**Bloomberg to Live-Stream News Constantly on Twitter**

Twitter has teamed up with Bloomberg to live-stream news constantly. The company has also announced that it's added Crimson Hexagon and Brandwatch to its channel partner program, which already includes Sprout Social, Conversocial and Sprinklr.

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<https://martechtoday.com/brandwatch-crimson-hexagon-join-twitters-official-partner-program-197868>