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# LIVE STREAMING

## VIDEO IS THE PORTAL TO ANYONE'S REALITY.

With the trend in Reality TV still current we now see an influx of apps to create videos. Viewers want to share their life experiences and then let them go, which is why Snapchat has been so popular.

With live streaming increasing in popularity the abilities are endless, with some apps enabling the user to be at a live event and stream and share for those who can't attend.

Some have the ability to schedule live Q&A sessions, which will prove invaluable to brands, bloggers and celebrities in order to connect with their followers.

These are the latest hottest apps!!

1. **PERISCOPE.**  
 Launched last year and extremely successful dominating the live video app space, viewers can watch broadcasts from around the world anywhere, anytime. Even the likes of Marc Jacobs get in on the act, streaming his resort 16 collection

2+3. **Stre.am and YouNow**  
 These apps are gathering momentum with the generation Z. Stre.am has the ability to share Snapchat like stories through videos.

YouNow focuses on live video and audience engagement.

4. **Facebook Live**  
 Allows Facebook users a new way to communicate with the world, sharing videos and followers commenting as they would do in a post.

YOUNG WOMENS LETS GET DIGITAL TRENDS