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Is it a Twitter hoax?

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Twitter has an uphill battle to fight if it wants to shirk its legacy as a short-form blogging platform. While some creators have expressed an interest in the new long-form features, many everyday Twitter users appear reluctant to read beyond the platform’s text snippets. Data reported by The Information also indicates that Twitter Blue is struggling to attract subscribers, with the service estimated to have around 290,000 global subscribers: just 0.1 percent of the roughly 250 million daily active users reported by Twitter last year.

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