

Washington Post launches news aggregation site

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View of the front page of The Washington Post newspaper taken in Washington in 2009. The Washington Post Co. launched a news aggregation website on Wednesday called "Trove" that allow readers to customize the news around their interests.

The Washington Post Co. launched a news aggregation website on Wednesday called "Trove" that allow readers to customize the news around their interests.

"Trove creates a customized news experience that factors in a reader's likes and dislikes, combining state-of-the-art technology with expertise from the newsroom," the Post Co. said in a statement.

Trove.com, which claims over 10,000 news sources including leading media outlets, also incorporates social media with a "Comments" feature

that lets users connect with others with similar interests.

Users can also create their own customized news "channels" to display news stories about a particular interest.

"Because Trove is all about the individual user, the experience is customized and different for everyone," Post Co. chief digital officer Vijay Ravindran said in a statement.

Trove uses Facebook Connect to pull in a user's interests from their Facebook profile to begin building a personalized experience.

It features an "Editors' Picks" selection of news of the day chosen by the site's editorial team.

Trove is available for desktop computers but also [Android](#) and Blackberry devices. The Post Co. said [iPhone](#) and iPad applications were coming soon.

Faced with a steady decline in print [advertising revenue](#) and circulation, US newspaper publishers have been conducting a number of free and paid experiments on the Web.

The Washington Post Co. is also a partner with The News York Times and USA Today publisher Gannett in an online subscription-based news service called Ongo which launched last year.

The [Washington Post](#) was also among the signatories of a letter last month accusing iPad news reader Zite of [copyright infringement](#).

Zite offers a customized and personalized news experience, displaying stories based on the interests and behavior of a particular user.

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