

Reddit will lock some content behind a paywall this year, CEO says

Reddit is planning to introduce a paywall this year, CEO Steve Huffman said during a videotaped Ask Me Anything (AMA) session on Thursday.

Huffman previously showed interest in potentially introducing a new type of subreddit with “exclusive content or private areas” that Reddit users would pay to access.

When asked this week about plans for some Redditors to create “content that only paid members can see,” Huffman said:

It's a work in progress right now, so that one's coming.. We're working on it as we speak.

When asked about “new, key features that you plan to roll out for Reddit in 2025,” Huffman responded, in part: “Paid subreddits, yes.”

Reddit’s paywall would ostensibly only apply to certain new subreddit types, not any subreddits currently available. In August, Huffman said that even with paywalled content, free Reddit would “continue to exist and grow and thrive.”

A critical aspect of any potential plan to make Reddit users pay to access subreddit content is determining how related Reddit users will be compensated. Reddit may have a harder time getting volunteer moderators to wrangle discussions on paid-for subreddits—if it uses volunteer mods at all. Balancing paid and free content would also be necessary to

avoid polarizing much of Reddit's current user base.

Reddit has had paid-for premium versions of community features before, like r/Lounge, a subreddit that only people with Reddit Gold, which you have to buy with real money, can access.

Reddit would also need to consider how it might compensate people for user-generated content that people pay to access, as Reddit's business is largely built on free, user-generated content. The Reddit Contributor Program, launched in September 2023, could be a foundation; it lets users "earn money for their qualifying contributions to the Reddit community, including awards and karma, collectible avatars, and developer apps," according to Reddit. Reddit says it pays up to \$0.01 per 1 Gold received, depending on how much karma the user has earned over the past year. For someone to pay out, they need at least 1,000 Gold, which is equivalent to \$10.

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