**Facebook Reportedly Ready to Spend $1B on Original Watch Shows**

Facebook is said to be prepared to invest up to $1 billion in original shows for its new Watch feature, sources report. The platform is also reportedly willing to spend millions on music rights to enable its users to include music in their videos, another signal that CEO Mark Zuckerberg is keeping to his pledge to make Facebook a "video-first" destination.

***The Drum (Scotland) 9/9/17***

<http://www.thedrum.com/news/2017/09/09/facebook-all-set-invest-1bn-original-programming-its-show-platformwatch>