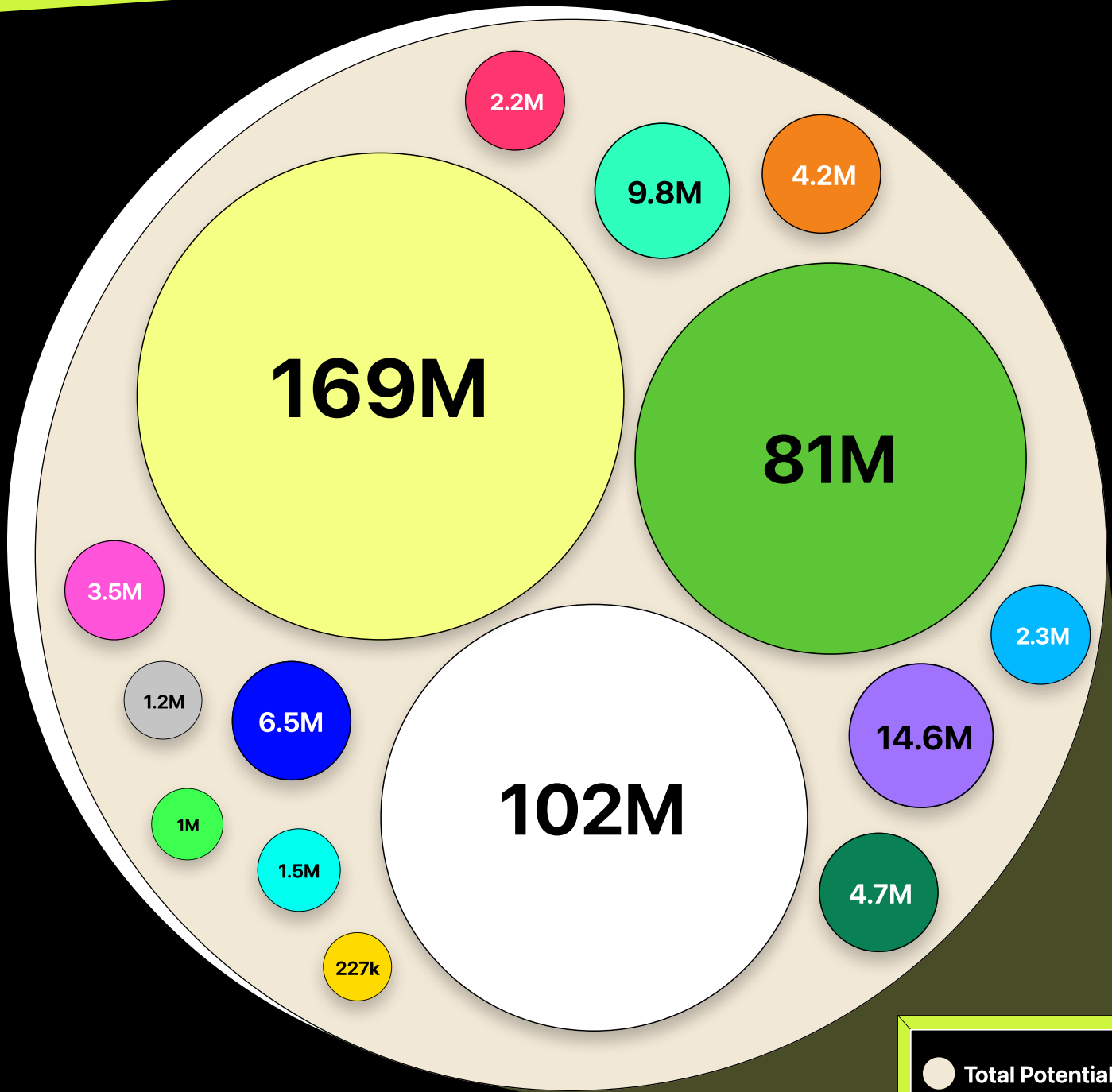


CREATOR ECONOMY 2024

THE POTENTIAL NUMBER OF CREATORS IS BIGGER THAN YOU MAY THINK



● Total Potential Size
404M

- Small businesses on social
- Twitch streamers
- Self-published authors
- Instagram accounts over 10k
- Wordpress publishers
- YouTubers who earn income
- OnlyFans creators
- FB Group admins
- Professional coaches
- Discord servers
- Course instructors
- SoundCloud creators
- TikTok accounts over 1k
- Podcasters
- Patreon creators



HERE'S HOW IT ALL BREAKS DOWN



AUDIENCE	ESTIMATED 2024 SIZE
Small businesses on social media	168,826,322
Instagram accounts with over 10k followers	102,102,525
FB Group admins of active groups	81,033,750
SoundCloud creators	14,586,075
Twitch streamers	9,809,135
Wordpress publishers who earn income	6,541,855
Professional coaches	4,688,381
TikTok accounts with over 1k followers	4,245,763
Self-published authors	3,483,648
YouTubers who earn income	2,315,250
Discord servers with 15+ members	2,199,488
Podcasters	1,505,827
OnlyFans accounts	1,215,506
Online Course instructors	1,055,930
Patreon creators	226,856
TOTAL	403,836,311

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.



HERE ARE OUR SOURCES

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.