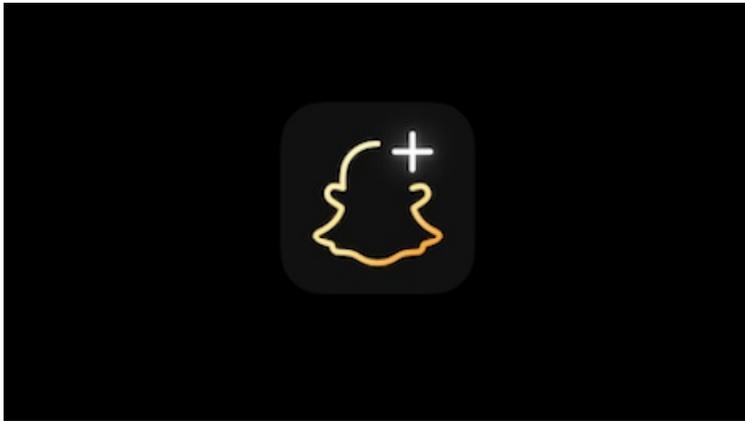


SOFTWARE AND TECHNOLOGY

## Snapchat introduces subscription service

June 29, 2022



*Snapchat is looking for new ways to generate revenue with launch of Snapchat+. Image credit: Snap, Inc.*

By LUXURY DAILY NEWS SERVICE

Media company Snap, Inc. has announced the launch of Snapchat+, a collection of exclusive prerelease features available in the app for \$3.99 per month.

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Inspired by the growing number of global users who use Snapchat to express themselves and their creativity, the new program intends to provide users with additional features and tools. At launch, Snapchat+ will be available the U.S., Canada, the U.K., France, Germany, Australia, New Zealand, Saudi Arabia and the UAE.

More features for a price

This subscription will allow Snap, Inc. to deliver new Snapchat features to some of the platform's most engaged members and allow for prioritized support.

The company stated it will expand to more regions over time.



*Snapchat+ is intended for the platform's community of "passionate members." Image credit: Snap, Inc.*

The Snapchat+ plan includes prerelease, experimental and exclusive features, including pinning close friends as "BFFs" or customizing the app's icon on a device's home screen.

After reporting less than favorable **financial results in April**, the company may be looking for new revenue streams a

strategy not foreign to Snapchat's counterparts.

In June 2021, Twitter announced the launch of its first subscription service, offering features meant to enhance the user experience.

With a monthly fee, a Twitter Blue subscription gives users bookmark folders, an undo tweet option and a reader mode. At the time of the announcement, Twitter said that it would continue listening to feedback and releasing additional features and perks for subscribers over time ([see story](#)).

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