

SOFTWARE AND TECHNOLOGY

Facebook rolls out new tools to help content creators earn money

March 12, 2021



Content creators include digipubs, video creators, gaming creators, media companies, cultural institutions and businesses of all sizes. Image credit: Facebook

By LUXURY DAILY NEWS SERVICE

U.S. tech giant Facebook has introduced new ways in which it plans to support content creators and diversify revenue on its platform.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

From digipubs, video and gaming creators to media companies and cultural institutions, content creators make up a large portion of the communities on Facebook. In order to provide them the support they need to thrive, the social media company plans to open monetization to more creators, making it possible for them to earn revenue from all video types and access fan support.

Monetizing content

Since launching in-stream ads, Facebook has expanded the format to include pre, mid, post-roll and image ads and formats specific to Live. Video creators can now earn money from videos as short as one minute long, with a minimally interruptive ad running at 30 seconds.

For videos three minutes or longer, an ad can be shown 45 seconds in. Previously only three-minute or longer videos could monetize with in-stream ads, with an ad shown no earlier than 1 minute.

To join Facebook's in-stream ad for video-on-demand program, pages must have 600,000 total minutes viewed from any combination of video uploads with the previous 60 days as well as five or more active video uploads of previously Live videos.

Previous requirements considered only at least three-minute long on-demand videos, whereas the update helps video creators who primarily create Live and short-form videos monetize their recorded and published content.



Stars has been primarily for Live streams, however, over the next few weeks Facebook will start testing Stars for video-on-demand, exploring features for both short and long-form recorded videos. Image credit: Getty

Facebook is investing \$7 million over the next few months in consumer education and adoption via free Stars. During certain Star-enabled livestreams, some people will see an offer to claim free Stars that they can send at their discretion to their favorite content creators to boost their visibility and connection with the creator and add to the creators' earnings.

In August 2020, Facebook introduced its paid online event feature, providing creators and businesses more ways to earn money. Pages are hosting a wide range of paid online events, such as: sporting events, cooking classes, Live podcast recordings, virtual tours and make-up tutorials and are reaching and monetizing new and larger audiences.

Eligible gaming creators have access to Facebook's full suite of monetization products. The platform is introducing a new set of minimum eligibility criteria for aspiring gaming creators seeking to apply for a partnership with Facebook Gaming.

To access any of Facebook's monetization programs, content creators must abide by its partner monetization policies and content monetization policies. These sets of policies include Community Standards and an additional level of standards that govern both Pages and Page content to ensure that monetized content creates value for people.

Earlier this week, Facebook filed motions to dismiss antitrust lawsuits brought against it by the Federal Trade Commission and state attorneys general in late 2020, claiming that the FTC has failed to show that Facebook has harmed competition and consumers ([see story](#)).

In December 2020, the FTC sued Facebook for illegally maintaining its personal social networking monopoly through a years-long course of anticompetitive conduct, including the acquisition of rival platforms Instagram and WhatsApp ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.