

Snap Partner Summit 2021 — News Recap

On background from Snap - below is a recap of the news coming on Thursday, May 20. For on record quotes, please refer to the transcript and press releases.

*Rolling **embargo times** are noted below, starting at 10:05am PT.*

Overview

Snap is a camera company — for many years we have referenced our long-term vision for our camera, augmented reality, and ‘computing overlaid on the world around us.’

This year’s Partner Summit is the most comprehensive look at that future — showcasing over a dozen new partnerships and partner-powered innovations that help people express themselves, live in the moment, learn about the world, and have fun together.

Our announcements span three key areas — **Augmented Reality, Developers, and Creators** (plus one more thing 😊) — with the Snapchat camera as the through-line.

New Audience Stats

10:05am PT embargo

We announce that Snapchat reaches **over 500 million monthly active users (MAU)**, nearly **one of every two smartphone users in the US**, and that roughly 40% of our community is now located outside of North America and Europe — in India we have **grown DAU over 100% year-over-year** in each of the last five quarters.

Business Impact

These announcements will help deepen Snapchatter engagement across our services, onboard more developers and creators to power experiences our community loves, and ultimately give business and ad partners new ways to leverage Snapchat, from AR to Maps to Minis, that drive their businesses. A core theme of this year is also ‘utility’ — these announcements are fun, but also deliver concrete business solutions for our partners, and utility for our community.

NEWS - Augmented Reality for Brands & Partners **10:55am PT embargo**

We are evolving Lenses to serve our partners and community, introducing new and improved shopping features and capabilities for brands, and experiences for Snapchatters.

- **Introducing Scan to our home screen + Screenshop for e-commerce** — more than 170 million Snapchatters use Scan every month [new], and we are now adding Scan to our home camera screen. Scan matches what you see through our camera with relevant AR experiences.
 - Screenshop is a new Scan feature: when you Scan a friend’s outfit or your own saved photos, it helps you shop similar looks with recommendations from hundreds of brands. This builds on our existing Scan capabilities, which can use the Snapchat camera to identify types of plants, dog breeds, wine bottles, car models, songs etc. through partner integrations.
- **Introducing major AR try-on upgrades** — Apparel & accessories are the largest shopping category by far among US teenagers. We are greatly upgrading our AR shopping capabilities:
 - New ‘voice-enabled commands’ let you verbally control our AR Lenses, and over 40 commands like ‘next’ or ‘take a Snap’ let you go hands-free, even from across the room.
 - New ‘gesture-enabled controls’ let you physically signal Lenses to take an action, like showing you a different item.
 - New ‘wrist-tracking technology’ kicks off AR try-on for watches and jewelry.
 - New ‘True Size’ technology enables accurate sizing for eyewear and sunglasses.
 - New 3D Body Mesh and Cloth Simulation allow brands to begin experimenting with full apparel outfits.

- **Introducing Public Profiles for Businesses** — now any partner can establish a permanent presence on Snapchat to showcase their best AR Lenses and Stories — plus a ‘Shop’ page where Snapchatters can browse and buy, which turns Snapchat into a new organic point of sale. We have been beta testing this since July 2020. Eventually, Public Profiles will also enable businesses to integrate with our Map, adding more reach across the core tabs of our app.
- **Introducing Connected Lenses** — for the first time, friends can interact with each other through Lenses, from across the room or across the world. For example, build a LEGO kit together, wherever you are.
- **Introducing API-powered Lenses** — Brands can soon seamlessly build AR Shopping Lenses by simply uploading their product catalogues and 3D product assets through our API in Business Manager. Snapchatters using these Lenses will get real-time product and pricing updates, and brands will see new analytics on Lens usage. In addition to shopping, partners like Major League Baseball and Strava will now feed real-time scores and stats right into Lenses through our API.
- **Introducing Lens Studio 4.0** — our AR creator ecosystem is booming: announcing 200,000+ Lens Creators around the world, who have made nearly 2 million Lenses, that have been viewed by Snapchatters more than 2 trillion times. Our updated Lens Studio, which is free desktop software, adds 3D Body Mesh, Cloth Simulation, and a Visual Effects Editor that make AR look and move more realistically.

NEWS - Developers [10:35am PT embargo](#)

Snapchat is an increasingly indispensable platform for developers — we now have over 250,000 developers with Snap Kit, nearly 30 million people playing Snap Games every month, and now Map Layers.

- **Introducing Map Layers** — this important new feature layers specialized experiences from partners and Snap right on our Map, personalized for you. The Infatuation’s Layer shows you great restaurants, Ticketmaster’s Layer shows you which concerts are playing where, and our own Memories Layer shows you on the Map where you took your favorite saved Snaps. We are starting with select partners.
- **New Camera Kit partnerships with Bumble** — we bring the technology and fun of the Snapchat camera right into *our partners’* applications. Launching the day of the event, Bumble matches can send video notes with Snapchat AR to make their “getting-to-know-you” chats more engaging. We have a surprise partner on stage.
- **Introducing Poshmark & Ticketmaster Minis + prominent new home for Games & Minis** — introducing the Poshmark Mini to join daily shopping events, and Ticketmaster Mini to browse shows and find friends to go with. And you can now find Minis and Games in a more accessible ‘tray’ in the app — just swipe down from our home Camera screen. This is where Snap Map was found before it was moved to a main tab.
- **Bitmoji partnership with Unity** — beginning today game developers can bring Bitmoji into their mobile, PC and console games, right through the Unity platform.
- **Introducing Sticker Kit** — this new integration for app developers brings our 34+ million Bitmoji, Stickers, and GIFs from Snapchat right into your app, and at your community’s fingertips.

NEWS - Creators [also 10:35am PT embargo](#)

Snapchat is a place where Creators can grow their audience, build their business and entertain our community.

- **Introducing Story Studio** — this new standalone app gives Creators a suite of intuitive, powerful editing tools to make professional content for mobile, on mobile. Use it to explore insights, like

what's trending across Snapchat's Sounds, #Topics, and Lenses, and share videos right to Snapchat or anywhere else.

- **Introducing Gifting** — subscribers can now send Gifts to official Snap Stars to kickstart conversations. Snap Stars earn a share of the revenue from Gifts, which are received through Story Replies and purchased via in Snapchat Tokens.
- **Introducing Spotlight on the web** — a new destination at snapchat.com/spotlight where Creators can upload video into Spotlight directly from Chrome or Safari, and anyone, even without a Snapchat account, can see the best of what's happening.
- **Introducing Creator Marketplace** — brands can use this new portal in our self-serve Business Manager to find and contact verified creators, starting with top AR Lens Creators and, in the future, Snap Stars and Creators on Spotlight. We teased this two weeks ago; it launches today.

Environmental commitment 10:10am PT embargo — Introducing a new, multi-year partnership with **Re:wild**, an organization that protects and restores the wild and that's reimagining what a conservation movement can look like. Together with Re:wild and the **National Park Service**, we will be rewilding southern California's incredible parks and working to bring back the region's extraordinary biodiversity. This fall, we'll also launch an in-app educational awareness campaign that includes both original content and AR experiences.

Inclusive Camera — Our camera is one of the most widely used in the world, and we recently announced plans to make it more inclusive working with several noted directors of photography from the film industry to learn techniques they use to best capture actors with darker skin tones. At this Summit we announce that these features will become available in Camera Kit, so developers all over the world can easily make their cameras more inclusive.