

# There Is Fierce Competition Between Emerging And Incumbent Platforms To Attract Creators



March 2021

Raised \$100 million at a valuation of just over \$1 billion

More than 150 celebrities earn at least \$100,000 on the platform



March 2021

Raised \$65 million at a valuation around \$650 million

The top ten writers collectively make more than \$15 million a year



April 2021

Raised \$155 million in Series F financing, at a valuation of \$4 billion

Its 200,000 creators are earning over \$100 million per month



April 2021

Raised a Series C funding round at a valuation of \$4 billion

The year-old platform, has reported 10 million weekly active users



June 2021

In discussions to raise funds at a valuation over \$1 billion

More than 300 creators earn at least \$1 million annually

March 2021

August 2021



Beginning applications for Super Follows and Ticketed Spaces

Twitter takes 3% cut until creator makes \$50,000, then it increases to 20%



TikTok Creator Fund will grow to over \$1 billion in the US in the next 3 years

TikTok is the first non-Facebook app to hit 3 billion downloads



Setting up a program to pay \$1 billion to creators through the end of 2022

Facebook will not take a cut of creators' earnings on the platform until 2023



Paid out more than \$200 million to creators since launching Spotlight

Over 250 people have been paid more than \$100,000



Over the last three years, it has paid more than \$30 billion to creators

More than two million creators participate in the YouTube Partner Program

Can successful businesses be built on these platforms or is there a need for a first-party channel?