

BuzzFeed Taps Bambuser to Create Live Video Shopping Initiatives

Bambuser announced today a new partnership with BuzzFeed, the premier media company for digital content and commerce for millennial and Gen Z audiences, to help produce original content across its network including [BuzzFeed.com](https://www.buzzfeed.com) and relevant social channels. Together Bambuser will help power BuzzFeed's live shopping offerings and will integrate with both Tasty and BuzzFeed Shopping.

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About Bambuser

Bambuser is a software company specializing in interactive live video streaming. The Company's primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm.

Image Attachments

[Buzzfeedxbambuser](#)

Attachments

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