

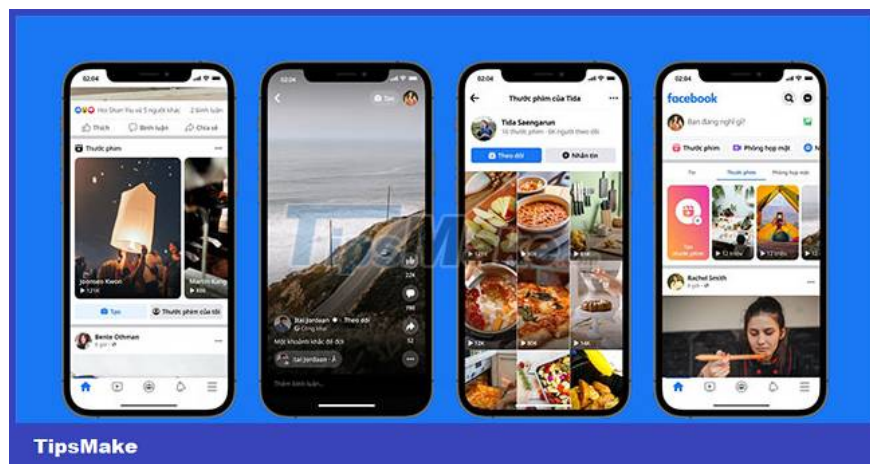
Meta launched Facebook Reels simultaneously in 150 countries

Meta has just made an official announcement that Facebook Reels is now starting to be mass deployed at the same time in 150 countries around the world.

So after a long delay, Meta has just made an official announcement that Facebook Reels is now starting to be mass deployed at the same time in 150 countries around the world, for both iOS and Android platforms. . This new utility is expected to help increase the scale of interaction between users and content creators on Facebook, and act as a flexible, unlimited income generator.

Statistics from Meta show that Facebook and Instagram users now spend about half of their time online watching video content on the platform, and Reels is the company's fastest growing content format to date.

Currently, Reels Play is a program that allows content creators to earn additional income from Facebook Reels. Amounts can go up to \$35,000 per month based on total views on eligible videos. In the near future, Meta will expand this program to more countries so that more and more creators have the opportunity to receive well-deserved compensation for creating content that is loved by the community. In addition, the company is also researching a plan to share advertising revenue and support users. In other words, it's a direct monetization option for Facebook Reels content creators through ad revenue sharing and fan endorsements.



In the coming weeks, Meta will expand its Facebook Reels overlay ads experiments to all creators in the US, Canada, Mexico, and more countries. Overlay ads will be available in two formats, as a semi-transparent overlay at the end of the reel and as a static sticker ad that can be placed anywhere by creators. share the revenue that Meta is aiming for with Facebook Reels.

In the near future, users will see more Facebook Reels content appear on the platform. They can be placed in Stories if the user shares, in the Watch tab, the Reels label is available at the top of the Feed - where users can

create and view Reels quickly. In some countries, Facebook will show users suggested videos in the feed even if they don't follow the creator.

When watching Reels videos, users can interact by leaving emojis, commenting or sharing content. Facebook Stars can also be used to reward creators.

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