**Snapchat Positions Itself as a TV Disruptor Among Young Viewers**

Snapchat has signed a deal with Turner Broadcasting to collaborate on video programming, adding to the app's content channels from the NFL, MTV, Food Network and others. The app is also adding Mitu, an English-language content platform aimed at Hispanic-American youth, to its 150 million daily users.

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<http://www.adweek.com/news/technology/snapchats-latest-moves-are-making-it-look-more-tv-disrupter-social-app-175045>