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Snapchat Photomail AppThe original author (s) Evan Spiegel Bobby Murphy Reggie Brown Developer(s)Snap Inc.Initial releaseSeptember 2011; 9 years ago (2011-09)Stable release(s) [±]Android11.8.1.32 / December 15, 2020; 28 days ago (2020-12-15)[1]iOS11.8.0.33 / December 15, 2020; 28 days ago (2020-12-15) [2]Preview release(s) [±]Android (Beta)11.8.0.27 / 9 December 2020; 34 days ago (2020-12-09)[3] Android operating system, iOSSize204.7 MB (iOS)[4] 62.7 MB (Android)[5]Available in 37 languagesSlist of languagesEnglish, Arabic, Bengali, Danish, Dutch, Finn, Filipino, French, German, Greek, Gujarati, Hindi, Indonesian, Italian, Japanese, Kannada, Korean, Malay, Malayalam, Marathi, Norwegian Bokmel, Poles, Portuguese, Punjabi,[6] Romanian, Russian, simplified Chinese, Spanish, Swedes, Tamil, Telugu, Thais, traditional Chinese, Turkish, Urdu, VietnameseType Instant Messaging Video Chat SoftwareWebsitewww.snapchat.com Snapchat is an American multimedia messaging application developed by Snap Inc., originally Snapchat Inc. One of the main features of Snapchat is that photos and messages are usually only available for a short period of time before they become inaccessible to their recipients. The app has moved from the original focus on sharing person-to-person photos at the moment featuring users Stories of 24 hours of chronological content, with Discover, allowing brands to show ad-supported short-form content. It also allows users to keep photos in the my eyes only that allows them to keep their photos in a password-protected space. It would also have incorporated limited use of end-to-end encryption, with plans to expand its use in the future. Snapchat was created by Evan Spiegel, Bobby Murphy, and Reggie Brown,[7] alumni at Stanford University. It has become known for representing a new mobile direction first for social media, and focuses on users who interact with virtual stickers and augmented reality objects. As of March 2020, Snapchat has 229 million daily active users. [8] On average more than 4 billion Snaps are sent every day. [8] Snapchat is known to be popular among younger generations, especially those under 16, leading to many privacy concerns for parents. Story For a chronological guide on this topic, see Timeline of Snapchat. Prototype According to documents and declarations of deposit, Reggie Brown brought the idea of a disappearing photo application to Evan Spiegel because Spiegel had a previous commercial sales. Brown and Spiegel then shot in Bobby Murphy, who had coding experience. The three worked closely together for several months and launched Snapchat as Picaboo on the iOS operating system on July 8, 2011. [9] Reggie Brown was ousted from the company a few months after its launch. [11] [12] The app has been relaunched Snapchat in September 2011, and the team focused on ease of use and technical aspects, rather than branding. [13] One exception was the decision to keep a Brown-designed mascot, Ghostface Chillah, named after Ghostface Killah of the hip-hop group Wu-Tang Clan. On May 8, 2012, Reggie Brown sent an email to Evan Spiegel during their final year at Stanford, in which he offered to ren negotiate his fair share of the company's ownership. Snapchat's lawyers responded by insisting that he had never had a creative connection to the product. The lawyers also accused Brown of committing fraud against Spiegel and Murphy by falsely claiming to be a product inventor. On behalf of their clients, the law firm found that Reggie Brown had made no contribution of value or value and was therefore entitled to a share of nothing. [14] In September 2014, Brown moved in with Spiegel and Murphy for \$157.5 million[16] and was credited as one of the original authors of Snapchat. [7] [17] In their first blog post, dated May 9, 2012, CEO Evan Spiegel described the company's mission: Snapchat is not about capturing Kodak's traditional moment. It's about communicating with the full range of human emotion — not just what seems to be pretty or perfect. [19] He presented Snapchat as the solution to the constraints caused by the longevity of personal information on social media, evidenced by urgently de-cleaning Facebook photos before job interviews and photoshopping free kick defects before they hit the Internet. [19] World growth map showing the main Snapchat users by country in 2014. Map based on data from a Business Insider Intelligence report. In May 2012, 25 Snapchat images were sent per second,[21] and by November 2012, users had shared more than one billion photos on the Snapchat iOS app, with 20 million photos shared per day. [21] In the same month, Spiegel cited in

real time the scalability problems of the user base as the reason why Snapchat had some difficulty delivering its images, known as snaps. Snapchat was released as an Android app on October 29, 2012. In June 2013, Snapchat's 5.0 version, nicknamed Banquo, was released for iOS. The updated version introduced several speed and design improvements, including drag navigation, dual-tap to respond, an improved friend finder, and in-app profiles. [23] The name is a reference to the ghostly hero of Shakespeare's Macbeth, a character in the play who is ultimately considered about evil. [24] Also in June 2013, Snapchat introduced Snapkidz for users under the age of 13. Snapkidz was part of the original Snapchat app and was activated when the user provided a date of birth to verify their age. Snapkidz allowed the children to take pictures and draw on them, but they could not send pictures to other users and only record the shots locally on the device used. According to statistics published by Snapchat, in May 2015, users of the app sent 2 billion videos a day, up from 6 billion in November. By 2016, Snapchat had reached 10 billion daily video views. [27] In May 2016, Snapchat raised \$1.81 billion in shares, suggesting strong investor interest in the company. As of May 31, 2016, the app had nearly 10 million daily active users in the UK. As of February 2017, Snapchat has 160 million daily active users.[31] and 166 million in May. [32] [33] Investel Capital Corp., a Canadian company, sued Snapchat for violating its geofiltering patent in 2016. [34] [35] They sought monetary compensation and an order prohibiting California-based Snapchat from violating its patent in the future. [36] Snapchat Spectacles Vending Machine at SXSW 2017, Austin, Texas In September 2016, Snapchat Inc. was renamed Snap Inc. to coincide with the introduction of the company's first hardware product, Spectacles—smartglasses with a built-in camera that can record 10 seconds of video at a time. On February 20, 2017, Spectacles is available for purchase online. Snapchat announced an overhaul in November 2017.[39] which proved controversial among many of its subscribers. Ingrid Angulo of CNBC listed some of the reasons why many didn't like the update, citing that sending a snap and re-watching stories was more complicated, the incoming stories and snapshots were listed on the same page, and that the Discover page now featured and sponsored content. [41] A tweet sent by Kylie Jenner in February 2018, criticizing the redesign of the Snapchat app,[41] reportedly caused Snap Inc. to lose more than \$1.3 billion in market value. [42] [43] More than 1.2 million people have signed a petition Change.org asking the company to remove the new app update. In December 2019, App Annie announced Snapchat as the 5th most downloaded mobile app of the decade. The data includes figures for iOS downloads from 2010 and Android downloads from 2012. Snapchat acquired AI Factory, a computer vision start-up, in January 2020 to boost its video capabilities. In November 2020, Snapchat announced that it would pay \$1 million a day to users who post viral videos. The company did not set out the criteria for a video to be considered viral or the number of people whose payment would be distributed among them. The promotion, called Snapchat Spotlight, continue until the end of the year, although the company has indicated that it will continue if successful. [47] Snapchat's basic features are primarily used to create multimedia messages called snaps; The shots can consist of a photo or a short video, and can be modified to include filters and effects, text captions and drawings. [48] [49] Snaps Snaps are referred privately to selected contacts, or to a semi-public story or public story called Our History. [50] The ability to send video shots was added as a feature option in December 2012. By standing on the photo button inside the app, a video lasting up to ten seconds can be captured. Spiegel explained that this process compressed video data into the size of a photo. [51] A subsequent update allowed the ability to record up to 60 seconds, but are still segmented in 10-second intervals. After a single viewing, the video disappears by default. On May 1, 2014, the ability to communicate via video chat was added. Direct messaging features were also included in the update, allowing users to send ephemeral text messages to friends and family while saving all the information they need by clicking on them. [52] According to CIO, Snapchat uses real-time marketing concepts and temporality to make the app attractive to users. According to Marketing Pro, Snapchat attracts interest and potential customers by combining the AIDA (marketing) model with modern digital technology. [55] Photos of private messages can be viewed for a user-specified time (1 to 10 seconds determined by the sender) before they become inaccessible. Users were previously required to stand on the screen to see a wink; this behavior was removed in July 2015[56] The requirement to hold on the screen was intended to frustrate the ability to take screenshots of shots; The Snapchat app does not prevent screenshots from being taken, but can notify the sender if they detect that they have been saved. However, these notifications may be circumvented by unauthorized changes to the application or by obtaining the image through external means. [13] [21] [57] One snap per day can be replayed for free. In September 2015, Snapchat introduced the ability to purchase additional replays through in-app purchases. [59] [58] [60] The ability to purchase additional replays was removed in April 2016. [61] [62] Friends can be added via usernames and phone contacts, using customizable Snapcodes, or through the Add nearby feature, which analyzes users close to their location who are also in the Add nearby menu. [56] Spiegel explains that Snapchat's goal is to counter the tendency of users to manage an idealized online identity of themselves, which, he says, has taken all the communication. In November 2014, Snapchat introduced Snapcash, a feature that allows users to send and receive money via private messaging. The payment system is powered by Square. [64] In July 2016, Snapchat introduced an optional new feature known as Memories. Memories allow photos to be recorded and story posts recorded in a private storage area, where they can be viewed alongside other photos stored on the device, as well as modified and and such as pictures, history messages or messages. When shared with a user's current story, the memory would have a white frame and a time frame to indicate their age. The contents of the Memories storage area can be searched by date or using a local object recognition system. The images available in Memories can also be placed in a My Eyes Only area that is locked with a personal identification number (PIN). Snapchat said the Memories feature was inspired by the practice of manually scrolling through photos on a phone to show them to others. [66] In April 2017, the white border around old memories was removed. While originally intended to let viewers know that the material was old, TechCrunch wrote that the indicator ended up annoying users who didn't want their shots altered, sometimes to the point where they would decide not to share the old content at all. [67] [68] In May 2017, an update allowed photos to be sent with unlimited viewing time,[69] abandoning the previous maximum time of ten seconds, with the content disappearing after being deliberately closed by the recipient. New creative tools, namely the ability to draw with an emoji, videos that play in a loop, and an eraser that allows users to delete objects on a photo with the app filling the space with the background, have also been released. [70] [71] In July 2017, Snapchat began allowing users to add links to snaps, allowing them to direct viewers to specific websites; the feature was only available for brands before. In addition, the update has added more creative tools: A Against the background feature allows users to cut out a specific object from their photo and apply colorful patterns to it to add greater emphasis to that object, and Voice Filters allow users to remix the sounds of their voices in the blink of an eye. Voice filters was previously available as part of the feature allowing augmented reality lenses, with the new update adding a dedicated speaker icon to remix the audio in any snap. [72] In June 2020, Snap announced minis, integrable apps that live within the parent snap app. [74] Snaps filters, lenses and stickers can be customized with various forms of visual effects and stickers. Geofilters are graphic overlays available if the user is in a certain geographic location, such as a city, event or destination. Users can design Create their own geofilters for personal events averages costs us \$10 to US\$15 per hour. They can also subscribe to an annual plan that ranges from \$1,000 to \$10,000 depending on location, for a permanent filter. [75] A similar feature known as Geostickers was launched in 10 major cities in 2016. Bitmoji are stickers with custom cartoon avatars, which can be used in shots and messaging. [78] [79] Bitmoji characters can also be used as world lenses. [80] The Lens feature, introduced in September 2015, allows users to add in real time in their shots using face detection technology. This is activated by pressing a face in the viewfinder at length. In April 2017, Snapchat extended this feature to World Lenses, which use augmented reality technology to integrate 3D rendering elements (such as objects and animated characters) into scenes; these elements are placed and anchored in 3D space. [82] On October 26, 2018, at TwitchCon, Snap launched the Snap Camera desktop app for macOS and Windows PC, which allows the use of Snapchat lenses in video and live streaming services such as Skype, Twitch, YouTube and Zoom. Snapchat has also launched integration with Twitch, including a streaming widget for Snapcodes, the ability to offer lenses to stream viewers and as an incentive for the channel's subscribers. Several lenses on the subject of video games were also launched at that time, including those on the subject around League of Legends, Overwatch and PlayerUnknown's Battlegrounds. [84] [85] In August 2020, Snapchat collaborated with 4 TikTok influencers to launch augmented reality (AR) lenses to create a more interactive user experience. Lenses now incorporate geolocation mapping techniques to integrate digital overlays on real surfaces. These lenses track 18 joints across the body to identify body movements, and generate effects around the user's body. [86] Advertising now also uses AR lenses that make users a part of the ad. Coca Cola, Pepsi and Taco Bell are just a few of the brands that are now using the technology on Snapchat. Consumers no longer scroll beyond these advertisements, but become a part of them with AR lenses. [87] Emojis ami emojis ami emojis ami emojis may be customizable, but there are emojis by default [see list below]. Snapscore, which shows how many shots you've sent and received is saved and is visible to your friends. If you press your own score, it displays the report of snaps sent and received, the amount of snaps you sent is on the right and the amount of shots you received is on the left, these combined numbers are your Snapchat score. There are several synonyms for Snapchat scores such as Snapchat Points, Snapscore, Snap Points and Snap Number. [88] As an incentive to send content regularly, emoji icons will appear next to the names of contacts with which the user interacts frequently. [89] Snapchat name emoji meaning ♡ Super BFF appears next to the user's number 1 Best Friend when they are also their 1 Best friend for two months in a row. ♡ BFF (Best Friend Forever) appears next to the number 1 user Best Friend when they are also their number 1 Best Friend for two weeks in a row. ♡ Besties appears next to the user's number 1 Best Friend when they are also their number 1 Best Friend. ☹️ mutual BF appears next to someone with whom the user shares a best friend. 🐼 Snapstreak appears next to the number of days the user and a friend have broken. If the user and his friend do not both send a Snap within 24 hours, they will lose their Snapstreak. [90] 🌐 group chat appears next to all the user's group chats. 🌚 hourglass appears next to someone's name so the user's snapstreak will soon end. 🎂 birthday appears next to someone when it's their birthday. Stories and Discoveries In October 2013, Snapchat introduced the My Story feature, which allows users to compile snapshots into chronological stories, accessible to all their friends. [50] [91] In June 2014, photo and video shots presented to friends in the Stories feature had surpassed private person-to-person shots as the service's most frequently used feature, with more than one billion views per day, double the daily views counted in April 2014. In June 2014, the feature film was expanded to include Our Stories, which was later changed to Living Stories about a year later. The feature allows on-site users at specific events (such as music festivals or sporting events) to contribute snaps to an organized story announced to all users, presenting a single event from multiple perspectives and perspectives. These organized photos provided by app contributors and selected for the Live section could also be more localized, but Snapchat has ultimately reduced more personal imaging feeds to focus on public events. [93] [94] [95] [96] [97] [98] An Official Stories designation was added in November 2015 to refer to public stories of notable personalities and celebrities, similar to Twitter's Verified Account program. In January 2015, Snapchat introduced Discover an area containing content channels based on advertising from major publishers, including BuzzFeed, CNN, ESPN, Mashable, People, Vice and Snapchat itself, among others. [100] [101] [102] To address concerns about the use of data related to these features, a Travel Mode option was added in August 2015. When enabled, the feature prevents the automatic download of snaps until they are explicitly requested by the user. [103] In October 2016, the app was updated to replace its automatic advance feature, which automatically moved users from one story to another, with a Story Playlist feature. users to select the thumbnails of the list users to read only selected stories. [104] In January 2017, Snapchat redesigned its design, adding search features and a new global Our Story feature to which any user can contribute. In May 2017, Snapchat introduced Custom Stories, allowing users to make collaborative stories combining their captures. [107] [108] In June 2017, Snap Map was introduced, users to share their optional location with friends. A map view, accessible from the viewfinder, can be used to locate stories based on location data, supporting the use of Bitmoji as place markers. The entry of a Ghost mode hides the card user. [109] [110] The feature is based on the Zenly app, which was acquired by Snap Inc. prior to its launch. [111] Map data is provided from OpenStreetMap and mapbox, while satellite imagery comes from DigitalGlobe. In February 2020, Snapchat will release a global Discover cartoon series called Bitmoji TV, which will feature users' avatars. [113] Original Video Content The Wall Street Journal reported in May 2017 that Snap Inc., the company that develops Snapchat, had signed agreements with NBCUniversal, A-E Networks, BBC, ABC, Metro-Goldwyn-Mayer and other content producers to develop original programming to watch in Snapchat's Stories format. According to the report, Snap hoped to have several new shows available on a daily basis, with each show lasting between three and five minutes, and the company sent detailed reports to its partners on how to produce content for Snapchat. In 2017 and 2018, Snap and its partners have launched several shows. [114] [115] [116] Example of Snapchat snap messaging on a smartphone. Unlike other messaging apps, Spiegel described Snapchat's messaging functions as conversational rather than transactional because they sought to replicate the conversations he was having with friends. Spiegel said it had no conversational interactions while using products from competitors like iMessage. [52] Rather than a traditional online notification, a blue here button appears in the sender's chat window if the recipient is currently displaying their own chat window. When this button is held, a video chat function is immediately launched. [52] By default, messages disappear after they are read, and a notification is only sent to the recipient when they start typing. [52] Users can also use messages to respond to snapshots that are part of a story. [117] The video chat feature uses the technology of AddLive, a real-time communications provider that Snapchat acquired prior to the launch of the feature. [118] Regarding the Here indicator, Spiegel explained that the accepted notion of an online indicator that each chat service has is really a negative indicator. This means my friend is and doesn't want to talk to you, compared to this idea in Snapchat where my friend is here and gives you their full attention. Spiegel further asserted that here's video function prevents the clumsiness that can result from applications that use typing indicators because, with text communication, conversations lose their fluidity as each user tries to avoid typing at the same time. On March 29, 2016, Snapchat launched a major overhaul of the feature known as Chat 2.0, adding stickers, easier access to audio and video conferne, the ability to leave audio or video notes, and the ability to share recent photos of the camera. The implementation of these features is designed to allow users to easily move between text, audio and video chat as needed while maintaining an equal level of functionality. [119] In June 2018, Snapchat added the feature to delete a message sent (including; audio, video and text) before it was read. [120] [121] A feature introduced in August 2018 allows users to send music GIFs, TuneMoji. [122] [123] Encryption In January 2018, SnapchatChat introduced the use of end-to-end encryption in the app, but only for photos (photos and video), according to a Snapchat security engineer at the Real World Crypto Conference in January 2019. [124] [125] Starting with the January 2019 conference, SnapChat intended to introduce end-to-end encryption for text messages and group conversations in the future. [127] Business and multimedia demography From its earliest days, Snapchat's main population consisted of the Generation Z age group. On the App Store, the age rating is 12 and over. [128] In 2014, researchers at the University of Washington and the Pacific University of Seattle designed a user survey to help understand how and why the app was being used. The researchers first hypothesized that due to the ephemeral nature of Snapchat messages, its use would be primarily for privacy-sensitive content, including highly spoken potential use for sexual and sexting content. [129] However, it appears that Snapchat is being used for various creative purposes that are not necessarily related to privacy at all. [129] In the study, only 1.6% of respondents reported using Snapchat primarily for sexting, although 14.2% admitted to sending sexual content via Snapchat at any given time. [129] These results suggest that users do not appear to use Snapchat for sensitive content. On the contrary, the main use for Snapchat was for comic content such as stupid faces with 59.8% of respondents reporting this use most commonly. [129] Researchers have also determined how Snapchat users do not use the app and what types of content they are not willing to send. They found that the majority of users are not willing to send content classified as sexting (74.8% of respondents), photos of (85.0% of respondents), messages containing legally questionable content (86.6% of respondents) or content considered nasty or insulting (93.7% of respondents). The results of the study also suggest that Snapchat's success is not due to its security properties, but because users have found the app amusing. The researchers found that users seem to be well aware (79.4% of respondents) that it is possible to retrieve the images and that a majority of users (52.8% of respondents) respondents) this does not affect their behavior and the use of Snapchat. [129] Many users (52.8% of respondents) used an arbitrary wait time on snaps, regardless of the type of content or recipient. Other respondents were found to adjust the waiting time for their shots based on the content or recipient. [129] Reasons for adjusting the duration of the shots included the level of trust and relationship with the recipient, the time it took to understand the snap, and avoiding screenshots. [129] Snapchat Communication has often been seen as representing a new direction in social media, with its users eager for a more way in the time of sharing and communicating via technology. By placing less emphasis on the accumulation of permanent status involving the presence of permanent material, Snapchat has emphasized the ephemeral nature of ephemeral encounters. Insurgent in this distinction by launching itself as a mobile company first, Snapchat, in the midst of the revolution of applications and the growing presence of cellular communication, did not have to make the transition to mobile as other competing social media networks have done. Evan Spiegel himself described Snapchat as primarily a camera company. [131] Spiegel also rejected past comparisons with other social networks such as Facebook and Twitter when asked if the 2016 presidential race would be considered the Snapchat election, although the main candidates sometimes used the app to reach voters. Nevertheless, the growing mobile app has moved to offer distinct publishing, media and news content within its Discover channel, as well as its overall presentation style. With Snapchat, a clear and identifiable line has been drawn between brand content and user-based messaging and sharing, once again distinguishing the popular app from other social media networks, which have generally mixed and scrambled their different varieties of content. Monetization Snapchat's development features embody a deliberate monetization strategy. Snapchat announced its upcoming advertising efforts on October 17, 2014, when it recognized its need for a revenue source. [135] The company stated that it wanted to evaluate whether we can provide an experience that is fun and informative, how the ads were, before they were scary and targeted. Snapchat's first paid commercial, in the form of a 20-second movie trailer for the horror film Ouija, was shown in October 19, 2014. [137] In January 2015, Snapchat began moving from a focus on growth to monetization. The company launched its Discover feature, which allowed paid advertising by presenting short-run content from publishers. Its initial launch partners included CNN, Comedy Central, ESPN and Food Network, among others. [101] [102] [139] In June 2015, Snapchat announced that it would allow advertisers to sponsored geofilters for snaps: One of the first customers of the offer was McDonald's, which paid for a branded geofilter covering its restaurants in the United States. Snapchat helped earn advertising revenue from its Live Stories feature in 2015, after it originally launched the feature in 2014. Advertising placements can be sold in a live story, or a story can be started by a sponsor. It is estimated that live stories average 20 million views in 24 hours. [96] Campaigns In September 2015, the service partnered with the National Football League to present live stories from certain games (including a Sunday game, and high-profile games such as Monday Night Football and Thursday Night Football), both of which contribute to the content and process ad sales. [96] [140] May Meekle's 2015 Internet Trends Report highlighted the significant growth in vertical video viewing. Vertical video ads like snapchat are viewed in their entirety nine times more than landscape video ads. In 2016, Gatorade came out with an animated filter as part of the Super Bowl commercials in 2016. [142] Gatorade's dunk lens has received 165 million views on Snapchat. [143] In April 2016, NBC Olympics announced that it had reached an agreement with Snapchat to allow news reports from the 2016 Summer Olympics to be shown on Snapchat in the United States. The content would include a behind-the-scenes Discover channel hosted by BuzzFeed (an NBCUniversal-funded company), and stories featuring a combination of images from NBC, athletes and participants. NBC sold advertising and entered into revenue-sharing agreements. This was the first time nbc allowed the Olympic images to be presented on third-party property. In May 2016, as part of a campaign to promote X-Men: Apocalypse, 20th Century Fox paid for the entire range of lenses to be replaced by those based on characters from the X-Men series and single-day movies. [145] In July 2016, it was reported that Snapchat had submitted a patent application for the process of using an object recognition system to provide sponsored filters based on objects seen in a camera view. Later that year, in September 2016, Snapchat released its first hardware product, The Spectacles. Evan Spiegel, CEO of Snap Inc., called it a toy but saw it as an advantage in freeing its app from smartphone cameras. [147] In April 2017, Digiday reported that Snapchat would launch a self-service manager for advertising on the platform. [148] The feature launched the month alongside the news of a mobile Snapchat dashboard for tracking advertising campaigns, which rolled out in June in some countries. [149] Also in 2017, Snapchat has introduced a Snap to Store advertising tool that allows companies using geostickers to track whether users are buying their product or visiting their store within 7 days of seeing the On November 13, 2018, Snapchat announced the launch of the Snap Store, where they sell Bitmoji products customized by avatars of users and their friends. Items for sale include shirts, mugs, shower curtains, and phone crates. [152] Development Platform In June 2018, Snapchat announced a new third-party development platform known as The Snap Kit: a suite of components that allows partners to seamlessly integrate with aspects of the service. Login Kit is a social connection platform that uses Snapchat accounts. It has been promoted as being more privacy-conscious than competing equivalents, as the services are only able to receive the user's display name (and, as an option, a Bitmoji avatar) and are subject to a 90-day inactivity period, preventing them from being able to collect other personal or social graphics information by their permission. Creative Kit allows apps to generate their own stickers to layer in Snapchat messages. Story Kit can be used to integrate and group publicly published stories (for example, Bandsintown using Story Kit to aggregate stories published by musicians), while Bitmoji Kit allows Bitmoji stickers to be integrated into third-party applications. [153] Snap Originals In response to industry competition, Snapchat has diversified their content by launching Snap Originals, which is episodic content. The series includes both scripted content and documentaries. [154] [155] In June 2020, Snapchat announced the creation of its first-ever shoppable original show, The Drop, focusing on the exclusive streetwear collabs of celebrities and designers. Each episode of The Drop will explore the relationship between the designer and celebrity collaborator. Viewers will learn about the item for sale and how it met as well as the time that the item will be put up for sale. Later in the day, at the aforementioned time, the episode will be updated with more content that includes a slide up to buy call to action. [157] Premium And Porn Accounts In 2014, Snapchat introduced a new feature called Snapcash that boosted its popularity among adult content creators. [158] [159] Snapchat allows private premium accounts in which users can monetize their content. [160] This feature is primarily used by models to monetize their adult content. [160] Snapchat is increasingly becoming an integral part of the online porn industry. [160] Reception December 2013 Snapchat hack was hacked on December 31, 2013. [161] Gibson Security, a Australian security, had revealed an api security breach to the company on August 27, 2013.[163] and then released the source code for the exploit on December 25. [165] On December 27, Snapchat announced that it had implemented mitigating features. However, an anonymous group hacked them, claiming that the mitigating features had only The hackers revealed parts of about 4.6 million snapchat usernames and phone numbers on a website called SnapchatDB.info.[162][170][171] and sent a statement to the popular tech blog TechCrunch saying that their goal had been to raise public awareness... And... pressure on Snapchat to fix the vulnerability. Snapchat apologized a week after the hack. [172] Federal Trade Commission In 2014, Snapchat settled a complaint filed by the Federal Trade Commission (FTC). The government agency alleged that the company had exaggerated to the public the extent to which images and photos of mobile applications could actually disappear. Under the terms of the agreement, Snapchat was not fined, but the app service agreed that its claims and policies are monitored by an independent party for a period of 20 years. The FTC concluded that Snapchat was prohibited from distorting the extent to which it maintains the confidentiality, security or confidentiality of user information. [173] Following the agreement, Snapchat updated its privacy page to state that the company cannot guarantee that messages will be deleted within a specified time frame. [174] Even after Snapchat deletes message data from their servers, that same data can remain backed up for a certain period of time. [174] In a public blog post, the service warned that if you have ever tried to recover lost data after accidentally deleted a reader or perhaps watched an episode of CSI, you may know that with the right forensic tools, it is sometimes possible to recover data after it has been deleted. Incidents in Lens In September 2015, an 18-year-old girl was using a Snapchat feature called Lens to record the speed at which she was driving her Mercedes C230 when she collided with a Mitsubishi Outlander in Hampton, Georgia. The 172 km/h accident injured both drivers. The outlander driver spent five weeks in intensive care while being treated for severe traumatic brain damage. In April 2016, the Outlander driver sued Snapchat and the Snapchat user, alleging that Snapchat knew its app was being used in illegal speeding contests, but did nothing to prevent such use is therefore negligent. [176] In October 2016, the similar collision while driving at 115 mph (185 km/h), occurred in Tampa, Florida, which killed five people. [177] Poor Country remarks According to former Snapchat employee Anthony Pompliano in a lawsuit brought against Snap Inc., Spiegel in 2015 that Snapchat is only for the rich and that it does not want to grow in poor countries like India and Spain. [178] The incident triggered a Twitter trend called #UninstallSnapchat, in which Indian users uninstalled the app.[179] and caused the reaction against the company in terms of low one-star ratings for the app in the Google Play store and Apple's App Store. [180] [181] Snapchat shares fell 1.5%. [182] In response to the allegation, Snapchat called Pompliano's claim ridiculous and said that Obviously Snapchat is for everyone. It is available worldwide to download for free. [181] Pompliano Trial In January 2017, former employee Anthony Pompliano filed a state lawsuit accusing Snapchat of tampering with growth measures with the intention of misleading investors. Pompliano said CEO Evan Spiegel was dismissed shortly after. The judge dropped Pompliano's allegations that Snapchat had violated Dodd-Frank and consumer protection laws in retaliation against him, citing an arbitration clause in his contract. [183] However, Snap Inc. faced a backlash due to a lack of disclosure regarding the content of the lawsuit, which resulted in a fall in share prices, several class actions and federal investigations. [184] Privacy Concerns of Snap Map The June 2017 release of Snap Map, a feature that broadcasts the user's location on a map, was met with privacy and security concerns. The feature, through an opt-in, delivers a message asking if the user would like to display his position on the map, but apparently does not explain the ramifications of doing so, including that the app updates the user's position on the map whenever the application is open and not just when actively capturing the shots, potentially helping the harassers. The map can be zoomed in to include detailed geographic information, such as street addresses. The Daily Telegraph reports that police forces have issued safety warnings for children.[186] while other media publications write that safety concerns are also being raised for teens and adults who are unaware of the actual behaviour of the feature. [185] In a statement to The Verge, a Snapchat spokesperson stated that the safety of our community is very important to us and we want to ensure that all Snapchatters, parents and educators have accurate information about how the Snap card works. [185] Users have the option to operate in Ghost mode or select friends with whom they wish to share their position. Although there has been an increase in advertising on Snapchat, Snapchat said they have no intention of running ads on Snap Map stories. Rihanna Controversy In March 2018, an advertisement containing Rihanna poll was posted saying: Would you rather hit Chris Brown or slap Rihanna? Rihanna tweeted that Snapchat was insensitive to victims of domestic violence and urged her fans to remove Snapchat. [189] Body image concerns Increased use of body and face remodeling applications such as Snapchat and Facetune has been identified as a potential cause of dysmorphic body disorder. In August 2018, researchers at Boston Medical Center wrote in a jama facial plastic surgery trial that a phenomenon they called Snapchat dysmorphia had been identified, where people surgery to look like the edited version of themselves as they appear through Snapchat Filters. [190] Snapchat employees abused access to data to spy on users In May 2019, it was revealed that several Snapchat employees used an internal tool called SnapLion to spy on users. [191] Mozilla calls for public disclosures related to the use of A.I. Citing vague, broad language in Snapchat's privacy policy, Mozilla issued a September 2019 petition calling for public disclosures related to the use of facial emotion recognition technology. [192] When contacted for comment by Scientific American, Snapchat representatives declined to share a public response. [193] Revenge porn During the 2020 lockdown to prevent the spread of COVID-19 in France, the app emerged as a center for the dissemination of revenge porn to underage girls. In 2020, a woman in North Carolina is suing Snapchat (as well as dating app Tinder and the five men named in the attack).[195] claiming that the app's features allow her alleged rapist and friends to hide evidence of rape. In particular, the lawsuit alleges that because of the way Snapchat is and was designed, built, marketed and maintained, [the woman's assailants] were able to send these non-consensual and pornographic photographs and videos of [her] with little or no threat from law enforcement to verify that they did. [196] The woman told the court that parent company Snap Inc. specifically and deliberately designed, constructed and maintained Snapchat to serve as a secret and infamous communication platform that encourages, solicits, and facilitates the creation and dissemination of sexually explicit illegal and non-consensual content... and allowed Snapchat to function as a haven for law enforcement. [197] See also Ephemera Multipatform Instant Messaging Customer Comparison - any transient written or printed material that was not intended to be retained or retained Timeline of social media Sobrr, another mobile application that removes purikura content after a while, Japanese photo sticker booths that had previously used snapchat-like filters[198][199] Yahoo! PicsArt Revenge Yellow (app) Yo (app) iBeer References - Snapchat APKs. APKMirror. Recovered on December 15, 2019. Snapchat. App Store. Recovered on December 15, 2019. Snapchat APKs. APKMirror. Recovered on December 15, 2019. Snapchat. App Store. Recovered on December 15, 2019. Snapchat - Apps on Google Play. play.google.com. Recovered on December 15, 2019. Snap adds a for Bengali, Tamil, Telugu and more Indian languages - Indian Express - a b Gillette, Felix (September 10, 2014). 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The company competes with other private photo-sharing services for families such as Notabli and Everyme[3] and social networks that allow photo sharing such as Instagram and Facebook. The company is based in London, and was founded by former spotting executive Ivailo Jordanov and YushT Tereshchenko. The company is self-financed by the founders. [2] 23snaps generates revenue from the sale of photo books and photographic prints. [4] In November 2013, 23snaps announced that the service had passed half a million users in 179 countries. [5] Service users sign up for a free account of 23 snaps and create profiles for their children in the app. They can add photos, measurements like height and weight, and make status updates. They then invite only close family and friends to see this content of their children. This content will appear in the news feeds of their authorized connections and will be sent to e-mail based on the user's settings. [6] [7] A user can share photos and updates with someone who does not have a 23snaps account by inviting them to receive email-only updates. Although there is no limit to the number of connections a user can add on 23snaps, founding founder Jordanov says they expect most users to have a group of about 5 to 10 people who can't get enough of their updates, photos, videos, etc., and outside of this group on sharing is an irritation. [2] The intention of the service is to provide a safe place to share photos with a select group of family members to address parents' concerns about online privacy and copyright issues. [8] On May 1, 2013, 23snaps expanded the service to allow users to purchase photo books and photo prints of their content from the app. [4] Stories, a new feature that allows users to combine photos, videos and text to create a multimedia story in their News Feed, launched on March 7, 2014. Awards 23snaps was selected by The Next Web as the best photo, video or camera app of 2012[10] and by ZDNet as one of the best apps of 2012. In June 2013, 23snaps was named Best Family Application at the Loved by Parent Awards[12] and in November 2013, 23snaps was selected as both Best Lifestyle App and People's Choice in the Lifestyle Application category in the Lovie Awards category organized and judged by the International Academy of Digital Arts and Sciences. On February 12, The Next Web announced that 23 snaps had been selected for The Next Web Boost, which offers exposure and support to promising European startups[14] and on March 25, Red Herring named 23 snaps as one of the 100 European finalists for Red Herring 2014. [15] References - Sawers, Paul (June 3, 2012). 23snaps: A soft and private social networking app for parents. The next web. A b c Perez, Sarah. 23snaps tries his hand to be the Facebook for families. Techcrunch. Summers, Nick. 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