

Global round-up: Google steps into journalism

Google has announced an initiative to assist reporters and newsrooms to identify, collect and publish news.

News Lab taps into Google's own tools like Trends and Maps and is designed to place all of the company's tools that could be of benefit to journalists in one place.

Google generates a huge amount of data and News Lab is intended to open that up to reporters for use in their stories.

Tutorials and information about how reporters can use Google technology in their journalism will also be a feature of News Lab.

The announcement comes in the same week as YouTube Newswire was unveiled – a service which is curated by editors to identify and verify “the most newsworthy eyewitness videos of the day.” The videos are compiled into a playlist and will cover global and regional news, YouTube says.

The service is launched in partnership with Storyful, which is owned by News Corp.

Snapchat joins Daily Mail, WPP in native ad agency

Three unlikely collaborators have joined forces to create a native advertising agency set to launch first in the United States.

WPP, Daily Mail and Snapchat are partners in the new agency, which will be called Truffle Pig.

The company will use Daily Mail and Snapchat as test beds for native advertising content, but the content will be available for clients using any platform.

Alexander Jutkowitz, a managing partner at WPP company Group SJR, has been appointed the chief executive of Truffle Pig.

The agency will set up headquarters in New York and use Snapchat's own video production studios in Los Angeles.

Publishers to lift content on Instant Articles

Publishers are set to increase content distribution on Facebook's Instant Articles, according to *The Wall Street Journal*, with some newsrooms preparing to post a few dozen stories a day.

The New York Times is ready to publish about 30 articles per day directly to Facebook's news feed and *The Atlantic* is prepared to make most of its content available through the program, the *WSJ* said.

Both outlets are prepared to start publishing as early as this week, but are waiting for when Facebook is ready.

NBC News plans to post between 30 and 40 articles a day to the stream in the coming days, a person familiar with the matter said.