

Snapchat gets 4 billion video views, challenging Facebook

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In just three months, Snapchat has doubled the number of video views it gets per day to 4 billion, a spokeswoman for the social media app said.

That puts Snapchat on equal footing with social media giant Facebook, which announced it hit 4 billion daily video views in the first quarter of this year.

Snapchat's newest numbers, which were first reported by the International Business Times, are being driven by the popularity of its "Live Stories" feature, which curates clips from around the world.

Snapchat's founder and [chief executive](#), Evan Spiegel, told Bloomberg in May that the company was generating 2 billion views a day.

The numbers will boost Snapchat's bottom line as advertisers gravitate toward the app's millennial audience.

Snapchat has raised over \$1 billion, implying a valuation of about \$16 billion.

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