**Snapchat Discover's TV-Type Shows Drawing Big Audiences**

A+E Networks' "Second Chance" Snapchat Discover show averaged 8 million viewers in its first season, and E! News' "The Rundown" attracts 7 million per episode. Consumers are spurred to watch, as episodes disappear within 48 hours, and as 45th & Dean's Paul Greenberg says, "It's like appointment TV in a certain way, which is very clever."

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***<https://digiday.com/media/inside-facebook-and-snaps-move-into-show-business/>***