

Twitter buys SnappyTV video sharing service

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Twitter announced plans Thursday to buy SnappyTV, a service which allows for the clipping, editing and sharing of video over the messaging platform.

The deal, terms of which were not disclosed, will help Twitter step up efforts to become more visually engaging as it struggles to grow its user base.

SnappyTV is to be integrated into Twitter's Amplify, which helps [media companies](#) distribute [video content](#) on Twitter.

"SnappyTV's platform for live clipping, editing, and distribution is already widely used by brands and our media partners to share [video](#) clips on Twitter, both organically and via Twitter Amplify," said Twitter's Baljeet Singh in a blog post.

"Twitter users have watched goals, slam-dunks, amazing shots, and touchdowns—as well as red-carpet moments, award show performances, news clips and funny moments—right from a tweet in their timeline."

Singh said Twitter would integrate SnappyTV more tightly with the social network

"Our goal is to help publishers quickly share great moments from events so people can experience those moments as they happen."

Twitter has been under pressure to show it can boost its user base to justify the high valuation after its highly anticipated share offering last year.

In April, Twitter shares were hit hard by the company's quarterly report which showed only a modest gain in users, bringing the total to 255 million.

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