

The New Creator Economy Growth & Impact

50+ million people around the world consider themselves creators, and 2 million of them are full-time earning six-figure salaries

"We are literally at the beginning of a new Renaissance, a world in which tens of millions of creative people are building businesses and building their dreams and making it happen. I think that's going to make the first Renaissance feel like a blip."

-Patreon CEO Jack Conte



YouTube paid more than **\$30 billion** to content creators and artists in the last 3 years:

- Contributing \$16 billion to U.S. GDP
- Supporting 345,000 full-time jobs



More independent musicians are publishing their music directly to fans (31% increase) thanks to distribution apps and platforms like Spotify and YouTube.



Etsy sellers contributed **\$13 billion** to the U.S. economy in 2020, creating 2.6 million jobs

Twitch **doubled** the number of streamers in 2020.



"The number of those long tail amateur influencers/creators is going to explode. I think by our data, this should grow from 50 million to a 100 million and possibly even larger. A large amount of that growth is going to be driven by Gen Z."

-VP, SignalFire investment firm

1. SignalFire, "[SignalFire's Creator Economy Market Map](#)" 2. Yahoo Finance, "[Patreon CEO breaks down the future of the creator economy](#)." 3. The Verge, "[YouTube has paid more than \\$30 billion to creators, artists, and others over the last three years](#)" 4. Marker, "[Twitch Streaming Surges – But Is Anyone Watching?](#)" 5. Axios, "[2020's been a breakout year for creators](#)" 6. Bloomberg, "[Twitch and TikTok Help Breakthrough Artists to Bypass Big Music](#)" 7. Forbes, "[2 Million Creators Make 6-Figure Incomes on YouTube, Instagram Globally](#)" 8. Etsy Seller Census, "[2020 Global Etsy Seller Census](#)"

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