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TechCrunch · 1 hrs

NEW

Instagram prototypes letting IGTV creators monetize with ads

Instagram may finally let IGTV video makers earn money 18 months after launching the longer-form content hub. Instagram confirms to TechCrunch that it has internally prototyped an Instagram Partner Program that would let creators earn money by showing advertisements along with their videos. By giving creators a sustainable and hands-off way to generate earnings from IGTV, they might be inspired to bring more and higher quality content to the destination.

The program could potentially work similarly to Facebook Watch, where video producers earn a 55% cut of revenue from “Ad Breaks” inserted into the middle of their content. There’s no word on what the revenue split would be for IGTV, but since Facebook tends to run all its ads across all its apps via the same buying interfaces, it might stick with the 55% approach that lets its say creators get the majority of cash earned.

Previously, Instagram only worked with a limited set of celebrities, paying “to offset small production costs” for IGTV content Bloomberg reported, but not offering a way to earn a profit. That left creators to look to sponsored content or product placement to generate cash, or to try to push their followers to platforms like YouTube where they could earn a reliable cut of ads.

A lack of monetization may have contributed to the absence of great content on IGTV. Many of the videos on the Popular page are low-grade rips of YouTube content or TV, or are clickbaity teasers. That in turn has led to mediocre view counts, only 7 million of Instagram’s billion-plus users downloading the standalone IGTV app, and Instagram dropping the

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Java Code Geeks · 3 hrs

NEW

How WebdriverIO Uses Selenium Locators in a Unique Way – A WebdriverIO Tutorial With Examples

In any automation testing framework, finding elements is the most fundamental activity. We have to choose web elements very carefully so that automation script execution can handle static and dynamic elements for stable test results. WebDriverIO has many advanced Selenium locators/ selector...

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Java Code Geeks · 23 hrs

NEW

Java Object Tutorial

In this post, we feature a comprehensive article on Java object. The article and the examples used are based on JDK 8. Table Of Contents 1.Introduction 2.Parts of an Object 2.1.Instance variables/methods 2.2.Static variables/methods 2.3.Constructors 2.4.Static initialization blocks 2.5.Instance...

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NEW

Graham Cluley · 18 hrs

How your network could be hacked through a Philips Hue smart bulb

Security researchers have shared some details of vulnerabilities they have found in Philips Hue smart bulbs that could be exploited by hackers to compromise networks remotely.

Read more in my article on the Hot for Security blog.

Read more

Graham Cluley · 18 hrs

NEW

Wacom drawing tablets are spying on every app you open, and sending the data back to Wacom

Do you read the privacy policy for your mouse when you install it? Your keyboard? Your drawing board?

Maybe you should... because it might set you off on a journey where you'll discover surprising things are happening with your private data.

Read more


Graham Cluley · 18 hrs


NEW


How your screen's brightness could be leaking data from your air-gapped computer


It may not be the most efficient way to steal data from an organisation, let alone the most practical, but researchers at Ben-Gurion University in Israel have once again detailed an


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