

X brings back live video for the first time since 2021

 By [Lindsey Schutters](#)

4 Aug 2023

X.com owner Elon Musk confirmed via a post on the platform formerly known as Twitter that live video is active and stable on the site.



Elon Musk rebranded Twitter to X in July.

While we can speculate about the lasting legacy of the blue bird (previous Twitter logo), the company has a complex history with native video.

The company bought the short form, portrait video service Vine \$30m in 2012 and launched the six second video clips on platform in 2013, before shutting it down in 2016.



Periscope came to Twitter as a fully formed app acquisition for a reported \$100m and stock compensation in 2015, a year before the current dominant player in the video space, TikTok, launched out of China.



Twitter rebrand: Does X mark the spot?

Karabo Ledwaba 2 Aug 2023



It's unclear whether this video product will face a similar fate as its predecessors – or become the the exclusive domain of paying users.

ABOUT LINDSEY SCHUTTERS

- Lindsey is the editor for ICT, Construction&Engineering and Energy&Mining at Bizcommunity
- #ATW24: Mnister Gungubele calls for connectivity and inclusion - 17 May 2024
 - Google uses AI to move Search posts for web publishers - 15 May 2024
 - OpenAI debuts GPT-4o as a multimodal, more personal AI - 14 May 2024
 - Vodacom reports strong revenue increase on back of VodaPay and acquisitions - 13 May 2024
 - East Africa internet disrupted by another major undersea cable cut - 12 May 2024

View my profile and articles...

For more, visit: <https://www.bizcommunity.com>