

Automattic publishes Newspack - the next generation news publishing platform supported by Google

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This initiative is called Newspack by WordPress.com and is expected to be released in collaboration with News Revenue Hub and Spirited Media. Interestingly, Newspack received great attention and support from a number of well-known names, including Google, through the Google News initiative launched in March last year. Newspack has called for a \$ 2.4 million grant from related investors, of which more than half of the funding is from Google, enough to see that the American giant has such interest. What for Newspack. In addition, other donors include the Lenfest Press Institute (\$ 400,000), ConsenSys (\$ 350,000) and the John S. and James L. Knight Foundation (\$ 250,000). This grant will be used to support Newspack project in the first year of official operation.



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WordPress is currently the web platform that is believed to account for about 30% of the current website. Although this number includes unlisted open source blogging software available through WordPress.org and the WordPress.com platform hosted for profit.

WordPress, in many different forms, has been used by many major publications, in addition to millions of websites run by local individuals and publishers, but with Newspack, Automattic supposedly targeting smaller

news agencies, which can compete with the complexity of choice, development, technology maintenance, as well as storage and security, and create a solid business and lasting.

'Local news organizations and organizations are struggling to find sustainable models for their field: Newspapers, and we work with industry leaders to bring technologies, Publishing and business expertise in a single platform can be shared by news organizations around the globe,' said president of Kinsey Wilson WordPress.com.



The Newstack platform itself is still in trial mode and uncertain about when it will be officially put into use (even if it is a beta test product) at least until July 2019. After This time, as expected, Newstack will be used for testing by a few dozen websites. Automatic said it will prioritize newspapers that have proved their previous editorial and financial successes in the market, but new startups will also be considered if they plan. Reasonable and feasible launches.

Another noteworthy thing here is that Automatic has provided advanced VIP services. This is an enterprise-level service, optimized for security and scalability, and targeted at large websites that can withstand tens of thousands of dollars per month.

The exact and detailed information about what Newstack will provide is still very small, but Automatic said it will integrate with the best business and editorial practices in the publishing industry.

The development phase of Newstack will last until January 2020. At that time, Newstack is expected to be used by about 60 news sites. The prelaunch phase will be fully operated by Automatic and their sponsors, after that time, publications may have to pay somewhere between 1,000 and 2,000 dollars per month.

'Our hope for launching Newstack is to give publications a new platform, where they can continue to focus on what they are doing most effectively. Meanwhile, we will practice. focusing on providing world-class technology and support for their editorial and business activities', Automatic's chief editor, Mark Armstrong added.

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