

Facebook Gaming Debuts Live Ads for Partnered Gaming Creators

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Facebook Gaming unveiled two new updates that will help video content creators monetize their content on the social network.

First, Level Up creators who have reached at least 250 “returning weekly viewers” will now be able to access Fan Subscriptions, a feature that allows fans to pledge a monthly donation to their favorite creators in exchange for certain perks, like access to custom stickers and emoji. The Level Up program was designed to help creators grow their audiences on Facebook.

Next, partnered gaming creators now have access to Live Ads. When a partnered creator is streaming, a viewer may see a preroll ad before the livestream, an image ad below the livestream video or a new midroll ad that plays in the main video window while the actual stream plays in a smaller one.

In a blog post, Facebook Gaming said it has started testing ways for partnered creators to monetize previously streamed content with these new ad units.

The social network is also working on an additional ad format called Live Breaks, which will allow gaming creators to manually trigger an ad break in the middle of a stream. Creators will be able to choose from 90- and 180-second ad breaks.

Facebook said this new feature “blends creator-generated

content such as clips and highlights with a traditional ads experience.”

<https://www.adweek.com/digital/facebook-gaming-debuts-live-ads-for-partnered-gaming-creators/>