**Sony Pictures Taps Sponsored Snapchat Channel to Showcase James Bond**

Sony Pictures has bought the first sponsored Snapchat Discover channel to promote the upcoming James Bond movie "Spectre." The content, which hit Snapchat early Monday and was available only for 24 hours, featured photos and videos, including behind-the-scenes footage.

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[***http://mashable.com/2015/10/26/spectre-snapchat-channel/#ucVGcN15LPqh***](http://mashable.com/2015/10/26/spectre-snapchat-channel/#ucVGcN15LPqh)