

# YouTube 'kills' live messaging

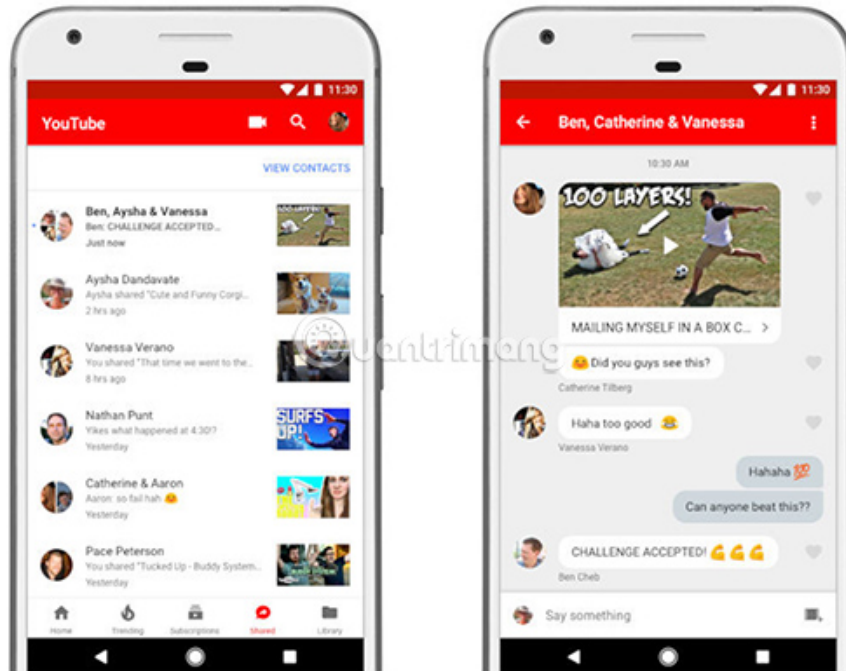
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YouTube will 'death' its original messaging feature. That means you will no longer be able to send messages directly on YouTube. However, it is possible that you have never actually texted anyone on YouTube and do not even know that the YouTube Messages feature exists.

In August 2017, YouTube introduced messaging features in apps on Android and iOS. Then the same messaging feature was added to the YouTube website. In short, Messages, as their name implies, allow you to share videos and chat with people.

## YouTube removes the option of direct messaging

Now, after two years of release, YouTube decided to 'death' Messages. Google has revealed this decision in a post on YouTube Help. YouTube will remove live messaging for all users on September 18, 2019.



The reason for the removal of live messaging on YouTube has not been clearly mentioned. However, the cause is most likely simply that this feature is not popular enough. YouTube claims to continually reevaluate user preferences and decide to focus on improving public conversations.

Most users are not disappointed with this move. First, because the messaging feature on YouTube is not really popular, and secondly, because there are many other messaging applications available instead. So you just need to take the URL of the video and share it elsewhere.

However, the original messaging feature on YouTube has brought some benefits, such as integrated search capabilities and access to your viewing history. So for those who already use YouTube Messages, this can be a pity. Complaints have been posted on the support page.

## YouTube is focusing on public conversations

YouTube said that since the launch of its direct messaging feature, the company has also focused on public conversations with updates for comments, posts and stories.

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