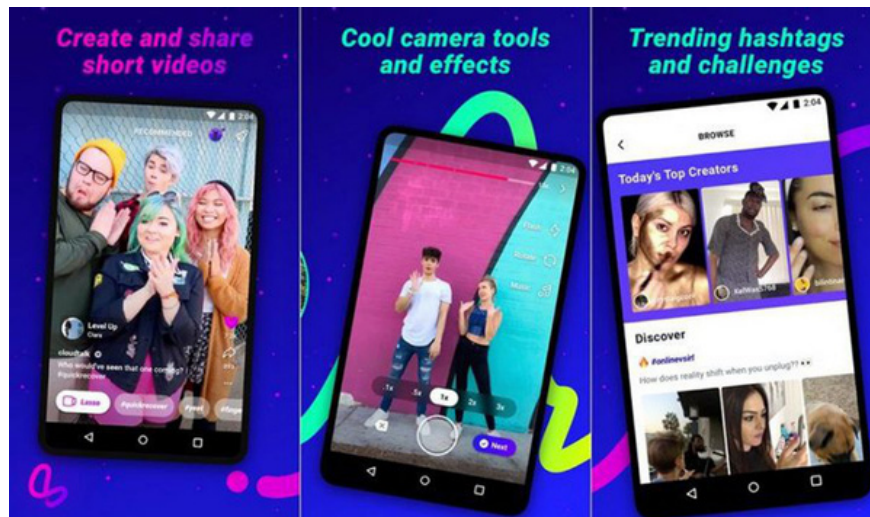


# Facebook launched Lasso, an application that creates short clips copied from Tik Tok

Recently, Andy Huang, Facebook product manager, officially introduced Lasso, a new application of the company to compete directly with TikTok in the short video clip segment.

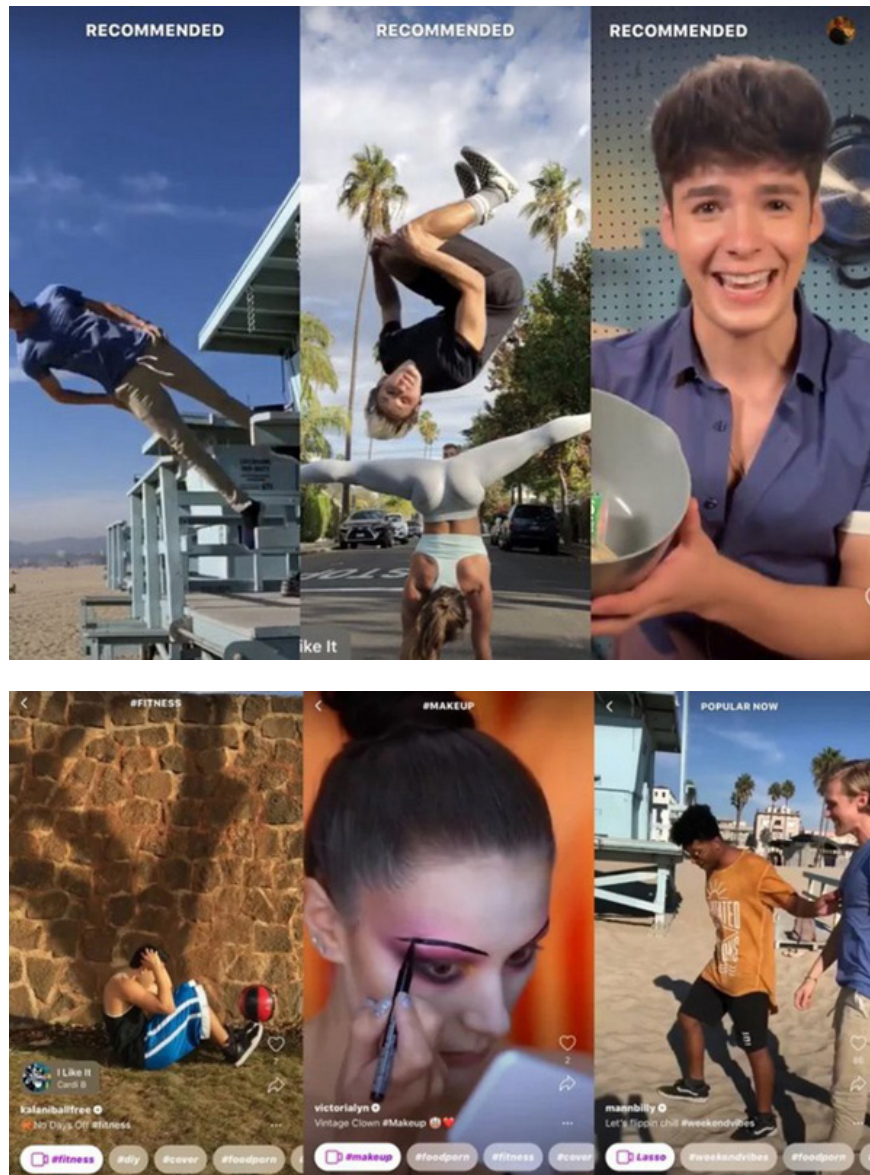
Recently, Andy Huang, Facebook product manager, officially introduced on his Twitter account a new application of the company to compete directly with TikTok in the short video clip segment, called Lasso.

Lasso is an independent video platform, providing an environment and creative tools (adjusting speed, adding music, visual effects .) so users can create and share short clips about 15 seconds long according to your preferences. Lasso has a huge copyright song library with all kinds to provide users.



The target audience is young users, especially teenagers. The reason is that the percentage of Facebook users who are young people recently dropped by half.

To use the Lasso application, users only need to login to Facebook or Instagram account to be okay. After successfully creating short video clips on Lasso, users can share on Facebook Stories or Instagram Stories.



In Lasso's main screen, users can view videos of users all over the world randomly or filter video topics according to the hashtag.

Currently, Lasso is available on both iOS and Android platforms, users can download applications and use. But unfortunately the application is currently only released to the US market, users in other countries will have to wait for a while to experience it.

1. Lasso for Android
2. Lasso for iOS

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