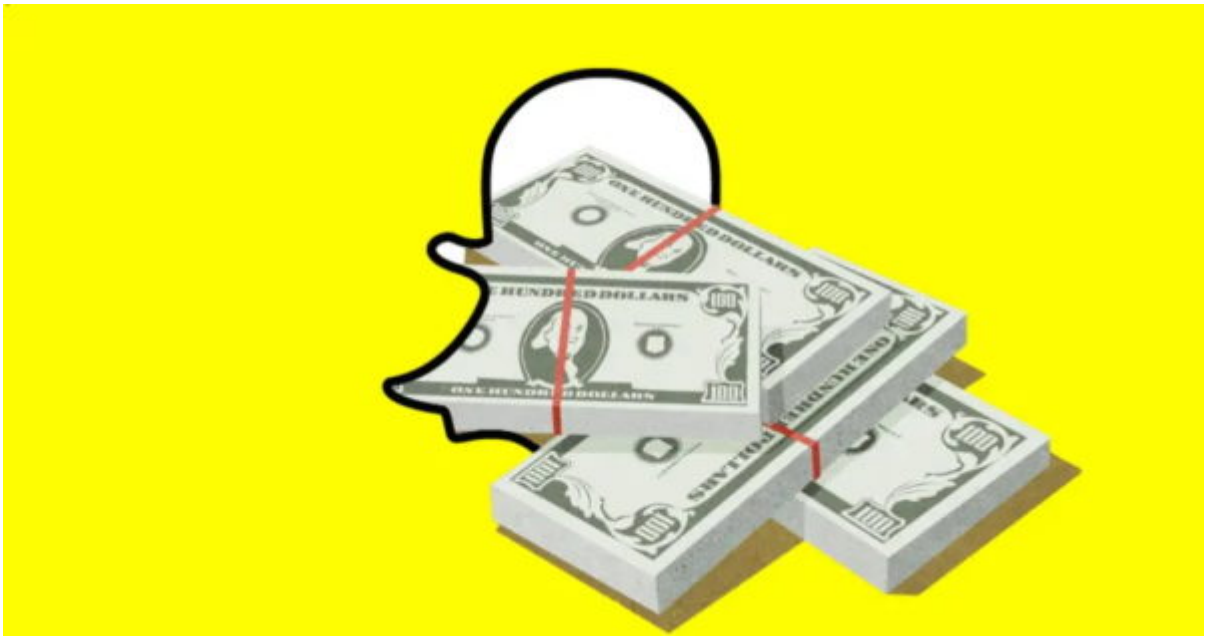
Snap Inc. Posts Best Quarter in 4 Years, With Revenue Up 116% Year Over Year



It was a robust second quarter for Snap Inc., as Snapchat’s parent company posted its highest year over year growth in revenue and daily active users in four years, with revenue reaching $982 million for the period, up 116% compared with the second quarter of 2020.

Recommended articles
https://www.adweek.com/media/snap-inc-posts-best-quarter-in-4-years-with-revenue-up-116-year-over-year/

Twitter Posts Strong Q2, With

Revenue Up 74% Year Over Year



Twitter posted a strong second quarter, with revenue rising 74% year over year, to $1.19 billion, citing better than expected performance across all regions and all of its major products.

Recommended articles
https://www.adweek.com/media/twitter-posts-strong-q2-with-revenue-up-74-year-over-year/

Xfinity Sets TikTok Challenge Based on Olympics Theme ‘Bugler’s Dream’



Xfinity wants to hear and see TikTok creators' takes on "Bugler's Dream," the anthem of the Olympic Games.

Recommended articles
https://www.adweek.com/social-marketing/xfinity-sets-tiktok-challenge-based-on-olympics-theme-buglers-dream/

Twitter Tests Upvoting, Downvoting on Replies



A touch of Reddit is being tested on Twitter, as the social network said in a tweet Wednesday that it is experimenting with allowing users to upvote or downvote on replies.

Recommended articles
https://www.adweek.com/media/twitter-tests-upvoting-downvoting-on-replies/

Twitter Details Olympian Emoji Effort for 2020 Summer Games



Hashtag-triggered emojis in more than 30 languages will be available on Twitter throughout the 2020 Summer Olympic Games from Tokyo, accessible by including #Olympics and the related hashtag in the desired language.

Recommended articles
https://www.adweek.com/media/twitter-details-olympian-emoji-effort-for-2020-summer-games/

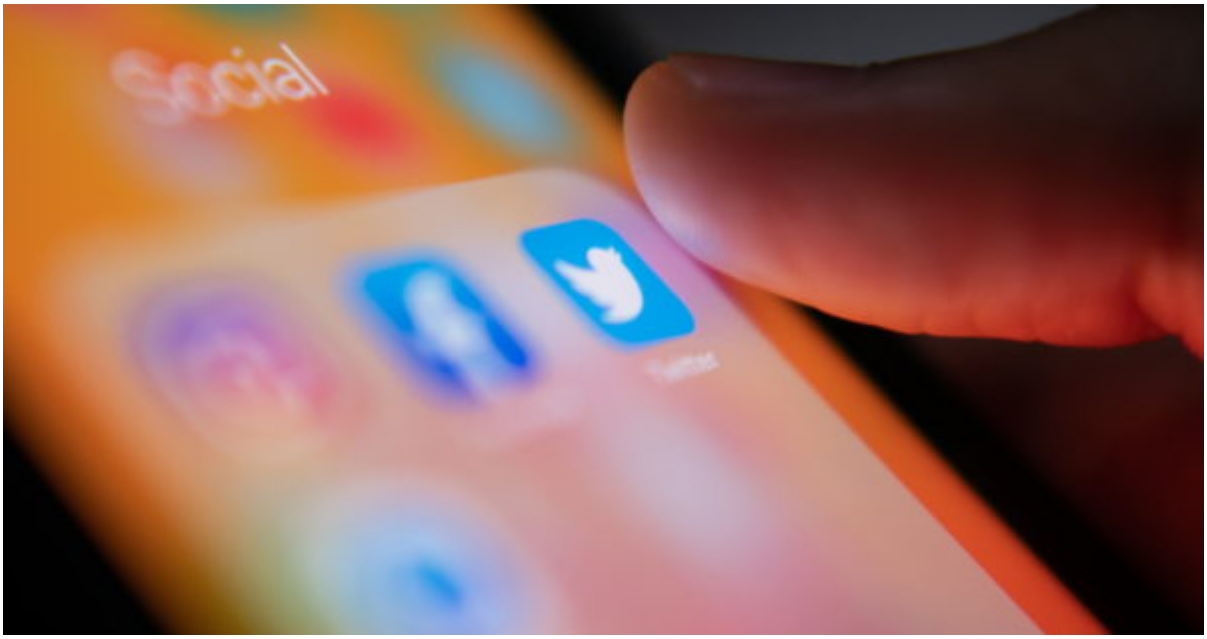
NBC Olympics to Produce 5 Daily Shows for Snapchat Users in the US



NBC Olympics will produce five daily Shows from the 2020 Summer Olympic Games in Tokyo for Snapchatters in the U.S.

Recommended articles
https://www.adweek.com/media/nbc-olympics-to-produce-5-daily-shows-for-snapchat-users-in-the-us/

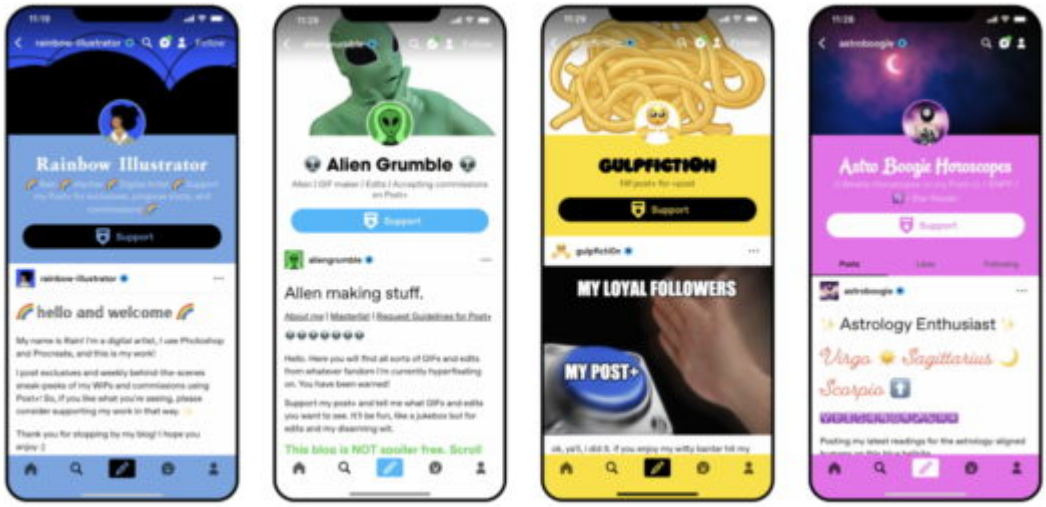
MRC to Begin Pre-Assessment Process of Twitter's Brand Safety Practices



Twitter committed last December to undergo the Media Rating Council's accreditation process across all four of its focus areas—audience measurement, brand safety, sophisticated invalid traffic filtration and viewability—and the social network revealed the next steps in the process Wednesday.

Recommended articles
https://www.adweek.com/programmatic/mrc-to-begin-pre-assessment-process-of-twitters-brand-safety-practices/

Tumblr Kicks Off Beta of Post+, a Way for Gen Z Creators to Earn Subscription Fees



Tumblr is entering the creator monetization game—Generation Z creators, specifically—with its beta rollout Wednesday of Post+.

Recommended articles
https://www.adweek.com/media/tumblr-kicks-off-beta-of-post-a-way-for-gen-z-creators-to-earn-subscription-fees/

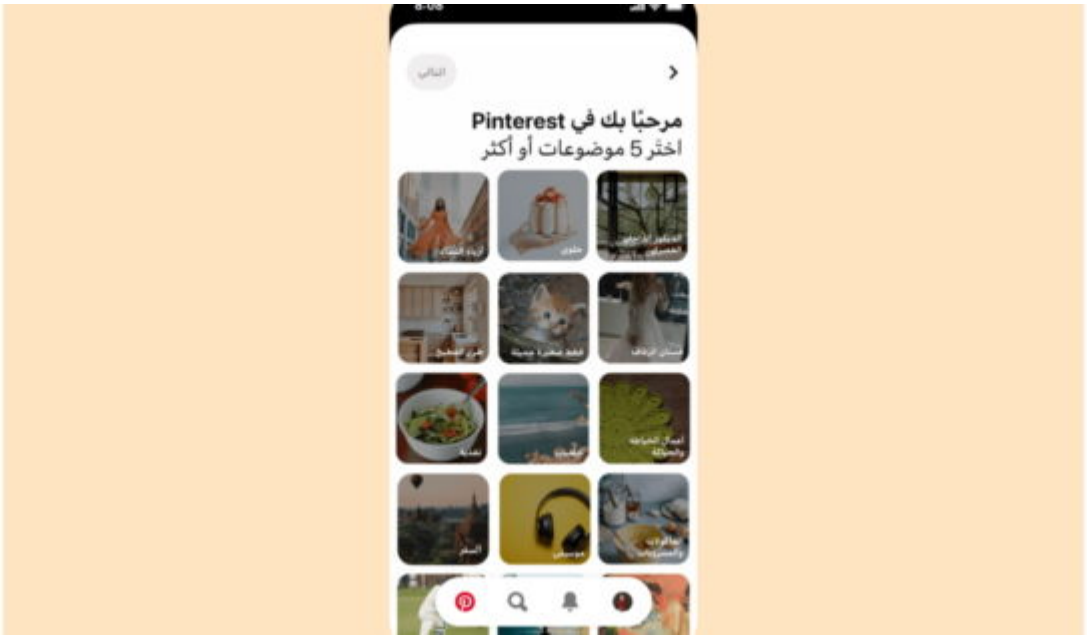
YouTube Introduces Super Thanks for Fans to Support Creators of Uploaded Videos



Creators on YouTube were able to earn money directly from fans on their livestreamed videos and Premieres, via Super Chat and Super Stickers, but fans had no way to support on-demand videos uploaded by creators until Tuesday’s introduction of Super Thanks.

Recommended articles
https://www.adweek.com/media/youtube-introduces-super-thanks-for-fans-to-support-creators-of-uploaded-videos/

Pinterest Rolls Out Arabic for All Android, iOS, Web Users



Arabic is now available to Pinterest users on Android, iOS and the web.

Recommended articles
https://www.adweek.com/media/pinterest-rolls-out-arabic-for-all-android-ios-web-users/