

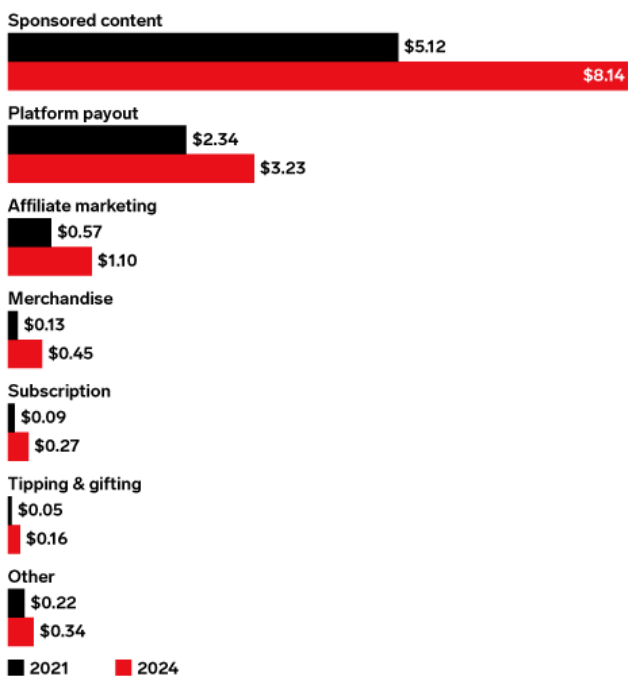
Brand deals drive creator income, but the breakdown is changing

Article



Creators Make the Most Money From Brand Deals, but Their Earnings Breakdown Is Changing

billions in US social media creator revenues, by stream, 2021 & 2024



Note: revenues generated by US-based creators via each stream on social media; excludes revenues generated on traditional media properties; includes video platforms with primarily user-generated content (e.g., Twitch, YouTube)
Source: EMARKETER Forecast, March 2024

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Key stat: Sponsored content will account for \$8.14 billion in US creator revenues this year, up from \$5.12 billion in 2021, per our March 2024 forecast.

Beyond the chart:

- Sponsored content, platform payouts, and affiliate marketing make up most of creator revenues, which means social media drives the creator economy. But other platforms are also included in this earning mix, including Substack, LTK, and Spotify.
- US [social media](#) creator revenues will total \$13.7 billion this year, per our March 2024 forecast. That's an increase of 16.5% over 2023.
- Even as creators work to diversify revenue streams and go [D2C](#), brand deals rule the [creator economy](#), which is good news for advertisers.

Use this chart:

- Adjust creator marketing strategies to better align with diversification of creator revenue streams.
- Understand creator priorities.
- Demonstrate the growth of the creator economy, and justify higher budgets for these campaigns.

More like this:

- [How to get the most out of working with creators and influencers](#)
- [The way creators make money is changing](#)
- [The era of influencer efficiency is here](#)
- [How marketers should measure social media creator campaign performance](#)

Note: US-based creators can generate revenues from audiences or brands located inside or outside of the US.

Methodology: Estimates are based on the analysis of estimates from other research firms, consumer media consumption, company reports, and device adoption trends.