

# GIPHY officially 'on hand' Facebook

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Facebook has officially announced a complete acquisition of GIPHY - the most popular online GIF sharing and photo sharing platform in the world. As such, the content from the upcoming GIPHY will be integrated, shared and edited more easily on all platforms belonging to Facebook, including Facebook, Messenger, WhatsApp and Instagram.

*'GIPHY makes our everyday conversations more interesting and so we plan to integrate this huge GIF library into Instagram and our other apps, thereby helping people You can easily find a suitable way to express your feelings in each specific moment.'*

According to Facebook's disclosure, the value of this cult deal about 400 million USD. After returning to Facebook's team, Giphy will become part of the Instagram group, making it easier for users to share GIFs in Instagram stories and private messages. As for Giphy users, things will not change. 'Everyone can still upload GIF files; API developers and partners will continue to have access to GIPHY's APIs to create great content together.'



## GIPHY

In fact, 50% of GIPHY traffic comes from Facebook apps, half of which is from Instagram. Therefore, Facebook's acquisition of the platform does not surprise many people, and this is also a step that is highly appreciated by experts, promising to bring many benefits to Facebook.

GIPHY was founded in early 2013, and is the first GIF search engine in the world. This service became extremely popular shortly after launch. As of 2017, GIPHY owns more than 200 million users and nearly 4 million hours of photo viewing on the platform every day.

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