



# Breaking News: A subscription feature may be coming to Instagram

Instagram is working on ways for creators to link their subscribers with apps and websites created by others.

- Instagram's Head of Product, Adam Mosseri, announced last week that [Instagram](#) will test its subscription model for select content creators in the US. This news has been well received by creators around the world.
- In order to learn more about its implications for creators and what's in it for the audience, we had a word with a few experts and creators.

