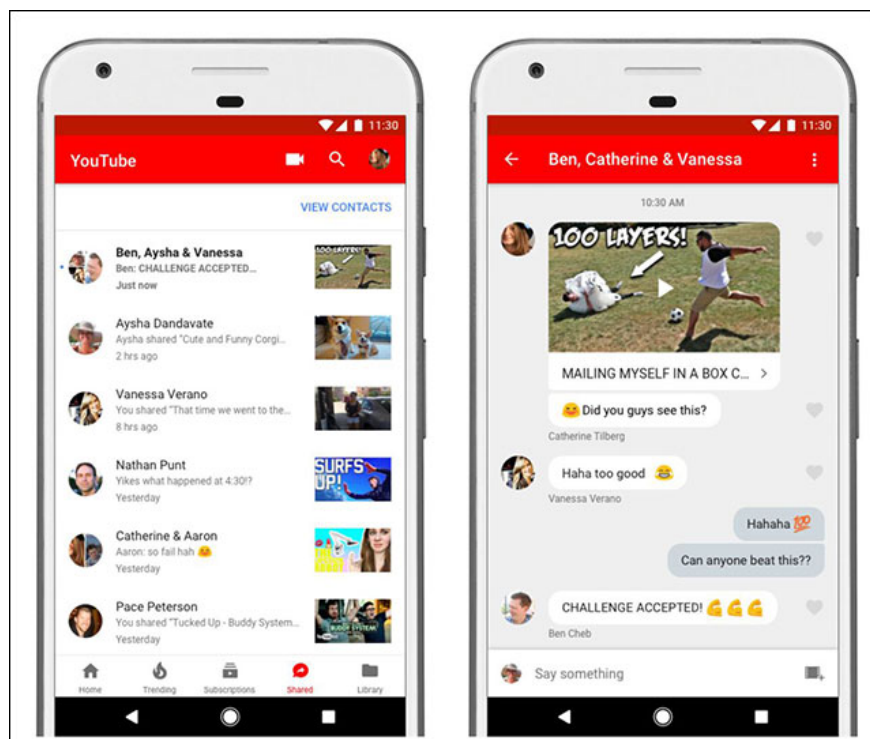


Share and chat about YouTube videos without wading in comments

After more than a year of experimentation, YouTube has brought private messaging to all users. The application has just updated the video sharing feature, allowing to chat about that video in its own dialog box.

The company said that this update will help 'make sharing easier, faster and more fun when using on mobile'.

You can share videos with everyone in your contacts or through a link, which supports groups up to 30 people. Shared videos will play in this message, but you can still type text messages, emoticons or drop hearts while chatting.



Share videos and private chat in YouTube

YouTube has been testing this feature since May last year, but the latest update marks the first time what they call 'original sharing' to everyone.

The main purpose of this feature is to make YouTube more social, encouraging users to chat about videos right inside the app instead of other apps (like Twitter). This brings obvious benefits to YouTube: if received, it will

make people spend more time on YouTube.

And perhaps better yet, it gives users a private space to comment on videos instead of "flooding" in normal comments.

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