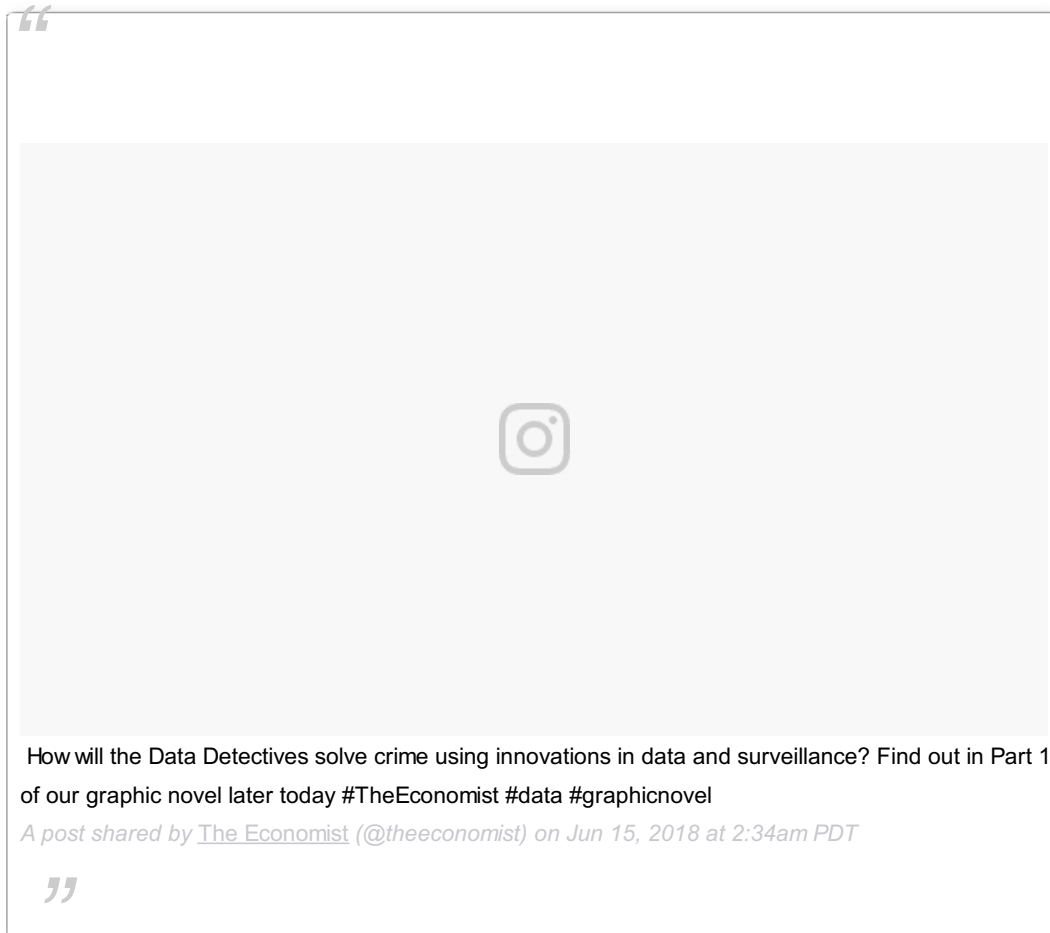


***The Economist* publishes first-ever Instagram novel**

A *Fipp* contributor reports that *The Economist* published a graphic novel on Instagram called '*Data Detectives*'.

The novel was published on 15 June 2018 and was posted in two parts. Part one's post consisted of seven images and part two's post consisted of 10 images.



According to *The Economist*'s senior editor and briefings editor, Oliver Morton, the project took six weeks to complete and was developed for print first and then transferred over to Instagram by digital picture editor Ria Jones.

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