CREATOR ECONOMY 2024

THE POTENTIAL NUMBER OF CREATORS IS BIGGER THAN YOU MAY THINK

Total Potential Size

169M

- SoundCloud creators
- Twitch streamers
- Wordpress publishers
- Self-published authors

81M

- YouTubers who earn income
- Professional coaches
- Discord servers
- Podcasters

102M

- Small businesses on social
- Instagram accounts over 10k
- FB Group admins
- TikTok accounts over 1k

2.2M

- OnlyFans creators

9.8M

- Patreon creators

4.2M

- Course instructors
- Professional coaches

4.7M

1.5M

- SoundCloud creators

1.2M

- Instagram accounts over 10k

6.5M

- Small businesses on social

1M

- Facebook Group admins

3.5M

- Patreon creators

1.2M

- Self-published authors

227k

- OnlyFans creators
The figures above are global and calculated using a collection of internal research and publicly available research reports with every effort made to “de-duplicate” numbers where possible. These reports came from sources such as companies servicing creators and independent research firms defined on the next page.

Our research also suggested there may be 100M more potential creators in groups such as freelancers and ecommerce merchants – who we excluded for the purposes of balance and accuracy.
Creator estimates are based on internal research and publicly available research reports. 2024 figures are estimated using a 3% annual growth rate for Small to Medium Businesses from the World Bank, and a 5% annual growth rate for Creators and Freelancers from Statista.

**Small Businesses on Social Media** are estimated using Facebook’s Q4 2020 earnings transcript citing 200 million businesses and discounted by 25% based on reporting from the Wall Street Journal.

**Instagram Accounts with over 10K followers** are based on the 2020 Instagram Mention Report.

**Facebook Group Admins** running active Facebook groups are estimated from the July 2021 report of over 70 million via the Facebook Newsroom.

**Soundcloud Accounts** are based on comments made by Soundcloud leadership at the Midem conference and includes only Creators who have monthly listeners.

**Twitch Streamers and TikTok Creators with over 1K followers** are based on data from Statista.

**Wordpress Publishers** are estimated using data from Recreate Coalition’s report, America’s New Creative Economy Report.

**Professional Coaches and Online Course Creators** are estimated using LinkedIn profiles containing “Professional Coaching” or “Online Instructor” keywords as well as numbers reported on Kajabi, Thinkific, Udemy, and Teachable.

**Self-Published Authors** are estimated based on reporting in 2018 from Publishers Weekly.

**YouTube earners** are based on reporting from the Verge in 2021 citing the size of YouTube’s Partner Program.

**Discord Servers with more than 15 members** are based on reporting from Quartz.

**Podcasters** are calculated using Podcast Insight’s 2020 and 2021 estimates and projecting the 2021 annual growth rate through 2024.

**OnlyFans Creators** are taken from reporting from Influencer Marketing Hub.

**Patreon Users** are estimated using data pulled via Graphtreon.