



SQUID Introduces Vertical Video Service for News at Mobile World Congress 2025

Barcelona, March 3rd - SQUID, a leading media-tech company, is launching its global vertical video service for news at the Mobile World Congress 2025.

SQUID broadens its news services to include vertical videos. This is announced today at the Mobile World Congress 2025 in Barcelona. SQUID Video is a curated video feed featuring newsworthy and informative content from top publishers and selected content creators.

SQUID Video is available via the SQUID app on Android and iOS. It also comes pre-installed on world-leading Android phone browsers and minus 1 screens.

SQUID Video is from today fully live in France, Italy, Poland, the UK, Ireland, Spain, Portugal, Germany, Türkiye, Indonesia, Brazil, Mexico, Argentina, Ecuador, Chile - and many more countries coming soon.

Users can now stay updated with the latest events by watching fullscreen, engaging and relevant news-videos. This is set to transform the way users engage with current events.

With SQUID Video, users can enjoy:

- An easier way to consume news and information.
- Access to a curated selection of videos from top publishers and handpicked content creators.
- A diverse range of video content categories, from news to entertainment, tech to lifestyle.
- Easy access either through SQUID App (via Google Play and AppStore) or through leading Android phone browsers and minus 1 screens.

"We are excited to bring SQUID Video to multiple markets, providing a unique video platform for users to easily stay updated with news, and for content creators and publishers to reach a broader audience," says CEO and Founder Johan Othelius. "Our goal is to offer engaging and informative content while supporting publishers and creators in expanding their reach and influence."

SQUID Video also presents an opportunity for publishers and content creators:

- Secure Your Spot Early - Be a part of a new platform from the beginning, similar to the early days of other social media platforms, to maximize your opportunity.
- No Cost - Joining SQUID Video is completely free.
- Link Your Posts - Directly link your affiliate sites, social media, and other platforms under each video.
- Curated Feed - Benefit from a curated feed, ensuring a larger share of voice and a clear path to get your content seen by the right audience.
- Use Existing Content - Easily re-use your existing videos to reach a new audience with minimal effort.

About Squid App

SQUID App (Njuice AB) is a media-tech company with head-quarter in Stockholm, Sweden. SQUID is an established fast-growing news media app designed to target young millennials and Gen Z, providing a highly personalized and visually engaging news experience. SQUID Newsfeed is pre-installed on several world leading Android phones, seamlessly integrated into their home browsers and the minus-one screens. Now, SQUID is also providing an informative vertical video feed to these phones and in the SQUID App. Moreover, SQUID is also offering a podcast service for Apple CarPlay and Android Auto. SQUID has over 20 million active users in 60+ countries in Europe, Asia, South Africa and Latin America. SQUID bridges localized and global content, solidifying its position as a top choice for readers, listeners and watchers worldwide.

Find more information on www.squidapp.co.