


















See at a glance who's innovating on Snapchat's mobile TV service and their content strategies.

From Futurescape's new digital report [Snapchat Discover: Reinventing Broadcast Television and Brand Advertising](#).

The report explores Snapchat's impact on the TV-digital ecosystem and the significant commercial opportunities in mobile TV content for broadcasters, media owners and advertisers.

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Partners	Content Strategy
	Turner Sports' Bleacher Report runs multimedia top stories in international sports
	Five-strong editorial team produces original multimedia content for the channel
	Content is created from Comedy Central's late-night and primetime franchises
	"A fun intro to Cosmo if you don't know the brand" Editor-in-Chief Joanna Coles
	Offers up to 14 stories per edition at 3pm, to coincide with end of the school day
	Five to 10 articles, video and audio stories, adapted from existing content
	Seasonal and topical food themes, tips, recipes, cooking basics and food news
	Fusion (Disney-ABC / Univision) tests shows on Snapchat before TV launch
	"The latest music, TV, movies, style and celebrity news, videos and features"
	Showcases video and photo features, plus original content such as quizzes
	Noon daily edition rounds up stories from the morning and previous day
	Original entertainment content from Snapchat editors and third-party producers
	UK / Ireland news, with original content in Monday-to-Saturday editions
	UK / Ireland sports news, with five to 10 original stories for Discover per edition
	Curates content from Vice digital brands, with some videos up to 20 minutes long
	Streams music videos from artists signed to Warner Music Group
	"The day's most important headlines, with Global News Anchor Katie Couric"

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