

Snapchat to show content from big media brands

27 January 2015

Popular disappearing-message app Snapchat is introducing content from media companies such as Vice, CNN and People to its service as it works to broaden its audience.

Snapchat said in a blog post Tuesday that the "Discover" feature is a new way for users to explore content from different media outlets. When users visit the Discover section, they can watch videos, read stories or see photos from the media companies, which also include the Food Network and Comedy Central. The content includes advertisements.

Clicking on them lets users swipe through short descriptions of the content. To see the full version, swipe the screen from the bottom up.

Snapchat and the [media companies](#) share [ad revenue](#).

On Tuesday, for instance, CNN had an article about snow conditions in the Northeast.

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