Disney Plus is getting vertical video

Disney Plus will be getting a vertical video feed later this year, Disney announced as part of its Global Tech & Data Showcase for advertisers at CES.

Based on an interview with Erin Teague, Disney's EVP of product management for Disney Entertainment and ESPN, *Deadline* reports that vertical video in the app could include "original short-form programming, repurposed social clips, refashioned scenes from longer-form episodic or feature titles or a combination."

"Think all the short-form Disney content you'd want in one unified app," Teague said onstage at Wednesday's showcase. "Over time, we'll evolve the experience as we explore applications for a variety of formats, categories, and content types for a dynamic feed of just what you're interested in — from Sports, News, and Entertainment — refreshed in real time based on your last visit."

***Update, January 7th**: Added quote from Disney's Erin Teague.*

https://www.theverge.com/tech/858277/disney-plus-vertical-video