Snapchat 'will be bigger than Twitter

Yahoo and AOL with advertisers' "Snapchat could become more popular with advertisers than Twitter Yahoo and AOL within three years with the messaging app company forecast to be bring in revenues of more than $3bn (£2.4bn) a year by the end of 2019. That bullish forecast is based on advertisers targeting the hard-to-reach youth audience that Snapchat has seemingly cornered. More than half (51%) of video users on the app are under 24 compared with 23% for Facebook and 17% for Google's YouTube (17%) according to Ampere Analysis. Brands are also keen to see a true rival emerge to challenge Facebook and Google which have recently come in for heavy criticism for their advertising practices. The two web giants currently account for 58% of the $141bn global mobile ad market.