**Facebook Signs Celebrities, Publishers to Create Live Video**

Facebook has signed deals with almost 140 celebrities and media companies to allow them to create live video content on the platform. The company is paying out around $50 million to celebrities like Gordon Ramsay and NFL quarterback Russell Wilson, as well as companies such as CNN and Vox Media.

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<http://mashable.com/2016/06/21/facebook-live-contracts/#WMrh.T.95GqH>