

## **BDG Partners with Google on Web Stories Launch**

Bustle Digital Group (BDG) partnered with Google to launch Web Stories.

As the foundation of our editorial, Web Stories are a new and engaging way to create and consume content on the web. Built on BDG's existing CMS technology, each story is highly flexible based on the story it needs to tell. Each card can effectively look art directed and unique, without a designer and the editors themselves can visually create a story in real-time.

*"Web Stories are a revolution for editorial and we want to push the envelope,"* said Josh Topolsky, Executive Vice President & Editor in Chief, Culture & Innovation at BDG.

With a designated in-house Web Stories builder and custom tools, BDG editors and content creators can easily transform features into the Web Stories format, creating a wide-range of content for readers that is digestible with a strong visual identity.

Google's Web Stories have been fully integrated and running across BDG sites including [Inverse](#), [Input](#), [Bustle](#), and [NYLON](#).

To learn more about Web Stories on Google, please visit [here](#) for the Company's official announcement.