

Facebook buys anonymous teen compliment app TBH

October 17 2017

Facebook has bought TBH, a teen-focused app that lets people give anonymous compliments to each other through polls and messages.

Facebook on Tuesday confirmed the purchase, announced on TBH's blog, but did not say how much it paid. TBH, internet-slang short for "to be honest," says more than 5 million people have downloaded its app since it launched on Aug. 3.

TBH, which is only available for Apple devices at the moment, will continue to exist as a stand-alone app.

Facebook, based in Menlo Park, California, also owns Instagram and WhatsApp and has tried and failed to buy Snapchat several years ago. The latest acquisition is consistent with its strategy of buying—or copying—rivals, especially those popular with [young people](#).

© 2017 The Associated Press. All rights reserved.

Citation: Facebook buys anonymous teen compliment app TBH (2017, October 17) retrieved 9 May 2024 from <https://phys.org/news/2017-10-facebook-anonymous-teen-compliment-app.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--