

NFTs could go mainstream, “Roll” app launches, and creators get subscription features on IG

Is subscription-based content the future? It sure looks that way. If it's not clear by now, the digital world is on the cusp of the next evolution. Every day, we move further away from the “attention economy” (where advertising and personal data reigns supreme) and deeper into the “creator economy.”

You've probably heard the term, but expect to hear it a lot more as we barrel toward a more connected digital future. This so-called “creator economy” translates to a community of independent content creators (IG influencers, podcasters, writers, YouTubers, etc.) who follow their passion, build a following, and monetize their skills. It's a direct contrast to traditional media.

For creators, this means we can expect more ways to enable our content through platforms, marketplaces, and tools to provide valuable content to our audiences. And with the promise of new features and advancements like Web3, a more “trustless” future, and subscription-based access to content, the future is closer than we think.

the socialverse

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Facebook and Instagram are reportedly

exploring plans to make, showcase, and sell NFTs

Get ready, creators. NFTs could soon go mainstream. Teams at Facebook and Instagram are “readying” a feature that will let users display NFTs as their profile pictures, as well as working on a prototype to let users mint new NFTs. Meta is also reportedly discussing “launching a marketplace for users to buy and sell NFTs.” If it actually happens, this would be the biggest show of mainstream support for NFTs to date and will help solidify NFTs place in the digital world.

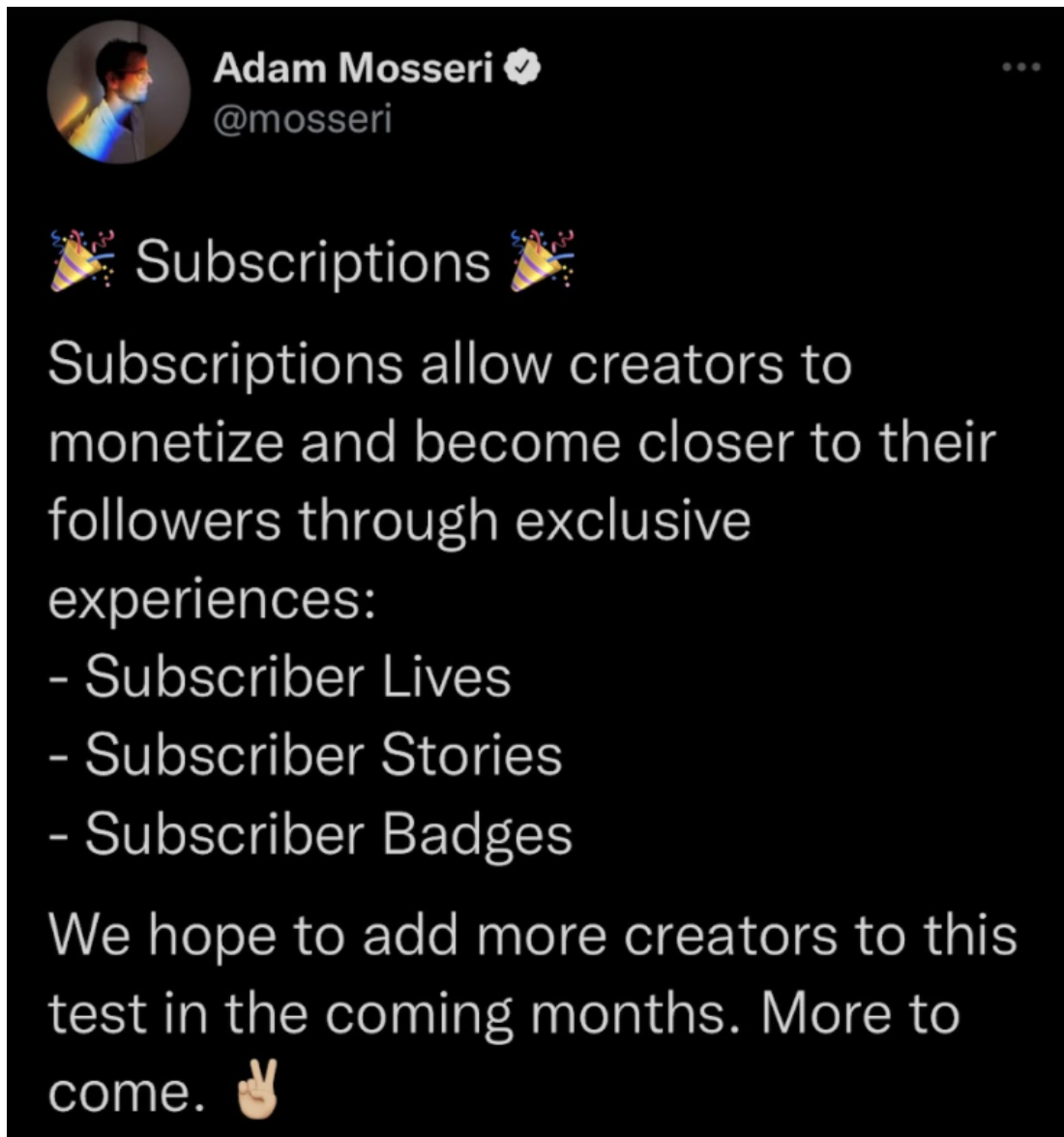
“Roll” app launches, giving creators another way to offer subscription-based access to content

The new Roll app launched last week with the goal of giving creators a new and reportedly simpler way to show fans their unfiltered, “camera roll”-esque content in exchange for a subscription fee. Already, creators charge for access to their Instagram ‘close friends’ Stories, private Snapchat accounts, or secret Discord servers, where they post content that’s still on-brand and safe-for-work, but perhaps not as polished as what they post to the IG grid. Roll takes this creator tactic and streamlines it: instead of subscribing to a creator’s Patreon to get access to their secret Instagram, this entire transaction can be facilitated on Roll, which is available for iOS and Android.

Instagram is testing subscriptions, too

The new Instagram feature is being tested with select creators who can now set a monthly price and have a “subscribe” button on their profile. Creators can set their own subscription rates ranging from \$0.99 per month up to \$99.99 per month. In a recent video, Instagram head Adam Mosseri said that

subscriptions are “one of the best ways” for influencers to have a predictable income:



web3

We promised to keep you posted on Web3, aka Web 3.0, aka the supposed Internet of the future. We know it’s a confusing concept and we know implications for creators are on the horizon. Here’s a handy graphic to help:

a brief evolution of web3



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