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Description automatically generated**Facebook Gaming Introduces Monetization For Video-On-Demand Creators**

Facebook’s monetization for VOD creators is starting with a single feature: an expansion of Stars, the onsite tipping currency users have long been able to give creators during live streams. The company is working with a “small group of creators” to pilot test gifting Stars on VOD content, it says.

***Tubefilter 5.26.21***

[*https://www.tubefilter.com/2021/05/26/facebook-gaming-stars-video-on-demand-monetization/?utm\_source=Tubefilter+Newsletters&utm\_campaign=c65decca29-Tubefilter+Daily+Recap+-+2016-09-15\_COPY\_01&utm\_medium=email&utm\_term=0\_09c509c94c-c65decca29-414175190&mc\_cid=c65decca29&mc\_eid=a906555dbd*](https://www.tubefilter.com/2021/05/26/facebook-gaming-stars-video-on-demand-monetization/?utm_source=Tubefilter+Newsletters&utm_campaign=c65decca29-Tubefilter+Daily+Recap+-+2016-09-15_COPY_01&utm_medium=email&utm_term=0_09c509c94c-c65decca29-414175190&mc_cid=c65decca29&mc_eid=a906555dbd)