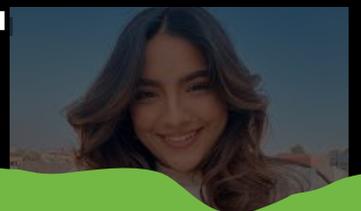
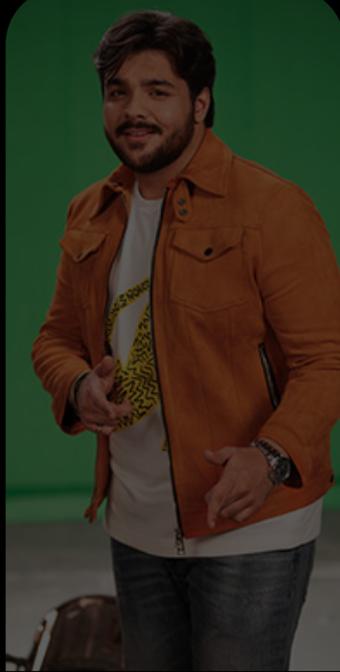




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ANALYSIS OF CREATOR'S ECONOMY

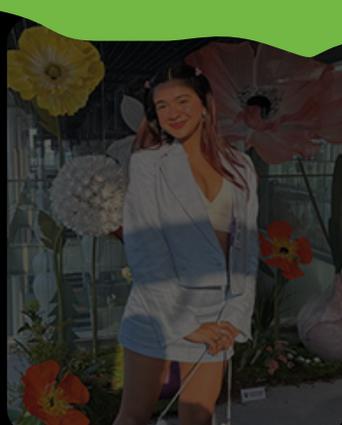


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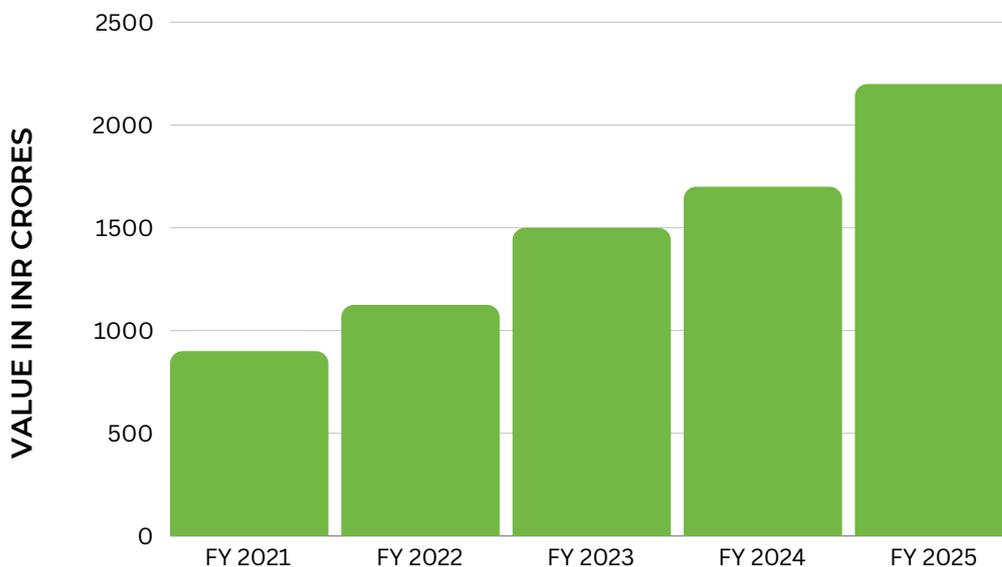
INTRODUCTION

➤ INTRODUCTION OF CREATORS ECONOMY

India has a rich heritage of storytelling, with 'content' being handed down from generation to generation. This was reimaged with the advent of the internet and Web 2.0, which offered unlimited opportunities for people to express themselves online.

The **internet and social media platforms** have become a vital part of everyone's lives, particularly for **Gen Z**, who has been **active online** on social media platforms since their inception and is also a **key participant in the creator ecosystem**.

The **Indian influencer economy** has expanded to an INR 900-crore business. **By 2025, it is expected to grow to INR 2,200 crore** - a whopping **CAGR of 25%**, according to GroupM INCA's India Influencer Marketing Report.



Creator ecosystem is being **driven by the right mix of demand and supply**. There has been a **fundamental shift in the media consumption patterns of consumers**.

The transition from traditional media to a creator-driven landscape can be likened to a tectonic shift, reshaping the very foundations of the industry. **The pandemic** has acted as a further **catalyst** in this shift. The grip of traditional media on consumers is gradually weakening because of the change in digital content consumption habits during the lockdown - and they're here to stay.

Where once behemoth corporations dictated what content reached the masses, today, platforms like **YouTube, TikTok, Instagram, Facebook, Snapchat** ; serve as catalysts for a new wave of creators to emerge



YOUTUBE



SNAPCHAT



INSTAGRAM



FACEBOOK

India's influencer market, though a mere fraction of the global scene at **\$1.75 billion**, holds immense promise. Currently, only about **150,000 professional content creators** have mastered the art of **monetization**, leaving many in a gray area of untapped potential.

What sets India apart is its **rich tapestry of cultures and languages**. Nearly half of the country's urban internet users prefer consuming content in regional languages. This surge in **regional language creators** is reshaping the landscape, catering to niche audiences with tailored content. **Brands** are quick to recognize the **value in this engagement**, forging partnerships with these creators and platforms to **access elusive markets**.

The key lies in understanding and leveraging this linguistic diversity. Creators who grasp this concept are not only finding loyal followers but also attracting brands eager to tap into these specific demographics. By collaborating with **language-first platforms and creators**, brands can extend their reach to newer, more receptive audiences.

KEY PLAYERS IN THE CREATOR ECONOMY

➤ CREATORS BY THEIR CONTENT TYPE

YouTube

YouTube falls under the category of **video content creation**. It provides a platform for creators to upload videos and reach a **global audience**. The type of video content that thrives on YouTube is extremely **diverse**, some of the popular Youtube creator's are:

S.no	Youtuber Name	Subscriber Count	Category
1	Carryminati (Ajey nagar)	41.7 million	Gaming
2	Mr Indian Hacker (Dilraj Singh Rawat)	38.1 million	Life hacks & Experiments
3	Sandeep Maheshwari	28.6 million	Motivational Speaking

Bloggers

Blogging is a type of **text-based content creation**. Blogs typically focus on a specific niche or topic, providing informative or insightful articles in a **conversational style**. Some of the popular bloggers are

Komal Pandey (Fashion): Known for her trendy style, Komal Pandey's blog "**MyGlamm**" is a popular destination for fashion inspiration

Riya Jain (Food): A food blogger and YouTuber who is known for her delicious and easy-to-follow recipes. She has a wide variety of recipes on her blog, from Indian to international cuisine

Gaming

The gaming world is a vibrant landscape for content creation. It's more than just capturing your gameplay; it's about **entertaining, informing, and building a community.**

Some of the popular content creators in the gaming industry are :

S.no	Youtuber Name	Subscriber Count	Games
1	Total Gaming (Ajendra)	40.9 million	BGMI and Call of Duty
2	Techno Gamerz (Ujjwal Chaurasia)	36 million	GTA 5 and Free Fire.
3	Lokesh Gamer (Lokesh Raj)	15 million	BGMI

Podcasts

Podcasts fall under the category of **audio content.** Podcasts are essentially **audio programs,** similar to talk radio shows, but **pre-recorded** and delivered through the **internet.** Some of the popular content creators in the Podcasts are :

Tanmay Bhat: A popular YouTuber and comedian, Tanmay Bhat also co-hosts the comedy podcast "IYKWIM - I Know What I Mean" along with Rohan Joshi and Saahil Nayak.

The Moneycontrol Podcast (Personal finance): This podcast, from Moneycontrol, is considered one of the best finance podcasts in India. It covers a wide range of topics related to personal finance, including budgeting, investing, and retirement planning.



Audiobook

Creation involves taking **written content**, usually a book, and transforming it into an **audio format**. This can involve:

Hiring a narrator: A skilled voice actor reads the text aloud, capturing the emotions and characters of the story.

Audio editing and sound design: Background music and sound effects can be added to enhance the listening experience.

Production and distribution: The finished audiobook is formatted and uploaded to audiobook platforms like Audible or integrated with subscription services.

Some of the popular **audiobooks creators** are :

Penguin Random House Audio: A renowned name in global publishing, Penguin Random House Audio is also making its mark in India. They produce audiobooks from the most-read Indian authors, including Ruskin Bond, Devdutt Pattanaik, Sudha Murty, and Ravinder Singh. They also have audiobooks in various Indian languages like Hindi, Marathi, and Tamil.

Chetan Bhagat: The incorporation of satire into fiction was made more mainstream in India with the works of Chetan Bhagat. With many of his novels being adapted into Bollywood films, Bhagat's rise to fame has been swift, and his audio catalogue is impressive. Start with Five Point Someone, narrated by Sartaj Garewal, which pokes holes at the elitist and rigid ideologies of one of the leading engineering schools in India.



Penguin
Random House
AUDIO PUBLISHING



MOTIVATION & GOALS TO BECOME A CREATOR

Passion:

Many creators are driven by a passion for their craft. They love what they do and enjoy creating content around their interests. They desire to make a mark on the world and leave behind a legacy of their own.

For example :

Bhuvan Bam following his passion Started with his sketch comedy videos on YouTube, Bhuvan Bam has grown his channel with millions of subscribers. His relatable characters and comedic timing showcase his clear love for making people laugh.



Community:

Creators often build communities around their content. They enjoy connecting with **like-minded individuals** and fostering a **sense of belonging** among their followers.

For example :

CarryMinati (Ajey Nagar): He is one of India's biggest YouTubers,. His content includes a mix of roasting videos and gaming content, particularly PUBG Mobile which helped him build a massive audience and build a community around his content .

Educational Purpose:

Some creators are motivated by the desire to educate others. They want to share their **knowledge and expertise** to help people learn and grow. **Alakh Pandey**, founder of "Physics Wallah" a teacher known for his engaging style and focus on making complex concepts understandable, Alakh Pandey's "Physics Wallah" channel on YouTube is a massive hit with students preparing for competitive exams.



Influence:

Some creators are driven by the desire to make a difference. They want to use their platform to bring about change, whether it's **raising awareness** for a cause or influencing public opinion.

Sharan Hedge: This former management consultant turned influencer uses his platform to educate people about finance. His channel, **Finance with Sharan**, simplifies complex financial topics like investment and NFTs in a fun and engaging way and his content has empowered many to make informed financial decisions and has created a great influence on society through his content.

Financial Independence:

With the rise of the creator economy, content creation can be a viable career option. Many creators are motivated by the potential for **financial independence**. This can give them the freedom to experiment, take risks, and pursue their creative vision without compromise.

Earning a living through their creations:

Ideally, creators could support themselves entirely through their **creative pursuits**. This might involve selling their **artwork, music, or writing**, or generating income through advertising or sponsorships. The ability to turn their passion into a profession can be a powerful motivator for many creators.

Creative Outlet:

For many, content creation serves as a creative outlet. It allows them to explore their **creativity and honor their skills**.

Niharika NM: A Bangalore-based pastry chef, Niharika NM is known for her stunning and creative cake designs. She has a huge fan following on Instagram, where she showcases her work. Her cakes are often inspired by popular culture, movies, and even everyday objects, making them truly unique.

Building a successful career:

For some creators, the dream is to build a long and successful career in their chosen field. This might involve achieving **critical acclaim**, winning awards, or amassing a large and **loyal following**. The pursuit of success can be a powerful motivator, driving them to constantly improve and push the boundaries of their **creativity**. Content creation allows you to connect with people who share your interests. You can foster discussions, answer questions, and build a community around your content. The sense of connection and the ability to inspire others can be a powerful motivator.

Self-Expression:

Creators often use their content as a form of self-expression. It's a way for them to **share their thoughts, ideas, and experiences** with the world.

The creative process itself can be incredibly fulfilling. It's a journey of **exploration and experimentation**, where creators delve into ideas, concepts, and techniques.

CREATOR'S JOURNEY

➤ PROCESS OF BUILDING A FOLLOWING AND ESTABLISHING A BRAND

Identify Your Niche

Influencers on social media tend to specialize in a certain area—whether it's the beauty, parenting, or financial coaching spaces, **specificity is key**. Finding a niche can sometimes be challenging for one with varying interests, but it helps for an influencer to hone in on a specific audience and establish authority. Your niche is what you're genuinely interested in and what suits your personality.



Know Your Audience

In terms of selecting influencers to represent their brand, companies will want to partner with influencers followed by the same group of people who purchase its products and services. Influencers who are **authentic, engaging**, and who have an **understanding of the brand** will be key to the success of the company's social media campaigns.



Identify The Right Social Media Platform

It's beneficial to define social media goals and to figure out the **social media channels** the company's audience uses in order to develop a receptive audience. Take time to analyze the type of content the business is posting on its channels and how the content works for each social media platform.



Defining a Brand

A brand's target audience is the most crucial aspect of **developing a voice and tone**. Put yourself in the shoes of your audience and consider what would inspire them to take action to buy your company's product or follow your brand.



Connecting With Influencers In Similar Industry

Networking on social media has been a way for many companies to get their name out there and build brand recognition. It's no different when influencers decide to join forces, even if just for one specific event. It can be highly beneficial to **collaborate** with fellow industry influencers, whether it's launching a **cross-promotional giveaway** experience or appearing on another influencer's podcast.



Building a Brand

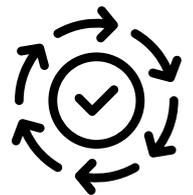
Influencers work independently and generate their own content while **integrating a brand's marketability**. For relevant influencers, creating content takes time; therefore, a brand must recognize and value the work required in growing that influencer's following and establishing their voice.

Companies should focus on **trends** to improve their marketing efforts. Some trends include the **rise of short video content** shared on platforms, such as , or Instagram Stories and Youtube Shorts , all of which have resonated with marketers and brands, notably throughout the pandemic.



Consistency

It can be challenging to post consistently on social media, especially when managing several social platforms or multiple accounts across platforms. But **consistency is key** when it comes to audience **recognition, growth and retention**. Hence its important to post strategically.



CREATOR ECONOMY ECOSYSTEM

➤ THE POWER SHIFT

Since the late 2000s, we have witnessed the birth of platforms like YouTube, Instagram, iTunes, Spotify, and more recently Snapchat, Twitter, Medium, Twitch, Tiktok, etc.

No longer were creators at the mercy of large production companies who decided what content to produce and who the audience would be. The transition from **traditional media to democratized social media** platforms has **catalyzed a significant power shift**, elevating content creators to influential figures whose impact on audiences is on the rise.

Post-COVID-19, there was a surge in online content consumption, driving more opportunities for creators across various platforms as people spent more time online. Additionally, the pandemic accelerated the adoption of **remote work and online entrepreneurship**, further fueling the creator economy's growth.

This way the COVID-19 pandemic lockdowns served as a catalyst for the ongoing power shift towards creators.

Post-COVID-19 Growth: According to a report by SignalFire, the creator economy **grew by 49% year-over-year from 2019 to 2020**, reaching a valuation of **\$104.2 billion** in 2020.

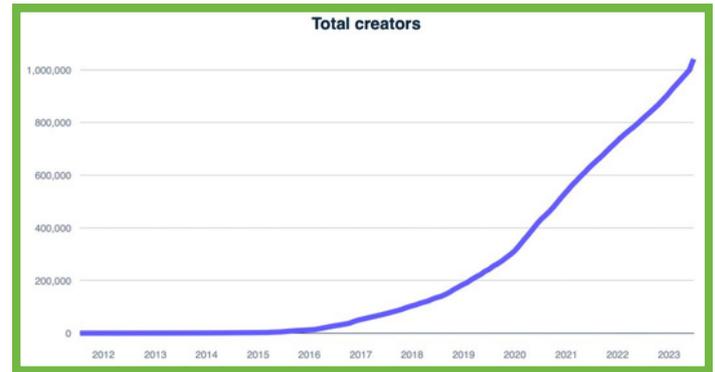


YouTube reported a significant increase in viewership during the pandemic, with many people turning to the platform for entertainment and information.

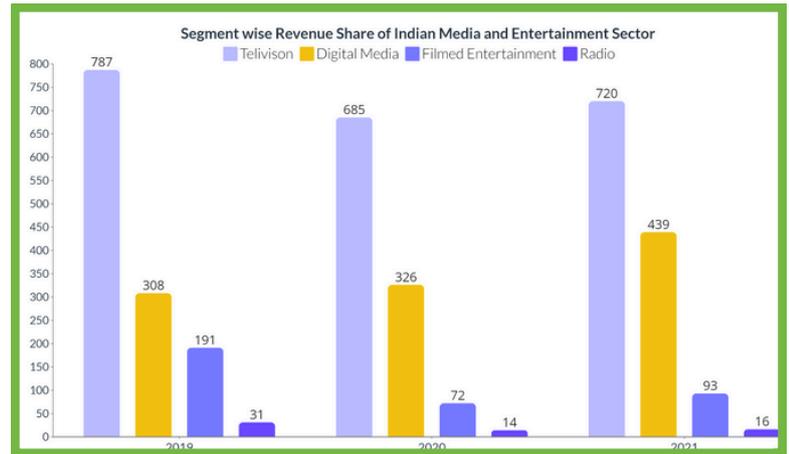
Instagram saw a surge in live streaming and IGTV usage, with creators finding new ways to engage with their audiences remotely.



This graph from stripe.com shows the **meteoric rise in number of creators** during the Covid-19 lockdown.



This graph shows the **quick rise in revenue of digital media** and fall in revenue of traditional media like television, films, radio after the beginning of Covid-19 pandemic.



Note: All figures are gross of taxes (in Rs. billion) for calendar years

Source: EY & IBEF

Creators today can leverage the following attributes of social media:

Direct Engagement and Authenticity:

Creators use social media for **two-way communication**, fostering audience engagement through feedback and direct interaction. Social media empowers creators to **build communities** around shared interests and values. Sharing personal stories and experiences humanizes creators, making them more relatable to their audience.

Content Personalization and Niche Communities:

By catering to niche communities with specialized content, creators can establish themselves as authorities and thought **leaders within their respective fields**, earning the trust and admiration of highly engaged audiences. Online creators use their knowledge and genuine personalities to **build connections** with specific online communities. This fosters audience engagement, loyalty and advocacy among niche communities.

Interactive Storytelling and Community Building:

Content creators are rocketing in influence because they're masters at weaving interactive stories and building strong communities. They use **social media's features** (comments, likes, etc.) to **spark conversation and encourage user-generated content**. This two-way street makes audiences feel like they belong and are part of the creation process, boosting engagement and fostering a thriving online community.

Creators' influence vs traditional media:

Authenticity and Reliability

- Unlike traditional advertising, which often feels impersonal and scripted, creators have built their following based on **genuine connections and shared interests** with their audience
- Their content tends to feel more **authentic** as they incorporate personal anecdotes, experiences, and opinions into their messaging
- This makes viewers more likely to **trust** their recommendations and sponsored content

Measurable ROI and Performance Metrics

- Unlike traditional marketing, creator-led campaigns allow you to **track results** as they happen
- Social media platforms provide deep dives into key metrics like **reach, engagement, and conversions**
- This real-time data lets you measure success and fine-tune campaigns for better results

Niche Targeting and Personalization

- Creators excel at **niche targeting**, allowing brands to reach specific demographics with personalised marketing campaigns
- Unlike traditional media's one-size-fits-all approach, creators **tailor content** to resonate with niche audiences' interests
- This fosters connections with highly engaged and relevant audiences, **boosting marketing effectiveness** and driving **higher conversion rates**

Research backing Creators' superiority :

- According to research conducted by Nielsen Catalina Solutions, **92% of consumers worldwide** trust user-generated content and word-of-mouth recommendations more than they trust advertising
- Researches conducted by Hubspot and Market Force show that **71% of consumers** are more likely to make purchases based on social media referrals and **78% of consumers' purchases** are impacted by companies' social media posts.

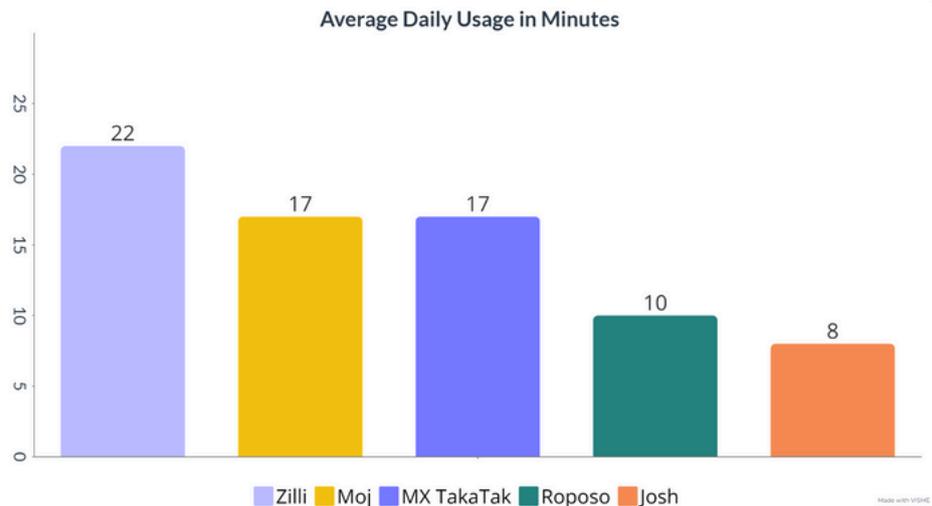
CASE: Closure of TikTok

The closure of TikTok in India led to a surge in short-form content platforms as creators sought alternative outlets for their content. This shift highlights creator adaptability and a competitive Indian digital market where platforms vie for user attention previously held by TikTok.

Prior to its closure **until June 2020**, TikTok **dominated** the Indian short-form video market, holding over **80%** share. After its ban, Indian apps surged to fill the gap, capturing around 40% of the market by the end of 2020. This trend continued, with Indian apps claiming nearly all (**97%**) of the market share by **June 2021**.

This graph shows data **average daily usage** of top short form video platforms in India in **June 2021, exactly 1 year after** the banning of TikTok in India.

Source:  Statista



Fast forward to 2024, and most of these platforms have died off and social media giants like Instagram Reels and Youtube Shorts dominate the market space.

➤ PLATFORMS AND TOOLS

From its humble beginnings with the advent of the Internet, the creator economy has evolved into the powerhouse it is today, largely thanks to the influence of social media.

Here's how Social Media has supercharged the creator economy:

1) Content Distribution and Discovery: Social media **algorithms promote creators' work**, making them easier for users to find. Global platforms like **YouTube and TikTok supercharge audience** discovery, building massive fanbase fast.

2) Audience Engagement: Social Media features like comments, likes, and messages allow for **real-time interaction, fostering a strong sense of community** around the creator's content.

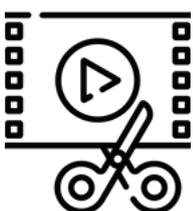
3) Data and Analytics: Social media analytics are creators' secret weapon. They provide **in-depth insights** into the audience, revealing who they are, what they like, and how they behave. Armed with this knowledge, creators can **fine-tune their content** for maximum impact, boosting views, engagement, and even income.

4) Content Format Innovation: Platforms like Instagram, Snapchat, and TikTok have introduced **new content formats such as Stories and short-form videos**, which have shaped the way creators produce and share content.

CONTENT CREATION TOOLS:

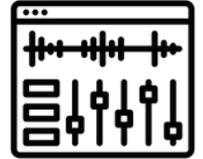
Content creation tools encompass a wide range of software, hardware, and online platforms tailored to different creative disciplines and workflows.

Some common types of content creation tools include:



- **Video Editing Software:** Tools like **Adobe Premiere Pro, Final Cut Pro X** enable creators to edit, refine, and enhance video content with features such as timeline editing, color grading, and special effects.

- **Graphic Design Software:** Platforms like **Adobe Photoshop, Illustrator, and Canva** provide creators with tools for creating and editing graphics, illustrations, and visual assets for digital and print media.
- **Audio Production Software: Digital audio workstations (DAWs) like Ableton Live, Logic Pro X, and FL Studio** allow creators to record, edit, and mix audio content, including music, podcasts, and sound effects.
- **Animation Software:** Animation tools like **Adobe Animate, Blender, and Toon Boom Harmony** enable creators to create 2D and 3D animations, motion graphics, and visual effects for video content and interactive media.
- **Content Management Systems (CMS):** CMS platforms like **WordPress, Wix, and Squarespace** provide creators with tools for creating and managing websites, blogs, and online storefronts, including customizable templates, drag-and-drop editors, and e-commerce integration.
- **Social Media Management Tools:** Platforms like **Hootsuite, Buffer, and Sprout Social** enable creators to manage their social media presence, schedule posts, analyze performance metrics, and engage with audiences across multiple platforms from a centralized dashboard.



In addition to standalone content creation tools, many social media applications come equipped with **built-in features** that empower creators to produce and share engaging content directly within the platform.



1. Instagram- Creators can record and edit videos within the Instagram app, adding effects, transitions, and text overlays to customize their Reels and showcase their creativity to a wider audience



2. Youtube- YouTube's built-in video editor allows creators to trim, cut, and merge video clips directly within the platform. Creators can also add music, text overlays, and transitions to their videos, enhancing their overall quality and engagement.



3. Snapchat- Snap's Lens Studio lets creators build AR filters and lenses for use in Snapchat content. These filters can react to faces, gestures, and surroundings, making Snaps fun and interactive.

As the creator economy continues to evolve, creators must leverage these tools' capabilities to stay **competitive, innovative, and adaptable** in a rapidly changing digital landscape.

ANALYTICAL SERVICE TOOLS

Analytical services provide valuable insights into **audience behaviour, content performance, and monetisation opportunities**, enabling creators to make **data-driven decisions**, optimise their strategies, and maximise their impact within the digital ecosystem.

Analytical Services fuel creator economy growth through:

Audience Understanding and Engagement:

By **analyzing metrics** such as age, gender, location, interests, and engagement levels, creators can develop a nuanced understanding of their **audience personas** and tailor their content and messaging to resonate with their target audience effectively.

Content Performance Optimization:

By tracking metrics such as views, watch time, likes, shares, and comments, creators can **assess** which content resonates most with their audience, refine their storytelling techniques, and experiment with **new formats and topics** to maintain audience interest and engagement.

Performance Benchmarking and Industry Insights:

Analytical service tools unlock **benchmarking data** and industry insights, providing creators with a competitive edge. By tracking performance against competitors and identifying trends, these tools empower creators to **maximise their impact** and reach.

Monetisation Opportunities and Revenue Optimization:

By tracking metrics such as ad revenue, sponsorships, affiliate sales, merchandise purchases, and subscription revenue, creators can assess the performance of **different monetisation channels, identify revenue drivers**, and prioritise efforts accordingly.

Major Analytical Service Providers:

Social Blade: Social Blade provides creators with **analytics and statistics** for tracking their performance and growth across various social media platforms. Creators can monitor key metrics such as subscriber growth, views, and engagement rates to **benchmark their progress** and identify areas for improvement.



Google Analytics: For creators with their own websites or blogs, Google Analytics offers robust **tracking and reporting capabilities** for monitoring website traffic, user behavior, and conversion metrics. Creators **leverage insights** on audience growth, engagement, and revenue to refine their online presence and marketing.



Google Analytics

YouTube Studio: This platform empowers creators with detailed **analytics dashboards**, tracking watch time, demographics, and even revenue. This allows creators to analyze video performance, spot trends, and optimize content for maximum engagement and potential earnings.



Other smaller analytical service providers like **Sprouts Social** and **Popsters** provide multiple social metrics and also explain what they confer by comparing them to industry benchmarks.

➤ MONETIZATION STRATEGIES

From traditional methods like advertising to innovative models such as subscriptions and merchandise sales, creators have a plethora of options for generating income within the digital ecosystem. Monetization Strategies can be broadly classified into “**selling your content**” strategies and “**selling your audience**” strategies.

1) Selling Your Content: In this approach, creators monetize their content directly by **offering it for sale** through various platforms or channels. Here, money is directly earned from users. This can include:

Subscription Services: Creators can offer **subscription-based access** to their content, where users pay a recurring fee to access premium or exclusive content on a regular basis. Platforms like **Patreon, and, Substack** allow creators to monetize their content through subscription tiers, offering perks and benefits to subscribers based on their level of support.

Selling Merchandise: The top dogs in this space are **Fanjoy and Teespring**, offering apparel sales tools for creators and seamless integration with YouTube, Instagram, and Twitch. Other players include **DFTBA, Represent, and CrowdMade**. But the market is crowded – **MerchLabs and Instaco**, for example, don't connect directly with major platforms.

Licensing and Syndication: Creators can license their content for use by **third-party platforms, publishers, or distributors** in exchange for licensing fees or royalties. For example, photographers may license their images to stock photo websites, while musicians may license their music for use in films, advertisements, or video games.

Digital products and services: They enable creators to monetize their **expertise, skills, and knowledge** by offering digital products, such as e-books, online courses, tutorials, and digital downloads, to their audience. Creators can leverage platforms like **Gumroad, Teachable, and Udemy** to create and sell digital products and courses, leveraging their expertise and authority to educate and empower their audience while generating passive income.



Live Streaming and Donations: Live streaming platforms like **Twitch, YouTube, and Facebook Gaming** enable creators to monetize their live broadcasts through **donations, tips, and virtual gifts** from viewers. Additionally, creators can offer exclusive perks, shoutouts, and recognition to donors and supporters during live streams, fostering a **sense of community and reciprocity** while generating supplemental income.



Fan Engagement Selling: These are platforms that enable creators to sell some type of interaction with a fan. "**Cameo**" made flashy headlines in this space by creating a marketplace for fans to pay for **personalized video shout-outs** from celebrities. Cameo's success can also be attributed to how easy it was for creators to get paid **\$50-100** for making a **short 30-second video**, which rapidly helped them grow their supply side.



2) Selling Your Audience: In this approach, creators monetize their audience by **leveraging their influence, reach, and engagement** to promote products, services, or brands to their followers. Here money is earned from a third party in exchange for fulfilling their marketing needs. This can include:

- **Influencer Marketing:** This form of marketing leverages the **influence, credibility, and reach of creators** to promote products, services, or brands to their followers. Influencer marketing encompasses various **subtypes**, each with its own unique approach and objectives.

Sponsored Content

Sponsored content involves creators **partnering with brands** to create and share promotional content that aligns with their audience's interests and values. This can take the form of **sponsored posts, videos, or stories** across social media platforms, blogs, or YouTube channels.

Product Placements

Product placements involve brands collaborating with creators to seamlessly **integrate their products or services** into the creator's content. This can include featuring products in photos, videos, or stories in a natural and authentic way.



Ambassador programs

They involve brands partnering with creators on an ongoing basis to **represent and advocate for their brand** over an extended period. Ambassadors may receive exclusive perks, discounts, or incentives in exchange for promoting the brand and its products or services to their audience consistently.

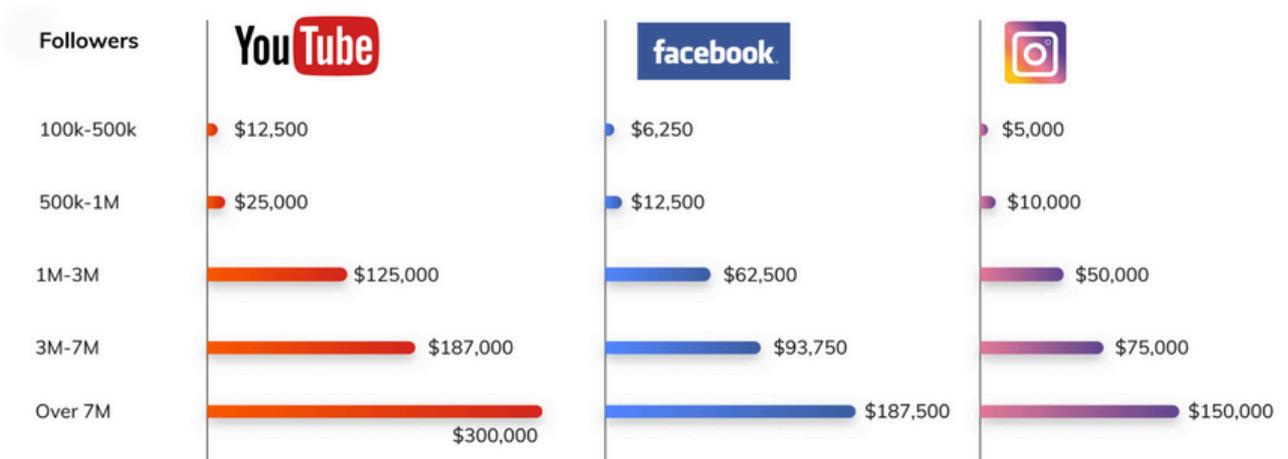
Event sponsorships

They involve brands **sponsoring or partnering with creators** to host or participate in events, such as product launches, brand activations, or sponsored trips. Creators may document and share their experiences at the event through social media posts, vlogs, or live streams, etc.



- **Affiliate Marketing:** Creators earn a **commission for promoting and driving sales** of third-party products or services through affiliate links or referral programs. Creators can partner with **affiliate networks or individual brands** to promote products relevant to their audience and earn a commission for each sale or referral generated through their unique affiliate link.

Average earnings or influencer posts on social media platforms



- **Patronage Platforms:** These platforms allow fans to **donate** to their favorite creators. There are a few different ways this takes place:

Tip Jar Concept: Fans can also give creators a **one-time tips**. Platforms like **Ko-fi and Buy Me a Coffee** allow creators to easily ask for small donations (like INR 50) here and there. These platforms can reach a wider audience because fans don't need to pay upfront, but still let fans show their support financially. Even some social networks let fans tip creators during live streams. In exchange, fans might get a shout-out, special badges, or more visibility.

Ad Hoc Project-Based Funding: Creators use platforms like **Kickstarter, Indiegogo, and GoFundMe** to raise money for specific projects like books, comics, films, or albums. These platforms typically take a **5% fee**.

Follower Range	Pay/Post (Range)
1k to 10k	Rs. 500 to Rs. 2000
10k to 50k	Rs. 2000 to Rs. 5000
50k to 100k	Rs. 5000 to Rs. 10,000
100k to 500k	Rs. 10,000 to Rs. 30,000
500k to 1M	Rs. 1,00,000 to Rs. 5,00,000
1M+	Rs. 5,00,000 + (Celebrity Deals)

➤ THE ROLE OF BRANDS AND AGENCIES

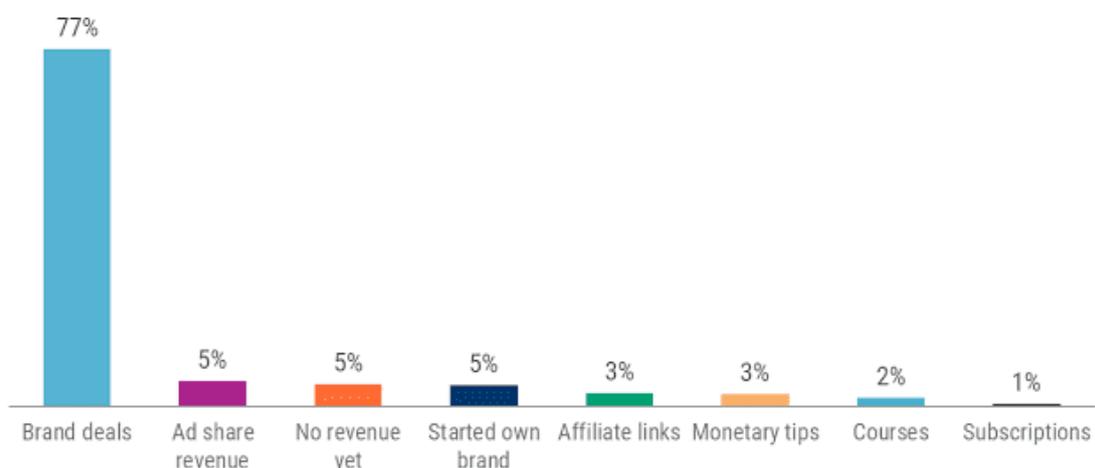
The creator economy has significantly reshaped the **landscape of branding and marketing**, with brands and agencies playing pivotal roles in navigating this dynamic ecosystem.

Brands are increasingly recognising the importance of incorporating creators into their marketing strategies to tap into their **engaged audiences and authentic content**. For instance, companies like **Nike** have collaborated with fitness influencers like **Kayla Itsines** to promote their activewear lines. By partnering with creators who align with their brand values and target audience, Nike can reach a broader demographic and enhance brand credibility within the fitness community.

Agencies specialising in influencer marketing bring a unique value to the table. They play a crucial role in **connecting brands** with the right creators and **managing collaborations** effectively. For example, agencies like **Viral Nation and Influential** help brands identify suitable influencers, negotiate contracts, and oversee campaign execution. Their expertise in navigating the complexities of the creator economy ensures that brand collaborations yield optimal results.

CB Creators still depend on brand deals for revenue

The highest revenue sources for surveyed creators (%)



Source: Influencer Marketing Hub, May 2021
n = 2,000

CBINSIGHTS

Brand Collaborations: Brand collaborations involve **partnerships** between brands and creators to co-create content or promote products/services. These collaborations leverage the creator's audience and credibility to amplify the brand's message. Brands benefit from the creator's authentic voice and **engaged audience**, while creators gain **exposure, credibility**, and often **financial compensation**. Successful brand collaborations are built on mutual trust, alignment of values, and a clear understanding of each party's expectations.

Brand-creator compensation matrix



X Axis = How happy a creator is with the brand based on how they are compensated in a campaign

Y Axis = How open and willing a brand is to make an investment in creator marketing

PUMA's #PUMAxSneakerheadsIndia Collaboration:

PUMA collaborated with **Sneakerheads India**, a community of sneaker enthusiasts and content creators, to launch exclusive sneaker collections and events. PUMA engaged with popular sneaker influencers like **Siddharth Batra, Abhinav Mathur, and Karan "Kicks" Gupta** to curate limited-edition sneaker designs, host sneaker meet-ups, and create engaging content around sneaker culture. This collaboration not only catered to the growing sneaker market in India but also fostered a sense of community among sneakerheads, driving brand advocacy and loyalty.



Cadbury's #CadburyGlowWithTheStars Campaign:

Cadbury partnered with Indian celebrities and influencers, including actors, musicians, and social media personalities, for its **#CadburyGlowWithTheStars** campaign. The campaign showcased heartfelt moments of joy and appreciation shared with loved ones, accompanied by Cadbury Glow chocolates. Influencers like **Priyanka Chopra Jonas, Virat Kohli, and Bhuvan Bam** shared personalized messages and experiences, encouraging followers to celebrate special occasions with Cadbury Glow. This collaboration leveraged the influencers' star power and emotional appeal to create memorable brand experiences and drive gifting sales.

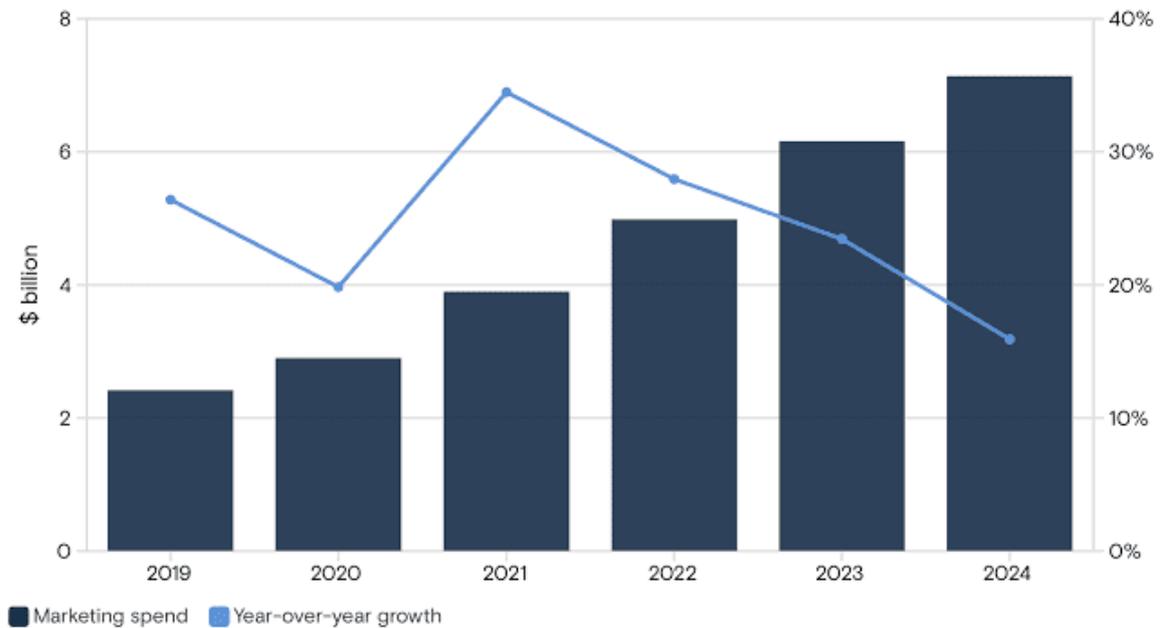


Influencer Marketing: Influencer marketing is a **subset of brand collaborations** focused on leveraging influencers' authority and reach to promote products/services. Brands identify influencers whose audience demographics align with their target market and engage them to endorse their offerings. Influencer marketing **thrives on the authenticity and relatability of influencers**, as their recommendations are perceived as more trustworthy than traditional advertising.

The Indian influencer marketing industry reached **12 billion INR in 2022**, which is projected to grow **25%** annually to **28 billion INR by 2026**. India was the second-fastest growing influencer market globally in 2022, behind Japan.

Influencer marketing is forecast to ramp up

US influencer marketing spend on major platforms



Source: eMarketer, data compiled by Goldman Sachs Research



Amazon India's #AurDikhaao Campaign

Amazon India launched the **#AurDikhaao** campaign, featuring popular comedian and influencer, **Zakir Khan**. The campaign emphasized the extensive selection of products available on Amazon's platform and encouraged consumers to explore and discover a wide range of options. Zakir Khan's humorous and relatable content resonated well with the Indian audience, resulting in increased brand engagement and sales for Amazon.

Flipkart X Bhuvan Bam

Flipkart partnered with popular Indian **YouTuber Bhuvan Bam** for their **Big Billion Days** sale, where Bhuvan created sponsored content across social media platforms to promote the event. Through humorous videos and engaging posts, Bhuvan effectively showcased the attractive deals and offers available on Flipkart during the sale. His endorsement helped generate buzz and anticipation among his millions of followers, ultimately driving increased traffic and sales to Flipkart's platform during the sale period.

Talent Management: Talent management involves **nurturing creators** for success in the creator economy. Agencies provide **guidance** and **representation, negotiating deals** and offering **strategic advice**. Influencer marketing platforms like **Grin** and **Captiv8** offer access to a database of influencers for brands, albeit mostly smaller ones. Traditional agencies like **CAA** often partner with influencer platforms to access mainstream celebrities. Platforms like **The Plug** allow influencers to choose campaigns, with advertisers paying based on performance. **Pixlee** helps brands find **user-generated content** on social media for authenticity. Other players include **Collectively** and **Delmondo** for analytics. Famous Birthdays ranks influencers for fans and brands. Influencers offer creative services and distribution of content to their audience.

- **Kwan Entertainment & Marketing Solutions:** Kwan is one of the leading talent management agencies in India, representing a diverse roster of celebrities, actors, directors, and sports personalities. They offer services such as talent representation, brand endorsements, event management, and content creation.
- **Matrix India Entertainment Consultants:** Matrix is a prominent talent management agency that represents top Bollywood actors, actresses, directors, and other industry professionals. They provide comprehensive management services, including career guidance, brand endorsements, contract negotiations, and personal branding.
- **Exceed Entertainment:** Exceed Entertainment is a full-service talent management agency catering to the entertainment industry in India. They manage the careers of actors, musicians, models, and sports personalities, offering services such as talent representation, brand endorsements, PR management, and event coordination.
- **Cornerstone Sport & Entertainment:** Cornerstone specializes in talent management for sports personalities and athletes in India. They represent cricketers, footballers, athletes, and other sports professionals, providing services such as contract negotiations, brand endorsements, sponsorship deals, and career development.

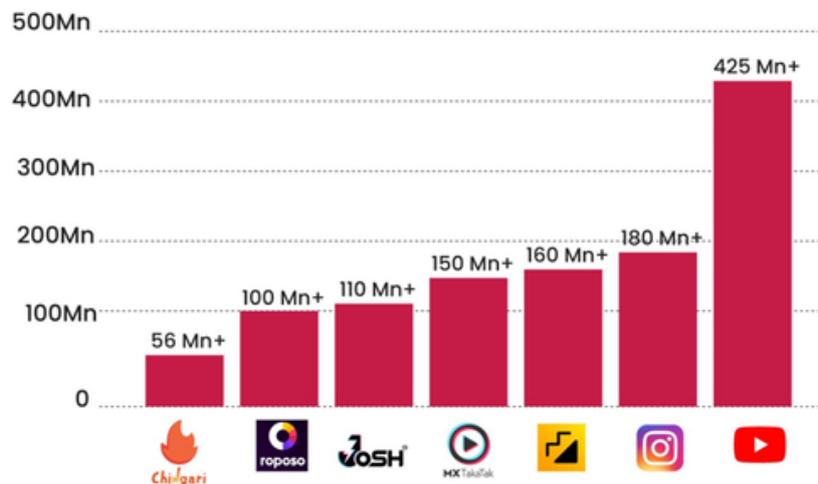
MARKET SEGMENTATION

➤ ON THE BASIS OF PLATFORM

VIDEO STREAMING

- Video streaming platforms like **YouTube, Instagram and Twitch** allow creators to share video content with their audiences
- **Significance:** Video streaming is a dominant segment, enabling creators to build large audiences and monetize through **ads, sponsorships, and merchandise**
- **Market Share:** Expected to account for the **largest share** in the creator economy

Most Used Social Apps & Platforms



LIVE STREAMING

- Live streaming platforms, like **Twitch, Facebook Live**, enable real-time interaction between creators and viewers
- **Significance:** Live streaming fosters **engagement, donations, and subscriptions** from fans during live broadcasts
- **Market Potential:** Growing rapidly, especially in **Asia-Pacific**, due to platforms and increasing internet users

BLOGGING PLATFORMS

- Blogging platforms, like **WordPress, Medium**, allow creators to publish written content
- **Significance:** Bloggers monetize through **ads, sponsored posts, and affiliate marketing**
- **Market Share:** A significant segment, especially with the **rise of independent individual creators**



E COMMERCE PLATFORMS

- Creators use eCommerce platforms, like **Shopify, Kalakaar, BeatOven.ai**, to sell products, merchandise, or digital goods
- **Significance:** Enables **direct sales** and **brand partnerships**
- **Market Potential:** Growing as more creators explore **entrepreneurship**

PODCASTING PLATFORM

- Podcasting platforms, like **Vokal, Pocket Fm**, host audio content.
- **Significance:** Podcasters monetize through **ads, sponsorships, and listener support**
- **Market Share:** A **niche** but growing segment

➤ ON THE BASIS OF CREATOR

INDEPENDENT CREATORS

- Independent creators are **self-employed individuals** who produce content without affiliations to specific brands or companies.

Characteristics

- **Autonomy:** They have creative freedom and control over their content.
- **Monetization:** Rely on ads, sponsorships, merchandise sales, and direct fan support.
- **Examples:** Sandeep Maheshwari, Ranveer Allahbadia

BLOGGING PLATFORMS

- These creators operate individually but may collaborate with brands or other creators.

Characteristics

- **Versatility:** Create across multiple platforms (videos, podcasts, writing).
- **Monetization:** Diversify income streams (ads, brand deals, affiliate marketing).
- **Examples:** Bhuvan Bam, Sharan Hegde

COMMERCIAL/PROFESSIONAL CREATOR

- These creators treat content creation as a business.

Characteristics

- **High Production Value:** Invest in quality equipment and production.
- **Monetization:** Often work with brands, create sponsored content, and offer services.
- **Examples:** Rohit Shetty, Raj Kumar Hirani

INFLUENCER AGENCIES

- Agencies represent multiple influencers and negotiate deals on their behalf.

Role

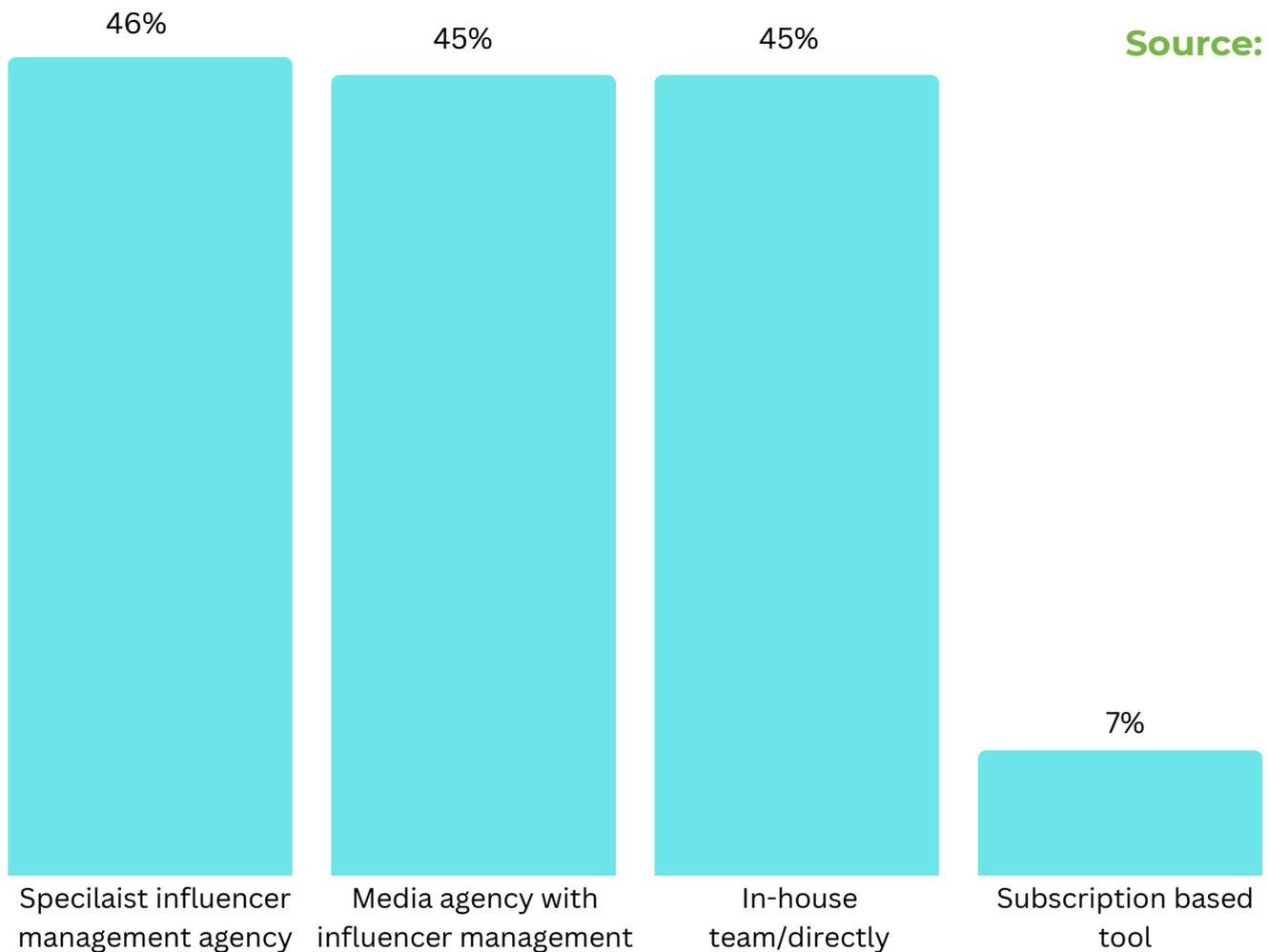
- **Management:** Handle contracts, brand partnerships, and campaign coordination.
- **Scale:** Aggregating influence for better negotiation power.
- **Examples:** Mediakix, Viral Nation.

MULTI-CHANNEL NETWORKS

- MCNs manage and support content creators across various platforms.

Services

- **Monetization:** Optimize revenue through ads, sponsorships, and cross-promotion.
- **Audience Growth:** Assist in audience development.
- **Examples:** Fullscreen, Studio71, House of X.



Source: EY

➤ ON THE BASIS OF TYPE OF CITIES

TIER - I CITIES

- Tier 1 cities include major metropolitan areas like Mumbai, Delhi, Bangalore, and Chennai.
- **Significance:** These cities have high population density, robust infrastructure, and a thriving digital ecosystem.
- **Market Presence:** Tier 1 cities host a significant share of content creators, influencers, and brands.
- **Monetization Opportunities:** Brands prefer these cities for collaborations due to their large consumer base and economic activity.
- Some major creators from Tier I cities are

DELHI

- Bhuvan Bam
- Harsh Beniwal
- Triggered Insaan

BANGALORE

- Tanmay Bhatt
- Filter Copy

MUMBAI

- Mumbaiker Nikhil
- Ashish Chanchlani
- Thugesh



TIER - II CITIES

- Tier 2 cities encompass urban centres beyond the metros, such as Pune, Jaipur, and Ahmedabad.
- **Significance:** These cities are experiencing rapid growth in internet penetration and smartphone usage.
- **Emerging Creators:** Tier 2 cities contribute to the rise of independent individual creators, especially in vernacular content.

Some major creators from tier II cities are:

- a. Deepanshi Jain (Chillbee) - Aligarh
- b. Make Joke Of - Kanpur
- c. Rajat Dalal - Faridabad
- d. Round2hell - Moradabad

TIER - III CITIES

- Tier 3 cities and rural regions represent smaller towns and villages.
- **Significance:** These areas hold untapped talent and unique perspectives.
- **Vernacular Content:** Creators from rural regions produce authentic vernacular content that resonates with local audiences.

Some of the creators from tier III cities are:

- a. Tulsi village
- b. Village Cooking Channel
- c. Ankit Bayinpuriya

➤ ON THE BASIS OF END USE

MEDIA & ENTERTAINMENT

- India's vibrant **entertainment industry** boasts creators across various domains. Bollywood actors, regional film stars, and musicians create content for a massive audience.

- YouTube creators like **Bhuvan Bam, Ashish Chanchlani, and Prajakta Koli** entertain millions with their comedy sketches, vlogs, and music videos

EDUCATION

- Educational creators in India play a crucial role in **disseminating knowledge**. They offer online courses, tutorials, and exam preparation content
- Platforms like **Unacademy and Byju's** have transformed education by collaborating with educators to provide quality learning experiences

MARKETING/ADVERTISING

- Influencer marketing is thriving in India. Social media influencers **collaborate with brands** to promote products and services
- Creators like **Purav Jha, Harsh Beniwal, and Ranveer Allahbadia** blend entertainment with brand endorsements

CONSULTING

- India's consulting creators include **life coaches, business advisors, and industry experts**
- Individuals like **Dr. Vivek Bindra and Sandeep Maheshwari** offer motivational content and business insights.

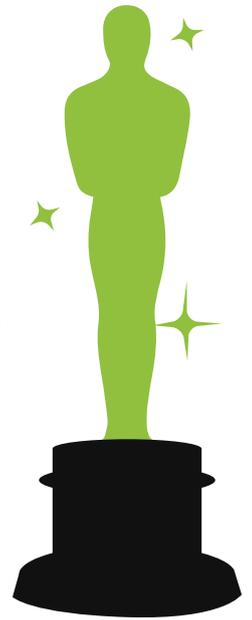
TECHNOLOGY

- India has a burgeoning tech creator community. Developers, coders, and tech enthusiasts share knowledge on platforms like **GitHub, Stack Overflow, and YouTube**
- **Tech Burner, Technical Guruji** are some creators that contribute to the tech ecosystem

NATIONAL CREATORS AWARD

The **National Creators Award** is a great initiative by the Government of India to recognize the huge achievements of digital creators in different niches.

The Government of India announced to celebrate the efforts of these creators with the introduction of the National Creators Award 2024. Over **200 creators** were nominated across **23 categories** ranging from The Best Storyteller Award to Favourite Celebrity Creator to New India Champion.



➤ OBJECTIVE

The main aim of the National Creators Award is to **celebrate the efforts, talent, and creativity of digital Influencers** by the Government of India. It is introduced to acknowledge the work of influencers in moving the economy to digitalization.

The National Creators Award motivates India's Digital creators to do more. It also empowers them by acknowledging their worth.

➤ IMPACT ON FUTURE

The National Creator Awards 2024 is a great initiative by The Government of India for both digital creators and India's digital economy. These awards serve as a beacon of hope to **motivate, empower, and encourage digital influencers** to keep working for the betterment and development of India's digital landscape.

This glittery award ceremony is more than just about trophies. It acts as a foundation for future digital influencers that their efforts are not going in vain. Instead, it is recognized by the great leaders of the country. So it will give them prosperity and create more content for the sake of India's growth.

**National Creators Award 2024
Winners: Check the Complete List
Here!**

Prime Minister Narendra Modi felicitated the winners of the first-ever National Creators Award. Here is the complete list of all winners.

**First-ever National Creators Award
announced: Here's the full list of winners**

Heena Gupta / Updated: 08 Mar 2024,
05:51:38 PM

188 PTS SHARE AA FOLL

**National Creators Award 2024:
Check out the winners**

**PM Modi presents first-ever National
Creators Awards in Delhi | Full list of
winners**

By [Lingamgunta Nirmitha Rao](#) | Edited by Kunal Gaurav

**Digital Gadfly. The national
creators awards: Padma 2.0!**

Updated - March 17, 2024 at 12:08 PM.

The award show underlined the power of regional digital content creators in shaping new, transparent narratives and inspiring millions

Biggest media houses in the countrty covered this histroic event, here are the links to certain articles about the same:

- timesofindia.indiatimes.com
- hindustantimes.com
- thehindubusinessline.com
- jagranjosh.com
- deccanherald.com

FUTURE OF CREATOR ECONOMY

Imagine stepping into a world where creativity meets technology at an unprecedented crossroads. This is the arena of modern content creators, a dynamic battlefield where only the most innovative and forward-thinking survive.

The creator economy, fueled by digital platforms and content creation, is poised for **significant growth in the coming years**. The creator economy is a **rapidly growing ecosystem of content creators** who **monetise their passions** through a variety of channels, including social media, streaming platforms, and subscription services. Today, the **creator economy is worth \$250 billion** and Goldman Sachs estimates that the creator economy could **reach \$480 billion by 2027**.

The Indian Creator Economy Market



We're moving towards a future where creators are no longer confined to niche categories but are **multi-dimensional storytellers**, blending genres, mediums, and platforms. The future belongs to the polymaths, those who can create a **podcast, vlog, and write an engaging article**, all while maintaining a **cohesive brand narrative** across platforms.

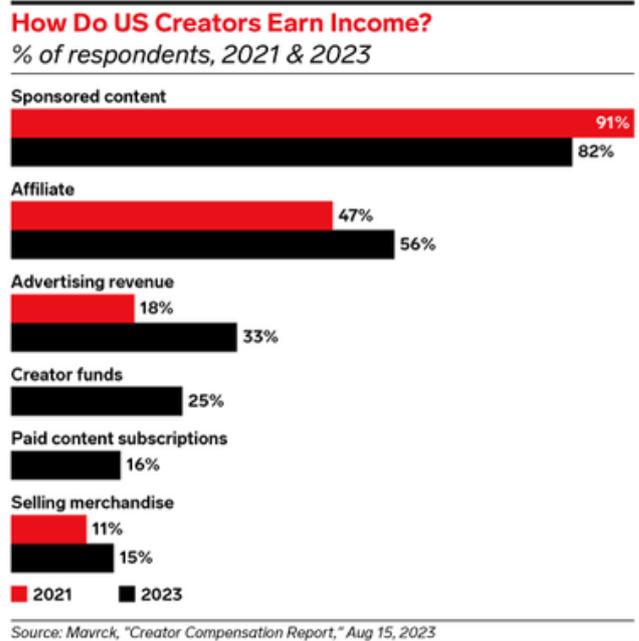
The importance of **community-centric content** is skyrocketing, marking a **shift from creator-focused narratives to community-driven dialogues**. The future sees content creators not as solitary figures but as leaders of communities, fostering environments where engagement and interaction thrive.

PREDICTIONS AND FORECASTS



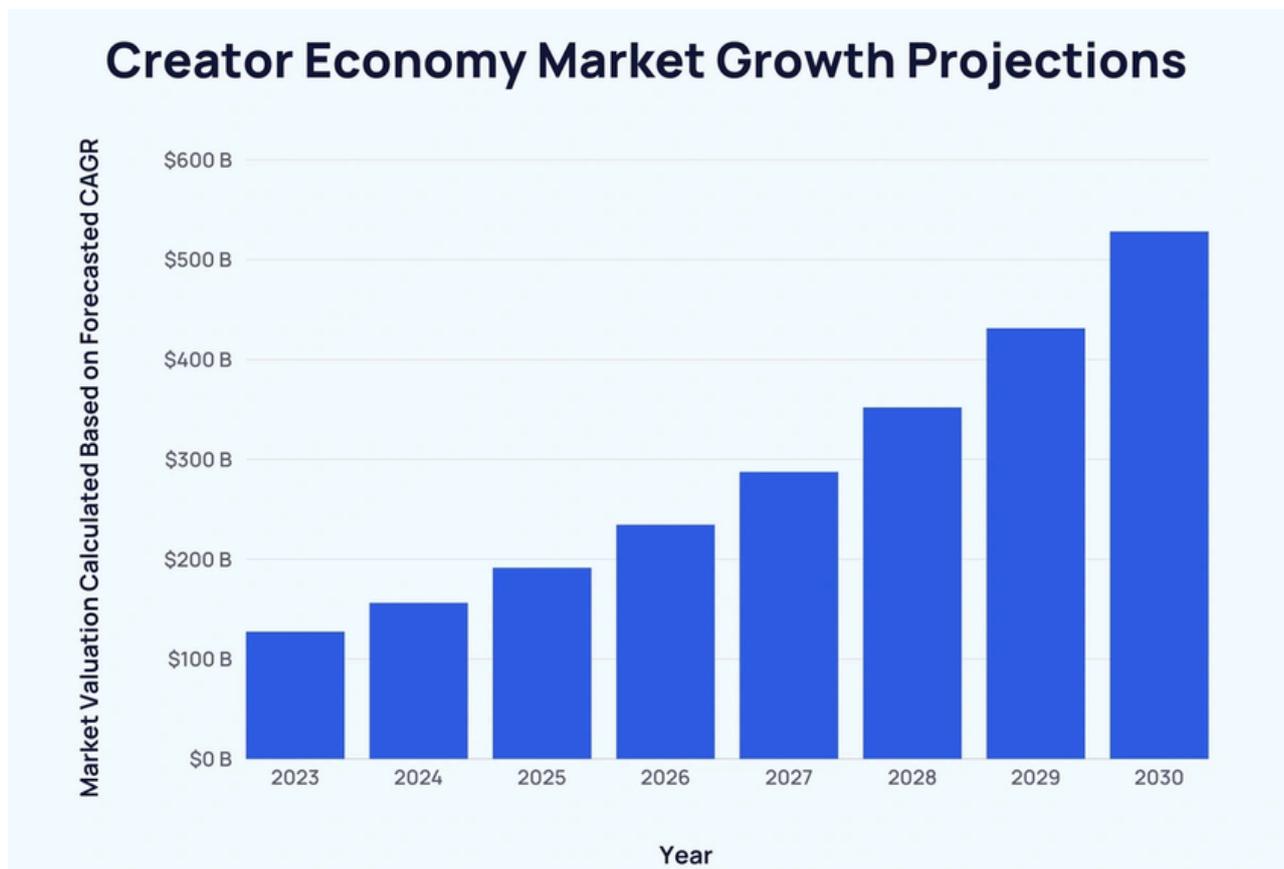
Several key trends and economic factors are driving this growth and shaping the outlook for creators:

- Diversification of Revenue Streams:** The earnings of creators are increasingly branching out into other areas beyond the traditional advertising revenue. They are experimenting with things such as **sponsored content, brand partnerships, merchandise sales, memberships and crowdfunding**. This diversification helps to lessen dependence on a single source of income and allows for the formation of more robust revenue streams.



- Platform Expansion and Audience Growth:** Creators are expanding to different platforms so that they can reach as many different people as possible and make the most money they can. The arrival of **new channels** has given creators more numbers in which they can sell their work and connect with **various audiences**.
- Innovation in Monetization Models:** Innovations like **NFTs (Non-Fungible Tokens), blockchain-based micropayments, and subscription** content platforms among others have given creators new ways to monetize and interact with their fans. These new models give creators more independence over their materials and revenue models.

- The Rise of Creator Tools and Infrastructure:** The spread of creator tools and infrastructure, including the release of **content creation platforms, analysis tools, payment processing services** as well as **community building platforms**, empowers creators to scale their businesses more effectively. By this means, these instruments will aid creators in streamlining workflows, evaluating audience engagement and enhancing content monetisation.
- Authenticity Matters More Than Ever:** With audiences becoming increasingly sophisticated in their tastes and interests for authentic and specialized content in particular, there is a growing demand for creators with **unique perspectives or specialized knowledge**. Creators who have the capability of tapping a **specific niche audiences** successfully while providing original quality content are bound to witness increased levels of engagement and monetization opportunities.



ECONOMIC OUTLOOK



Creators are anticipated to profit from the growing demand for digital content and online experiences as the creator economy matures and becomes more mainstream.

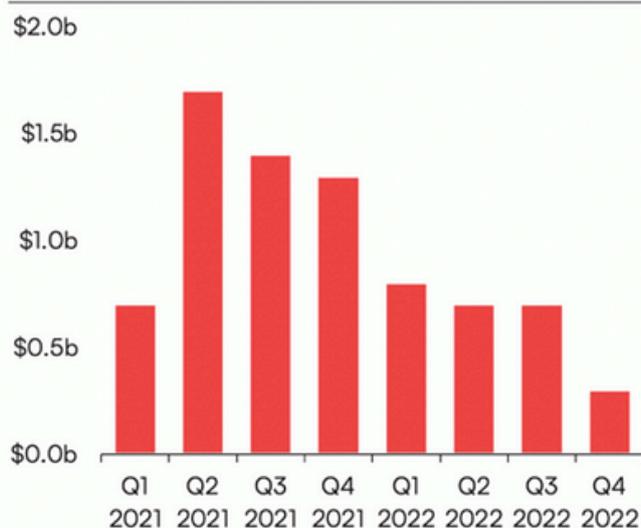
This has been **fueled by increased marketing expenditures** in branded content collaborations and influencer marketing by brands and advertisers.

However, creators will have to address issues such as **changes to platform algorithms, moderation policies of contents, and regulators** among others.

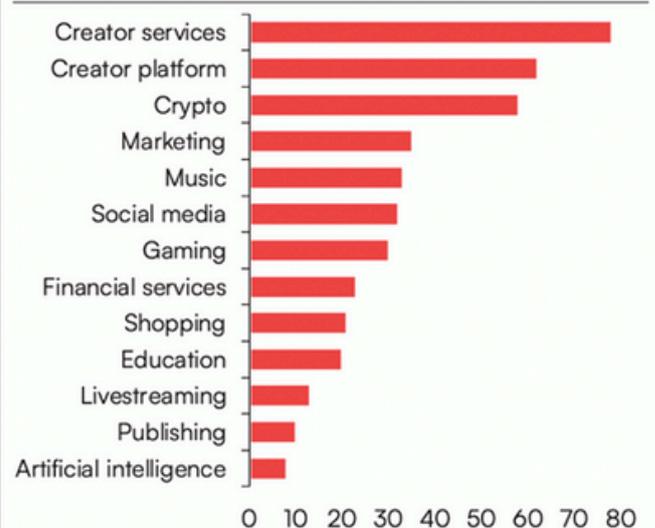
To summarize, there are numerous prospects offered in the creator economy for creators to earn money from their artistic ideas, reach out to their audiences, and finally make a stable living. To meet long-term goals in today’s ever-changing landscape of the creator economy, creators should **adopt emerging trends, rethink revenue sources diversification and encourage innovative thinking.**

Investments in the creator economy declined over the past year

How Much Has Been Invested...



...And Where It's Going



➤ EVOLVING TECHNOLOGIES



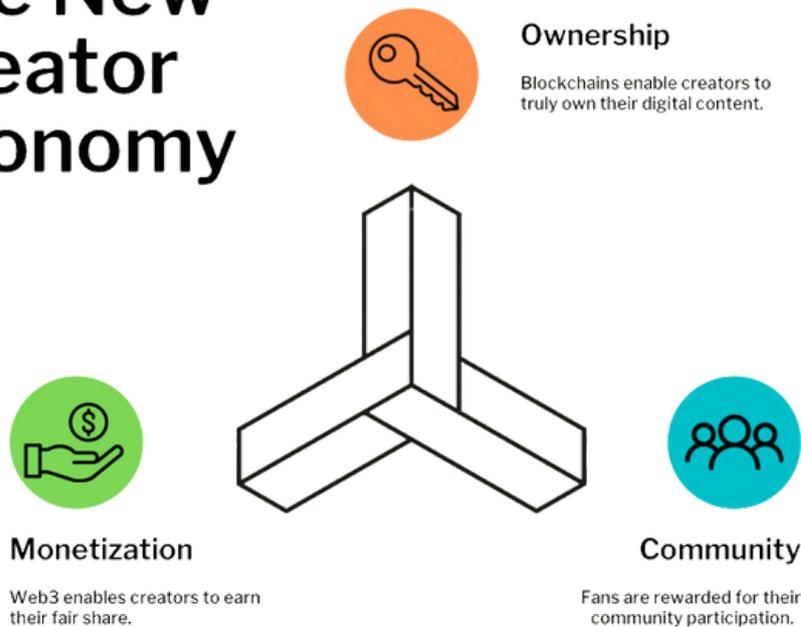
Technologies such as Augmented Reality/Virtual Reality (AR/VR), Blockchain and the Metaverse have the potential to revolutionize the creator economy.

- **AR/VR Advancements:** AR/VR technologies are immersive and interactive ways of **improving storytelling skills** and creating content. By using them creators can take their viewers to virtual worlds or even simulate real-life situations thereby providing people with some extraordinary types of fun. Such technology allows for new forms of engaging an audience hence forming much stronger relations and increasing involvement levels among the target group.
- **Blockchain Technology:** Blockchain technology gives creators decentralized and transparent platforms for creating, distributing and monetizing content. The utilization of blockchain-based platforms will enable creators to **protect their intellectual property rights**, ensure just **compensation through smart contracts** as well as **tokenize their content** directly involved in micropayment transactions. Besides, blockchain enables them to bypass intermediaries by establishing direct relationships with their audiences thus keeping more control over their creative works.
- **Metaverse:** The metaverse is a collective virtual shared space that is now emerging as a new frontier for creators to engage and develop with their viewers. It can enable developers to **create engaging digital experiences, meet their fans in the virtual world, and sell merchandise** during virtual happenings, occasions and also through the virtual platform. In such a time, however, where physical existence meets digital reality, it offers creators an unprecedented chance to produce together as well as commercialise their artistic efforts within digital environments.

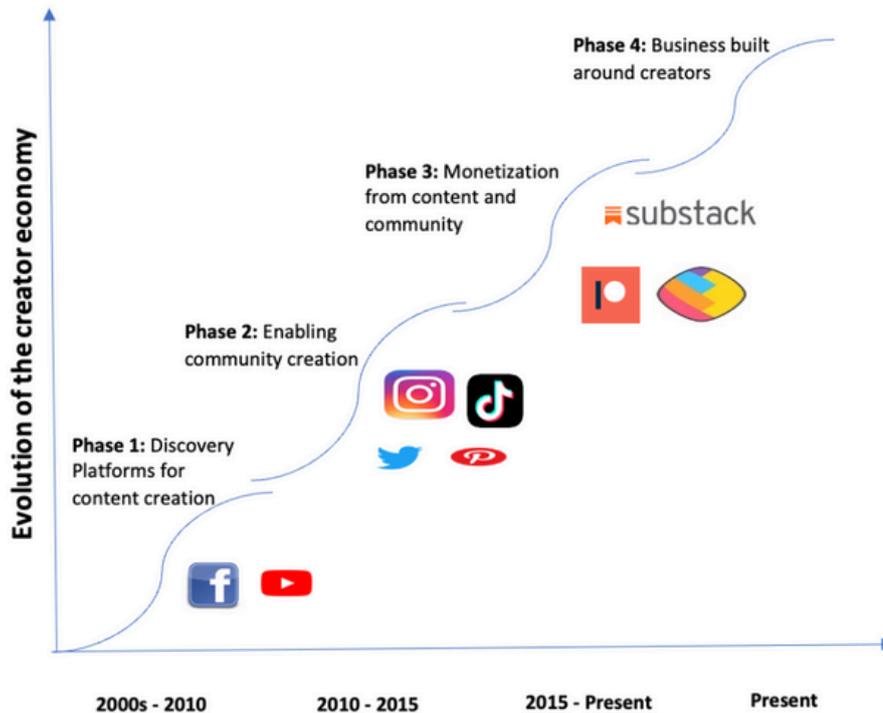
CONCLUSION

The Indian creator economy is a **young but thriving space** brimming with potential. With a massive and growing internet user base, India offers a fertile ground for creators to connect with a global audience. However, challenges like **monetisation hurdles and dependence on platforms** persist. The future lies in empowering creators to own their **audience relationships** and fostering a **creator-centric ecosystem** with **better tools and direct monetization** options. By overcoming these hurdles, the Indian creator economy can become a **significant driver** of not just **economic growth**, but also **social influence** and **cultural exchange**.

The New Creator Economy



Passion and influence serve as driving forces behind many creators, from Bhuvan Bam's comedic genius to Sharan Hedge's mission to educate and empower through finance. Their stories epitomize the ethos of the creator economy, where individuals harness their creativity to make a lasting impact on society. From YouTube sensations to Instagram influencers, from gaming streamers to podcast hosts, Indian creators are leaving an indelible mark on the digital landscape, **captivating audiences with their unique perspectives and creative flair**.



The **S-curve** above highlights how the creator economy has evolved in the internet era. The discovery platforms played the new-age marketplaces that **automated the demand-supply dynamics** in the industry. It helped the creators to focus on their content by solving the **customer acquisition, pricing and liquidity hurdles**. Such platforms bought in the massive influx of creators and influencers that today form the base of the creator economy. However, these platforms had a **one-dimensional relationship** wherein the creator was at the mercy of these platforms for advertisement revenue, lacked direct customer engagement and had control over their work but less over their business.

While these platforms are essential in the ecosystem, as they primarily provide a platform for a new creator to **gain initial traction** and **build a community**, at the same time, new businesses and platforms are emerging that are **building businesses** keeping the **creators at the centre stage**.

In conclusion, the creator economy transcends a mere **market trend**; it's a cultural revolution reshaping how content is created, consumed, and interacted with. It **empowers individuals, democratises creativity**, and fosters a **global sense of community**. As we navigate this ever-evolving landscape, the possibilities are boundless. In the hands of passionate creators, the future of content creation is limited only by imagination.

The future of the Indian creator economy is bright. By understanding and leveraging the **nation's linguistic tapestry**, creators can not only cultivate loyal followings but also attract brands eager to connect with specific audiences. This **symbiotic relationship** between creators, brands, and platforms promises to keep the Indian creator economy on an exciting trajectory, brimming with passion, influence, and limitless potential.

ACKNOWLEDGEMENT

180 Degrees Consulting SGGSCC expresses profound appreciation to each team member for their invaluable contributions in shaping the report titled 'Creator's Economy'. The collaborative efforts, unwavering dedication, and insightful perspectives brought forth by the team have significantly enriched the quality and depth of this document.

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This report serves as a testament to the team's collective spirit, analytical prowess, and unwavering commitment to delivering a comprehensive and well-informed overview of Creator's Economy. The individual expertise of each contributor has played a pivotal role in ensuring the document meets the highest standards of accuracy and thoroughness.

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