

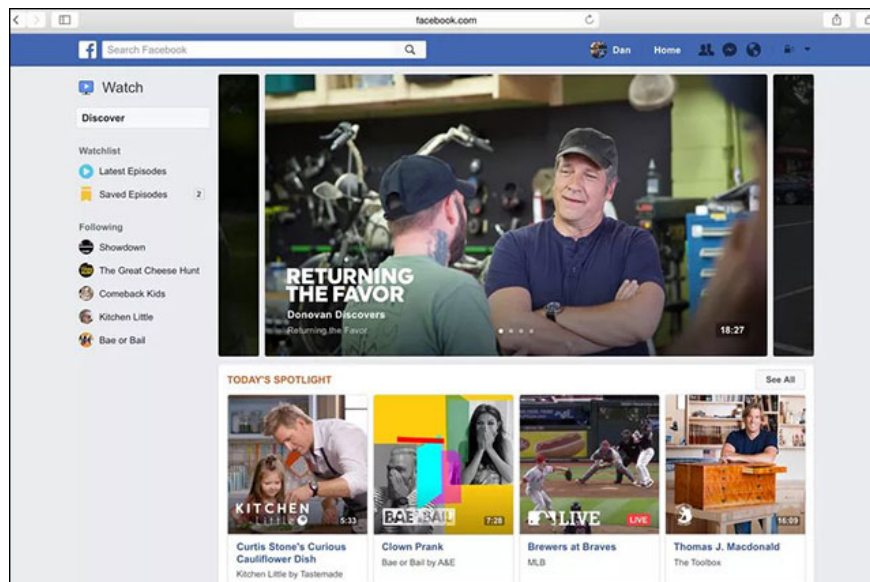
Facebook is ready to confront YouTube with its brand new Watch, video service

We've heard rumors about Facebook's new video service plan and today, Watch has officially aired, becoming a rival of YouTube and Netflix.

Watch appears as a new tab on Facebook's computer, mobile, and TV applications, including channels (called Shows) that contain live content or are recorded by topics.

Facebook is currently limited to content providers, so you will first see Nas Daily programs, including 1-minute clips from around the world, the series of Gabby Bernstein and Kitchen Little of Tastemate (Children's program teaches chefs how to cook). Major League Baseball will also stream games once a week.

Watch is being tested with many users in the US and will gradually be launched on a large scale. Facebook has invested capital in some programs and invited independent individuals to participate. Then they will have Show Page (similar to Page for firms) so that fans can follow and find clips.



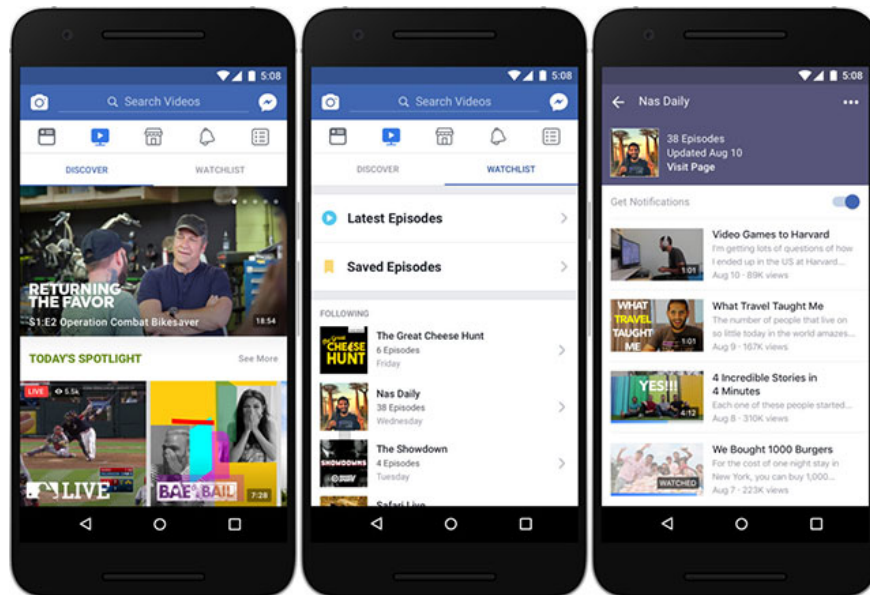
Facebook's Watch page with features revolving around videos

Watch appeared more than a year after the official video tab was included in the main application. Its structure also revolves around video. For viewers, Facebook has a watchlist that allows you to save programs and discover videos based on interactivity at items like **Most Talked About** (**Much** talked about), **What's Making People Laugh** (what makes people laugh - Includes programs where people can react with the 'Haha' button and **What**

Friends Are Watching (what friends are watching).

Also you can comment, react video while watching, quite similar to Live video experience. Each show has its own comment section, sometimes associated with both Facebook groups to discuss in more detail.

With that, Facebook is ready to compete with YouTube, which supports content creators and helps them make money with advertising. Facebook also plans to introduce ads in clips to generate revenue on Watch. With a user base of 2 billion worldwide, Facebook can compete with Google. It could also make other video giants like Amazon, Netflix, wary.



Facebook Watch interface on mobile devices

However, this is also a huge online video market. Netflix, Hulu, HBO and Amazon all dominated before. Speaking of user-generated content, YouTube has 12 years ahead, attracting more people to post and watch videos an hour a day.

'What makes Facebook videos especially friends', says Daniel Danker, video product team leader, 'you discover videos through friends. You often discuss videos with friends. Video has the power to bring people together and create a community '

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