**Instagram to Test Revenue Models for Creators**

Instagram will soon test 15-second skippable and nonskippable IGTV ads with brands such as IKEA, Puma and Sephora and share 55% of the revenue with creators. Starting in June, Instagram also will test a program with select creators who sign up with Instagram Live to allow their fans to purchase badges during livestreams, with the creators receiving 100% of the revenue during the test.

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[***https://www.hollywoodreporter.com/news/instagram-introduces-igtv-ads-creator-monetization-1296067***](https://www.hollywoodreporter.com/news/instagram-introduces-igtv-ads-creator-monetization-1296067)