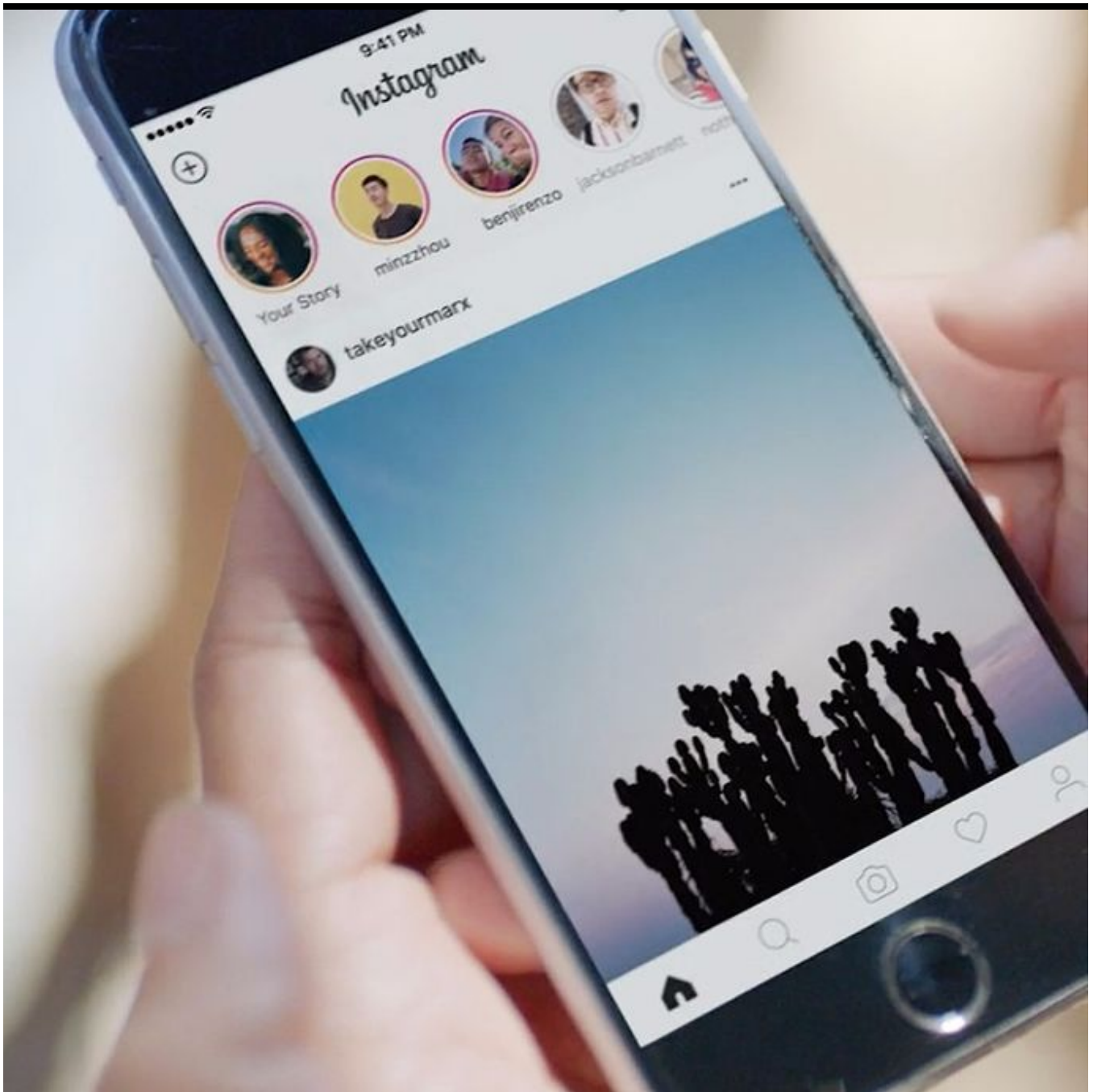


INSTAGRAM DOWNSIZES IN A NEW APP FOR DEVELOPING COUNTRIES

By Livvy Houghton

04 : 07 : 2018 Technology : Social Media : Instagram



Global – The **social platform** has quietly launched an extension of its app that takes up less space and data. The new platform, Instagram Lite, is designed to better serve those in emerging markets, where mobile coverage is poor, and data is expensive.

At just 573 kilobytes, which is 1/55th of the size of Instagram's main app, users can download the app quickly and save memory space on their phones. Although Instagram Lite doesn't yet allow direct messages or video sharing, users are still able to filter and post photos, watch stories and browse the explore section.

The launch comes at a time where brands are exploring how to make e-commerce and digital applications more accessible and efficient to consumers in these markets. Google recently adapted its new search app, Google Go, to work on 2G networks and use 40% less data when displaying search results. Elsewhere, Tinder expanded into a desktop application to streamline the service for users.