**Snapchat Abandons Ambitious Snap Channel**

Snapchat is shutting down its Snap Channel a few months into its existence, marking a significant change in strategy. A team had been hired in January to develop and produce content for the channel on the Discovery platform, and there had been talks with major studios and production companies.

***Deadline.com 10/12/15***

<http://deadline.com/2015/10/snapchat-snap-channel-shut-down-layoffs-original-content-strategy-1201577855/>