

Reddit is moving to “a logged-in-only experience,” CEO says

In the future, you won't be able to use Reddit without logging in.

Reddit CEO Steve Huffman confirmed the impending change in a letter (PDF) to shareholders today about Q3 performance. He said that Reddit is shifting “to a logged-in-only experience,” adding:

Moving to primarily logged-in will ensure our users have the best Reddit experience possible, and can find the content and communities most relevant to them. It is better for our business because we will have more signals for ads targeting, and being logged-in leads to higher engagement generally. It also allows us to protect access to Reddit's extremely valuable corpus of data, and helps us better adapt to emerging regulations around the world.

Huffman also said that the login requirement will help Reddit better retain new users.

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