CREATOR ECONOMY ECOSYSTEM MINDMAP

REPRESENTATION

CREATOR ENTERPRISES
Businesses or ventures built by individual creators or teams that leverage their personal brands, expertise, or content to generate income across multiple revenue streams such as selling digital or physical products, subscriptions, or hosting live events.

AGENCIES
Provide specialized services to help clients achieve their business goals, manage campaigns, and enhance their brand presence. There are general media agencies and agencies that specialize in creator marketing.

TALENT MANAGEMENT
Represent and support individuals and are responsible for tasks such as securing opportunities, negotiating contracts, and offering career guidance to their clients.

WAYS TO WORK WITH CREATORS
- Create Content (non-boosted)
- Create and Promote
- Create as Talent
- IRL Events/Experiential

- Direct outreach
- Social platform creator marketplaces
- Creator agencies
- Talent managers
- Creator discovery platforms

SELECTING CREATORS
1. Create a Campaign Brief
2. Select a Creator
3. Create a Contract
4. Approve the Creator
5. Creator Content Draft Review and Approval
6. Post Content
7. Pay the Creator (sometimes full or partial payment can be upfront)
8. Campaign Measurement

STEPS TO ACTIVATE

CREATOR CONTRACT CHECKLIST
- Community Rules
- Privacy
- Audience Gating
- Competitive Content
- ICAs (Independent Contractor Agreement)
- Exclusivity
- Schedule
- Compliance
- Ownership; Grant of Rights
- Use of Name, Likeness, and Information
- Payment and Payment Terms
- Relationship of the Party
- Independent Contractor
- Indemnification
- Termination
- Miscellaneous
- Photo Release Form for anyone shown in the content that's not the Creator in the contract

BRANDS

- Total Market Value: **$480 Billion by 2027**
- Ad revenue: **$64.9 Billion**
- **27 Million** paid creators in the U.S.
- **68%** of consumers recommend a product after seeing it in creator content

CREATORS

CREATOR TIERS
- Celebrity: 5M+ Followers
- Mega: 1M+ Followers
- Macro: 500k-1M Followers
- Mid: 50k-500k Followers
- Micro: 10k-50k Followers
- Nano: 1k-10k Followers

CREATOR REVENUE STREAMS
- Merchandising
- Courses
- Platform
- Payouts
- Sponsorships
- Licensing & IP
- Amazon Live
- Affiliate marketing
- UGC video ads
- Subscriptions
- Live streaming revenue
- NIL (Name, Image, Likeness)

AUDIENCE BUILDING

GROWTH STRATEGIES
- SEO Optimization
- Cross-Platform Promotion
- Hashtags
- Collaborations
- Paid Advertising
- Email Marketing

FOLLOWER ENGAGEMENT TACTICS
- Interactive Content
- Live Streaming
- Community Challenges

CREATOR TEAMS

EXTERNAL
- Talent Managers
- Agents
- Creator Agencies

INTERNAL
- COO's
- Video and Thumbnail Editors
- Production Teams
- Strategies

CREATOR CONTENT

GROWTH STRATEGIES
- Podcasts
- Worlds
- Memes
- Images
- Streaming Video
  Long-Form video (10min+)
  Mid-Form video (Horizontal, 3-10min)
  Short-Form video (Vertical, <3min)

CHANNEL DISTRIBUTION
- Gaming and virtual worlds
- DOOH
- In-store signage
- Live Streaming
- Social
- Owned and operated
- CTV/OTT
- Mobile ad networks/mobile apps

CREATOR TOOLS
- Direct message automtation tools
- Social listening & creator insight tools
- Scheduling & project planning tool
- Live streaming tools
- Video/photo tools
- Monetization tool
- AI tools
- Analytics and SEO tools

MEASURE CREATOR INFLUENCE
- User sentiment
- Viewer types
- Viewer retention/average watch time
- Traffic sources
- Impressions
- Subscribers/followers
- Video views
- Engagement metrics
- Follows

MEASUREMENT

STANDARDS AND GUIDELINES
- Impressions
- Verified Content Views
- Uniques
- Lift (Search, Brand, Sales)
- Engagement
- Social Listening
- VCR (Video Completion Rate)
- Purchase Intent
- Affiliate Sales/Promo Codes
- Conversions
- Amplification

- FTC Endorsement Guidelines
- GDPR (General Data Protection Regulation)
- CCPA (California Consumer Privacy Act)
- Children's Media and Advertising Guidelines
- Advertiser Responsibility for Ethical AI Use

PLATFORMS

GAMING & ESPORTS
Streamers, professional players, and content creators not only generate revenue through sponsorships, merchandise, and live events but also influence gaming culture and consumer behavior.

STREAMING
Streamers transform real-time engagement into sustainable income sources from subscriptions, donations, advertisements, and sponsorships.

PODCASTING
Allows creators to generate revenue from host-read ads, sponsorships, and programmatic ads.

SOCIAL MEDIA
The primary channel for content creators to distribute content, engage with their audiences, and build their personal brands.

Sources: 1.Goldman Sachs, 2023, 2.The Keller Advisory Group, 2024, 3.IAB, 2024, 4.Talk Shoppe and IAB, 2023

Open for public comment until February 1, 2025. Please email zoe@iab.com to provide feedback.

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