**Mixed Mobile Reality Becomes $8B Business**

Mixed mobile reality such as Snap's popular dancing hot dog that could be superimposed over real-world environments has jettisoned into an $8 billion business and is projected to reach $43 billion by 2024, according to Juniper Research. Its analysts attribute the rise in the usage of overlay images and videos to an increase in third-party content and expect growth to be propelled with the rise of 5G networks.

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[***https://www.mediapost.com/publications/article/342317/mixed-mobile-reality-delivers-big-profits-to-socia.html***](https://www.mediapost.com/publications/article/342317/mixed-mobile-reality-delivers-big-profits-to-socia.html)

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