**Snapchat Uses NewFronts to Tout Shoppable Show, Reach**

Snap announced a slate of returning and original shows including "The Drop," a shoppable series showcasing limited-edition streetwear collaborations with celebrities and designers. The social platform also used its NewFronts presentation to tout new usage numbers, noting 100 million of its 229 million daily active users are from the US, and its reach includes 90% of 13 to 24-year-olds, which is more than Facebook, Instagram and Messenger combined for the demographic.

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[***https://www.tubefilter.com/2020/06/23/snap-more-13-to-24-year-olds-facebook-instagram-messenger/***](https://www.tubefilter.com/2020/06/23/snap-more-13-to-24-year-olds-facebook-instagram-messenger/)