

Elon Musk's X can't send Blue subscribers their ad revenue-sharing payouts on time

In news that isn't very surprising given the recent history of Twitter, which Elon Musk is currently rebranding to X, the company won't be able to make some promised payments on time. The X Support account says that because its "Ads Revenue Sharing" program is so popular, "We need a bit more time to review everything for the next payout and aim to get all eligible accounts paid as soon as possible."

From the linked support page:

August 4, 2023 update: The volume of people signing up for revenue sharing has exceeded our expectations. We previously said that payments would occur the week of July 31st. We need a bit more time to review everything for the next payout and hope to get all eligible accounts paid as soon as possible.

Thank you for your patience!