

Social and Media Networks - UK - May 2017

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“The smart phone camera has become the primary way content is shared on social media. Mobile live streaming, Stories-like features and camera effects have become part of the standard repertoire of features of social media networks.”

– Mark Flowers, Research Analyst – Consumer Technology

This report looks at the following areas:

*Cameras become the heart of content sharing
Live streaming hits the mainstream*

Major social and media networks have maintained their audiences in the UK in 2017 for the most part, rather than growing them. Instagram is the exception to this, with usage increasing by four percentage points year-on-year to 21%, reflecting rapid worldwide growth of the app’s audience which is now used by 700 million people each month.

Facebook has responded to the popularity of Snapchat by placing smartphone cameras at the centre of its strategy moving forwards. The Stories features launching across Facebook’s apps are going to be followed by the Camera Effects platform, which will allow third party developers to create photo filters and other AR content for Facebook apps.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Facebook set to capitalise on popularity of image sharing

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