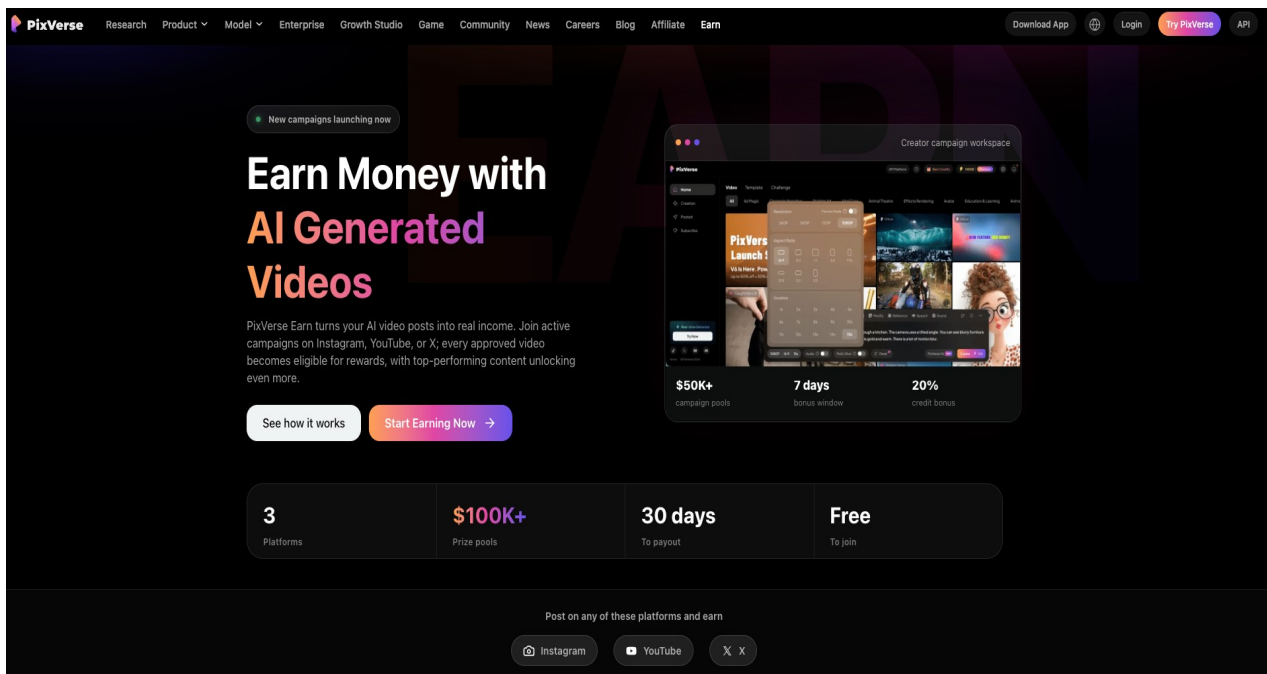




PixVerse Is Building the Creator Economy for AI Video ? and It Starts with Getting Paid

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PixVerse, the AI video platform with more than 150 million users across 177 countries, is making its clearest statement yet about what it wants to be for creators: not just where they make things, but where making things pays off.

On one track, the company has launched PixVerse Earn, a monetization platform that lets creators turn AI-generated video posts into real income through campaign-based rewards on Instagram, YouTube, and X. On another, it has kicked off PixLight, a global AI film competition open to filmmakers, screenwriters, and visual storytellers worldwide, with a total prize pool of \$300,000 across 33 awards.

The two moves are distinct in structure and purpose. Earn is a product ? a persistent infrastructure designed to reward creators for the content they're already making, day in and day out. PixLight is an event ? a competitive stage for the work that's meant to last. What they share is an audience: creators who have mastered AI video tools and are ready for something more than the satisfaction of a good render.

PixVerse has launched a new monetization platform called PixVerse Earn, aimed at changing how AI video creators get paid. For most creators working with AI video, monetization has meant one of two things: waiting to hit the follower thresholds required for platform revenue sharing, or chasing one-off brand deals with no guarantee of the next one. PixVerse Earn is built around a different premise ? that content quality, not audience size, should determine who gets paid.

The platform works through campaigns. Creators browse active campaigns in the Earn dashboard, post a PixVerse-generated video to Instagram, YouTube, or X according to each campaign's brief, submit the link for review, and track their earnings in real time. Every approved video becomes eligible for rewards ? cash, PixVerse Credits, or both ? drawn from campaign prize pools. Strong performance can unlock additional bonuses on top. Active prize pools now exceed \$100,000, with new campaigns launching regularly.

The rules are visible before creators commit to anything: reward structure, content requirements, submission deadline, and prize pool are all displayed up front on each campaign card. Eligibility is determined by content quality and compliance with the campaign brief ? not by how many followers a creator had when they signed up. A creator with a few thousand followers and a great video has a real shot at the same rewards as someone with ten times the audience.

Payouts are processed through Tremendous. PixVerse never stores banking details.

While Earn addresses the economics of everyday creation, PixLight is a different kind of invitation ? one aimed at creators with a story they've been waiting for the right moment to tell.

Launched August 7, 2026, PixLight is a global AI film competition judged on story first: a beginning, middle, and end; characters an audience can care about; a distinct creative voice. The judging panel is international, drawn from directors, visual effects leaders, and industry veterans. Emotional resonance and a distinctly human perspective carry the same weight as visual craft in the evaluation criteria ? a deliberate signal that the most valuable thing AI filmmaking can produce is not a demonstration of what the tools can do, but a story only a human could have wanted to tell.

The competition runs two entry tracks: The Pilot Track calls for a finished AI film or pilot episode, three to twenty minutes, built with PixVerse Canvas as the primary creative platform. Live-action footage, traditional VFX, and other production techniques are welcome alongside AI-generated content. The Script Track calls for a complete feature screenplay with a short video pitch. Designed for writers who have a story ready but not yet a finished film.

Both tracks are open across three creative directions: Under the Skin (drama, comedy, coming-of-age, and

social realism), Worlds Beyond (science fiction, fantasy, supernatural, and mythology), and Edge of Seat (horror, thriller, mystery, crime, action, and adventure).

Shortlisted and winning creators gain visibility with the jury and the possibility of development conversations ? around future production, adaptation, or IP. Creators retain full ownership of everything they submit: their stories, characters, worlds, and screenplays. PixVerse's role is to surface great work, not to acquire it.

The competition is free to enter and open worldwide to individuals and teams. Eligible registrants receive Starter Packs of PixVerse Credits. Submissions close October 9, 2026, with winners announced later that month. PixVerse has spent the past two years building the tools. V6, the company's flagship model, delivers precision camera control, expressive character performance, and cinematic-quality output. R1, launched in January 2026, became the world's first real-time world model ? turning video from a rendered artifact into an infinite, interactive stream. In March 2026, PixVerse reached unicorn status.

The tools are no longer the question. What PixVerse is now working to answer is what comes after a creator makes something great with them. Earn and PixLight represent two different answers ? one economic, one reputational ? to a question that the broader AI video industry has barely started to ask.

About PixVerse?

PixVerse is a global AI video generation platform trusted by more than 150 million users and enterprises across 177+ countries. With a suite of proprietary models developed entirely in-house, PixVerse empowers anyone to create cinematic-quality video from a prompt, photo, or clip ? from independent creators to professional film teams. Founded in 2023 and having achieved unicorn status in March 2026, PixVerse is committed to making video the universal language of human expression.

For more information, visit pixverse.ai.

Details on PixVerse Earn are available at pixverse.ai/en/earn, and the PixLight Competition can be found at app.pixverse.ai/challenge/pixlight.

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PixVerse

PixVerse is a global AI video generation platform by MOTIVAI PRIVATE LIMITED. Founded in 2023, it turns text, images & clips into cinematic videos via Web, app & API. Trusted by 100M+ creators and enterprises across 177 countries.

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