There are tangible benefits for newsrooms that involve editorial designers in the development of digital editions. This was a key finding in a case study of four large American news organizations, including the Los Angeles Times, Virginian-Pilot, USAToday, and Boston Globe. Interviews with the design directors of these publications show that in almost all cases, designers are starting to have a more prominent role in the design of digital news products. This involvement appears to have financial and journalistic advantages for these organizations, including an increase in subscribers and more in-depth, interactive online storytelling.