**Quibi App Launches with Full Slate of Advertisers**

Short-form video subscription streaming service Quibi rolled out Monday with a slate of 10-minute original series and films and $150 million in advertising inventory from more than 20 brands at 10 partners, including Discover, General Mills, Pepsi, Procter & Gamble and Walmart. "We don't quite know what to expect since we're launching in such an unusual moment," says Quibi CEO Meg Whitman, adding, "We're building this business for the long haul."

***FierceVideo 4.6.20***

<https://www.fiercevideo.com/video/quibi-could-score-as-tv-ad-budgets-shift-toward-digital>