

Instagram Redesigns IGTV App, Improves How Videos Are Shared to Stories

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Instagram revamped its stand-alone IGTV application and changed the way IGTV videos can be shared to Instagram Stories.

The app was redesigned with creators and discovery in mind. The new home page features a popular creator at the top, as well as content from accounts the user follows in a feed-like experience.

The app's Discover tab mirrors Instagram's Explore tab, showing users IGTV content that they might be interested in.

A new hands-free mode makes it easier for people recording videos via the IGTV app.

The redesigned IGTV app for Android
Instagram/Google Play Store

And while IGTV videos could previously be shared to stories via a static sticker, Instagrammers can now preview the first 15 seconds of those videos in Stories, with the option of tapping to see more.

An Instagram spokesperson said, "This will make it easier for people to discover videos they might be interested in. It will also help creators increase discovery of their content."

The spokesperson added, "We're updating IGTV in the standalone app and the Instagram app to make it easier for people to watch and discover great content and help creators reach more of their communities and fans."

Monetization of IGTV videos also continues to move closer to reality, although the spokesperson would only reiterate Instagram's statement from earlier this year that it was making progress.

Developer and blogger Jane Manchun Wong shared screenshots of the eligibility requirements for monetizing IGTV videos in a tweet.

According to the images shared by Wong, creators should not: infringe on copyrights, misinform, mislead, overly sensationalize, or compromise quality for viral distribution.

Instagram lays out guideline for maintaining IGTV Ads eligibility, stating creators should:

- not infringe copyright*
- not misinform, mislead, or overly-sensationalize*
- not compromise quality “for viral distribution” (which I assume to be cropping or adding too much captions)*
pic.twitter.com/rD2DvvLcnB
- Jane Manchun Wong (@wongmjane) April 10, 2020*

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