**Google Unfurls Subscription Tool for Publishers**

Alphabet's Google is developing new tools designed to boost subscriptions for news publishers. It follows a similar olive branch from Facebook to an industry that has seen the digital behemoths take over the online advertising market. It's all part of Google's broader effort to keep consumers and content-makers returning to the web, the lifeblood of its ads business.

***Advertising Age 8.18.17***

<http://adage.com/article/media/google-facebook-adds-subscription-tool-publishers/310172/?utm_source=mediaworks&utm_medium=newsletter&utm_campaign=adage&ttl=1503690576&utm_visit=113450>