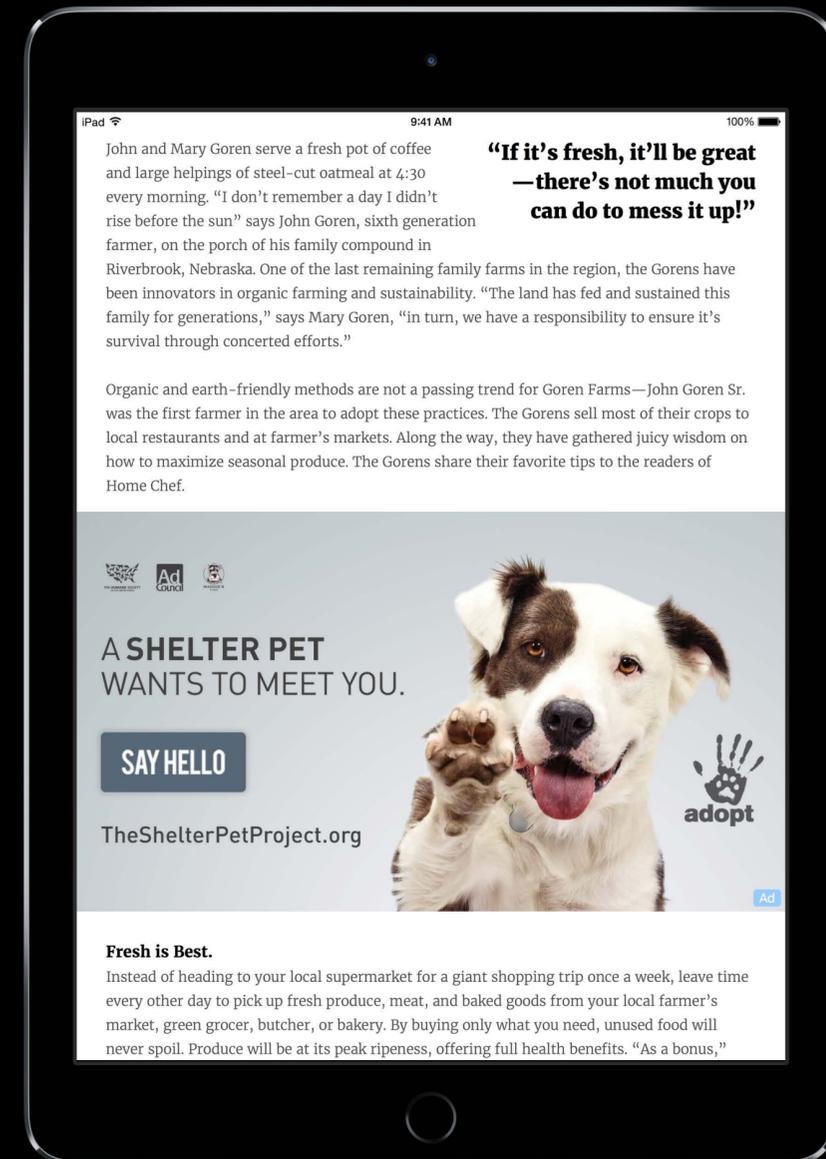
## Monetization best practices



# Apple News Format

## Monetization best practices

Avoid common mistakes

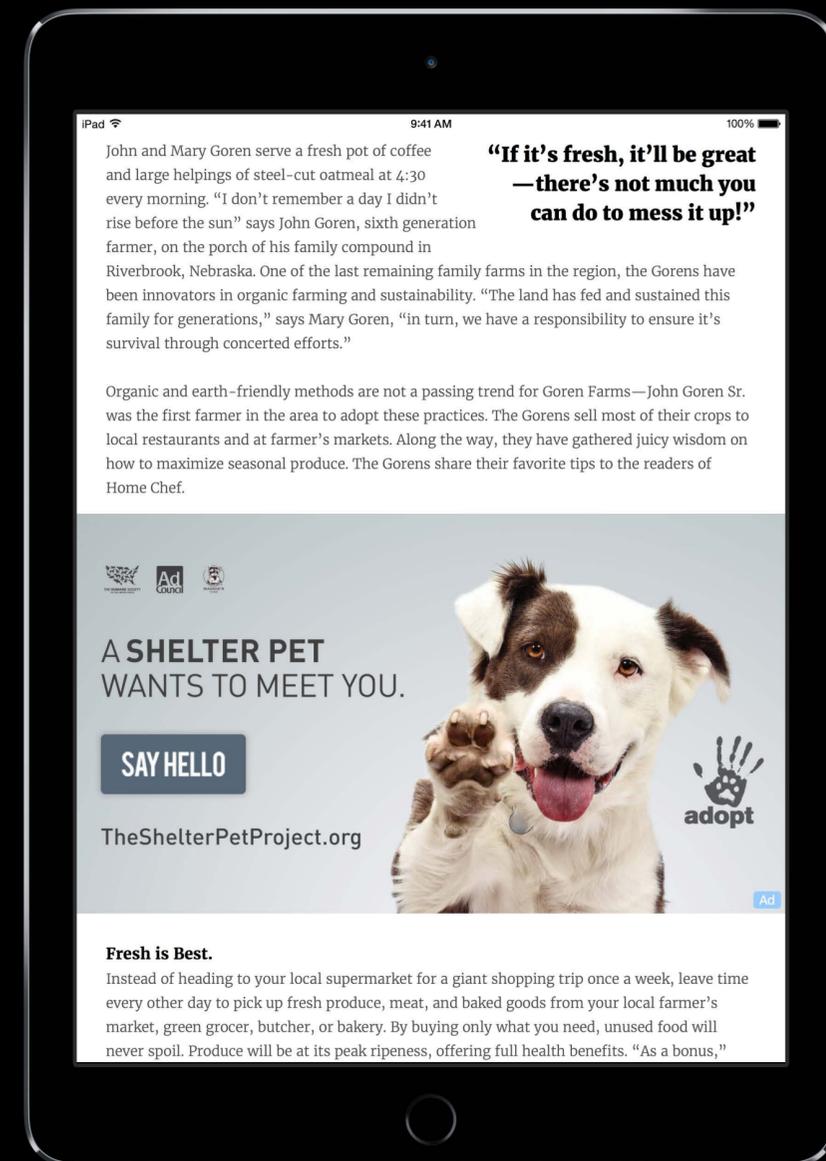


# Apple News Format

## Monetization best practices

Avoid common mistakes

Enable backfill and sell your own ads



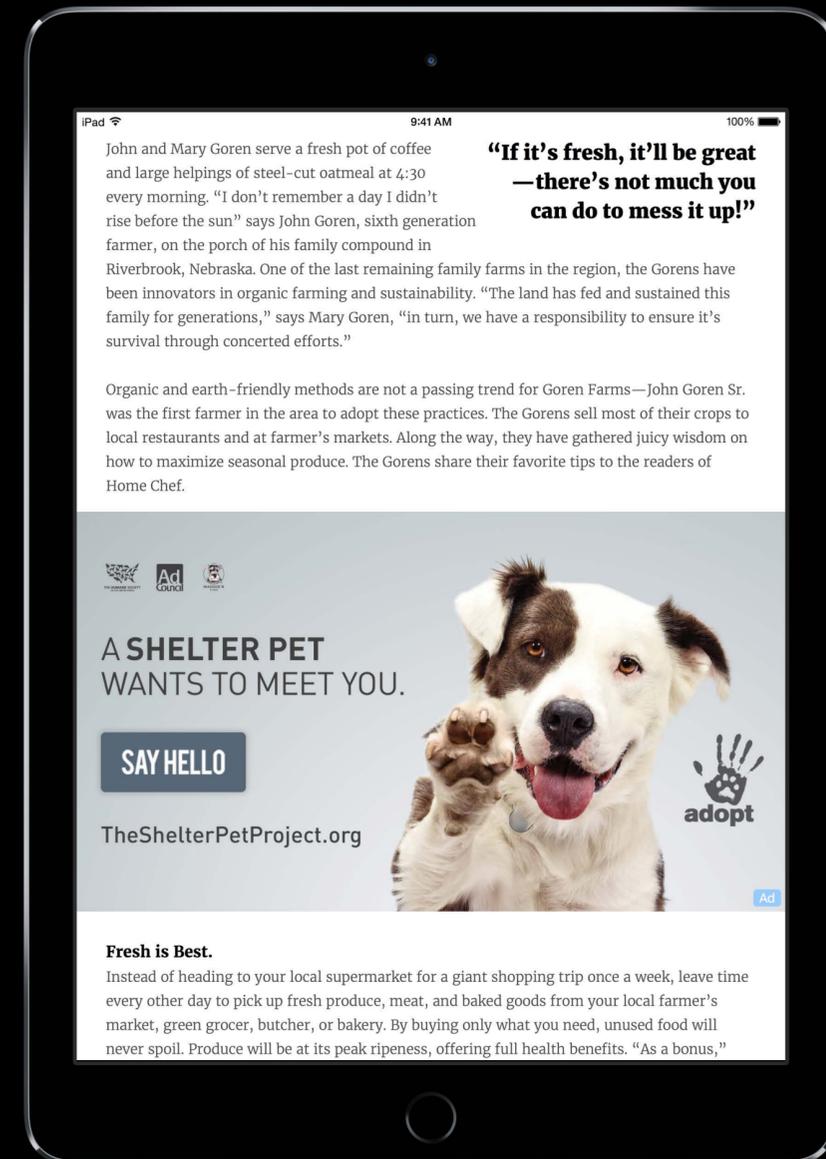
# Apple News Format

## Monetization best practices

Avoid common mistakes

Enable backfill and sell your own ads

Minimize exclusions on channels



# Apple News Format

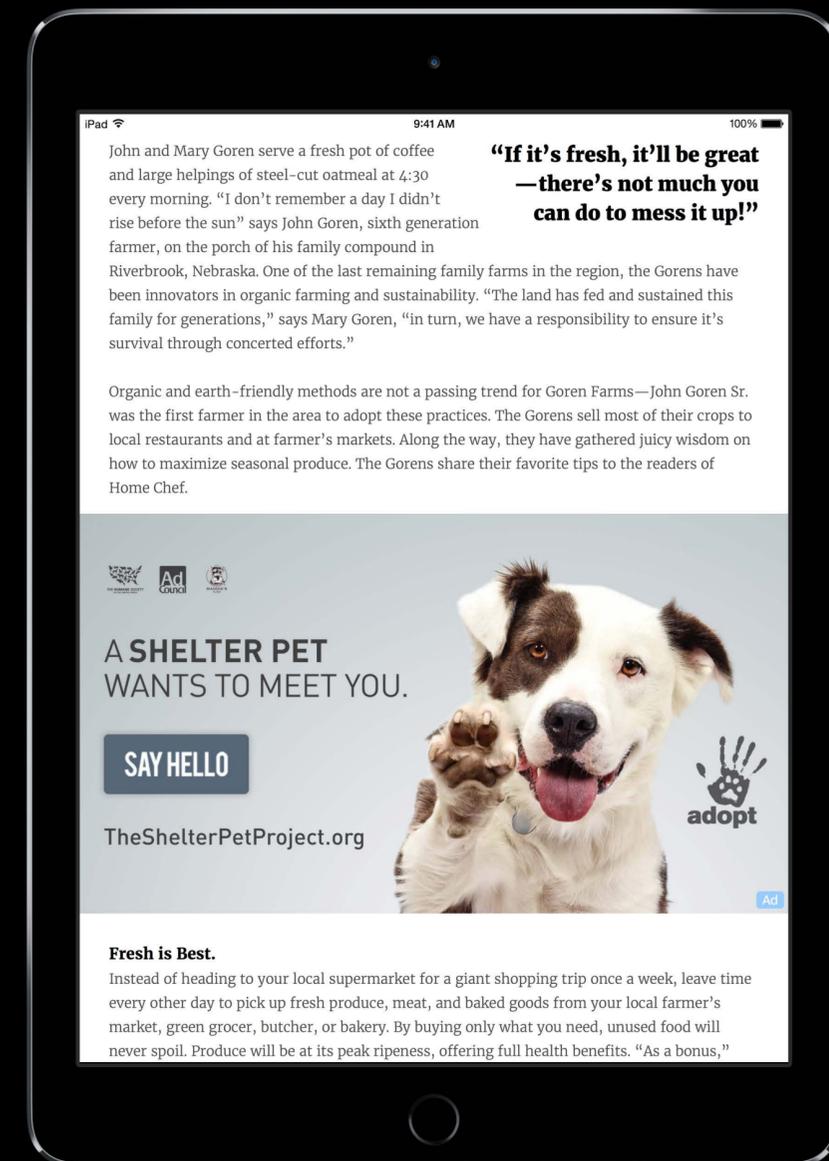
## Monetization best practices

Avoid common mistakes

Enable backfill and sell your own ads

Minimize exclusions on channels

Experiment with larger ad formats



# Apple News Format

## Monetization best practices

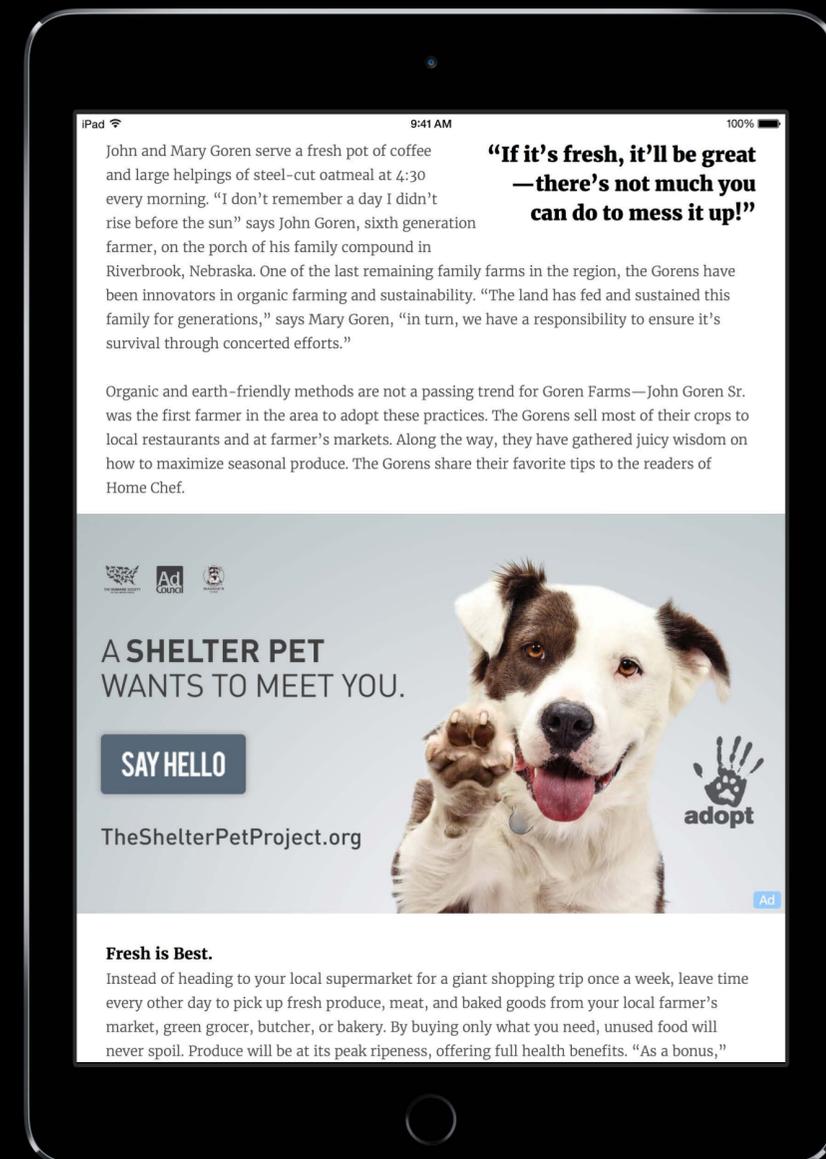
Avoid common mistakes

Enable backfill and sell your own ads

Minimize exclusions on channels

Experiment with larger ad formats

Consider video preroll



# Welcome to iAd Workbench.

## Promote



Advertise on your own terms  
Create and manage self-service ad campaigns.

[Get Started >](#)

## Monetize



iOS App Monetization  
Make money from in-app advertising.

[Get Started >](#)

News Monetization  
Make money from news advertising.

[Get Started >](#)

Latest Updates from iAd

[Learn More >](#)

Create ads with iAd Producer

[Learn More >](#)

Analytics and Insight

# Apple News Format

Analytics

# Apple News Format

## Analytics

Provides insight into content performance

# Apple News Format

## Analytics

Provides insight into content performance

Analytics dashboard

# Apple News Format

## Analytics

Provides insight into content performance

Analytics dashboard

CSV download for power users

# Apple News Format

## Analytics

Provides insight into content performance

Analytics dashboard

CSV download for power users

Analytics are only available for Apple News Format

# Apple Seed Weekly

Available in News

Articles

Sections

Members

Channel Info

**Analytics**

Advertising

Dashboard | Download

Time Zone UTC +3:00

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

# Apple Seed Weekly

Available in News

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

Dashboard | Download

Time Zone UTC +3:00

All Territories

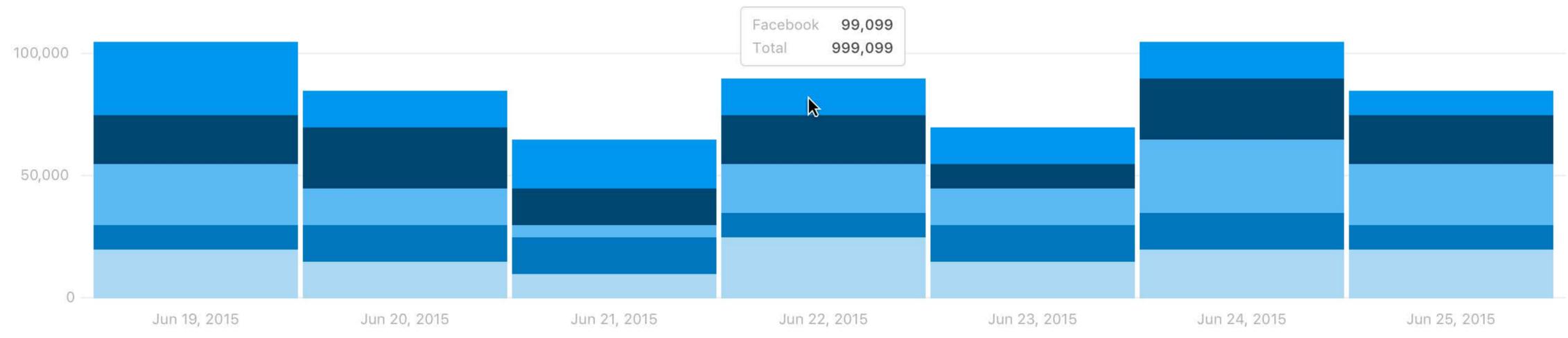
Past 7 Days

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

## 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
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

# Apple Seed Weekly

Available in News

Articles

Sections

Members

Channel Info

**Analytics**

Advertising

Dashboard

**Download**

Data is available in CSV format.  
You can download up to 30 days of data at once.

Time Zone

Territory

Past 7 Days

Past 30 Days

Custom Range

**Prepare Files for Download**

# Strategies for Success

# Apple News

Helping your channel succeed



Read it on

**Apple News**

# Apple News

Helping your channel succeed

Link to your channel



Read it on

**Apple News**

# Apple News

Helping your channel succeed

Link to your channel

Promoted articles



Read it on

**Apple News**

# Apple News

Helping your channel succeed

Link to your channel

Promoted articles

Canonical URLs



Read it on

**Apple News**

# Apple News

Helping your channel succeed

[Link to your channel](#)

[Promoted articles](#)

[Canonical URLs](#)

[Visit the marketing guidelines page](#)



Read it on

**Apple News**

# Apple Seed Weekly

● Available in News

Articles

Sections

Members

**Channel Info**

Analytics

Advertising

**Channel**

Publisher

Logo

Cover

API Key

Only your channel name will be visible to your readers.  
Want to spread the word about your channel? [Share a link.](#)

Channel Name

Website

Contact Person

Primary Audience

Contact Email

Language

Contact Phone

Availability in Territories

Unless you [specify territories](#), your channel will appear in all territories where News is available.

# Apple Seed Weekly

● Available in News

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

- Channel**
- Publisher
- Logo
- Cover
- API Key

Only your channel name will be visible to your readers.  
 Want to spread the word about your channel? [Share a link.](#)

Channel Name

Website

Contact Person

Primary Audience

Contact Email

Language

Contact Phone

Availability in Territories

Unless you [specify territories](#), your channel will appear in all territories where News is available.

# Apple Seed Weekly

● Available in News

Articles

Sections

Members

**Channel Info**

Analytics

Advertising

## Share a Link

Copy this link and share it with others. Ask them to open it on a device with iOS 9 or later.

<https://apple.news/TccKS9bE0TjKyAZrT5Tsgag>

[Got It](#)

Channel Name

Contact Person

Primary Audience

Contact Email

Language

Contact Phone

Availability in Territories

Unless you [specify territories](#), your channel will appear in all territories where News is available.

# Apple Seed Weekly

Available in News

Articles

Sections

Members

Channel Info

Analytics

Advertising

+ Create Article

Drafts from News Publisher

Published Articles

Top Stories

## PROMOTED ARTICLES

You can promote up to 3 articles per section. To promote an article, move the pointer over it and click the star. [Learn more >](#)

ARTICLE TITLE

OWNER

PUBLISHED

 Why Honeycrisps Are Taking Over the World This Summer

[Edit](#)

–

Jun 5, 2016



# Apple Seed Weekly

● Available in News

Articles

Sections

Members

Channel Info

Analytics

Advertising

+ Create Article

Drafts from News Publisher

Published Articles

Top Stories

## ★ PROMOTED ARTICLES

You can promote up to 3 articles per section. To promote an article, move the pointer over it and click the star. [Learn more >](#)

ARTICLE TITLE

OWNER

PUBLISHED

Why Honeycrisps Are Taking Over the World This Summer

[Edit](#)

–

Jun 5, 2016



# Apple Seed Weekly

Available in News

Articles

Sections

Members

Channel Info

Analytics

Advertising

+ Create Article

Drafts from News Publisher

Published Articles

Top Stories

## ★ PROMOTED ARTICLES

You can promote up to 3 articles per section. To promote an article, move the pointer over it and click the star. [Learn more >](#)

ARTICLE TITLE

OWNER

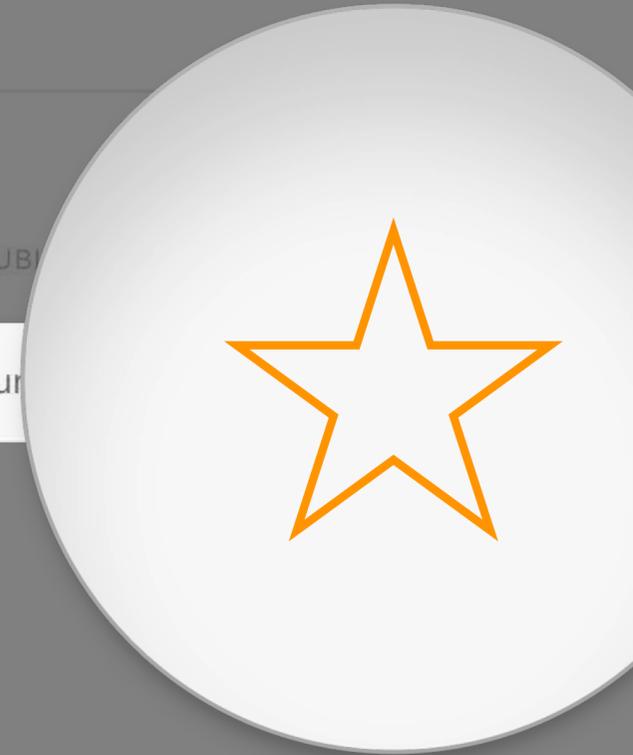
PUBLISHED

 Why Honeycrisps Are Taking Over the World This Summer

[Edit](#)

—

Jun



# Apple Seed Weekly

● Available in News

Articles

Sections

Members

Channel Info

Analytics

Advertising

+ Create Article

Drafts from News Publisher

**Published Articles**

Top Stories

★ 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.



Apple Seed Weekly

1w

## Why Honeycrisps Are Taking Over the World This Summer

An Apple So Good It's Patented



Apple Seed Weekly

5d



For You



Favorites



Explore



Search



Saved



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.



Apple Seed Weekly

1w

## Why Honeycrisps Are Taking Over the World This Summer

An Apple So Good It's Patented



Apple Seed Weekly

5d



For You



Favorites



Explore



Search



Saved

# Apple News

Canonical URLs

# Apple News

## Canonical URLs

<https://apple.news/articleid>

# Apple News

## Canonical URLs

<https://apple.news/articleid>

Original link to web page

# Apple News

## Canonical URLs

<https://apple.news/articleid>

Original link to web page

Falls back to canonical URL on pre-iOS 9, non-iOS, and desktop

Apple News

<https://apple.news/AdnpFrwjdR7KpZYN2vX5UDw>

Canonical

<http://www.wired.co.uk/magazine/archive/2013/06/feature-bio-crime/the-bio-crime-prophecy>



# This story is only available in Apple News.

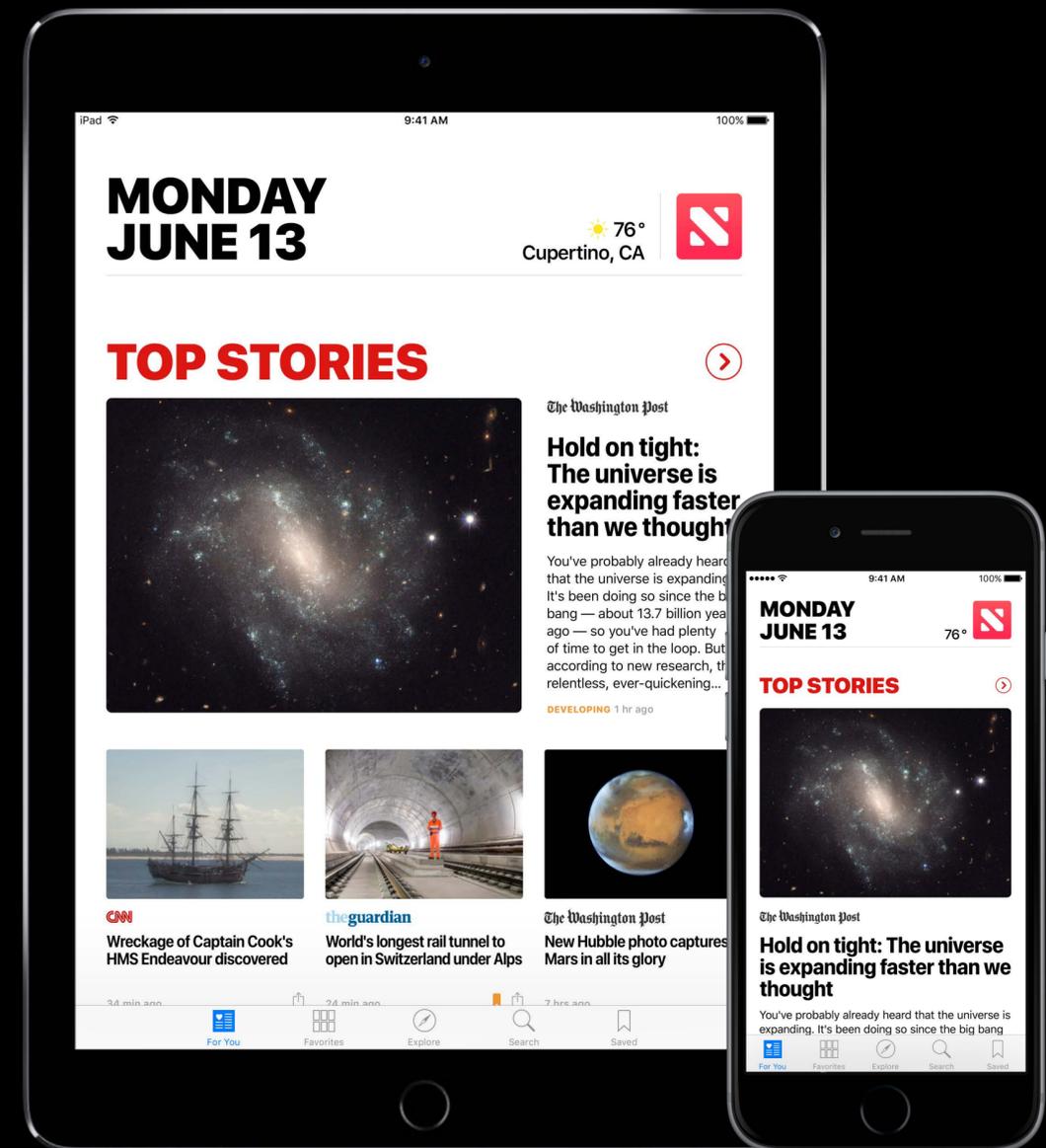
To view this story, open the link on an iPad, iPhone, or iPod touch with iOS 9 or later and Apple News.

[Learn more about Apple News >](#)



# Apple News

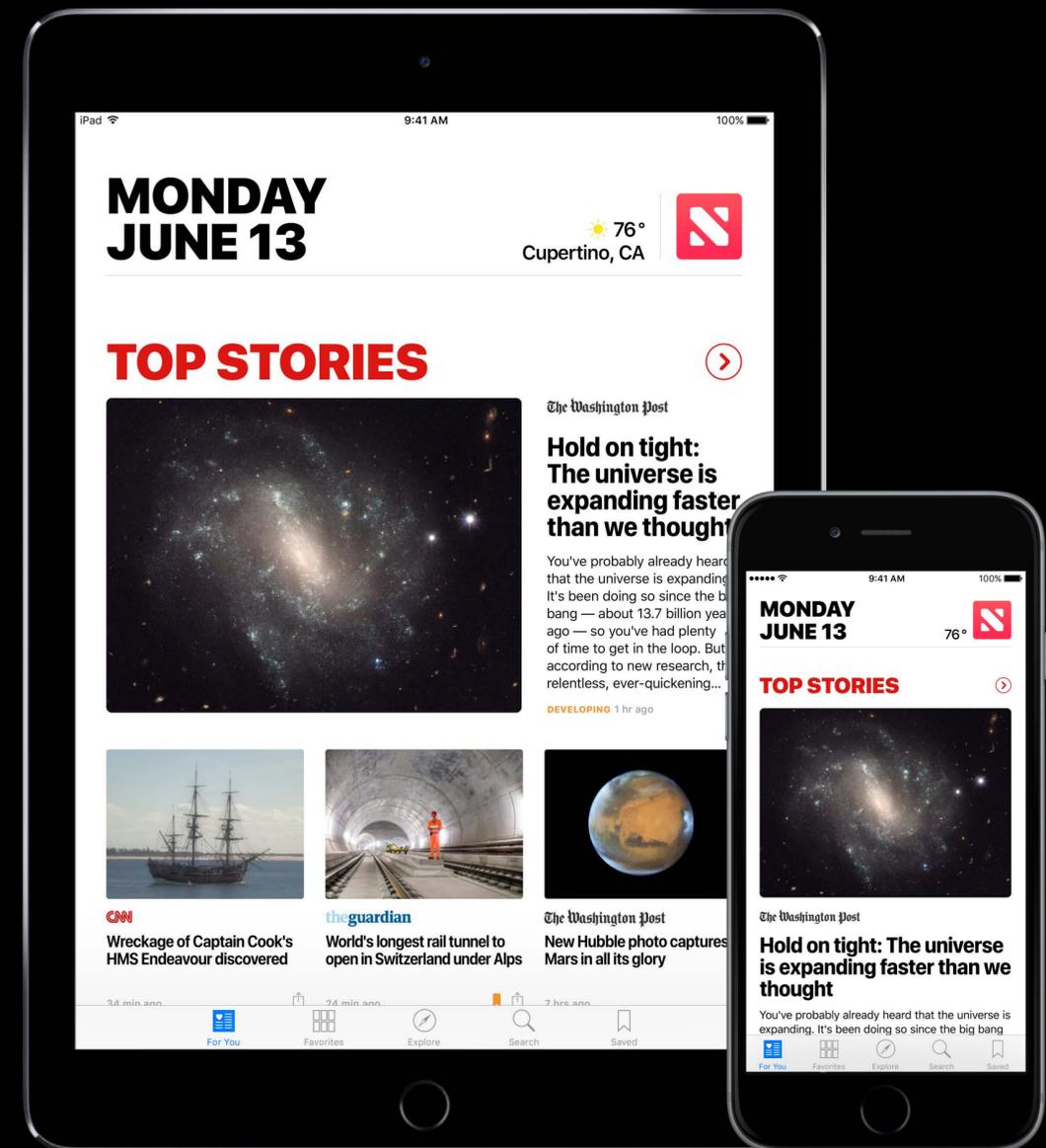
## Best practices



# Apple News

Best practices

High-quality writing

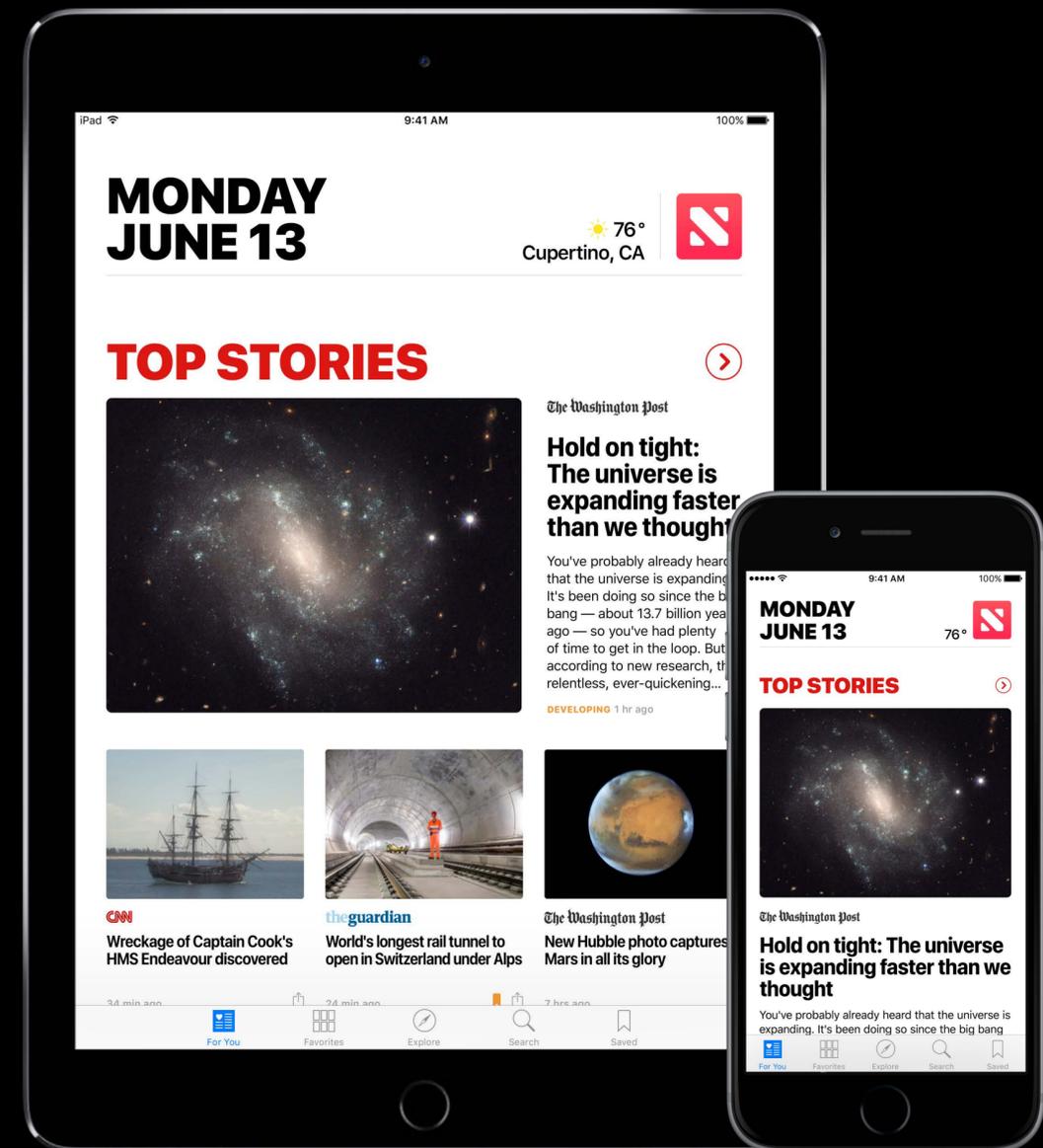


# Apple News

## Best practices

High-quality writing

High-resolution images and galleries



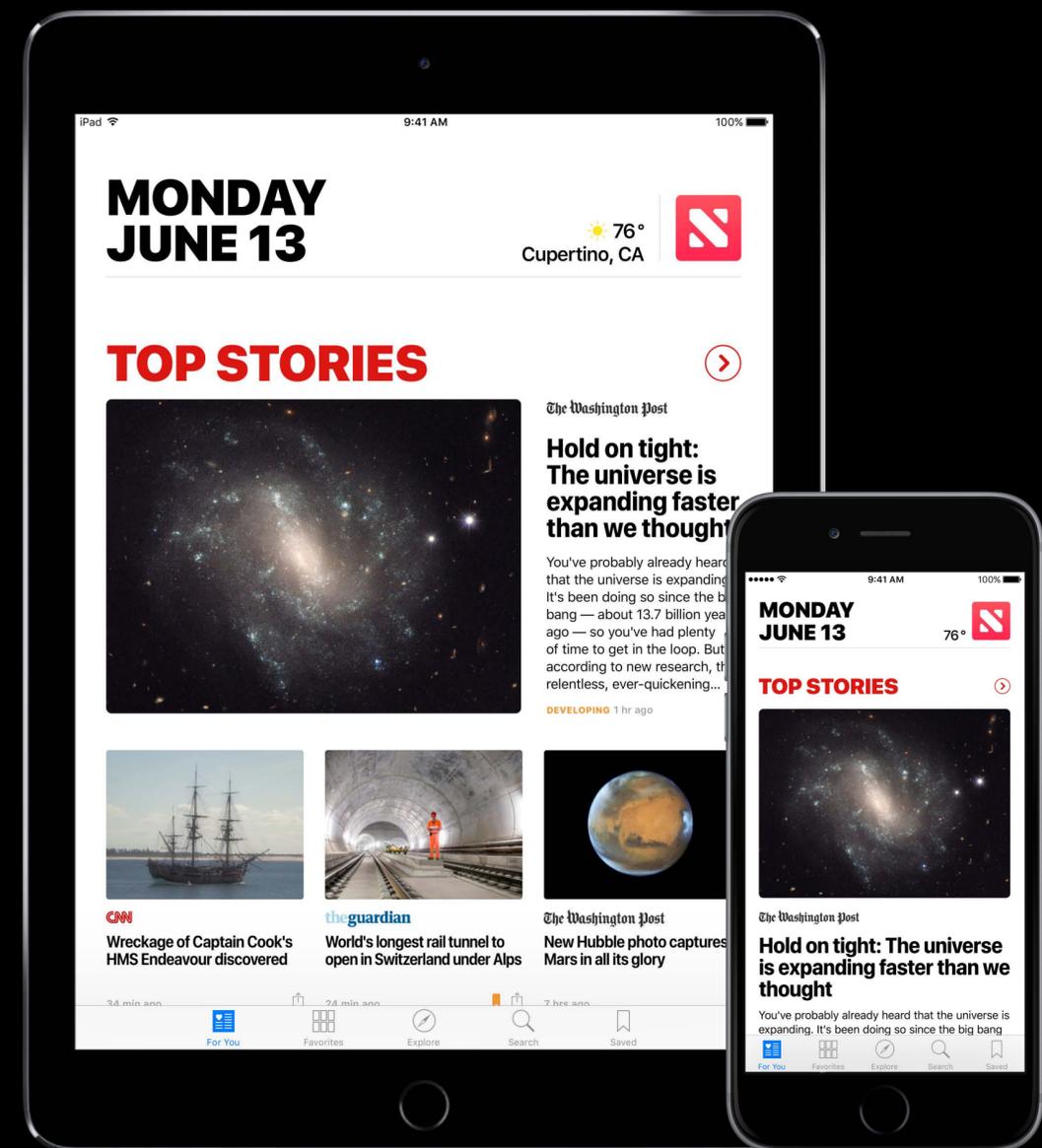
# Apple News

## Best practices

High-quality writing

High-resolution images and galleries

Rich text and pull quotes



# Apple News

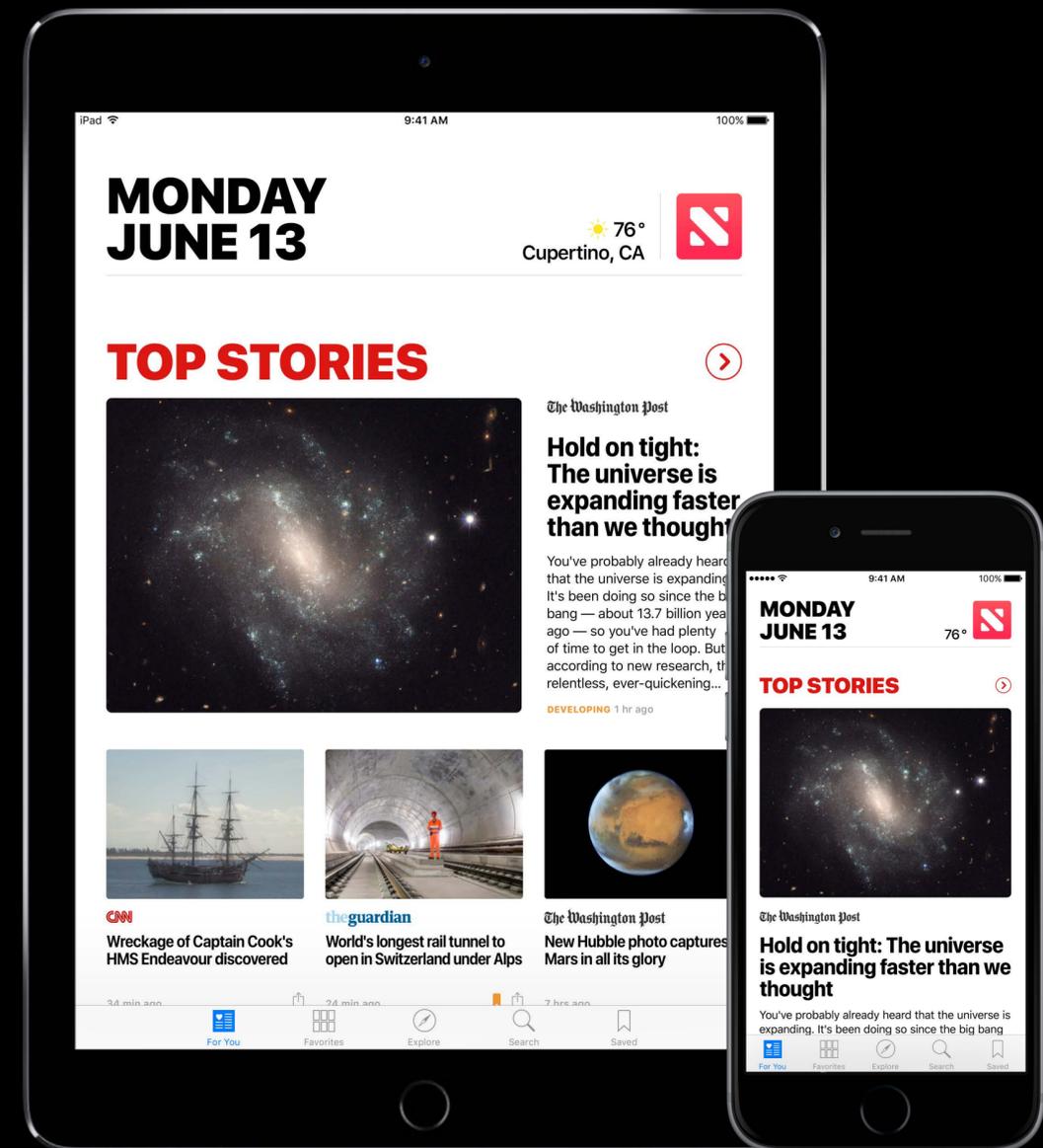
## Best practices

High-quality writing

High-resolution images and galleries

Rich text and pull quotes

Animation, parallax



# Apple News

## Best practices

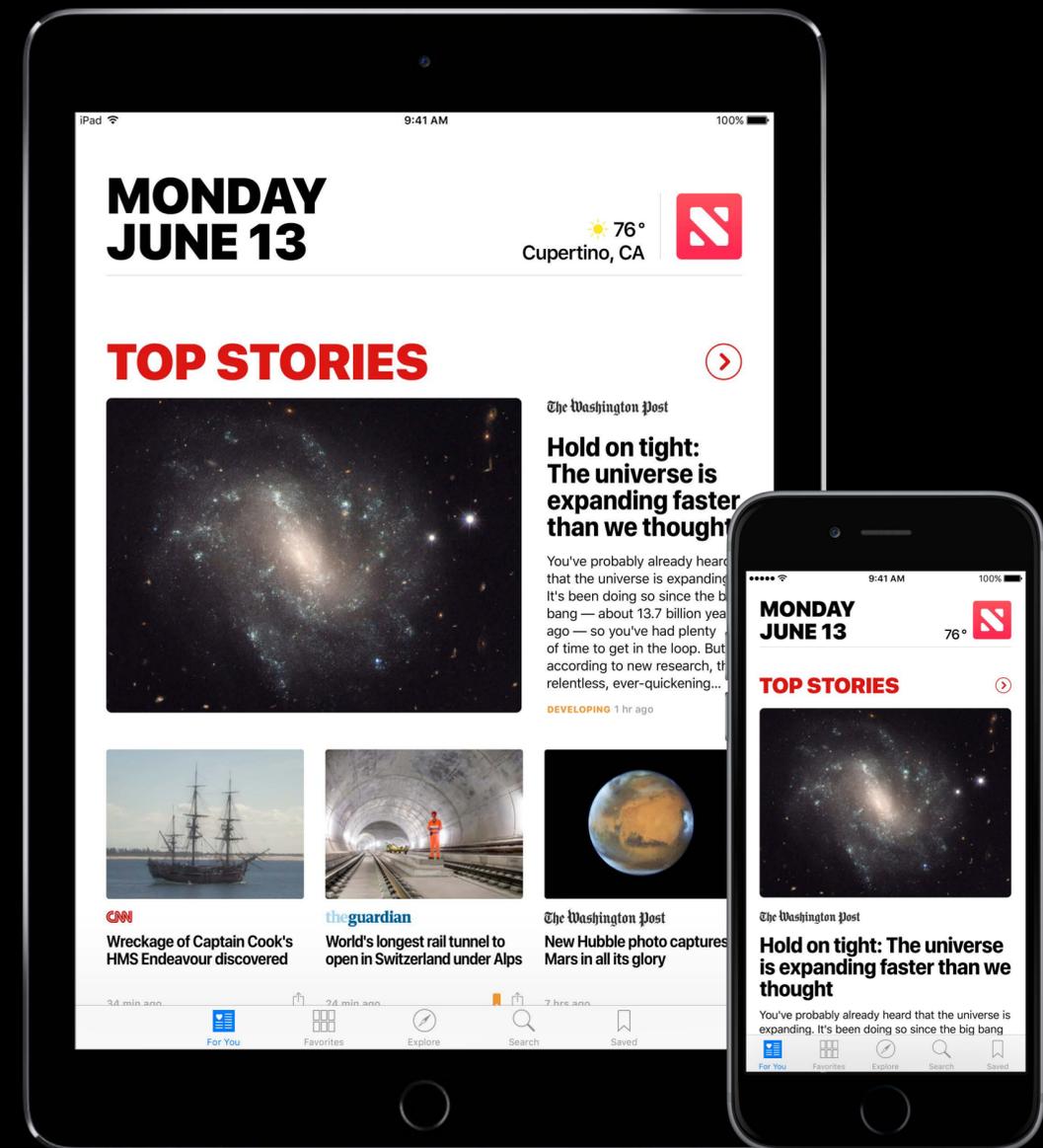
High-quality writing

High-resolution images and galleries

Rich text and pull quotes

Animation, parallax

Use apple.news when linking



# Apple News

## Best practices

High-quality writing

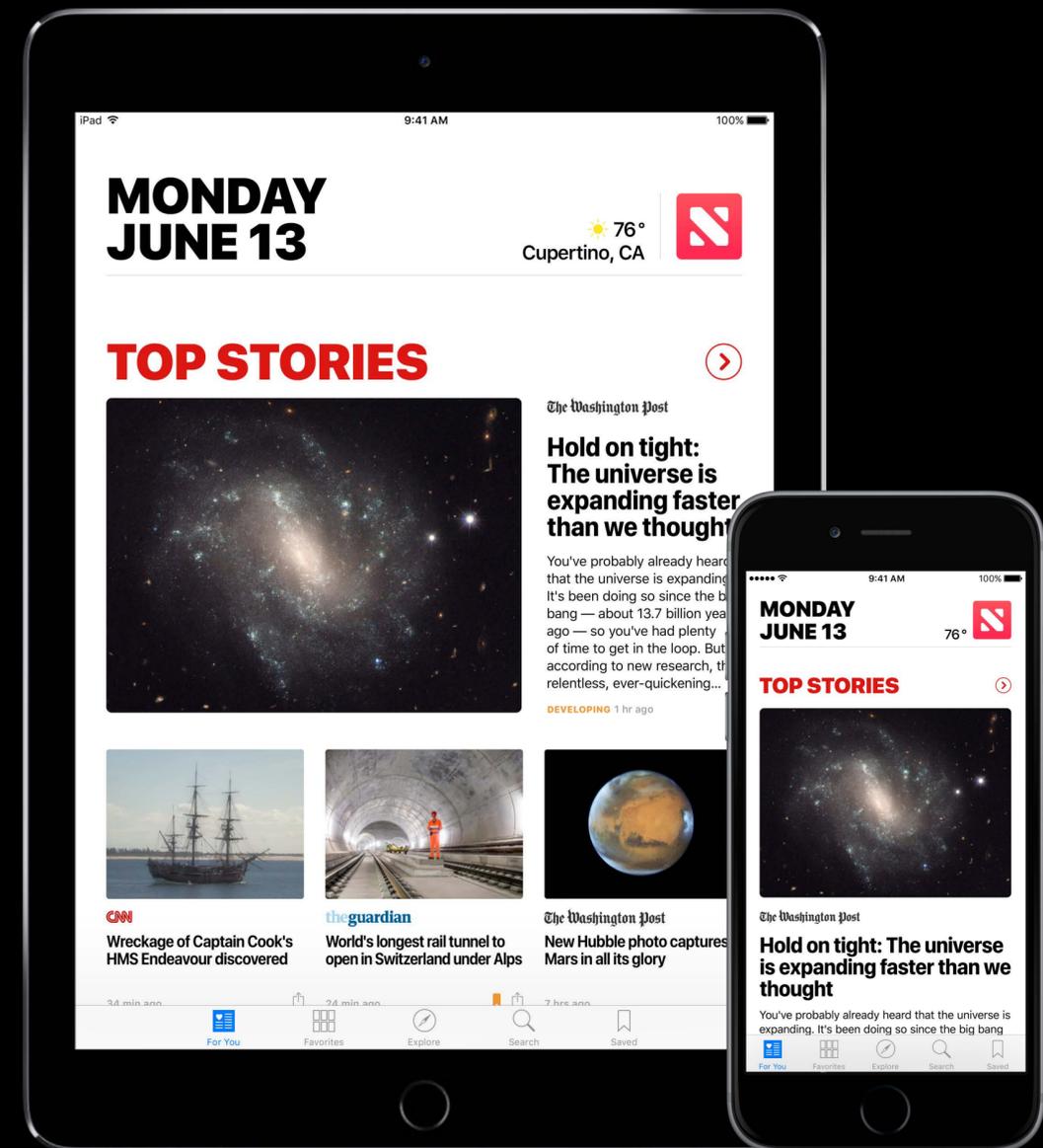
High-resolution images and galleries

Rich text and pull quotes

Animation, parallax

Use apple.news when linking

- Use canonical URLs



# Apple News

## Best practices

High-quality writing

High-resolution images and galleries

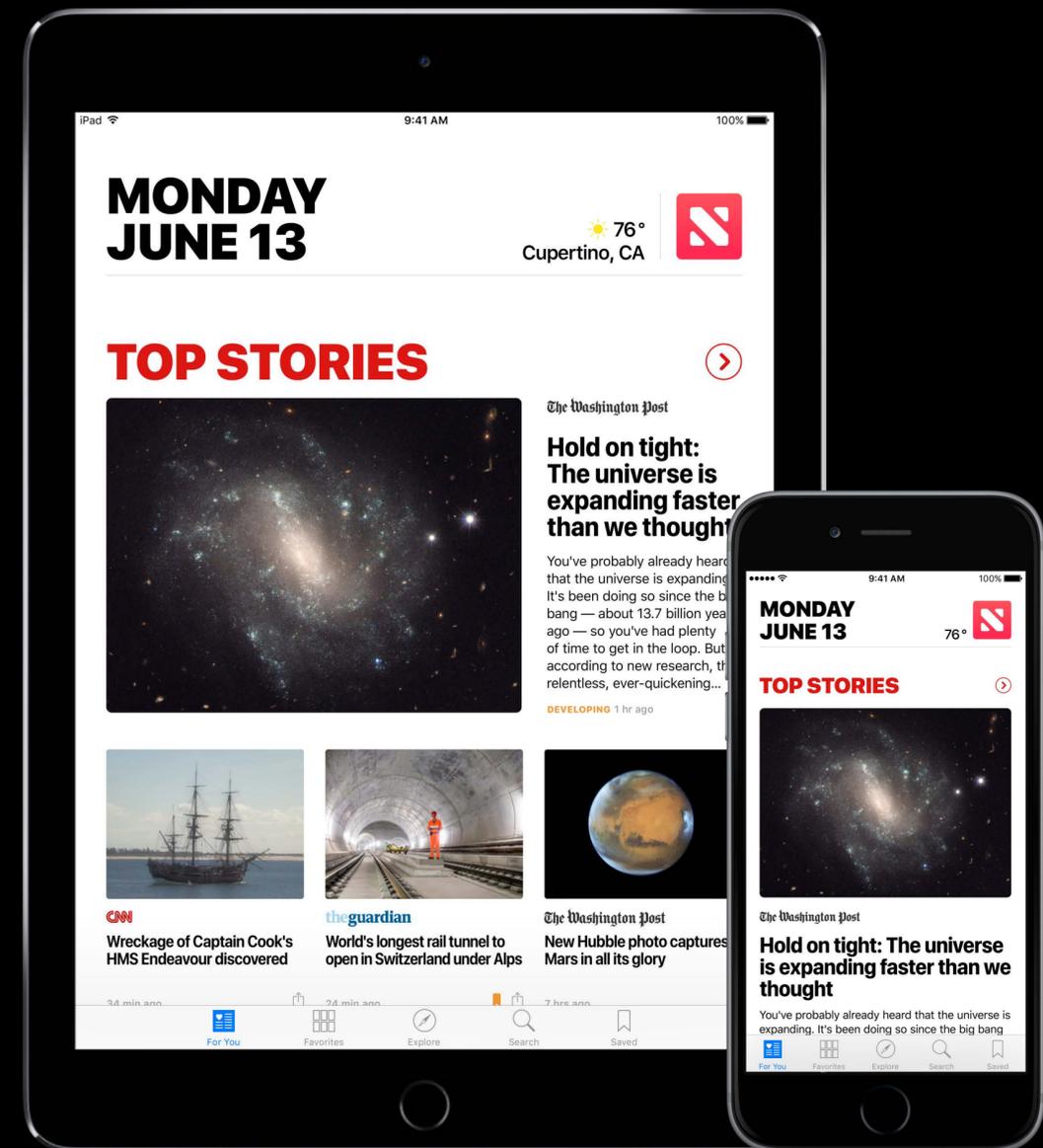
Rich text and pull quotes

Animation, parallax

Use apple.news when linking

- Use canonical URLs

Consistent publishing cadence



# Apple News

Rewarding great content

Top Stories

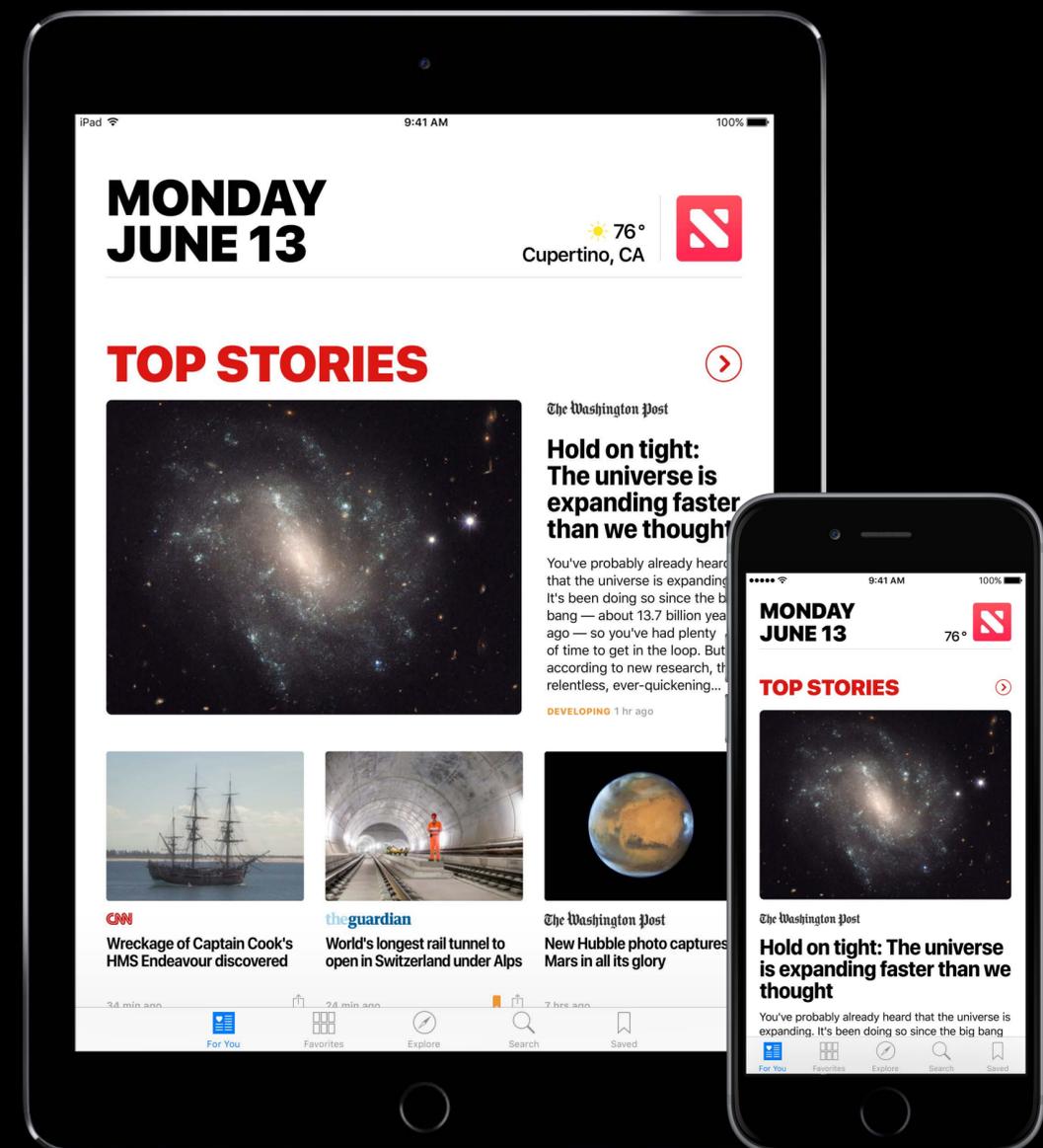
Featured Stories

Explore

Recommended in For You

Apple News Twitter account

Weekly email



# Getting Published in Apple News

Summary



# Getting Published in Apple News

Summary

Sign up for Apple News Format



# Getting Published in Apple News

## Summary

Sign up for Apple News Format

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

Sign up for Apple News Format

Create a channel

Publish articles

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



# 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
- Download and set up a plug-in
- Author in News Publisher



More Information

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

# Related Sessions

---

Using Apple News Format to Create Rich  
and Responsive Stories

Mission

Friday 5:00PM

---

# Labs

---

Apple News Lab

Graphics, Games,  
and Media Lab C

Tuesday 3:30PM

---

Apple News Lab

Graphics, Games,  
and Media Lab A

Friday 3:00PM

---



W

W

D

C

1

6