

Instagram released a long-time video application, declared war on YouTube

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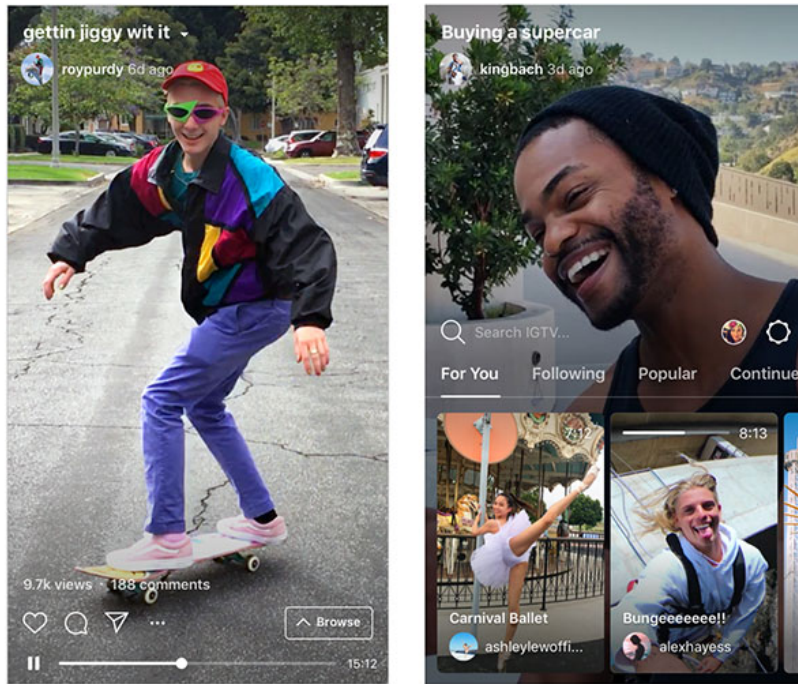
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On Wednesday, Facebook's social networking photo app revealed IGTV, a new version that supports long-time videos. It will allow publishers of 4K video vertical and have a duration longer than the current 60-second limit.

'We have come a long way in just 8 years and thanks to this wonderful user community that we can launch IGTV,' said Instagram CEO Kevin Systrom during the launch event in San Francisco.

This is a step for Instagram to become a direct competitor to YouTube and the Discover of Snapchat section when trying to entice influential users and ordinary users to switch to using this video platform.

This is also a bet. Video formats along the short duration and specializing in mobile are quite popular with Instagram Stories, but if the length is not known how long. Do users want to watch video for up to an hour? 'Mobile is first, simple and quality', Systrom said. 'It's IGTV'.



IGTV will be available as a separate application and integrated in Instagram

There will be a separate IGTV application as well as an integrated IGTV experience in the Instagram app with a separate section. Long-term videos will not appear on Instagram's Feed, but accounts will be tracked and followers will be transferred to another section.

Application towards 'creators' so anyone can create and share videos. Instagram said the first influential users will have Kim Karrdashian West, Selena Gomaz, Kevin Hart .

With this application, most users will download 10-minute videos, with some multi-track accounts that can download videos for up to 1 hour. However, these limits are temporary and Instagram will soon remove it.

In the Q&A section after the event, Systrom said that the video will not have ads now but in the future the possibility will be. 'Currently we focus on building interactivity and there will be no ads on IGTV', Systrom said. 'But that is obviously reasonable. Video creators also need to make a living '.

Systrom said that IGTV will be available on Android and iOS on Wednesday by updating Instagram.

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