

Facebook reveals new Live video

With Facebook Live you can use your phone to share a moment instantly with the people you care about. This means your friends, family or fans can be there with you, and you can respond to their comments and see their reactions.

By [Fidji Simo](#) 8 Apr 2016



Since launching Facebook Live last summer to public figures via our Mentions app and more recently to everyone in the US using our iOS and Android apps, we've been surprised and delighted with how people are using live video to connect and interact with each other all over the world.

People are letting their friends discover their hobbies. Parents are using it to share moments in their kids' lives with their extended families. Athletes are giving people a window into their training. Chefs are bringing their fans into their kitchen.

Journalists are hosting global conversations on topics they care about. Aspiring musicians can now put on live concert for their friends. Many people all over the world are using Facebook Live in many different way to talk to and interact with the people that matter most to them.

That's why today we're excited to announce new features for Facebook Live to give you more ways to discover, share, and interact with live video, and more ways to personalize your live broadcasts.

Live for groups, events

Today we're rolling out the ability to go live in Facebook Groups and Facebook Events. Live in Groups allows you to broadcast to just the people in the Facebook Group – so you can go live in your family group or share a workout plan in a fitness group.

Live in Events means you can go live from a birthday party to allow those that can't make it to join the fun, and a performer can go live backstage to the people who've RSVP-ed to the event to give them a sneak peak.

You can even use Events to schedule a live Q&A session. We hope this new ability to both broadcast and watch live video within Groups and Events enables people to connect more deeply with their closest friend, family and the communities of people who share their interests.

Facebook Live is interactive and fun: live reactions, replaying comments made while live and Live filters will make it even more so. Live video on Facebook is truly interactive as broadcasters engage with their

commenters and respond to their suggestions and questions. In fact, from initial data, we've seen that people comment more than 10 times more on Facebook Live videos than on regular videos. We want people watching the broadcast after the fact to feel "in" on the action. To achieve this, we will replay comments as they happened during the live broadcast when people watch it later.

We're starting with a set of five Live Filters, and coming soon we'll add the ability to draw or doodle on your video while live.

Discover more

We're also adding the option to send an invitation to a friend to watch with you right from the live video.

People don't want to miss out on great broadcasts that are live right now. We're starting to roll out a dedicated place on Facebook's mobile app where you can discover live video that the world is talking about, live video from the friends and creators that matter most to you, and live video on topics you're interested in.

Finally, if you want a visual way to explore public live broadcasts that are currently happening around the world, today we're releasing a Facebook Live Map on desktop. People in more than 60 countries can now share live video, and we've been inspired by all the different global broadcasts. The Facebook Live Map gives you a window into what's happening in the world right now.

These features will be rolling out on iOS and Android over the coming weeks. Stay tuned.

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