MONETIZATION IN THE CREATOR ECONOMY

FUTURE OF CREATIVITY

OCTOBER 2022
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- **CREATORS ARE CAPITALIZING ON MONETIZATION OPPORTUNITIES**  
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MONETIZATION IN THE CREATOR ECONOMY

STUDY OVERVIEW
Adobe conducted a study to understand how creativity is changing around the world, speaking directly with those at the forefront of online creativity—creators in the creator economy.

EXPLORING THE FUTURE OF CREATORS AND THEIR IMPACT ON BUSINESS

- What does inclusivity and equality mean for creators across gender and ethnicity?
- How will the future of business be impacted by the creator economy?
- What does the future of monetization look like for creators around the world?
- Will the metaverse offer monetization opportunities for creators?
KEY AUDIENCES

SURVEYED

CREATORS

Includes nonprofessionals 18+ years old who either:

01 participate in creative activities (like photography, creative writing, NFT creation, etc.) and post, share, or promote their work from these activities online, or

02 are dedicated to creating social content at least monthly with the goal of growing their social presence

MONETIZERS

Earn income through their creative activities by selling via websites or marketplaces or via promotional revenue from partnerships, affiliate links, and ad revenue

GEN Z CREATORS

Creators between the ages of 16-25

GEN Z MONETIZORS

Monetizers between the ages of 16-25
Edelman Data & Intelligence conducted a 15-minute survey among non-professional online creators in nine global markets, fielded May 4th – May 20th, 2022. While sample was managed to create a representative Gen Pop sample, this is not a market-sizing exercise, therefore market share stated within this report is estimated.

**AUDIENCES**

<table>
<thead>
<tr>
<th>Creators</th>
<th>Gen Z Creators</th>
</tr>
</thead>
<tbody>
<tr>
<td>(n~600 per market)</td>
<td>(n~550 per market)</td>
</tr>
</tbody>
</table>

**SAMPLE SIZE**

<table>
<thead>
<tr>
<th>Creators</th>
<th>Gen Z Creators</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=5,350</td>
<td>n=5,222</td>
</tr>
</tbody>
</table>

| Sample Size |Margin of error: ±1.3% at the 95% level of confidence. | Margin of error: ±1.4% at the 95% level of confidence. |

**AUDIENCE DEFINITIONS**

<table>
<thead>
<tr>
<th>Ages 18+</th>
<th>Ages 16-25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment managed to reflect Gen Pop based on age, gender.</td>
<td>Recruitment managed to reflect Gen Pop based on gender.</td>
</tr>
</tbody>
</table>

**METHOD**

15-minute online survey, Fielded May 2022 (5/4-5/20)

**MARKETS**

US, UK, France, Germany, Spain, Australia, Japan, South Korea, Brazil

*Note: audiences exclude any Creative Professionals (defined as 100% of income come from monetized content, AND work full / part time, or are self-employed full / part time.)
CREATORS ARE CAPITALIZING ON MONETIZATION OPPORTUNITIES

Monetization has grown significantly in the past year, and has become a goal for Gen Z.

EARNING MORE PER HOUR ON AVERAGE,

half of Gen Z monetizers ages 16-18 years old say they would prefer to start their own creative business than go to college.

GEN Z IS WORKING SMARTER, NOT HARDER.

And it’s paying off – though spending similar amounts of time on their creative activities, Gen Z monetizers are earning higher hourly rates.

THE MONEY IS RIGHT

With monetizers earning ~6x more than the US minimum wage across all activities measured, almost half of monetizers indicate that this income represents half of their total monthly income.
The creator economy shows no signs of slowing down and will thrive in the next two years in global hot spots including Brazil, US, Spain and UK.

4 in 10 monetizers are making more money now than they were two years ago, and of those, 8 in 10 anticipate earning even more in the next two years.

Over half of Gen Z monetizers anticipate earning more in the next two years than they did in the past two years. They’re setting trends and are reaping the rewards by creating more / new different things in which consumers are increasingly interested.

Gen Z is betting on the industry growing in gaming, photography and general social media content.
CREATORS ARE CAPITALIZING ON MONETIZATION OPPORTUNITIES
It may be surprising, but in fact, they are thinking more about business (how to make money) than creativity and artistry.

— Creator, Japan
ABOUT HALF OF CREATORS EARN MONEY FROM THEIR CREATIVE ACTIVITIES OR SOCIAL POSTINGS. THIS GROUP OF CREATORS WE CALL MONETIZERS.

Brazilian creators are most likely to monetize, while only a third of those in Japan do.

<table>
<thead>
<tr>
<th>Country</th>
<th>% of Creators Who Monetize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>59%</td>
</tr>
<tr>
<td>U.S.</td>
<td>53%</td>
</tr>
<tr>
<td>U.K.</td>
<td>51%</td>
</tr>
<tr>
<td>Germany</td>
<td>51%</td>
</tr>
<tr>
<td>South Korea</td>
<td>51%</td>
</tr>
<tr>
<td>Australia</td>
<td>48%</td>
</tr>
<tr>
<td>Spain</td>
<td>48%</td>
</tr>
<tr>
<td>France</td>
<td>43%</td>
</tr>
<tr>
<td>Japan</td>
<td>36%</td>
</tr>
</tbody>
</table>

52% Do Not Monetize
48% Monetize
MONETIZERS SKEW TOWARDS MEN AND MILLENNIALS. 6 IN 10 HAVE FULL-TIME JOBS AND IDENTIFY AS BEING CREATIVE.

% Describes themselves as "creative"

- Creators: 58%
- Monetizers: 60%

MONETIZATION IN THE CREATOR ECONOMY: Detailed Findings

Gender

- Men: 52% Creators, 55% Monetizers
- Women: 47% Creators, 44% Monetizers

Generation

- Gen Z: 13% Creators, 15% Monetizers
- Millennials: 41% Creators, 45% Monetizers
- Gen X: 30% Creators, 29% Monetizers
- Boomer +: 15% Creators, 12% Monetizers

Top 3 Box Income Brackets

- Creators: 26%
- Monetizers: 28%

Employed Full-time

- Creators: 58%
- Monetizers: 61%

Bolded text indicates significant difference between groups at the 95% confidence level.
MONETIZING THEIR WORK IS NEW TO MOST CREATORS WITHIN THE PAST YEAR, AND LIKELY SOMETHING THEY DIDN’T PLAN FOR, HOWEVER NOW IT REPRESENTS OVER HALF THEIR INCOME.

Three-quarters of monetizers just started to earn income from their efforts within the past year, but only 3 in 10 were initially driven to start creating by the opportunity to make money from it in the first place.

Q3. What motivated you to start engaging in creative activities or creating original social media content? Base Sizes: Monetizers (N=3,936)

Q4. How long have you been receiving financial compensation for the creative or original social media content you post online? Base Sizes: Monetizers (N=2,350); base sizes vary by country

Q46. You indicated you earn $X in an average month through the creative or original social media content you post online. What portion of your total monthly income does this represent? Base Sizes: Monetizers (N=2,350); base sizes vary by country
LIVING IN CREATIVE ENVIRONMENTS INSPIRES MONETIZERS— THIS IS PARTICULARLY TRUE FOR US AND AUSTRALIAN MONETIZERS.
1 in 3 monetizers are creating original content advocating for the causes they care about. Among this group, issues of top importance include climate change, followed by equity and equality issues.
A THIRD OF MONETIZERS ARE ‘SIDE-HUSTLERS’ — THOSE WHO ARE EMPLOYED FULL-TIME AND EARN 50% OR LESS OF THEIR INCOME FROM THEIR CREATIVE ACTIVITIES.

Create original online content advocating for the causes they care about

<table>
<thead>
<tr>
<th>Issue/Activity</th>
<th>Monetizers</th>
<th>Side-Hustlers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography/photo editing</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>Creative writing in any form</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Painting/illustration/sketching/animation/other...</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Graphic design</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Filmmaking/videography/video editing</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Woodworking/metalworking/sculpture/ceramics</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Fashion design/creation</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>App/website creation/gaming development</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Music creation/development</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>NFTs (non-fungible token)</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>VR (Virtual Reality) or AR (Augmented Reality)</td>
<td>9%</td>
<td>12%</td>
</tr>
<tr>
<td>Creating/producing podcasts (not just listening...)</td>
<td>8%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Monetizers
Side-Hustlers

The side-hustler market is strongest in South Korea. Photography and creative writing lend themselves to the side-hustle more so than other activities, and side-hustlers are more likely to participate in NFTs, VR and podcasts than monetizers.
ACROSS ALL MARKETS, CREATORS ARE MONETIZING PHOTOGRAPHY, CREATIVE WRITING AND VISUAL ARTS MOST OFTEN.

<table>
<thead>
<tr>
<th>Creators—Activities Monetized</th>
<th>Global Total</th>
<th>US</th>
<th>UK</th>
<th>AU</th>
<th>FR</th>
<th>DE</th>
<th>JP</th>
<th>BR</th>
<th>SP</th>
<th>SK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photography/photo editing</td>
<td>26%</td>
<td>23%</td>
<td>23%</td>
<td>24%</td>
<td>22%</td>
<td>24%</td>
<td>33%</td>
<td>31%</td>
<td>25%</td>
<td>30%</td>
</tr>
<tr>
<td>Creative writing in any form</td>
<td>16%</td>
<td>15%</td>
<td>17%</td>
<td>19%</td>
<td>14%</td>
<td>18%</td>
<td>8%</td>
<td>15%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Painting/illustration/sketching/animation/other visual arts</td>
<td>15%</td>
<td>18%</td>
<td>17%</td>
<td>14%</td>
<td>13%</td>
<td>11%</td>
<td>20%</td>
<td>14%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Graphic design</td>
<td>13%</td>
<td>15%</td>
<td>16%</td>
<td>14%</td>
<td>12%</td>
<td>12%</td>
<td>10%</td>
<td>17%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Filmmaking/videography/video editing</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>13%</td>
<td>10%</td>
<td>8%</td>
<td>21%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Woodworking/metalworking/sculpture/ceramics</td>
<td>10%</td>
<td>9%</td>
<td>13%</td>
<td>11%</td>
<td>13%</td>
<td>14%</td>
<td>8%</td>
<td>10%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Fashion design/creation</td>
<td>10%</td>
<td>11%</td>
<td>13%</td>
<td>11%</td>
<td>15%</td>
<td>11%</td>
<td>7%</td>
<td>6%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>App/website creation/gaming development</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
<td>11%</td>
<td>10%</td>
<td>9%</td>
<td>7%</td>
<td>10%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Music creation/production</td>
<td>9%</td>
<td>17%</td>
<td>10%</td>
<td>11%</td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>NFTs (non-fungible token)</td>
<td>8%</td>
<td>15%</td>
<td>9%</td>
<td>7%</td>
<td>4%</td>
<td>6%</td>
<td>3%</td>
<td>9%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>VR (Virtual Reality) or AR (Augmented Reality) experiences</td>
<td>7%</td>
<td>11%</td>
<td>11%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Creating/producing podcasts (not just listening to them)</td>
<td>6%</td>
<td>7%</td>
<td>9%</td>
<td>7%</td>
<td>7%</td>
<td>5%</td>
<td>3%</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Monetization of NFTs is highest in the US, where as many monetizers earn income through NFTs as they do creative writing or graphic design.

S20. For which of the following have you received any type of financial compensation in the past 12 months? This could be ongoing payments, a single one-time payment, a commission, etc., either by selling products directly, receiving advertising revenue, paid promotions, etc. Base: Creators N=4,080, base sizes vary by country
MONETIZERS ACROSS ALL ACTIVITIES ARE EARNING AT LEAST 6X THE US MINIMUM WAGE*, WITH THOSE IN APP / WEBSITE DEV AND VR/AR EXPERIENCES EARNING 10X MORE.

Across almost all mediums, Gen Z is earning higher incomes than their peers.

Average hourly wage by activity

*US Federal minimum wage is $7.25/ hr

Q20. For which of the following have you received any type of financial compensation in the past 12 months? This could be ongoing payments, or a single one-time payment, a commission, etc., either by selling products directly, receiving advertising revenue, paid promotions, etc.? Q46. Approximately how many hours a week do you spend developing the creative or original social media content you share online? Q45. In an average month, approximately how much money do you earn from posting creative or original social media content online? Please consider all sources of income, your best estimate is fine. Base Sizes: Monetizers (N=2,350), Gen Z Monetizers (N=1,820); base sizes vary activity.
**Sources of Financial Compensation**

Financial compensation for posting creative or original social media content are evenly split between promotional revenue (e.g., ad revenue, affiliate links, partnerships) and selling directly to consumer via online/offline channels.

Brazilian and South Korean monetizers are more likely to be earning promotional revenue, while monetizers in the US and Germany are earning via direct sales through online/offline channels.

**Sources of Income**

- Ad revenue from online platforms: 35%
- Revenue from affiliate links: 29%
- Paid promotions / partnerships: 28%
- Sell work on online marketplaces (e.g., Facebook Marketplace, Etsy): 33%
- Sell work on my own website: 31%
- Sell work offline (e.g., in stores, person-to-person sales, etc.): 28%

**Sources of Income by country**

<table>
<thead>
<tr>
<th>Country</th>
<th>Ad revenue from online platforms</th>
<th>Revenue from affiliate links</th>
<th>Paid promotions / partnerships</th>
<th>Sell work on online marketplaces</th>
<th>Sell work on my own website</th>
<th>Sell work offline</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>62%</td>
<td>61%</td>
<td>58%</td>
<td>67%</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>UK</td>
<td>74%</td>
<td>70%</td>
<td>74%</td>
<td>60%</td>
<td>69%</td>
<td>61%</td>
</tr>
<tr>
<td>AU</td>
<td>58%</td>
<td>67%</td>
<td>52%</td>
<td>65%</td>
<td>65%</td>
<td>75%</td>
</tr>
<tr>
<td>FR</td>
<td>67%</td>
<td>65%</td>
<td>65%</td>
<td>75%</td>
<td>65%</td>
<td>75%</td>
</tr>
<tr>
<td>DE</td>
<td>62%</td>
<td>61%</td>
<td>58%</td>
<td>67%</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>JP</td>
<td>70%</td>
<td>64%</td>
<td>69%</td>
<td>61%</td>
<td>61%</td>
<td>55%</td>
</tr>
<tr>
<td>BR</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>75%</td>
<td>65%</td>
<td>75%</td>
</tr>
<tr>
<td>SP</td>
<td>77%</td>
<td>64%</td>
<td>69%</td>
<td>61%</td>
<td>61%</td>
<td>55%</td>
</tr>
<tr>
<td>SK</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>75%</td>
<td>65%</td>
<td>75%</td>
</tr>
</tbody>
</table>

*Bolded text* indicates significant difference between groups at the 95% confidence level.

Q42. What types of financial compensation do you receive for posting creative or original social media content online? Base: Monetizers (N=2,350), base sizes vary by country.
HOURLY RATES INCREASE WITH INFLUENCER STATUS, BUSINESS OWNERSHIP AND NUMBER OF FOLLOWERS.

Average hourly wage by number of followers

<table>
<thead>
<tr>
<th>% Number of Followers</th>
<th>Hourly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5,000 Followers</td>
<td>$34</td>
</tr>
<tr>
<td>&lt;5,000–9,999 Followers</td>
<td>$53</td>
</tr>
<tr>
<td>10,000+ Followers</td>
<td>$80</td>
</tr>
</tbody>
</table>

Average hourly wage by audience

- **Influencers**: $76/hr
  - ~$152k annually, if done full-time
- **Business owners**: $75/hr
  - ~$150k annually, if done full-time

Q6. Approximately how many hours a week do you spend developing the creative or original social media content you share online? 
Q45. In an average month, approximately how much money do you earn from posting creative or original social media content online? Please consider all sources of income, your best estimate is fine. 
D1. Approximately how many followers do you currently have on social media? Please consider the platform where you have the most followers. Base Sizes: Monetizers (N=2,350), Influencers (n=657), Business Owners (n=594), Monetizers with <5k followers (N=1,600), 5k-9.9k (n=227), 10k+ followers (N=523)
FOR WOMEN AND BIPOC CREATORS, THE PAY EQUITY GAP PERSISTS AS THEY ARE EARNING 20%–25% LESS PER HOUR THAN THEIR COUNTERPARTS.

Average hourly wage by gender

Men monetizers
$55/hr
~$110k annually, if done full-time

Women monetizers
$44/hr
~$88k annually, if done full-time

Average hourly wage by ethnicity

White monetizers
$62/hr
~$124k annually, if done full-time

BIPOC monetizers
$49/hr
~$98k annually, if done full-time

Q6. Approximately how many hours a week do you spend developing the creative or original social media content you share online? Q45: In an average month, approximately how much money do you earn from posting creative or original social media content online? Please consider all sources of income, your best estimate is fine. Base Sizes: Male Monetizers (N=1,314), Female Monetizers (N=1,026); base sizes vary by country, US / UK White Monetizers (n=389), US / UK Non-White Monetizers (n=157)
GEN Z IS WORKING SMARTER, NOT HARDER, AND IT’S PAYING OFF—THOUGH SPENDING SIMILAR AMOUNT OF TIME ON THEIR CREATIVE ACTIVITIES, GEN Z MONETIZERS ARE EARNING HIGHER HOURLY RATES.

**Average hourly wage**

<table>
<thead>
<tr>
<th>Monetizers</th>
<th>Gen Z monetizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>$51/hr</td>
<td>$58/hr</td>
</tr>
<tr>
<td>~$104k annually, if done full-time</td>
<td>~$116k annually, if done full-time</td>
</tr>
</tbody>
</table>

**Average hours per week spent on creative activities**

<table>
<thead>
<tr>
<th>Monetizers</th>
<th>Gen Z monetizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 hrs/week</td>
<td>11 hrs/week</td>
</tr>
</tbody>
</table>

**Top Gen Z Monetized Activities**

- Photography/photo editing: 29%
- Painting/illustration/other visual arts: 20%
- Filmmaking/videography/video editing: 20%
- Fashion design/creation: 19%
- Graphic design: 18%
- Creative writing in any form: 15%
- App/website creation/gaming development: 15%
- Music creation/development: 15%
So much so that Gen Z monetizers may consider giving up the stability of traditional employment, and the youngest forgoing college.

Q14. Please indicate how much you agree or disagree with the following statements. Base Sizes: Gen Z Monetizers (N=3613), Gen Z Monetizers ages 18 or younger (N=348), data not shown by country as N<50.
### WHY ARE GEN Z, MEN AND WHITE MONETIZERS EARNING HIGHER RATES?

They already have substantial followings and are capitalizing on business ownership and influencer status.

### Aspirations

<table>
<thead>
<tr>
<th>Question</th>
<th>Monetizers</th>
<th>Gen Z Monetizers</th>
<th>Men Monetizers</th>
<th>Women Monetizers</th>
<th>White Monetizers</th>
<th>BIPOC Monetizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own their own business</td>
<td>25%</td>
<td>33%</td>
<td>27%</td>
<td>24%</td>
<td>33%</td>
<td>34%</td>
</tr>
<tr>
<td>Currently working towards owning their own business</td>
<td>50%</td>
<td>51%</td>
<td>49%</td>
<td>50%</td>
<td>45%</td>
<td>50%</td>
</tr>
<tr>
<td>Currently an influencer</td>
<td>27%</td>
<td>42%</td>
<td>29%</td>
<td>25%</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Current goal of becoming an influencer</td>
<td>34%</td>
<td>34%</td>
<td>35%</td>
<td>31%</td>
<td>42%</td>
<td>50%</td>
</tr>
<tr>
<td>Actively growing their number of followers</td>
<td>50%</td>
<td>48%</td>
<td>51%</td>
<td>47%</td>
<td>60%</td>
<td>57%</td>
</tr>
</tbody>
</table>

### Number of followers

<table>
<thead>
<tr>
<th>Number of followers</th>
<th>Monetizers</th>
<th>Gen Z Monetizers</th>
<th>Men Monetizers</th>
<th>Women Monetizers</th>
<th>White Monetizers</th>
<th>BIPOC Monetizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>10k+</td>
<td>22%</td>
<td>33%</td>
<td>24%</td>
<td>20%</td>
<td>24%</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Bolded text* indicates significant difference between groups at the 95% confidence level.
BIPOC GEN Z CREATORS ARE PARTICULARLY AMBITIOUS IN THEIR DESIRE TO MONETIZE THEIR CREATIVE ACTIVITIES.

A third started creating with the hopes of turning it into a career, and over half are actively working towards owning their own business. Successful in their efforts, 8 in 10 currently monetize their creative activities while 4 in 10 monetize original social content.

Motivations for creating

Q3: What motivated you to start engaging in creative activities or creating original social media content? Q13: Thinking about the future, would you be interested in owning or running your own business (including being a contractor / freelancer) that allowed you to sell or make money from the type of creative or original social media content you share online? Base Sizes: US/UK Gen Z White Creators (N=677), US / UK Gen Z Non-white Creators (N=478)

S25: When you think about the future as it relates to the original social media content you post, which of these are goals, aspirations, or outcomes you would consider? S26. Do you currently earn money through posting social media content? Base Sizes: US / UK Gen Z White Creators (N=630), US / UK Gen Z Non-white Creators (N=447)
THE CREATOR ECONOMY IS POISED TO THRIVE OVER THE NEXT TWO YEARS
He knows how to get the best out of himself, and make that a job

— Creator, Spain
THE CREATOR ECONOMY SHOWS NO SIGNS OF SLOWING DOWN.

4 in 10 monetizers are making more money now than they were 2 years ago, and of those, 8 in 10 anticipate earning even more in the next 2 years.

- **Monetizers**
  - *NET Momentum: 65%
    - Anticipate earning more in the next 2 years: 83%
    - Earning more income than they were 2 years ago: 40%

- **Gen Z Monetizers**
  - *NET Momentum: 54%
    - Anticipate earning more in the next 2 years: 77%
    - Earning more income than they were 2 years ago: 44%

*NET Momentum Calculation (% who have earned more in the past 2 years AND anticipate earning more in the next two years) – (% who have earned more in the past 2 years, but expect loss or no growth in the next 2 years)

Q47. Compared to 2 years ago, are you earning more or less money from posting creative or original social media content online? Base Sizes: Monetizers (N=2,350), Gen Z Monetizers (N=1,820).

Q48. And thinking about 2 years from now, do you expect to earn more or less money from posting creative or original social media content online? Monetizers who earned more than two years ago (N=993), Gen Z Monetizers who earned more than two years ago (N=802).
AND IT WILL THRIVE IN THE NEXT 2 YEARS IN GLOBAL HOT SPOTS BRAZIL, US, SPAIN AND UK.

**Net Momentum**

<table>
<thead>
<tr>
<th>BR</th>
<th>US</th>
<th>SP</th>
<th>UK</th>
<th>SK</th>
<th>FR</th>
<th>AU</th>
<th>JP</th>
<th>DE</th>
</tr>
</thead>
<tbody>
<tr>
<td>98%</td>
<td>87%</td>
<td>87%</td>
<td>86%</td>
<td>80%</td>
<td>79%</td>
<td>77%</td>
<td>72%</td>
<td>63%</td>
</tr>
<tr>
<td>60%</td>
<td>43%</td>
<td>41%</td>
<td>43%</td>
<td>31%</td>
<td>30%</td>
<td>38%</td>
<td>42%</td>
<td>28%</td>
</tr>
</tbody>
</table>

*NET Momentum Calculation (% who have earned more in the past 2 years AND anticipate earning more in the next two years) – (% who have earned more in the past 2 years, but expect loss or no growth in the next 2 years) – Q47. Compared to 2 years ago, are you earning more or less money from posting creative or original social media content online? Q48. And thinking about 2 years from now, do you expect to earn more or less money from posting creative or original social media content online? Base sizes vary by country*
OVER HALF OF GEN Z MONETIZERS ANTICIPATE EARNING MORE IN THE NEXT 2 YEARS THAN THEY DID IN THE PAST 2 YEARS.

They’re setting trends and are reaping the rewards by creating more / new different things in which consumers are increasingly interested and in turn, consistently gaining more followers.

% Anticipate earning more in the next 2 years
(T2B more)

<table>
<thead>
<tr>
<th>Country</th>
<th>Monetizers</th>
<th>Gen Z Monetizers</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>UK</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>AU</td>
<td>54%</td>
<td>53%</td>
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<tr>
<td>FR</td>
<td>46%</td>
<td>44%</td>
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<tr>
<td>DE</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>JP</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>BR</td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>SP</td>
<td>41%</td>
<td>76%</td>
</tr>
<tr>
<td>SK</td>
<td>45%</td>
<td>49%</td>
</tr>
</tbody>
</table>

**Bolded text** indicates significant difference between groups at the 95% confidence level

Q48. And thinking about 2 years from now, do you expect to earn more or less money from posting creative or original social media content online? Base Sizes: Monetizers (N=2350), Gen Z Monetizers (N=1820), base sizes vary by country.

Q49. Why do you anticipate earning more money 2 years from now through posting creative or original social media content online? Base Sizes: Monetizers who expect to earn more (N=1162), Gen Z Monetizers who expect to earn more (N=981).
WHO ARE THE MONETIZERS WITH A POSITIVE FINANCIAL OUTLOOK?

They’re urban, millennial, affluent risk-takers, motivated to start creating by the opportunity to earn income, and the dream of being able to create as part of their job.

Demographic Profile

- Millennials (50%), average age 37 years
- Earn in a top 3 income bracket (36%)
- Live in Urban environments (69%)
- Agree they live in an environment where creative expression is highly valued (74%)
- Are well-educated (63% university education or higher)
- Have children under age 18 living in their home (70%)

Psychographic Profile

Identify as being...

- Creative (67%)
- Ambitious (45%)
- Career-focused (49%)
- Money driven (34%)

- Agree they enjoy taking risks (73%)
- Are generally in a positive mood (78%)

Creator Profile

- Were motivated to start creating by opportunity to make money / turn it into a career (42%)
- First started creating in the past 2 years (51%)
- First started monetizing in the past year (74%)
- Spend 13hrs / week on creative
- Already own their own business related to creative work (32%)
- Agree being able to create as part of their job would be a dream come true (87%)

Base Sizes: Monetizers who anticipate earning more income in the next two years (N=933)
**THOSE CURRENTLY MONETIZING GRAPHIC DESIGN AND NFTS SHOW THE GREATEST POTENTIAL FOR GROWTH.**

NET Momentum* by Activity Currently Monetize

- Graphic design: 80%
- NFTs: 78%
- Wood/metalworking/ceramics: 75%
- Filmmaking/photography/video editing: 75%
- Creative writings in any form: 73%
- Fashion design/creation: 72%
- Photography/photo editing: 71%
- Creating producing podcasts: 71%
- Application creation/game development: 70%
- Painting/illustration/other visual arts: 70%
- Music creation/production: 70%
- VR or AR experiences: 67%

*NET Momentum Calculation (% who have earned more in the past 2 years AND anticipate earning more in the next two years) – (% who have earned more in the past 2 years, but expect loss or no growth in the next 2 years)

Q47. Compared to 2 years ago, are you earning more or less money from posting creative or original social media content online? Q48. And thinking about 2 years from now, do you expect to earn more or less money from posting creative or original social media content online? Base Sizes: Those who currently monetize the activity; base sizes vary by activity
Anticipated Areas of Growth Among Gen Z Monetizers

HOWEVER, GEN Z IS BETTING ON THE INDUSTRY GROWING IN GAMING, PHOTOGRAPHY AND GENERAL SOCIAL MEDIA CONTENT.

Q12. When thinking about the future in general, not just things you're personally interested in, what types of creative and original social media content do you think will grow in popularity? Gen Z Monetizers (N=3,613)