

Instagram TV

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Refers to an Instagram feature that allows users to share and view a video. It differs from Stories in the sense that the user can upload up to an hour of video content and it will not be erased after 24 hours. Instagram TV can be accessible either from the standard Instagram app or a separate IGTV app.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

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