



## **Instagram Launches “Reels” in Egypt**

**The new format provides an exceptional experience to create short form, edited videos on a global stage**

**Cairo, August 9<sup>th</sup>** – Instagram announces the global launch of “Reels” today. Currently available in Egypt, the new Instagram experience allows users to create short-form edited videos and get discovered on a global stage. The latter asserts Instagram’s position as the go to platform for entertainment and self expression.

Reels allows users to record short 15 seconds video clips set to music. To further inspire creativity and give people more ways to make and enjoy videos the way they want, Reels offers a new set of editing tools, provides access to Facebook’s vast music library and to a diverse library of AR effects, and allows users to add owned original audio.

“Egypt has a dynamic and socio-economically active youth population who use short-form content social media platforms for self expression,” said Samer Jamal, Strategic Partner Manager at Instagram. “We always listen and take inspiration from what our community wants; and they want the opportunity to make, watch and share short-form edited videos in a permanent way. Having built our own version in a way that makes it even more powerful, we can’t wait to see how our community creates with Reels and are excited to discover a whole new generation of Instagram talent.”

Living in a dedicated tab on the users’ profiles, Reels represents a unique space with “Explore” feature for creators to get inspired, share and recreate content. The reels stage is also a place to discover, get discovered and hold discussions with friends.

Laila Ghaleb, one of the first content creators to use Reels in Egypt, stated: “Instagram features are built with the community in mind and take inspiration from what the users want. With Reels, I can get creative, grow my community, build my brand and connect with inspiring content creators and influencers. The special thing about Reels is that you can be discovered by Instagram’s huge diverse community, and the buzz generated on Reels can turn on a long term value.”

Instagram has always been home to a diverse and vibrant community who have turned their passion into business or brand. With a community of over 1 billion, Reels represent a significant element of the future of entertainment on Instagram.

Since joining Facebook, Instagram has developed new features that people love and has provided less expensive opportunities for millions of small businesses to find new



customers, build their businesses, and create jobs. With a tight set of community guidelines, Instagram proves to be a safe platform and can build a huge variety of new experiences especially for young people.