**Reddit Shuts Down Short Video Platform Dubsmash**

Less than a year after acquiring short-form video platform Dubsmash, Reddit is shuttering the service’s standalone app. When Reddit bought Dubsmash–a Brooklyn-based, TikTok-esque lip-syncing challenger turned social platform that’s popular with Black and Latinx creators–in December 2020, it said the plan was to integrate Dubsmash’s video creation tools into its own site, while having Dubsmash retain a separate brand and app.

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[*https://www.tubefilter.com/2021/11/24/reddit-dubsmash-video-integration-shutdown/*](https://www.tubefilter.com/2021/11/24/reddit-dubsmash-video-integration-shutdown/)