**Snapchat Triples Video Traffic**

Snapchat is closing the gap with Facebook in the social networks’ battle for scale in video. The number of videos viewed on messaging app Snapchat every day has tripled since May to 6bn. That compares with the 8bn daily video views announced by Facebook last week. Video is fast becoming one of the most popular activities on social networking apps, and the race for eyeballs comes as analysts predict huge growth in digital video advertising.

***Financial Times (UK) 11.8.15***

[http://www.ft.com/cms/s/0%2Fa48ca1fc-84e7-11e5-8095-ed1a37d1e096.html?utm\_source=API%27s+Need+to+Know+newsletter&utm\_campaign=8d41047c90-Need\_to\_Know11\_9\_2015&utm\_medium=email&utm\_term=0\_e3bf78af04-8d41047c90-31697553#axzz3r07MAyto](http://www.ft.com/cms/s/0/a48ca1fc-84e7-11e5-8095-ed1a37d1e096.html?utm_source=API%27s+Need+to+Know+newsletter&utm_campaign=8d41047c90-Need_to_Know11_9_2015&utm_medium=email&utm_term=0_e3bf78af04-8d41047c90-31697553#axzz3r07MAyto)