Facebook Expanded Its Level Up Program and Revealed Its Gamescom Plans

Facebook launched its Level Up Program in June for video game content creators, designed to help livestreamers grow their audiences on the social network. The program was originally limited to users in the U.S., U.K., Philippines, Malaysia and Thailand. However, in a Facebook Gaming blog post, Bob Slinn, head of games partnerships for Europe, the… https://www.adweek.com/digital/facebook-expanded-its-level-up-program-and-revealed-its-gamescom-plans/