Would You Watch an Hour-Long Video on Instagram?

Instagram would not comment on a report by Benjamin Mullin and Deepa Seetharaman of The Wall Street Journal that the Facebook-owned photo- and video-sharing network is nearing the introduction of a new feature that would allow videos of up to one hour in length. According to Mullin and Seetharaman, the feature will focus on vertical… https://www.adweek.com/digital/would-you-watch-an-hour-long-video-on-instagram/