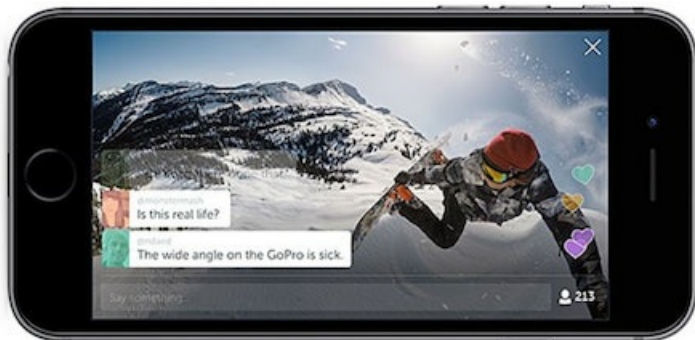


MARKETING

Twitter bolsters live video efforts with brand studio, publisher partnerships

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Twitter has partnered with more than 30 publishers and content creators. Image credit: Twitter

By DANNY PARISI

Twitter is expanding its live video offerings with a host of new partnerships with major publishers, entertainment companies and content providers.

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The platform has been pushing its live video offerings increasingly over the last year. After seeing success with the amount of engagement from Twitter users, the platform has now unveiled its most ambitious content partnership initiative yet.

Live video

Despite some of the many controversies Twitter has faced in recent years, the platform remains one of the most lively platforms for the discussion of current and contemporary events where users can react in real time to what is happening in the world.

Twitter has been pushing this idea hard with many new promotions supporting its live video feature, which frequently showcases sports games, awards event coverage and more.

Now, Twitter is pushing live video even harder by signing deals with publishers from Hearst to Vice News to NBCUniversal.



Q4 2017 Overview

Revenue+

\$Millions

- Data licensing and other revenue
- Advertising revenue



Net Income (Loss)

\$Millions

- GAAP Net Income (Loss)
- Non-GAAP Net Income*



Twitter's ad revenue has slowly grown in the past year. Image credit: Twitter

Under these new partnerships, Twitter users' options for what kind of content they can watch live will expand significantly. Users will now be able to watch Formula 1 races live as they happen or have concerts from popular music acts streamed live.

Most importantly for brands, Twitter is also debuting Live Brand Studio, a service that will help marketers maximize the effectiveness of their own live video content.

Twitter has promised to work directly with brands, helping them to decide which content is most valuable for live video and create a strategy for distributing that live content. Additionally, Twitter will provide technical and analytical support for brands that employ live video to accurately evaluate its success.

Brand studio

Twitter's video efforts have evolved significantly over the course of the last year. For example, in January, Twitter began offering the ability to record live video in an immersive 360-degree format to "select partners" of its streaming application, Periscope.

The feature allows all users to view the 360-degree videos, and works similarly to analog products at YouTube and Facebook. It is also the company's highest profile investment in its Periscope property this year, a year which it began as the subject acquisition talks and ended with a bloodletting of talent, including the departures of chief technology officer Adam Messinger and vice president of product Josh McFarland ([see story](#)).

Twitter is increasingly a good place for brands to go to reach more customers.



Twitter's main rival is Instagram. Image credit: Facebook

While Instagram may be the most popular social media platform for luxury brands, Twitter has steadily increased the capabilities for its brand partners to engage with customers, leading to higher advertising revenue and engagement in the fourth quarter of 2017.

Twitter reports in its Q4 letter to investors that ad engagement was up 75 percent year-over-year from the previous quarter. This can be attributed primarily to the aggressive changes Twitter has made to its platform, including livestreaming and other ad products, which have afforded more opportunities for brands to engage with customers ([see story](#)).