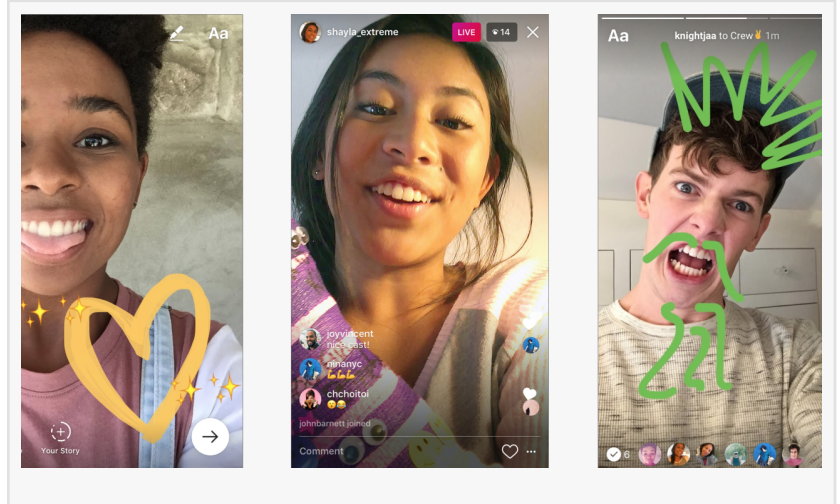


Instagram Has Launched Live Video & Ephemeral Messages

Instagram is combining the best of Snapchat and Periscope to help you get comfortable on camera by launching disappearing Live video and messages.

NOIDA, UTTAR PRADESH, INDIA, December 5, 2016 /EINPresswire.com/ -- Instagram launches its live video option and ephemeral messages. Instagram is giving us the best of both Snapchat and [Facebook](#), allowing users to begin a broadcast from the stories camera and interact with their followers. But unlike most live videos applications such as Facebook, this is completely ephemeral: as soon as the video ends, it disappears and is unavailable for further viewing. Instagram Live lets the users broadcast video to the followers in real-time, but they can only watch while you're still streaming.



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Instagram Direct has 300 million monthly users, but all of the messages are permanent. The existing product lets you send text, photos, and videos, and posts from Instagram to friends and discuss them. But with Instagram Stories, now everyone can communicate visually with overlaid text and drawing.

Instagram's ephemeral Live and Direct updates are special because they give creators total control over their audience. This feature also lets Instagram remember the groups. If a user sends an Instagram story to two people, Instagram saves that in the top row of the direct feed and lets the user send another message more easily. It might look a lot like Snapchat but this feature will be unique in its own way.

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