

KEY TAKEAWAYS:

OVER THE PAST TWO  
QUARTERS, SELF-REPORTED  
USAGE OF THE DISCOVER  
FEATURE/TAB INCREASED  
AMONG SNAPCHAT USERS.

AWARENESS THAT  
SNAPCHAT HAS ITS OWN  
ORIGINAL PROGRAMMING  
TICKED UP Q/Q.

INTEREST IN WATCHING  
SNAPCHAT ORIGINAL  
CONTENT HAS EDGED  
HIGHER OVER THE PAST TWO  
QUARTERS.

THE PERCENTAGE OF  
RESPONDENTS WHO HAVE  
WATCHED ORIGINALS HAS  
INCREASED SEQUENTIALLY.

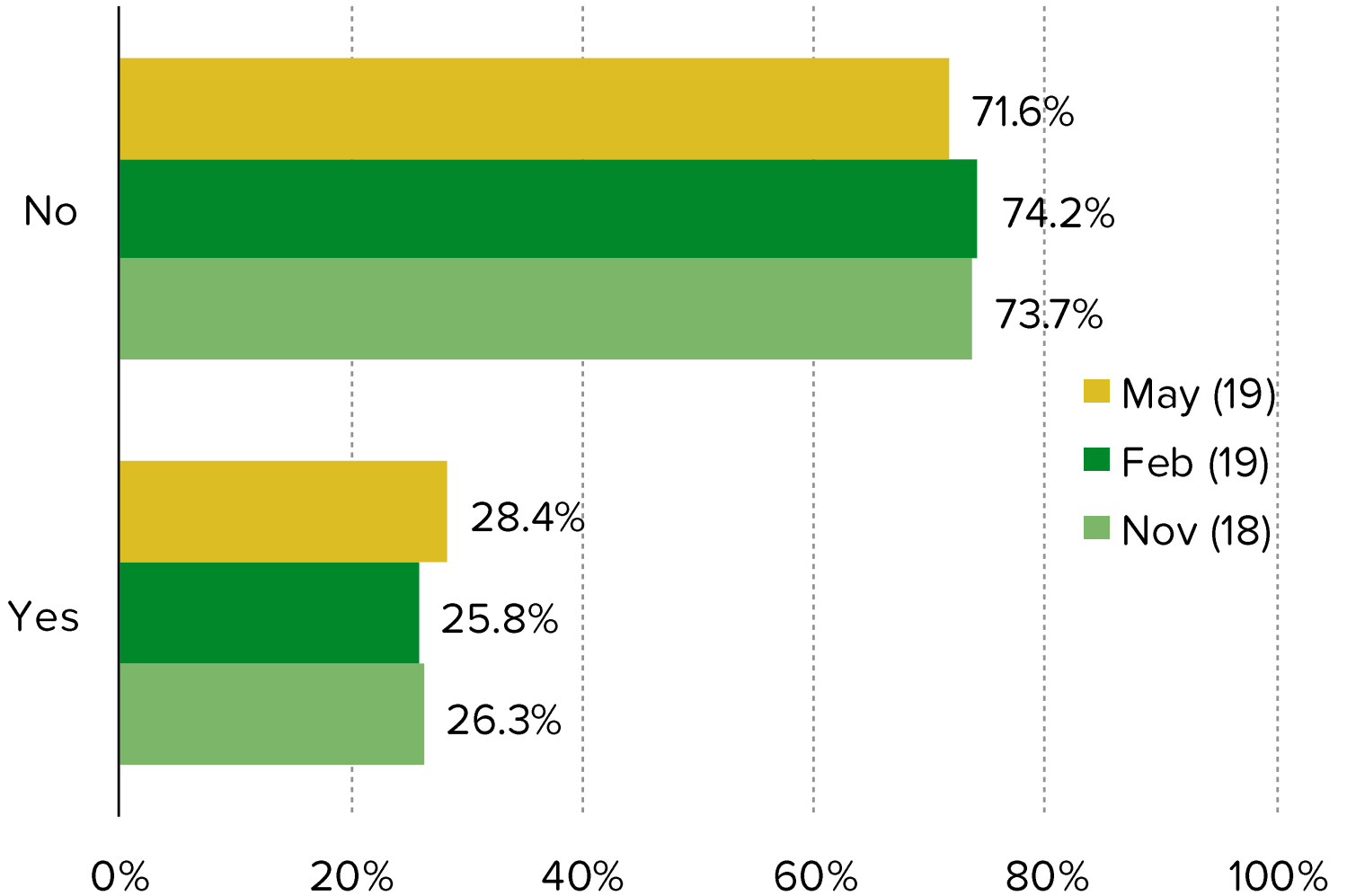
GOOD LUCK AMERICA,  
ENDLESS SUMMER, THE DEAD  
GIRLS DETECTIVE AGENCY,  
AND CO-ED ARE THE MOST  
POPULAR ORIGINALS AND  
HAVE GROWN SEQUENTIALLY.

SENTIMENT TOWARD  
ORIGINALS AMONG THOSE  
WHO HAVE WATCHED THEM  
REMAINS POSITIVE.

# DISCOVER PAGE

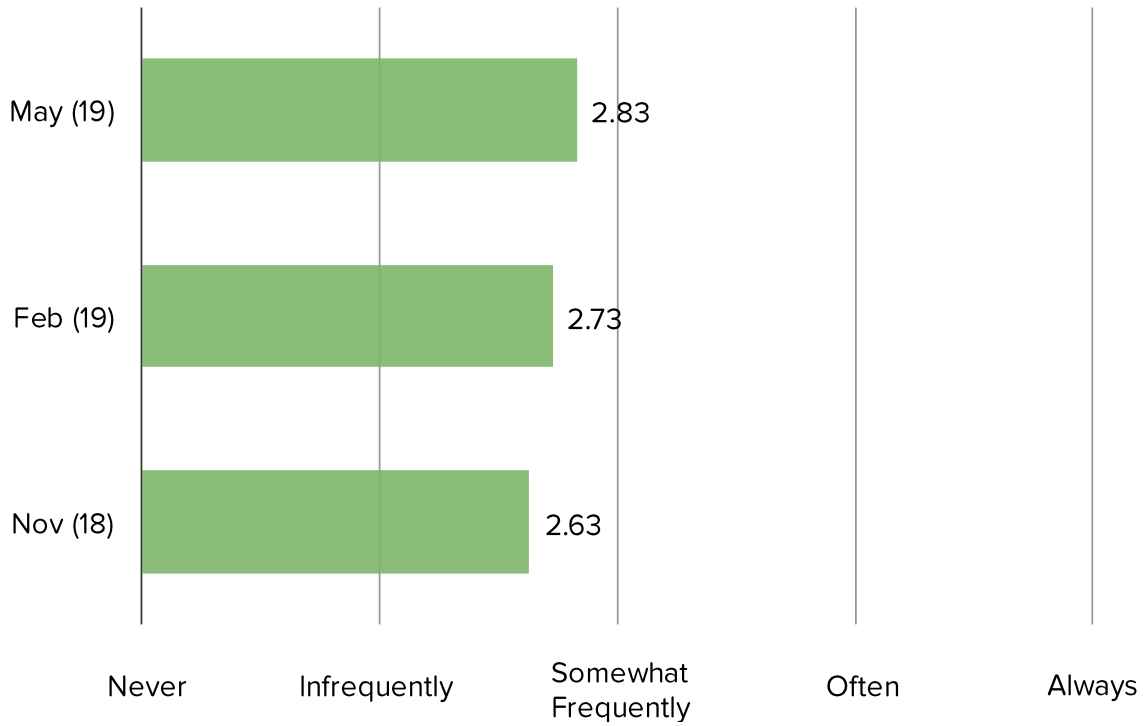
### DO YOU HAVE AN ACCOUNT WITH SNAPCHAT?

Posed to all respondents



### HOW OFTEN DO YOU USE THE DISCOVER FEATURE/TAB ON SNAPCHAT?

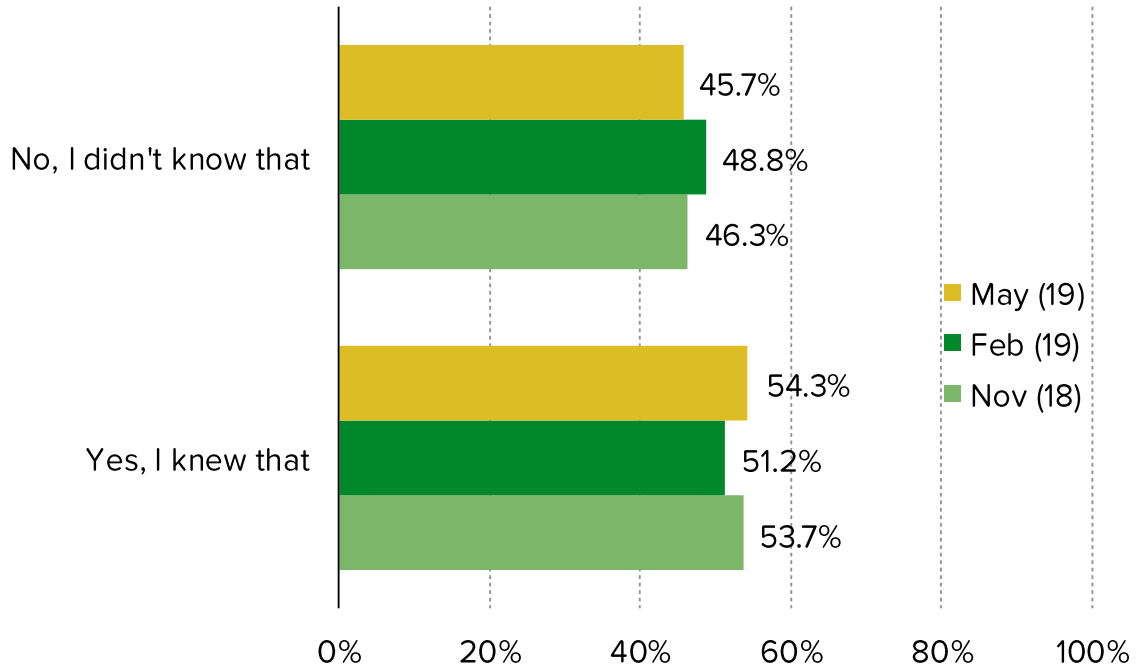
Posed to Snapchat account holders.



N = 357 respondents

**DID YOU KNOW THAT SNAPCHAT HAS ITS OWN ORIGINAL CONTENT PROGRAMMING IN THE DISCOVER PAGE?**

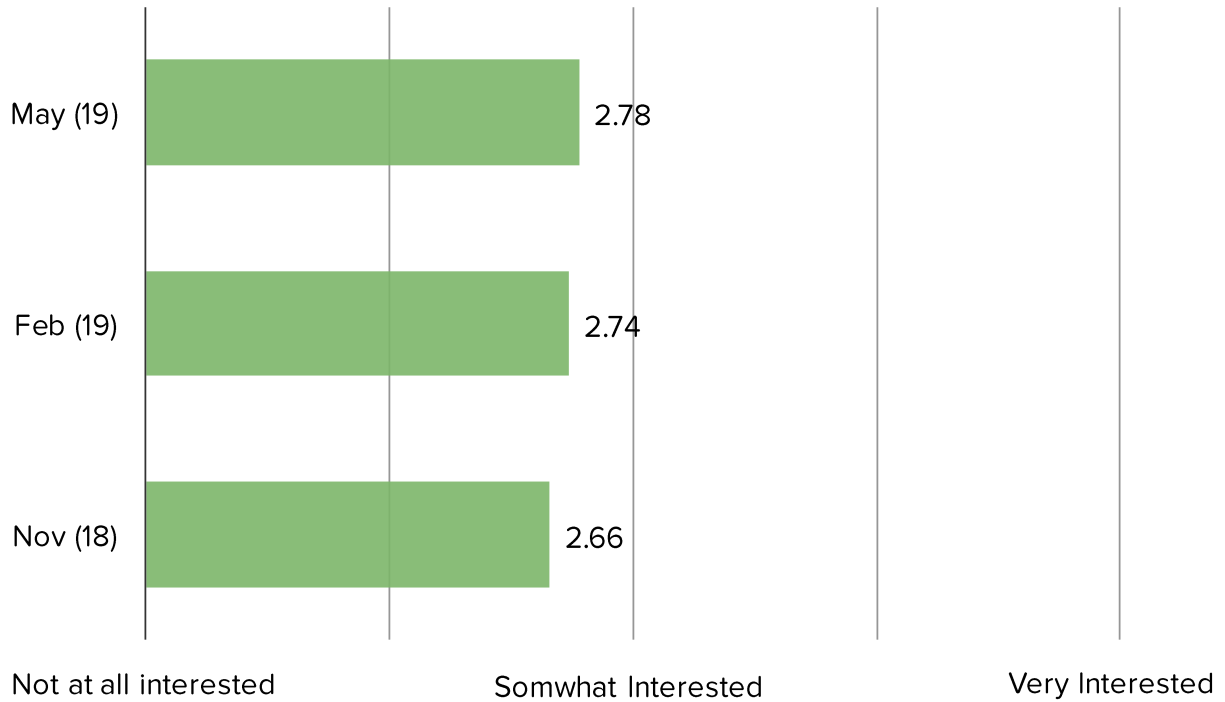
Posed to Snapchat account holders.



N = 357 respondents

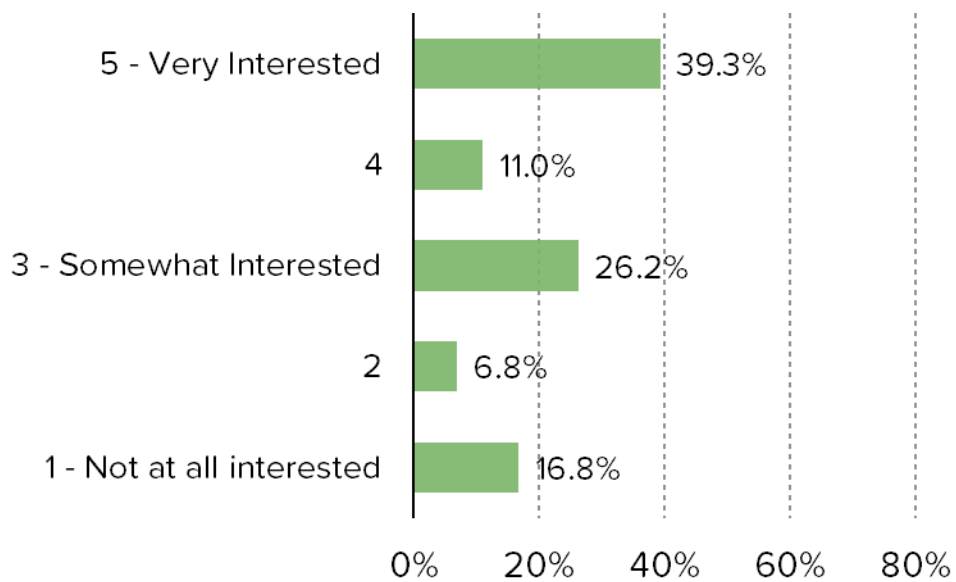
**HOW INTERESTED ARE YOU IN WATCHING SNAPCHAT ORIGINAL CONTENT (SHOWS SNAPCHAT MAKES) IN THE DISCOVER PAGE?**

Posed to Snapchat account holders.



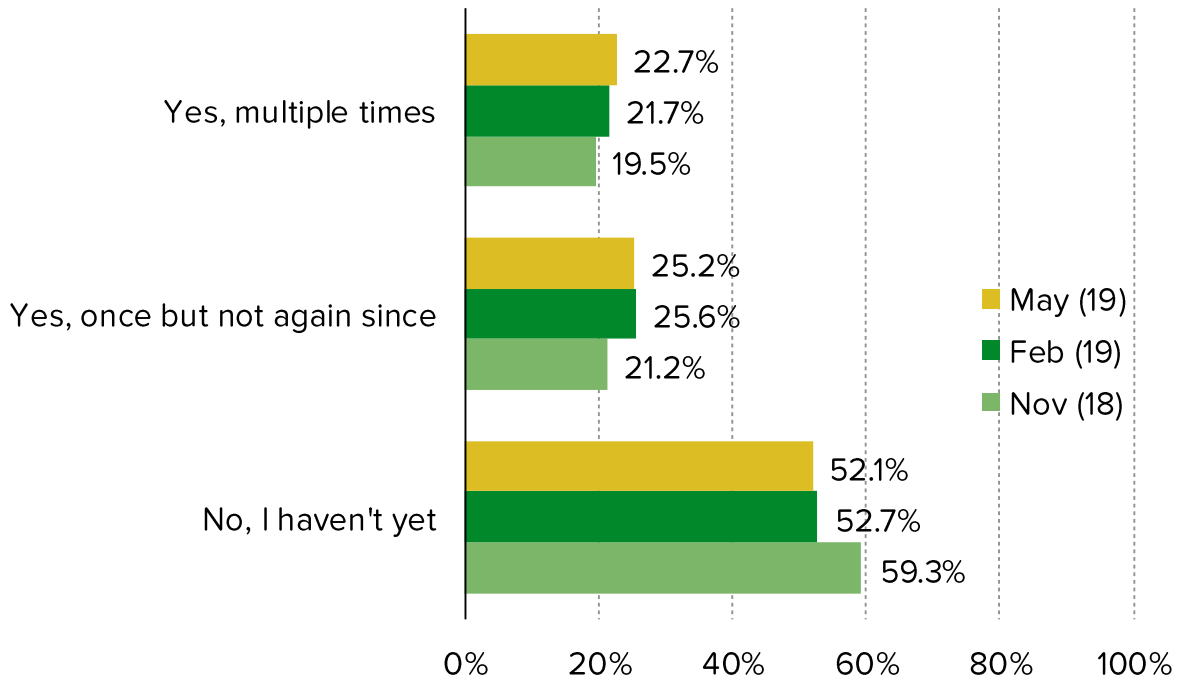
N = 357 respondents

Posed to Snapchat account holders who are aware that Snapchat has its own original programming.



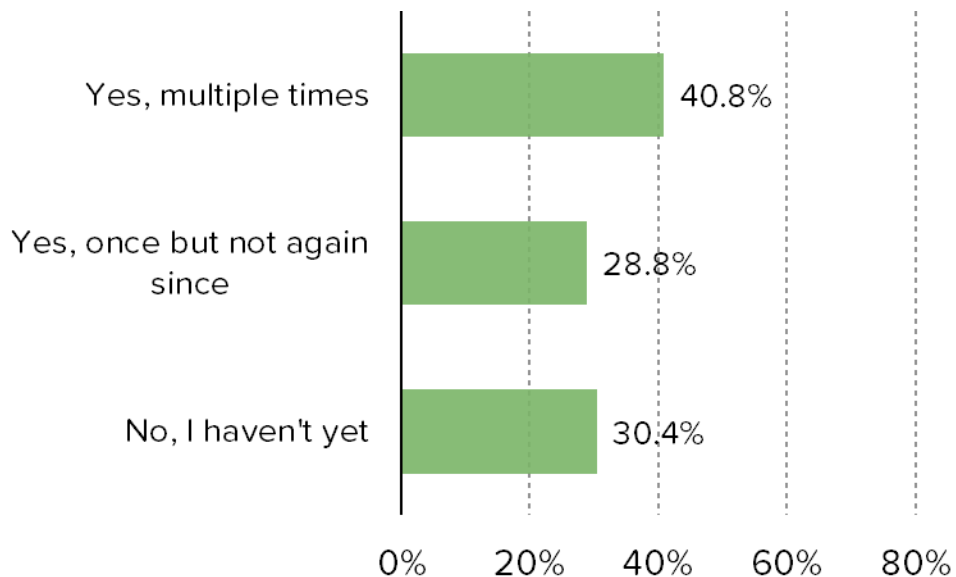
**HAVE YOU WATCHED ANY SNAPCHAT ORIGINALS IN THE DISCOVER PAGE?**

Posed to Snapchat account holders.



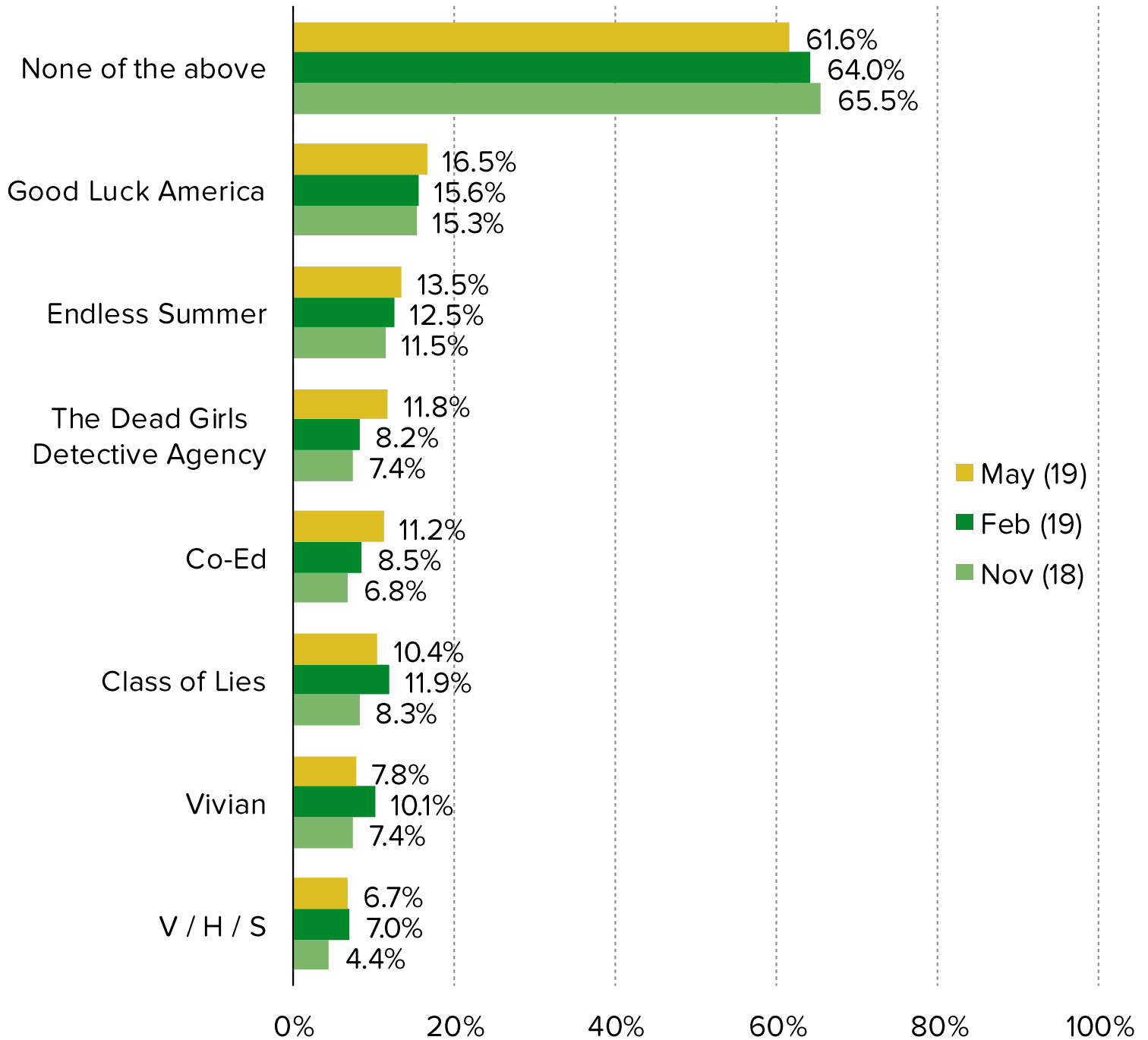
N = 357 respondents

Posed to Snapchat account holders who are aware that Snapchat has its own original programming.



**HAVE YOU WATCHED ANY OF THE FOLLOWING SNAPCHAT ORIGINALS ON THE DISCOVER PAGE? (SELECT ALL THAT APPLY)**

Posed to Snapchat account holders.

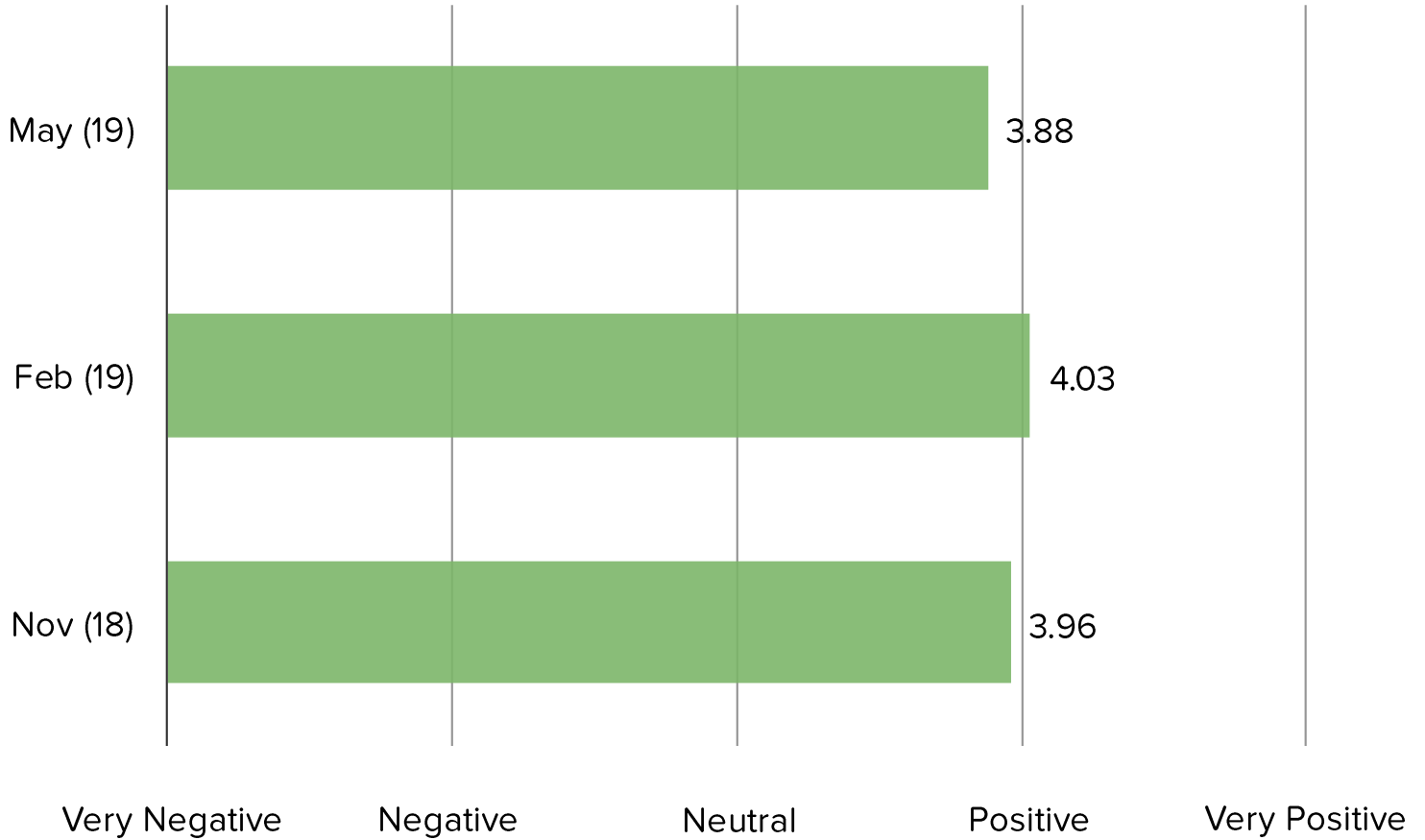


N = 357 respondents



### WHAT IS YOUR OPINION OF THE SHOWS?

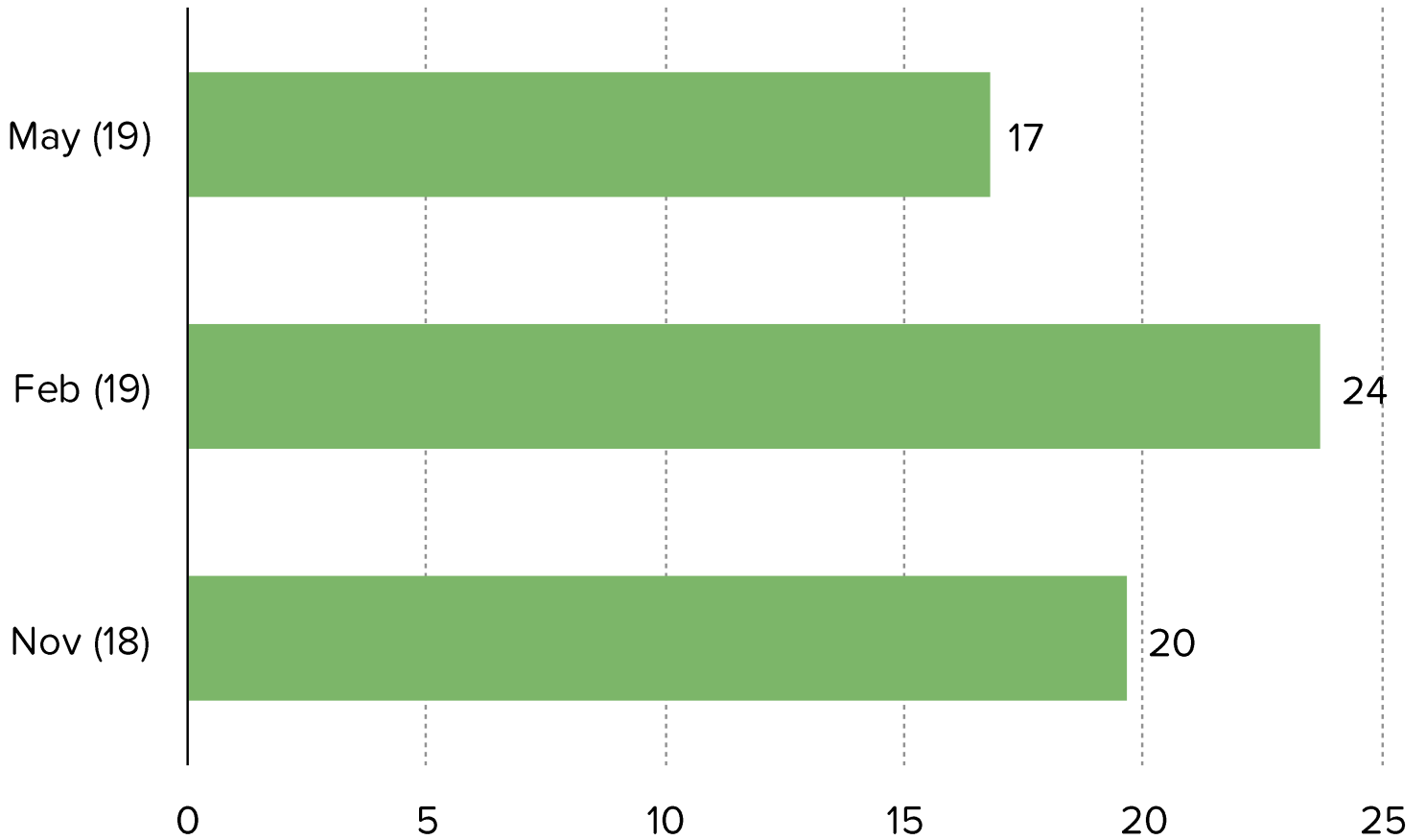
Posed to account holders who have watched Snapchat originals on the discover page.



N = 137 respondents

**HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE SNAPCHAT ORIGINAL SHOWS TO A FRIEND OR COLLEAGUE?**

Posed to account holders who have watched Snapchat originals on the discover page.



N = 137 respondents