

X brings back live video for the first time since 2021

 By [Lindsey Schutters](#)

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X.com owner Elon Musk confirmed via a post on the platform formerly known as Twitter that live video is active and stable on the site.



Elon Musk rebranded Twitter to X in July.

While we can speculate about the lasting legacy of the blue bird (previous Twitter logo), the company has a complex history with native video.

The company bought the short form, portrait video service Vine \$30m in 2012 and launched the six second video clips on platform in 2013, before shutting it down in 2016.



Periscope came to Twitter as a fully formed app acquisition for a reported \$100m and stock compensation in 2015, a year before the current dominant player in the video space, TikTok, launched out of China.



Twitter rebrand: Does X mark the spot?

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It's unclear whether this video product will face a similar fate as its predecessors – or become the the exclusive domain of paying users.

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- Lindsey is the editor for ICT, Construction&Engineering and Energy&Mining at Bizcommunity
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