

How Facebook Is Killing Comedy | Splitsider

By Sarah Aswell

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An interview between *Sarah Aswell* at Splitsider and comedy writer Matt Klinman on how Facebook's business model, which includes the redistribution of content without passing on revenue, is harming comedy websites. The interview offers keen insight into how Facebook is influencing content development across a variety of sectors.

Last month, in its second round of layoffs in as many years, comedy hub Funny or Die reportedly [eliminated its entire editorial team](#) following a trend of comedy websites scaling back, shutting down, or restructuring their business model away from original online content.

Hours after CEO Mike Farah delivered the news via an internal memo, Matt Klinman [took to Twitter](#), writing, "Mark Zuckerberg just walked into Funny or Die and laid off all my friends." It was a strong sentiment for the longtime comedy creator, who started out at UCB and *The Onion* before [launching Pitch](#), the Funny or Die-incubated joke-writing app, in 2017.

But Klinman [explained in a thread](#): "There is simply no money in making comedy online anymore. Facebook has completely destroyed independent digital comedy and we need to fucking talk about it."

We're not sure about you, but that certainly piqued our interest. We sat down with Klinman to fucking talk about it (and just a note—these opinions are his, and he's speaking for himself and not on behalf of Funny or Die).

Source: [How Facebook Is Killing Comedy – Splitsider](#)