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The official Google Reader Blog

News, tips and tricks from the Google Reader Team



Powering Down Google Reader

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Posted by Alan Green, Software Engineer

We have just announced on the [Official Google Blog](#) that we will soon retire Google Reader (the actual date is July 1, 2013). We know Reader has a devoted following who will be very sad to see it go. We're sad too.

There are two simple reasons for this: usage of Google Reader has declined, and as a company we're pouring all of our energy into fewer products. We think that kind of focus will make for a better user experience.

To ensure a smooth transition, we're providing a three-month sunset period so you have sufficient time to find an alternative feed-reading solution. If you want to retain your Reader data, including subscriptions, you can do so through [Google Takeout](#).

Thank you again for using Reader as your RSS platform.

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