

Weibo launches online video editing program

Social media giant Weibo rolled out an online video editing program Friday.

Jian.weibo.com is a partnership with video platform miaopai.com and video subtitle and translation service provider easub.com. It features video editing tools and release channels. It is currently only available to media organizations and video production companies, according to a statement from Weibo.

The move aims to facilitate short video content production and communication on new media platforms like Weibo, which boasted about 340 million monthly active users as of the end of March and has witnessed soaring popularity of short-videos on its platform.

The program also has a large pool of video clips, the statement said.

China's short video market had about 153 million users in 2016, which is expected to grow 58.2 percent in 2017 to reach 242 million users, according to a report from domestic data analysis provider iMedia Research.