Snapchat Sees 150% Jump in Daily Active Users in India

Snapchat hosted a virtual event for its partners in India Wednesday to share some milestones and detail some future plans.

Daily active users in the country are up nearly 150% in the third quarter compared with the same period last year, and more than 40 million unique viewers in India have watched a show on Snapchat, with time spent on its Discover page up over 200%.

Snap said it now has more than 60 local channels in India, from 32 publishing partners, covering topics including beauty, Bollywood culture, cooking, comedy, news and sports.

New Snap Originals in the market include a series following Raftaar, the "Indian King of Hip-Hop," from OML Entertainment, as well as a Hindi version of Phone Swap.

Team Whistle and Snap renewed Phone Swap in the U.S. this week. It is one of Snapchat's longest-running Snap Originals, entering its 11th season and totaling over 69 million unique viewers throughout the course of its run on the platform.

Phone Swap also became the first series to go from short-form social content to long-form television show when Fox picked it up for a limited run in 2018.

Snap head of content Sean Mills said in a statement, "It's been incredible to see a Snap Original like Phone Swap build such a loyal audience and now expand into local markets. We can't wait for Snapchatters in India to tune-in to a Hindi version of Phone Swap made just for them. We're thrilled to

continue our longstanding partnership with Team Whistle to bring our community even more engaging shows.”

Team Whistle CEO Michael Cohen added, “Phone Swap has been a massive success and built a loyal audience on Snap over 11 seasons. We’re excited for this next chapter in our partnership with Snap to expand the show internationally, initially to India in partnership with Colosseum Media, and to continue making additional seasons domestically to give our audience the content they love on the platforms where they want to watch.”

The Hindi version will be produced in partnership with Colosseum Media and Team Whistle.

Snap also reached a new partnership with NDTV, which will bring some of its most popular content to the platform; new creator shows from Qyuki, featuring talent such as Anushka Sen and Ruhi Singh; and a new comedy series from Vir Das.

Other India-specific initiatives detailed by Snap included: support for nine Indian languages, regional Here for You wellbeing content in partnership with Mariwala Health Initiative and Manas Foundation; and local partnerships celebrating culture, including landmarkers at the Gateway of India and the Taj Mahal and an augmented reality mural for the Bollywood Arts Project.

Recommended articles
https://www.adweek.com/digital/snapchat-sees-150-jump-in-daily-active-users-in-india/