**Facebook Unveils Short-Form Episodic Videos on Platform**

Facebook has added a new video section to its platform called Watch; the section will feature short series from content partners such as National Geographic, A&E and Major League Baseball. Shows will be organized by popularity, by what a user is following and by what their friends are watching, and Facebook is splitting ad revenue generated by content with publishers.

***Bloomberg 8/9/17***

<https://www.bloomberg.com/news/articles/2017-08-09/facebook-introduces-watch-video-product-for-short-series>

Image source:

<http://images.indianexpress.com/2017/08/facebook_reuters_7592.jpg>