

2003

MYSPACE

2004

VIMEO

2005

YOUTUBE

2006

TWITTER
FACEBOOK

2007

FACEBOOK+VIDEO
MYSPACE+VIDEO
TUMBLR
VOD

2008

YOUTUBE+ANNOTATE

2009

PINTEREST

2010

INSTAGRAM

2011

YOUTUBE+LIVE
SNAPCHAT
GOOGLE+
TWITCH
VSCO
MYSPACE

2012

YOUTUBE
FACEBOOK
GOOGLE+
TWITCH
SNAPCHAT+VIDEO
TUMBLR
VIMEO

2013

YOUTUBE
FACEBOOK
GOOGLE+
TWITCH
SNAPCHAT
TUMBLR
VIMEO
INSTAGRAM+VIDEO
VINE
RUMBLE

2014

YOUTUBE
FACEBOOK
GOOGLE+
TWITCH
SNAPCHAT
TUMBLR
VIMEO
INSTAGRAM
VINE
RUMBLE
MUSICAL.LY

2015

YOUTUBE
FACEBOOK
GOOGLE+
TWITCH
SNAPCHAT
TUMBLR
VIMEO
INSTAGRAM
VINE
RUMBLE
MUSICAL.LY
TWITTER+VIDEO
MEERKAT
PERISCOPE
TRILLER

2016

YOUTUBE
FACEBOOK
GOOGLE+
TWITCH
SNAPCHAT
TUMBLR
VIMEO
INSTAGRAM
VINE
RUMBLE
MUSICAL.LY
TWITTER
MEERKAT
PERISCOPE
TRILLER
PINTEREST+VIDEO

2017

YOUTUBE
FACEBOOK
GOOGLE+
TWITCH
SNAPCHAT
TUMBLR
VIMEO
INSTAGRAM
RUMBLE
MUSICAL.LY
TWITTER
PERISCOPE
TRILLER
PINTEREST
LINKEDIN+VIDEO
VSCO+VIDEO
TIKTOK

2018

YOUTUBE
FACEBOOK
GOOGLE+
TWITCH
SNAPCHAT
TUMBLR
VIMEO
INSTAGRAM
RUMBLE
MUSICAL.LY
TWITTER
PERISCOPE
TRILLER
PINTEREST
LINKEDIN
VSCO
TIKTOK
CAFFEINE
PARLER

2019

YOUTUBE
FACEBOOK
GOOGLE+
TWITCH
SNAPCHAT
TUMBLR
VIMEO
INSTAGRAM
RUMBLE
TWITTER
PERISCOPE
TRILLER
PINTEREST
LINKEDIN
VSCO
TIKTOK
CAFFEINE
PARLER
MASTADON+VIDEO

2020

YOUTUBE
FACEBOOK
TWITCH
SNAPCHAT
TUMBLR
INSTAGRAM
VIMEO
RUMBLE
TWITTER
PERISCOPE
TRILLER
PINTEREST
LINKEDIN
VSCO
TIKTOK
CAFFEINE
PARLER
MASTADON
BEREAL
BYTE

2021

YOUTUBE
FACEBOOK
TWITCH
SNAPCHAT
TUMBLR
INSTAGRAM
VIMEO
RUMBLE
TWITTER
PERISCOPE
TRILLER
PINTEREST
LINKEDIN
VSCO
TIKTOK
CAFFEINE
PARLER
MASTADON
BEREAL
CLASH (Fka BYTE)

2022

YOUTUBE
FACEBOOK
TWITCH
SNAPCHAT
TUMBLR
INSTAGRAM
VIMEO
RUMBLE
TWITTER
TRILLER
PINTEREST
LINKEDIN
VSCO
TIKTOK
CAFFEINE
HUDDLES (fka CLASH)
MASTADON
BEREAL
BLUESKY
VINE??

YOUTUBE LIVE
YOUTUBE ANNOTATE

YOUTUBE LIVE
YOUTUBE ANNOTATE
SNAPCHAT STORIES
GOOGLE HANGOUTS

YOUTUBE LIVE
YOUTUBE ANNOTATE
SNAPCHAT STORIES
GOOGLE HANGOUTS
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS

YOUTUBE LIVE
YOUTUBE ANNOTATE
SNAPCHAT STORIES
GOOGLE HANGOUTS
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS
INSTAGRAM ADS
SNAPCHAT LENSES
FACEBOOK LIVE
FACEBOOK 360/VR
YOUTUBE 360/VR

YOUTUBE LIVE
YOUTUBE ANNOTATE
SNAPCHAT STORIES
GOOGLE HANGOUTS
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS
INSTAGRAM ADS
SNAPCHAT LENSES
FACEBOOK LIVE
FACEBOOK 360
YOUTUBE 360
INSTAGRAM STORIES
INSTAGRAM LIVE
YOUTUBE COMMUNITY
PINTEREST ADS

YOUTUBE LIVE + MOBILE
YOUTUBE ANNOTATE
SNAPCHAT STORIES
GOOGLE HANGOUTS
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS
INSTAGRAM ADS
SNAPCHAT LENSES
FACEBOOK LIVE
FACEBOOK 360
YOUTUBE 360
INSTAGRAM STORIES
INSTAGRAM LIVE
YOUTUBE COMMUNITY
PINTEREST ADS
FACEBOOK WATCH
INSTAGRAM CAROUSEL
TWITTER WEB CARDS
VIMEO LIVE
VIMEO ADS
TIKTOK DUETS

YOUTUBE LIVE
YOUTUBE ANNOTATE
SNAPCHAT STORIES
GOOGLE HANGOUTS
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS
INSTAGRAM ADS
SNAPCHAT LENSES
FACEBOOK LIVE
FACEBOOK 360
YOUTUBE 360
INSTAGRAM STORIES
INSTAGRAM LIVE
YOUTUBE COMMUNITY
PINTEREST ADS
FACEBOOK WATCH
INSTAGRAM CAROUSEL
TWITTER WEB CARDS
VIMEO LIVE
VIMEO ADS
TIKTOK DUETS
YOUTUBE STORIES
IGTV
IG SHOPPING
TIKTOK ADS

YOUTUBE LIVE
SNAPCHAT STORIES
GOOGLE HANGOUTS
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS
INSTAGRAM ADS
SNAPCHAT LENSES
FACEBOOK LIVE
FACEBOOK 360
YOUTUBE 360
INSTAGRAM STORIES
YOUTUBE COMMUNITY
INSTAGRAM LIVE
PINTEREST ADS
FACEBOOK WATCH
INSTAGRAM CAROUSEL
TWITTER WEB CARDS
VIMEO LIVE
VIMEO ADS
TIKTOK DUETS
YOUTUBE STORIES
IGTV
IG SHOPPING
TIKTOK ADS

YOUTUBE LIVE
SNAPCHAT STORIES
GOOGLE HANGOUTS
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS
INSTAGRAM ADS
SNAPCHAT LENSES
FACEBOOK LIVE
FACEBOOK 360
YOUTUBE 360
INSTAGRAM STORIES
YOUTUBE COMMUNITY
INSTAGRAM LIVE
PINTEREST ADS
FACEBOOK WATCH
INSTAGRAM CAROUSEL
TWITTER WEB CARDS
VIMEO LIVE
VIMEO ADS
TIKTOK DUETS
YOUTUBE STORIES
IGTV
IG SHOPPING
TIKTOK ADS
LINKEDIN STORIES
INSTAGRAM REELS
YOUTUBE SHORTS
TWITTER FLEETS
SNAPCHAT SPOTLIGHT
TIKTOK STITCH
FACEBOOK COLLAB
TWITTER CAROUSEL

YOUTUBE LIVE
SNAPCHAT STORIES
GOOGLE HANGOUTS
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS
INSTAGRAM ADS
SNAPCHAT LENSES
FACEBOOK LIVE
FACEBOOK 360
YOUTUBE 360
INSTAGRAM STORIES
YOUTUBE COMMUNITY
INSTAGRAM LIVE+ROOMS
PINTEREST ADS
FACEBOOK WATCH
INSTAGRAM CAROUSEL
TWITTER WEB CARDS
VIMEO LIVE
VIMEO ADS
TIKTOK DUETS+GREEN
YOUTUBE STORIES
IGTV
IG SHOPPING
TIKTOK ADS
LINKEDIN STORIES
INSTAGRAM REELS+REMIX
YOUTUBE SHORTS
TWITTER FLEETS
SNAPCHAT SPOTLIGHT
TIKTOK STITCH
FACEBOOK COLLAB
PINTEREST IDEA PINS
TWITTER LIVE

YOUTUBE LIVE+TOGETHER
SNAPCHAT STORIES
GOOGLE CHAT
SNAPCHAT LIVE
SNAPCHAT ADS
TUMBLR ADS
INSTAGRAM ADS
SNAPCHAT LENSES
FACEBOOK LIVE
FACEBOOK 360
YOUTUBE 360
INSTAGRAM STORIES
YOUTUBE COMMUNITY
INSTAGRAM LIVE
PINTEREST ADS
FACEBOOK WATCH
INSTAGRAM CAROUSEL
TWITTER WEB CARDS
VIMEO LIVE
VIMEO ADS
TIKTOK DUETS
YOUTUBE STORIES
IG SHOPPING
TIKTOK ADS
LINKEDIN STORIES
INSTAGRAM REELS
YOUTUBE SHORTS
SNAPCHAT SPOTLIGHT
TIKTOK STITCH
FACEBOOK COLLAB
PINTEREST IDEA PINS
TWITTER LIVE
TIKTOK NOW
INSTAGRAM DUAL
SNAPCHAT DUAL
TWITTER IMMERSIVE
VIMEO INTERACTIVE
TWITCH GUEST STARS

VIDEO SHARING ESCALATIONS

NEW PLATFORMS

EXISTING PLATFORMS

NEW PRODUCTS

EXISTING PRODUCTS

DEAD PRODUCTS