

#YouthMonth: Apps taking the youth by storm

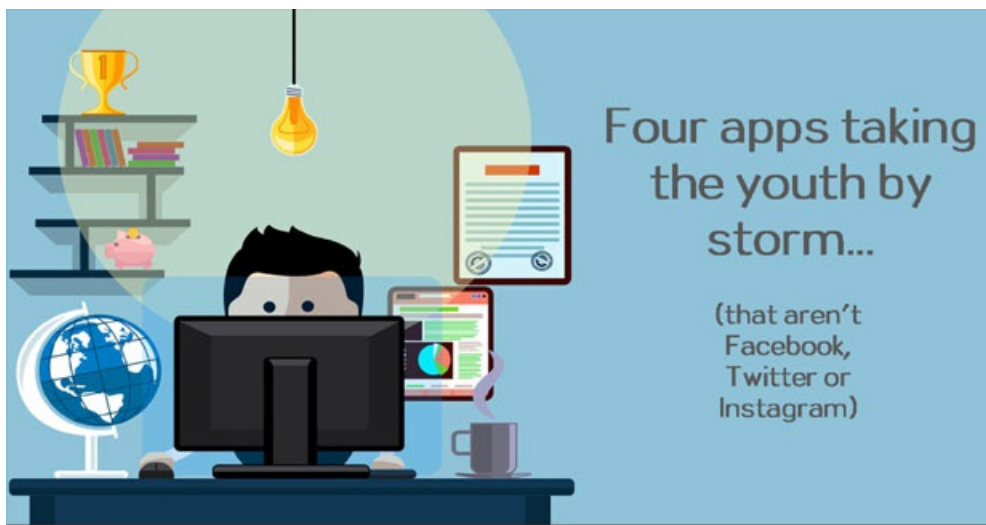
By [Beverley Klein](#)

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Mobile apps play a huge role amongst the youth today. They're used to socialise, inform and inspire whether it's video, text or photography. Facebook, Twitter and Instagram are the apps everyone knows, but there are some apps out there that are more appealing to the youth today.

These are apps that allow them to be honest without the fear of bullying or harassment, as well as apps that give them the chance to promote their musical talent.

These are just some of the apps taking the youth by storm, and while they are mostly popular in the US, many of them are spreading across the world and will soon reach our shores.



SNAPCHAT

The disappearing message platform is worth \$20bn, has more daily users than Twitter and has up to 10 billion video views per day (beating Facebook).

One in four teenagers use Snapchat with 70% of them being female

Main age group on Snapchat

13

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25

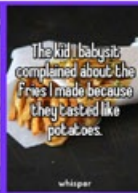
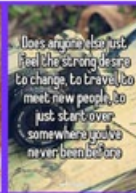
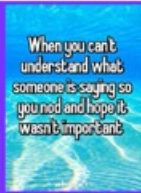
Brands can use Snapchat for Behind-the-Scenes previews, contests, targeted videos and more

Whisper

Whisper is an anonymous social network launched in 2012, valued at \$200m with a 10 million user base. The network forms part of the "Dark Social" movement. The anonymity attracts the youth, who feel like they can be honest without worrying about bullying.

Whispers can range from emotional to funny. There are no followers, friends or profiles, and users don't have passwords but receive pins which is set up once the app is downloaded.

In terms of advertising, brands can use keywords to target users' interests. Paid advertising is also used in branded posts and recommended images. Watermarks are added to all sponsored content, so users know they're interacting with a brand. Big brands that advertise on Whisper include Coca-Cola, 20th Century Fox and Hulu.



- music streaming app

Users create 15 second music videos to popular songs. 80 million teens use the app to express themselves through music, dance, comedy and more...



The app was launched in 2014, and creates a community platform for young creatives. The company recently launched a live-streaming app, Live.ly

ooVoo

Let's you video chat and text with up to 12 friends at the same time



Offers targeted advertising by age, gender, language & location

Over 150 million users. One billion minutes on video calls per month



65% of users are under 25

SOURCES

Snapchat - <http://bit.ly/1ixLOKS>
Webwise - <http://bit.ly/28Vqy0E>
musical.ly - <http://bit.ly/1POL3oj>
ooVoo - <http://bit.ly/1JdUD7L>

Images via: www.123RF.com
Whisper (Facebook)

Infographic by **Beverley
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ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow [@BevCPT](#).

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