**Beat: Technology**

# FACEBOOK TO LAUNCH INSTANT ARTICLES WITH AAJ TAK AS PARTNER

## INSTANT ARTICLES FOR FIRST TIME IN INDIA

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**USPA NEWS -** Social media giant Facebook has launched Instant Articles for the first time in India with Hindi news source Aaj Tak, which has been continuously crowned #1 Hindi News Channel for 15 years now and #1 on Facebook with more than 10 million fans in the category of NEWS broadcast....

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Besides India Today Group, Facebook also launched Instant Articles with three other names within News media as partners on 16 November, 2015. Instant Articles is available to all iOS users and a few Android users to enhance their news reading experience on social media platform.

Aaj Tak meets its readers where they are- i.e. its own site and news channel. Then how could it have overlooked the social media platform that is frequented by millions every day ? Aaj Tak already is #1 on Facebook with more than 10 million fans. The idea to launch Instant Articles is to explore new ways to connect with the audience and extend user engagement.

A large number of Instant Articles is available every day for 100% iOS users and a small percentage of Android users right from within their Facebook app, and that too, instantly. The tool enables the publishers to provide a better experience for its readers on Facebook.

The Instant Articles can be loaded up to 10 times faster, according to Facebook, and the interactive features allow the publishers to bring stories to life in interesting and unique ways. Users can tilt their phones to explore high-resolution photos. Watch auto-play videos come alive as they scroll through stories. Discover interactive maps, listen to audio captions, and even like and comment on individual parts of an article in-line.

India Today Group is India's leading and most diversified media conglomerate with magazines, newspapers, books, radio, television, printing and the internet. India Today Group Digital (ITGD) repurposes content from its flagship magazine, India Today; leading news channels - Aaj Tak, India Today, business magazine - Business Today, and Indian editions of the international power brands like Cosmopolitan, Harper's Bazaar, Good Housekeeping, Travel Plus and Men's Health.

Source : India Today Group

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