

SOFTWARE AND TECHNOLOGY

Facebook Reels goes worldwide

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Meta has expanded Facebook Reels to more than 150 countries, as short-form video content accelerates in popularity. Image credit: Meta

By LUXURY DAILY NEWS SERVICE

Media company Meta, formerly Facebook, is making Facebook Reels available for iOS and Android in more than 150 countries around the world.

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Since the advent of competing platform TikTok, short-form video content has become widely popular, and companies like Meta responded with new features, such as Reels, to remain relevant. The company launched Instagram Reels in 2020 ([see story](#)), and now global users of its flagship platform Facebook will have more tools and ways to earn money through the feature.

Creative opportunities

As part of the launch, Facebook is introducing new creative tools included in the Reels feature.

Remix allows users to create their own reel alongside an existing, publicly-shared reel on the platform, similar to the "Duet" feature on TikTok. The time limit on Reels has also been extended to 60 seconds.

Additionally, if a user wants to save a Reel to post at a later time, they may select "Save As Draft" below the save button.

Facebook will also roll out new updates in the next few weeks to make it easier for users to create and discover Reels, such as in Stories and Watch, as well as a new Reels label at the top of the Facebook Feed.

When viewing a reel, users can follow the creator directly from the video, like and comment on it or share it with friends.



Many of the new feature updates, like Remix and expanded time limits, seem to mirror features found on TikTok. Image credit: Meta

Another major element of the Facebook Reels global rollout is increasing the number of opportunities for creators to earn money for their content. Its Reels Play bonus program, part of the \$1 billion creator fund, pays eligible creators up to \$35,000 a month based on the views of their qualifying reels.

Facebook is also expanding tests of Facebook Reels Overlay Ads to all creators in the U.S., Canada and Mexico, starting with banner ads at the bottom of a Reel and sticker ads that can be placed by a creator anywhere within a Reel. More countries will be included in the next few weeks.

The platform also announced it will be launching brand suitability controls, including publisher lists, blocklists, inventory filters and delivery reports for banner and sticker ads in Reels in participating regions.

With these, advertisers can have more control over how their ads appear in places they deem as unsuitable.

In its annual SEC filing report released earlier this month, Meta expressed concerns over ongoing disputes between the United States and European Union regarding data transfer regulations, suggesting it would remove Facebook and Instagram from the region if the governing bodies did not reach an agreement ([see story](#)).

With this Reels global rollout, however, it's uncertain whether the threat will turn into something more concrete.

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