

**Unlocking the Gates:**

America's New  
**Creative  
Economy**

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# Executive Summary

Over the span of just two decades, the internet has unlocked the gates to the new creative economy, **empowering nearly 15 million Americans to create their own content and earn billions of dollars in revenues from posting online**. Internet platforms like Amazon Publishing, Instagram, Etsy and YouTube have been driving forces behind the growth and expansion of the dynamic, multibillion-dollar new creative economy.

Under the old model, individuals and artists relied on traditional gatekeepers like movie studios, recording labels and publishing houses to decide who and what was successful. Today, the internet has leveled the playing field. Budding music artists can post new songs to YouTube, and craftsmen can sell their homemade products on Etsy. Fashionistas can make a living showcasing their personal style on Instagram, and authors can self-publish to Amazon Publishing. Internet platforms enable and empower new creators to develop their creative work, promote it directly to followers, and earn the resulting financial success and personal fulfillment.

## Here is a summary of the study's principal findings:

- An estimated 14.8 million Americans used the following nine platforms in 2016 to earn income from their independent, personal creations.

PLATFORM	APPROXIMATE NUMBER OF INDEPENDENT AMERICAN CREATORS
Amazon Publishing	239,000
eBay	22,000
Etsy	900,000
Instagram	2,970,000
Shapeways	30,000
Tumblr	4,200,000
Twitch	6,000
WordPress	4,680,000
YouTube	1,790,000

- These independent creators earned an estimated \$5.9 billion in 2016 from their creations.
- Most creators who earn income from their creations do so to supplement their primary incomes, but a large share of creators derive significant incomes from these internet activities.
  - For instance, in 2016 more than 42,000 Americans earned more than \$11,141 each on YouTube just from advertising-supported revenue.

- Social media has enabled a surge in amplification and sharing. Most visitors to these platforms visit directly or through search engines, but we also found that a significant share uses links from other websites such as Facebook, Pinterest, Reddit and Twitter. Online traffic from these social media sites was responsible for generating more than \$350 million of the 2016 earnings by creators using the nine platforms.
- These independent U.S. creators are located in all 50 states and the District of Columbia. Based on U.S. Census Bureau industry-level data, we estimate that the top five states for new creators in 2016 are:
  - **California:** 2,830,720 creators
  - **Florida:** 823,202 creators
  - **New York:** 1,655,654 creators
  - **Illinois:** 532,017 creators
  - **Texas:** 905,479 creators
- The five states with the smallest number of creators still have sizable numbers of internet creators and earnings for 2016:
  - **Alaska:** 33,802 creators
  - **Wyoming:** 22,621 creators
  - **Delaware:** 28,200 creators
  - **North Dakota:** 20,091 creators
  - **South Dakota:** 27,774 creators

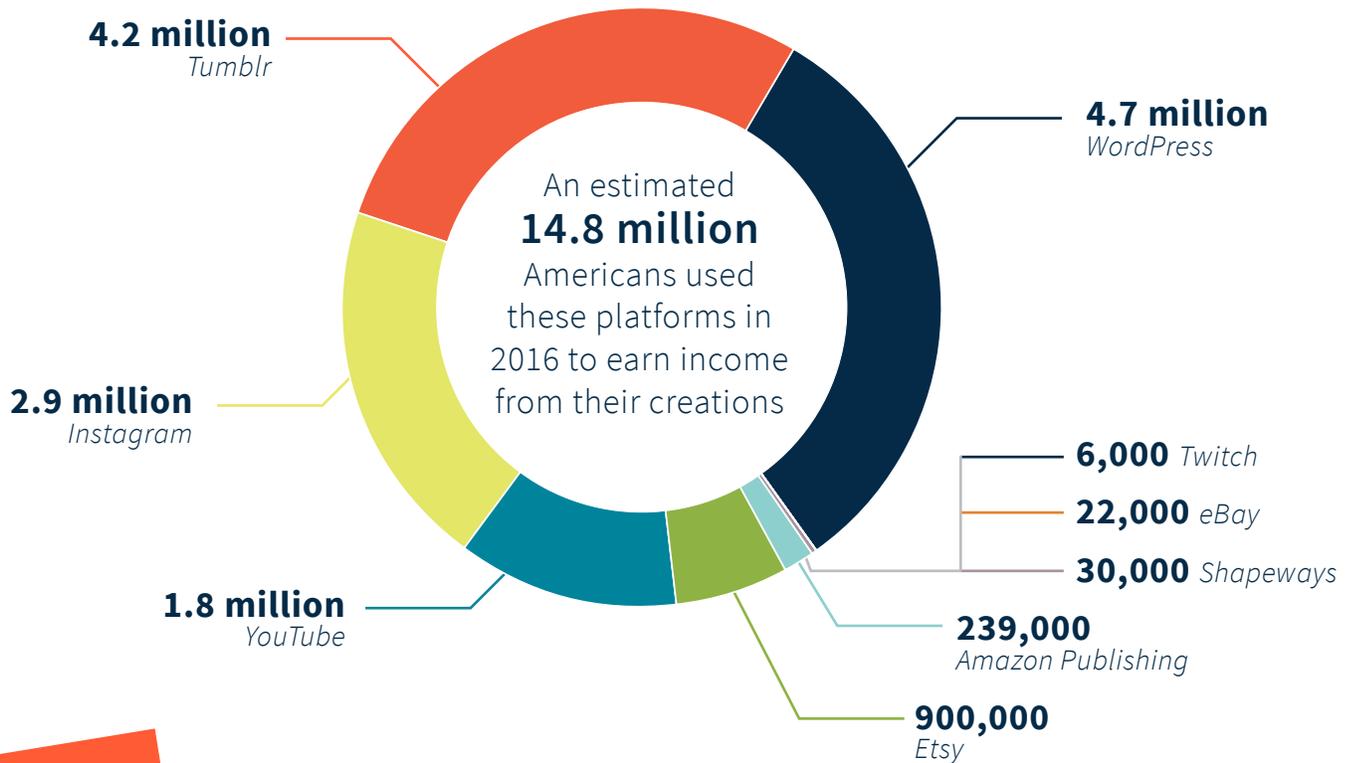
This study is the first rigorous quantitative analysis of America's new creative economy; therefore it is merely a baseline estimate for measuring its scope and economic power.

- Though there are thousands of internet platforms, we showcase only nine with the best publicly available data: Amazon Publishing, eBay, Etsy, Instagram, Shapeways, Tumblr, Twitch, WordPress and YouTube.
- The study focuses on independent creators — as opposed to mainstream creators, like Selena Gomez or Kim Kardashian, who generate substantially more money from the internet than the average independent creator thanks to Instagram brand sponsorships, YouTube revenue-sharing, and other methods.
- We assume that each account, channel or store on those platforms is affiliated with only one creator, when in reality there are often multiple creators involved.
- In most cases, creators are earning money through a variety of methods, including website ads, sponsorship/influencer compensation, social media traffic and direct sales; however, we count only the most prominent source of earning for each platform.
- The study is also limited to American new creators, despite the existence of millions of international new creators.

Driven by constant innovation and entrepreneurship, the internet is constantly expanding its reach and strengthening its economic impact, so this inaugural study only begins to scratch the surface of the new creative economy's full impact in the U.S. Furthermore, the new creative economy is virtually certain to grow much larger as the public's awareness of these opportunities increases and technological advances produce even more advanced platforms.

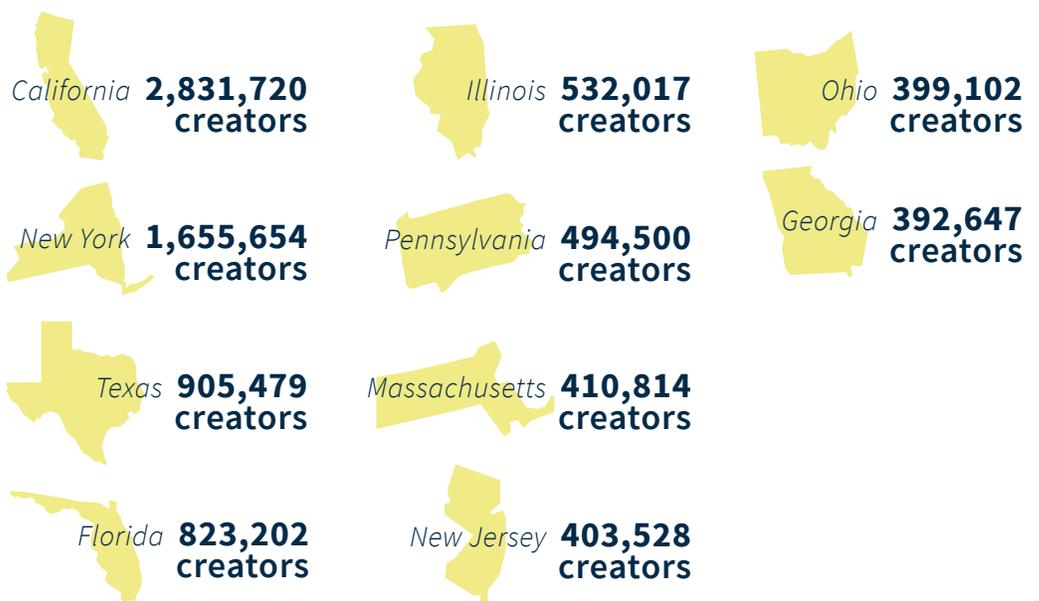
# Summary of the Study's Principal Findings

## Number of U.S. Creators Earning Income In New Creative Economy



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.

### Top states for new creators



# Unlocking the Gates: America's New Creative Economy

## Robert Shapiro with Siddhartha Aneja<sup>1</sup>

## I. Introduction and Findings

Hosting everything from “Mom and Pop” stores and sole proprietors to tech startups, national chains and multinational corporations, the internet has become an integral component of the operations, growth and development of every type of American business. Over just two decades, every industry and sector has incorporated the internet into its business model for e-commerce, marketing and advertising, operations and more. One recent analysis estimated that internet-based economic activities accounted for 6 percent of the U.S. Gross National Product in 2016.<sup>2</sup>

The internet is also home to a new, booming creative economy. Before the internet, aspiring writers, filmmakers, photographers, musicians, artists and makers sought to be “discovered” and then become affiliated with a network of middlemen and corporations that operated as curators of our popular culture, from agents and managers to galleries, publishing houses, music labels and film studios. Today, those same aspiring creators can use a wide range of internet platforms to offer their art, videos, photographs, music and more, directly to national and even global audiences — and earn money while pursuing their creative passions.

These creators comprise a growing segment of Americans who operate as independent workers on a part-time or full-time basis. Recently, the McKinsey Global Institute estimated that 20 to 30 percent of working-age Americans earn some income from independent work, including at least 8 percent who use internet platforms to do so.<sup>3</sup> Our analysis found that America's internet creators are even more numerous. We could not rely on standardized data, since the country's statistical agencies do not collect such data on these creators and neither do any credible private organizations. To estimate their numbers, therefore, we identified nine major internet platforms used by independent creators, and we collected and analyzed the most recent data provided by the platforms themselves and by financial and market analysts who follow them. These nine platforms are Amazon Publishing for print, audio and digital self-published books; Etsy and eBay for personal handmade items; Instagram for photographs; Shapeways for custom 3D printed objects; Tumblr and WordPress for personal blogs; Twitch for video game streamers; and YouTube for videos.

1 We want to thank the Re:Create Coalition for its generous support for our research. All of the analysis and views expressed here are solely those of the authors.

2 Deighton, Kornfeld and Gerra (2017). See also Hooton, Christopher (2016).

3 McKinsey Global Institute (2016).

Our selection is just a snapshot of the entire new creative economy. For instance, platforms like Pandora and Spotify are driving revenues for independent music artists. However, we could not cover music and fine arts, because there is still insufficient data available to estimate their dimensions. Our estimates of the dimensions of internet-based, independent creative activity, therefore, are highly conservative. Based on our analysis:

### The top five states for new creators in 2016 are:

- California:  
**2,830,720**  
creators
- New York:  
**1,655,654**  
creators
- Texas:  
**905,479**  
creators
- Florida:  
**823,202**  
creators
- Illinois:  
**532,017**  
creators

- An estimated 14,849,580 Americans used these nine internet platforms in 2016 to earn income from their writings, videos, photographs, handmade items and other personal creations. (See Table 2, page 12)

The development of this network and ecosystem for independent new creators reflects the power of the internet. Most importantly, creators face very low entry barriers on the web. In the brick-and-mortar world, creators have to persuade outlets to market and distribute their work, or they have to build their own outlets. On the internet, creators can display and market their work for the cost of crafting a profile or a webpage. Moreover, the ubiquity and global reach of the internet and its major platforms give creators with modest resources access to consumers and fans across the country and around the world — and those platforms attract those consumers by showcasing the works of creators from anywhere and everywhere in the world.

These internet creators are found in cities, suburbs and rural neighborhoods of all sizes and all regions across the United States. They can earn income from their creative activities in a variety of ways, though the most common is through internet advertising.

**Internet advertising.** Most of the web's major platforms have revenue-sharing protocols for advertisements posted close to the work of popular creators. For example, in 2016 YouTube operated a “partner program” for creators with at least 10,000 views who wanted to earn income through YouTube’s arrangements for sharing ad revenues. More generally, a platform or creator can select “relevant” ads to run to the right of the page with that creator’s video, writings or other creations, or along the bottom one-fifth of the creator’s page.<sup>4</sup> A WordPress or

Tumblr blogger who focuses on fitness, for example, may display links to fitness products available at Amazon or on the manufacturer’s website, or show links to fitness services in the creator’s particular area.

<sup>4</sup> In some cases, an internet platform will insert code in a creator’s content that selects relevant ads based on that content, and each click-throughs generates a payment to the platform which shares it with the creator.

How much a creator earns from such ads is usually based on the web traffic by their followers/subscribers or the number of click-throughs from the ad. Some creators can also charge a fixed fee to display an ad or link to an advertiser's website or to post a "review" of an advertiser's product or service. Our estimates of the revenues earned by creators on two of the major platforms covered here — YouTube and WordPress — are based on formal arrangements provided by those platforms for sharing their advertising revenues. Creators on another platform, Tumblr, earn revenues through third-party advertising, such as Google AdSense. These three platforms accounted for nearly 72 percent of the estimated 14,849,580 revenue-earning creators covered in this analysis.

**Direct sales and royalty payments.** Creators on three other platforms analyzed here — Etsy, eBay for handmade items and Shapeways — earn income from revenue-sharing arrangements based on direct sales of the items they offer on those platforms. Similarly, creators using the Amazon Publishing platform earn income through royalties from selling their books through the platform.

**Subscriptions and brand sponsorships.** Creators on Twitch earn their revenues in yet another way: from monthly subscription fees paid by followers, as well as advertising. Further, creators on Instagram earn revenues as "influencers" by promoting a brand or a brand's products in their Instagram posts, or as "affiliates" who use their Instagram posts to sell their partner brand's products for commissions. Moreover, creators on one platform can also earn revenues in ways that are more central to another platform. For example, creators on WordPress or YouTube may also become influencers for a brand and its products in their blog or video posts. Creators with substantial followings can also earn income from doing in-person events for a brand or by endorsing products or brands in online advertisements. Creators of all types can also raise resources for particular creative projects through platforms such as Kickstarter ("the world's largest funding platform for creative projects"). Finally, creators of all types can join a platform such as Patreon and earn revenues from monthly subscription fees paid by their followers and fans, plus any additional revenues they can generate by running ads or sponsoring brands.

Once again, since there are no sources for standard data on the revenues earned by online creators, we developed estimates of the baseline income of the creators on each of the nine platforms from each platform's dominant revenue arrangement — advertising revenues for YouTube, Tumblr and WordPress; revenues from direct sales on Etsy, eBay for handmade items and Shapeways; royalty payments from Amazon Publishing; subscription and advertising fees from Twitch; and influencer and affiliate revenues generated on Instagram. Our revenue estimates, like our estimates of the numbers of independent online creators, are highly conservative.

**\$3.23 billion**  
for **YouTube**

**\$1.41 billion**  
for **Etsy**

**\$33 million**  
for "unique" and  
"handmade" products  
sold on **eBay**

- Based on our analysis of the dominant sources of earnings by American creators using the nine leading platforms covered here, we estimate that independent U.S. creators posting on those platforms earned some \$5.9 billion in 2016 from their creations. (See Table 1, page 11)

It is impossible to determine an average income for members of the new creative economy, because earnings vary so widely for each platform. As previously stated, this analysis includes only a single source of income for each of the nine platforms. For instance, based on the current data, we include a YouTube star's earnings from YouTube but not revenues as influencers or advertisements on other social media platforms. Furthermore, not all new creators are dedicated full time to their pursuit. Studies have found many creators hold traditional jobs or are students or retirees,<sup>5</sup> and their earnings from posting their creations supplement their primary sources of income.

More than  
**67 million**  
Americans posted  
on Instagram in  
2016, and about  
**3 million** of  
them **earned**  
**income from**  
**doing so.**

Since creators' success in earning depends on the traffic to the webpages hosting their creations, creators and platforms try to attract traffic through other websites that already attract millions of visitors. Creators of video channels, self-published books, handmade items or blogs use social media sites like Facebook, Reddit, Twitter and Pinterest to alert others to their latest creations. Writers, makers or video game designers may post a photo on Instagram or a video on YouTube to draw people to their latest creation. In effect, these platforms and social media create an internet ecosystem for creators to market, display and disseminate their works. In addition, traffic from social media links may represent new traffic from people who did not initially seek to visit these creator platforms.

Analysis shows that in 2016, 55 percent of all desktop traffic to the nine creator platforms was direct traffic, where the visitor inputs the platform's web address, and 32 percent of the traffic came from links provided by search engines. Of the rest, about 6 percent of all desktop traffic to these platforms came from seven major social media websites: Facebook,

Instagram, Pinterest, Reddit, Twitter, Tumblr and YouTube. As expected, there is considerable variation across the nine platforms in their use of social media to draw traffic. For example, the seven social media sites were responsible for 15.3 percent of desktop traffic to Instagram, 13.3 percent of the traffic to Twitch, 9.5 percent of the traffic to Etsy, and 7.1 percent of traffic to Tumblr.

We also estimate that traffic directed from these seven sites generated \$354.3 million of the 2016 earnings of creators using the nine platforms. For example, traffic from Facebook can account for \$72.5 million of the 2016 earnings of YouTube creators, traffic from Pinterest is the source of \$68.5 million in 2016 earnings by Etsy creators, traffic from Reddit is responsible for \$25.8 million of earnings by YouTube creators in 2016 and traffic from Twitter accounts for \$25.9 million of the 2016 earnings of Instagram creators.

<sup>5</sup> McKinsey Global Institute (2016).

Finally, this analysis focuses on creators in the United States who post on one of nine major internet platforms and earn revenues from a platform's dominant form of income. While nearly 15 million people met those criteria in 2016, many people who produce and post their personal videos, blogs, games and photographs do so because they enjoy it. For example, more than 67 million Americans posted on Instagram in 2016, and about 3 million of them earned income from doing so. (See Table 2) Similarly, about 4.7 million of the 11.7 million Americans who posted on WordPress in 2016 earned income from doing so. For the many tens of millions of American creators who do not set out to earn advertising fees, influencer commissions, royalties or subscription payments, these internet platforms can provide significant personal satisfaction from the knowledge that millions of people around the world can see and enjoy their work.<sup>6</sup>

This is the first study to develop standard data on independent new creators. To do so, we reviewed a wide range of nonstandardized data and other information to build up reasonable bases for estimating the number of U.S. creators earning income on each of the nine platforms, the revenues they earned, the general distribution of those earnings among the creators on each platform, and the distribution of creators and their earnings across the 50 states and the District of Columbia. Appendix A details how we developed those estimates for each platform. In the following sections, we will describe our basic approaches to these issues and the results.

**55%**  
of all desktop  
traffic in 2016 to  
the nine creator platforms was  
**direct traffic.**

About **6%**  
of all desktop  
traffic to these platforms  
came from **Facebook, Pinterest,  
Reddit, Twitter, Instagram,  
Tumblr, and YouTube.**

Traffic directed from these  
seven sites generated  
**\$354.3**  
million of the **2016**  
earnings of creators using the  
nine platforms.

<sup>6</sup> Organization for Economic Cooperation and Development (2007).

We estimate that independent U.S. creators posting on **YouTube, Tumblr, WordPress, Etsy, eBay, Shapeways, Amazon Publishing, Twitch and Instagram** earned some **\$5.9 billion in 2016** from their creations.

## II. The Revenues Earned by American Creators Using Nine Platforms

While many internet creators earn personal satisfaction and incidental or supplementary income from their works, a significant number of new creators dedicate themselves full time to this new economy. Roman Atwood is an American YouTube star who earned an estimated \$8 million in 2016 from posting his prank-based videos.<sup>7</sup> Similarly, Mark Dawson is a self-published writer who has earned nearly \$500,000 from his self-published novels about an assassin named John Milton, offered through Amazon.<sup>8</sup> Between those who earn nothing and those who earn small or large fortunes, millions of U.S. creators earn hundreds or thousands of dollars from the personal works they display or offer on major internet platforms.

To estimate new creators' earnings, we undertook three separate analyses. First, we estimated the total revenues earned by U.S. creators on each of the nine platforms from each platform's dominant source of revenues. Some platforms, such as eBay and Etsy, issue detailed financial information. For other platforms examined here that do not issue such data, we reviewed the data and other information from financial and market analysts to roughly estimate the 2016 revenues of those platforms and the shares distributed to creators. For YouTube, we relied on revenue estimates from financial institutions and YouTube's stated policies for distributing ad revenues. For Instagram, Shapeways, Twitch, Tumblr and WordPress, we relied on revenue estimates from financial

and marketing analysts and their stated policies for compensating creators. Finally, for Amazon Publishing, we drew on data from the "Authors Earnings" website and public information on the royalty arrangements for Amazon Publishing authors. We derived the total revenues of creators on each platform and adjusted those revenues for the percentage of creators located in the United States, described in the following section.

Our estimates of the revenues earned by American creators on these platforms in 2016 range from \$3.23 billion for YouTube and \$1.41 billion for Etsy to \$33 million for "unique" and "handmade" products sold on eBay and \$1.5 million for 3D printer designs posted on Shapeways. These estimates are provided in Table 1 below and, as noted earlier, a more complete accounting of how we derived them is provided in Appendix A.

<sup>7</sup> MacAlone, Nathan (2016).

<sup>8</sup> McGregor, Jay (2015).

TABLE 1: ESTIMATED TOTAL EARNINGS OF U.S. CREATORS ON NINE LEADING PLATFORMS, 2016

PLATFORM	ESTIMATED EARNINGS, 2016
Amazon Publishing	\$230,178,249
eBay (“unique”)	\$33,257,464
Etsy	\$1,407,849,977
Instagram	\$537,500,000
Shapeways	\$1,516,723
Tumblr	\$168,740,000
Twitch	\$85,766,435
WordPress	\$208,230,000
YouTube	\$3,226,666,667
<b>Total</b>	<b>\$5,899,705,514</b>

**14,849,580** Americans had earnings in 2016 from **creating and posting videos, blogs, books, videogames, handmade items, pictures and 3D printer-produced objects** on the nine internet platforms examined here.

### III. The Number of U.S. Creators Earning Revenues on the Nine Platforms

While some platforms like Etsy issue data on the number of creators on their websites, other platforms do not issue such information. Therefore, we relied again on both company-provided data and information and analysis developed by outside observers, analysts and experts. Our estimates for U.S. creators on YouTube earning revenues from advertising fees in 2016 are based on third-party-provided information for channels with at least 10,000 subscribers. Our estimates for creators earning brand payments on Instagram in 2016 are based on third-party data on accounts with at least 10,000 followers. The estimates for Tumblr and WordPress are based on data from those enterprises and survey evidence of the share of blogs that generate income (40 percent). The estimates for Twitch are based on Twitch data about its partner program and the total number of creators posting games. All of these estimates are adjusted for the share of creators on the platform who are located in the United States.

The other four platforms are sites on which only people seeking to earn revenues post their creations — Amazon Publishing, eBay, Etsy and Shapeways — so the total number of creators and those earning revenues are the same. The data for Amazon Publishing come from a firm that tracks publishing information. The data for eBay were collected from searches of eBay for “homemade” or “handmade”

products, data for Etsy came from Etsy, and data for Shapeways come from its website. These estimates were all also adjusted for the share of creators and vendors located in the United States.

Our findings, presented in Table 2 below, estimate that 14,849,580 Americans had earnings in 2016 from creating and posting videos, blogs, books, video games, handmade items, pictures and 3D printer-produced objects on the nine internet platforms examined here, based on each platform's dominant form of compensation for its creators.<sup>9</sup> Additional information on the data underlying these estimates is provided in Appendix A.

**TABLE 2:** ESTIMATES OF U.S. CREATORS WHO EARN REVENUES ON NINE LEADING PLATFORMS

PLATFORM	TOTAL U.S. CREATORS	REVENUE-EARNING U.S. CREATORS	SHARE OF U.S. CREATORS ON A PLATFORM EARNING REVENUES
Amazon Publishing	238,571	238,571	100.0%
eBay ("unique")	22,160	22,160	100.0%
Etsy	900,290	900,290	100.0%
Instagram	67,200,000	2,973,780	4.4%
Shapeways	30,334	30,334	100.0%
Tumblr	10,509,502	4,203,808	40.0%
Twitch	725,710	6,163	0.85%
WordPress	11,705,401	4,682,161	40.0%
YouTube	NA	1,792,313	NA

## IV. The Distribution of the Earnings by U.S. Creators on Nine Platforms

There are no analyses of how the earnings of U.S. internet-based creators are distributed among those creators. While most creators use the internet to simply display their work to their friends or the general public, we have seen that a considerable number of them use the nine platforms examined here to earn some money for themselves.

To understand the distribution of earnings among the U.S. creators using each platform, we began by recalling that those creators are a subset of independent workers. Government statisticians define independent workers as "nonemployers," or businesses that have no paid employees and are subject to federal income tax. We believe internet creators correspond most closely with "sole proprietors," a category

<sup>9</sup> We assume here that each creator earns revenues from one platform. While some creators earn income from multiple platforms, there are no data from which we could estimate their numbers.

of nonemployers defined as “self-employed individuals operating unincorporated businesses.” We used the earnings distribution of sole proprietors to estimate the earnings distribution of internet content creators. The caveat is that the distribution of sole proprietor earnings relies on IRS data that cover nonemployers who earn at least \$1,000 per year.

However, this caveat is less serious than it might be in other contexts, because we use these data to inform only the general shape of the distribution of earnings by internet creators, not the levels of their earnings. In any case, there is no better alternative: The nonemployer or sole proprietorship earnings data are “the only annual source of detailed and comprehensive data on the scope, nature and activities of U.S. businesses with no paid employees or payroll.”<sup>10</sup> Since we set aside the actual earning levels of sole proprietors and focus only on the general shape of the distribution of their earnings, it seems reasonable to assume that the general shape of the distribution of earnings by U.S. internet creators will resemble the general shape of the distribution of earnings by sole proprietors.

We began with the data on the earnings of sole proprietors disaggregated into nine levels, as reported in the 2012 “Survey of Business Owners.” To derive the general shape of the distribution of those earnings, we calculated the ratio of the average earnings at each level of sole proprietors to the average earnings of all sole proprietors. These data are provided in Table 3:

**TABLE 3:** THE DISTRIBUTION OF EARNINGS BY SOLE PROPRIETORS, 2012  
With the Percentage of Sole Proprietors in Each Earnings Group<sup>11</sup>

EARNINGS	SOLE PROPRIETORS	PERCENT OF SOLE PROPRIETORS	AVERAGE EARNINGS	RATIO (PERCENT OF AVERAGE EARNINGS OF ALL SOLE PROPRIETORS)
\$1,000–\$5,000	2,733,894	25.5%	\$2,390	0.025–0.12
\$5,000–\$9,999	1,785,377	16.6%	\$6,738	0.12–0.24
\$10,000–\$24,999	2,510,001	23.4%	\$15,715	0.24–0.62
\$25,000–\$49,999	1,594,390	14.9%	\$35,009	0.62–1.24
\$50,000–\$99,999	1,109,429	10.3%	\$69,592	1.24–2.48
\$100,000–\$249,999	746,797	7.0%	\$151,266	2.48–6.19
\$250,000–\$499,999	179,400	1.7%	\$338,003	6.19–12.38
\$500,000–\$999,999	59,854	0.6%	\$677,976	12.38–24.75
\$1,000,000 +	13,583	0.1%	\$2,087,416	24.75 +
<b>All Sole Proprietors</b>	<b>10,732,724</b>	<b>100.0%</b>	<b>\$40,397</b>	<b>1.00</b>

<sup>10</sup> U.S. Census Bureau (2017-B).

<sup>11</sup> U.S. Census Bureau (2017-A).

These platforms are little more than a decade old or less, and the broadband technologies that support the postings of new creators are even more recent. Yet almost 15 million independent Americans have posted online photographs, writings, videos, video games and handmade or 3D printed objects that attract sufficient attention and interest to generate income for them.

## V. The Role of Social Media Websites in Driving Traffic to the Nine Platforms

Creators and followers find each other in a variety of ways. The internet marketing services company SEMrush tracks desktop traffic from one website to another and categorizes that traffic in four categories: direct traffic, traffic from search engines, traffic from social media sites and traffic from other domains. The largest source of traffic to eight of the nine platforms analyzed here (the exception is WordPress) is from personal bookmarks or directly typing in the platform's web address — not a link from a search engine or social media site. Search engines are responsible for a smaller but quite substantial share of traffic to these platforms, and for WordPress, search-engine driven traffic far exceeds direct traffic. Finally, a substantial share of traffic to most platforms involves social media websites such as Facebook, Pinterest and Twitter.

Each of these sources represents different types of traffic. The traffic from people clicking on their personal bookmarks or directly typing the platform web address represents return visitors already familiar with the platform and its offerings. Traffic from search engines represents visitors who usually know the type of platform they are searching for — for example, sources of handmade objects or personal videogames — if not the name of the particular platform that offers what they want.

Finally, traffic from social media websites often includes people who were not seeking out a platform or a particular creator's work until they were nudged to do so by an intriguing post on these massive websites. These contacts are significant, because they can be sources of new traffic and business for these platforms and the creators who use them. Table 4 on page 15 shows, for example, that social media websites were responsible for 15.3 percent of Instagram's traffic, 13.3 percent of traffic to Twitch, and 9.5 percent of traffic to Etsy.

**TABLE 4:** DESKTOP TRAFFIC TO CREATOR PLATFORMS BY THEIR SOURCE, DECEMBER 2016<sup>12</sup>

PLATFORM	TOTAL VISITS	DIRECT	SEARCH	SOCIAL MEDIA	OTHER DOMAINS
Amazon Publishing	467.1 M	57.9%	32.5%	2.8%	6.8%
eBay	210.0 M	62.7%	31.5%	1.8%	4.0%
Etsy	45.4 M	43.6%	42.0%	9.5%	4.9%
Instagram	487.4 M	60.1%	18.8%	15.3%	5.9%
Shapeways	1.4 M	45.8%	38.9%	6.8%	8.6%
Tumblr	188.5 M	61.0%	27.7%	7.1%	4.1%
Twitch	284.4 M	78.1%	7.2%	13.3%	1.5%
WordPress	176.5 M	19.0%	66.3%	6.4%	8.4%
YouTube	7.5 B	64.2%	26.7%	3.9%	5.2%

**TABLE 5:** DESKTOP TRAFFIC FROM SEVEN LEADING SOCIAL MEDIA WEBSITES TO CREATOR PLATFORMS, DECEMBER 2016

	FACEBOOK	INSTAGRAM	PINTEREST	REDDIT	TUMBLR	TWITTER	YOUTUBE
Amazon Publishing	1.5%	0.01%	0.1%	0.6%	0.04%	0.2%	0.2%
eBay	1.1%	0.0%	0.2%	0.3%	0.01%	0.1%	0.02%
Etsy	2.7%	0.2%	4.9%	0.8%	0.4%	0.2%	0.7%
Instagram	3.7%	--	0.2%	1.0%	0.2%	4.8%	2.2%
Shapeways	2.9%	0.02%	0.2%	2.8%	0.02%	0.5%	0.03%
Tumblr	1.6%	0.1%	1.9%	1.9%	--	1.0%	0.1%
Twitch	1.8%	0.01%	0.0%	5.7%	0.03%	2.2%	2.0%
WordPress	3.9%	0.1%	0.6%	0.5%	0.08%	0.8%	0.3%
YouTube	2.3%	0.01%	0.01%	0.8%	0.02%	0.3%	--

<sup>12</sup> SEMRush (2017).

Finally, we can use these data to estimate the dollar value of traffic driven to each platform by these seven social media sites in 2016 by multiplying the share of desktop traffic channeled to each creator platform through each social media website by the total earnings of creators on each platform. The results are shown in Table 6, below.

For example, traffic from Facebook is responsible for \$72.5 million of the 2016 earnings of YouTube creators and \$38.2 million of the earnings of Etsy creators, and links on Pinterest are responsible for \$68.5 million of earnings by Etsy creators. All told, links on these seven social media websites are responsible for traffic that generated earnings of \$354.3 million for creators on the nine platforms, led by Facebook (\$146.7 million), Pinterest (\$74.2 million) and Reddit (\$53.2 million).

**TABLE 6:** CREATOR EARNINGS LINKED TO TRAFFIC FROM SEVEN LEADING SOCIAL MEDIA SITES, 2016

	FACEBOOK	INSTAGRAM	PINTEREST	REDDIT	TUMBLR	TWITTER	YOUTUBE
Amazon Publishing	\$3,502,432	\$11,758	\$150,447	\$1,477,837	\$96,841	\$496,899	\$501,714
eBay	\$344,236	\$933	\$71,892	\$107,832	\$3,354	\$27,306	\$5,918
Etsy	\$38,153,448	\$2,793,280	\$68,472,675	\$11,490,723	\$5,025,373	\$3,121,923	\$9,505,747
Instagram	\$19,761,066	--	\$871,819	\$5,106,530	\$1,304,433	\$25,905,597	\$11,653,180
Shapeways	\$43,645	\$350	\$2,473	\$42,318	\$301	\$7,118	\$468
Tumblr	\$2,711,049	\$242,837	\$3,252,626	\$3,189,985	--	\$1,727,093	\$86,922
Twitch	\$1,547,643	\$7,207	\$0	\$4,910,208	\$22,348	\$1,884,133	\$1,737,991
WordPress	\$8,108,633	\$105,255	\$1,139,961	\$1,063,291	\$169,354	\$1,577,541	\$715,413
YouTube	\$72,492,236	\$425,314	\$276,113	\$25,846,195	\$491,458	\$10,556,801	--
<b>Total</b>	<b>\$146,664,388</b>	<b>\$3,586,933</b>	<b>\$74,238,005</b>	<b>\$53,234,918</b>	<b>\$7,113,463</b>	<b>\$45,304,410</b>	<b>\$24,207,353</b>

## VI. The Distribution of U.S. Revenue-Earning Creators by State

We can roughly distribute the U.S. internet creators on each of the nine platforms, with their earnings, by state. The Census Bureau's North American Industry Classification System (NAICS) disaggregates the economy into sectors and industries, using codes of two, three, four, five and six digits.<sup>13</sup> For example, the Information Sector (two digits) has 74 subcategories. The information industries at a three-digit level include Publishing Industries, Motion Picture and Sound Recording Industries, Broadcasting, Telecommunications, Data Processing, Hosting and Related Services, and Other Information Services. Each of those categories has four-digit industries under them. Broadcasting, for example, is divided into Radio and Television Broadcasting, and Cable and Other Subscription Programming; each of those can have five-digit and six-digit subindustries. The Census Bureau distributes all businesses across the 50 states and the District of Columbia by their sector, industry and subindustries.<sup>14</sup>

We matched the creators on each platform to a NAICS code. For example, creators on YouTube and Twitch are classified under the four-digit NAICS subindustry, "Motion Picture and Video Industries," code 5121. Table 7 presents the platforms and their NAICS subindustries.

**TABLE 7:** NAICS CODES FOR NINE INTERNET PLATFORMS FOR CREATORS

PLATFORM	NAICS CODE	NAICS DESCRIPTION
Amazon Publishing	7115	Independent Artists, Writers, Performers
eBay ("unique")	4541 & 3399	Electronic Shopping, Mail Order, Miscellaneous Manufacturing
Etsy	4541 & 3399	Electronic Shopping, Mail Order, Miscellaneous Manufacturing
Instagram	7115	Independent Artists, Writers, Performers
Shapeways	3231	Printing and Related Support Activities
Tumblr	7115	Independent Artists, Writers, Performers
Twitch	5121	Motion Picture and Video Industries
WordPress	7115	Independent Artists, Writers, Performers
YouTube	5121	Motion Picture and Video Industries

<sup>13</sup> U.S. Census Bureau (2017-D).

<sup>14</sup> U.S. Census Bureau (2017-D).

Almost **15 million** independent Americans have posted online **photographs, writings, videos, videogames, and handmade or 3D printed objects** that attract sufficient attention and interest to generate income for them.

An estimated **14.8 million** Americans earned income by posting their creations on **Instagram, WordPress, YouTube, Tumblr** and five other platforms.

The Census Bureau also uses the NAICS codes to distribute business of various types by their industry and subindustries, across the 50 states and the District of Columbia. This state-by-state distribution includes the distribution of sole proprietors by industry and subindustries across the states. We have concluded that sole proprietors are the closest Census classification to revenue-earning internet creators, as self-employed people doing business outside a corporation and a subset of “nonemployers” or people who generate business income subject to tax and have no employees. We use this subindustry and geographic distribution of sole proprietors as a proxy for the state-by-state distribution of internet creators by the NAICS industry linked to the platforms they use.<sup>15</sup> For example, we apply the state-by-state percentage distribution of sole proprietors in the 5121 subindustry to approximate the state-by-state percentage distribution of Twitch and YouTube creators and their earnings.

The following section of this study presents our estimates of the numbers of internet creators and their earnings, by each internet platform in each state and the District of Columbia. These distributions across the states and D.C. vary greatly, since they are based substantially on a state’s size and the relative intensity of the relevant NAICS subindustries, state by state. The top

five states and the bottom five states for numbers of creators and the income they earned from their internet creations are presented in Table 9 below. Summary tables of the number of income-earning U.S. internet creators by state and platform are provided in Appendix C.

<sup>15</sup> Curtis, Brian (2014).

**TABLE 8:** TOP FIVE AND BOTTOM FIVE STATES FOR INTERNET CREATORS AND EARNINGS, 2016

STATE	NUMBER OF CREATORS	COMBINED EARNINGS
<i>Top Five States</i>		
California	2,831,720	\$1,471,231,245
New York	1,655,654	\$585,307,068
Texas	905,479	\$366,881,921
Florida	823,202	\$308,432,208
Illinois	532,017	\$187,819,859
<i>Bottom Five States</i>		
North Dakota	20,091	\$6,407,811
Wyoming	22,621	\$7,829,392
South Dakota	27,774	\$9,277,539
Delaware	28,200	\$9,179,087
Alaska	33,802	\$10,668,782

## VII. Conclusions

This study is the first rigorous analysis of the number of Americans who earn income by posting their own independent creative content on the internet. Their creations include blog posts, commentary, books, videos and video games, photographs and fine arts, 3D printed or handmade objects, every type of music and more. With limited publicly available data, we focused on nine leading internet platforms for creative content — Instagram, WordPress, YouTube, Tumblr and five others — and gathered a wide range of data and other information from numerous sources. We then constructed models to help estimate the numbers of creators who earned income in 2016 from posting on these platforms.

This new creative industry is very young; nevertheless, we found that an estimated 14.8 million Americans earned income by posting their creations on those nine platforms. More Americans earned income in this new internet-based creative industry than in U.S. manufacturing (12.4 million people), construction (7.0 million) or healthcare (8.3 million).

We also found that those 14.8 million people earned an estimated \$5.9 billion in 2016 from posting their creations on one of the nine platforms, with most independent creators also holding other jobs, attending school or in retirement. In this early stage of the industry, most of its participants do not try to earn income from their postings, and most of those who do try to supplement income earned in other ways. We also

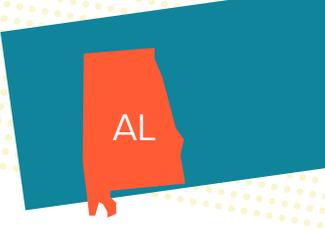
established that these creators and their earnings are widely distributed across all 50 states and the District of Columbia. Every state has at least 20,000 creators who earned income in 2016 on these platforms, and the average is nearly 300,000 creators per state. Similarly, their activities generated millions of dollars in each state, with those earnings averaging nearly \$116 million per state.

All of our estimates are highly conservative. They cover only revenue-earning American creators who used one of these nine platforms in 2016. We could not cover writers, photographers or video makers who use platforms other than the nine we analyzed. Nor did we cover creators who post their own music or fine arts online, because the necessary data and evidence for the leading websites for those classes of creators were not available. In addition, while creators can earn income in a variety of ways, our earnings estimates capture only the most dominant form of compensation for each of the nine platforms. Our earnings estimates, with our estimates of the number of independent creators, should be seen as baseline approximations.

It is also clear that this new industry has enormous potential for growth. Many more millions of Americans are independent creators who have not yet sought to earn income from their postings, perhaps because they do not yet understand how they could do so or how much they could earn. For example, about 3 million Americans earned income from posting their photographs on Instagram in 2016, but another 64 million Americans posted their own photographs on the platform without trying to earn income as an Instagram “influencer” for a brand producer or retailer. Similarly, an estimated 8.9 million of the bloggers posting on Tumblr or WordPress sought and succeeded in earning income based on their postings in 2016, leaving a pool of 13.3 million active bloggers on those two platforms who could try to earn income from their creative activities.

This is a young industry that should attract more attention from both researchers and policymakers. The Census Bureau, the Bureau of Economic Analysis and the Bureau of Labor Statistics already collect aggregate revenues and employment data from these and other internet platforms; they should begin to also collect standard data on the numbers, earnings and locations of the independent creators who use those platforms. Finally, policymakers should consider carefully the impact of their decisions on an industry that already generates earnings for 4.5 percent of the U.S. population, distributed across every state.

# Alabama



We estimate that Alabama is home to a total of **108,961 internet creators**.



Their earnings from those activities **contributed \$40,640,559 to Alabama's economy in 2016**.

## Alabama Internet Creators and Their Earnings, by Platform, 2016

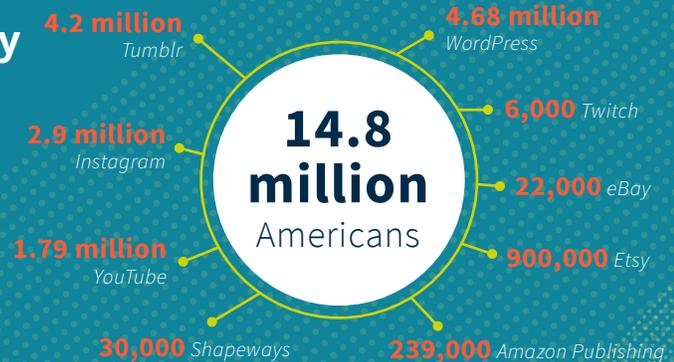
PLATFORM	CREATORS	INCOME
Amazon Publishing	1,769	\$1,706,979
eBay	220	\$329,747
Etsy	8,926	\$13,958,782
Instagram	22,053	\$3,986,046
Shapeways	407	\$20,350
Tumblr	31,175	\$1,251,359
Twitch	33	\$461,998
WordPress	34,722	\$1,544,213
YouTube	9,655	\$17,381,085
<b>TOTAL</b>	<b>108,961</b>	<b>\$40,640,559</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Alaska



We estimate that Alaska is home to a total of **33,802 internet creators**.



Their earnings from those activities **contributed \$10,668,782 to Alaska's economy in 2016**.

## Alaska Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	573	\$553,026
eBay	61	\$91,727
Etsy	2,483	\$3,882,959
Instagram	7,145	\$1,291,398
Shapeways	50	\$2,500
Tumblr	10,100	\$405,415
Twitch	7	\$102,053
WordPress	11,249	\$500,293
YouTube	2,133	\$3,839,411
<b>TOTAL</b>	<b>33,802</b>	<b>\$10,668,782</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Arizona

AZ



We estimate that Arizona is home to a total of **249,071 internet creators**.



Their earnings from those activities **contributed \$98,341,010 to Arizona's economy in 2016**.

## Arizona Internet Creators and Their Earnings, by Platform, 2016

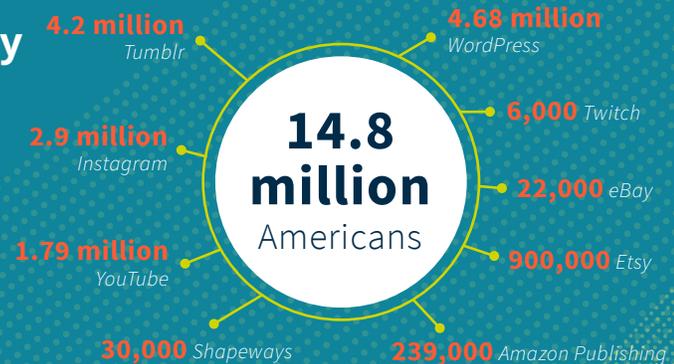
PLATFORM	CREATORS	INCOME
Amazon Publishing	3,982	\$3,842,204
eBay	555	\$832,190
Etsy	22,528	\$35,228,124
Instagram	49,639	\$8,972,111
Shapeways	615	\$30,768
Tumblr	70,171	\$2,816,659
Twitch	80	\$1,117,074
WordPress	78,156	\$3,475,838
YouTube	23,344	\$42,026,043
<b>TOTAL</b>	<b>249,071</b>	<b>\$98,341,010</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Arkansas



We estimate that Arkansas is home to a total of **61,717 internet creators**.



Their earnings from those activities **contributed \$24,478,616 to Arkansas' economy in 2016**.

## Arkansas Internet Creators and Their Earnings, by Platform, 2016

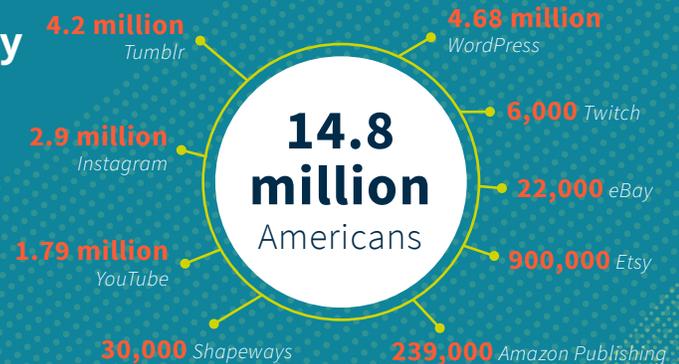
PLATFORM	CREATORS	INCOME
Amazon Publishing	982	\$947,759
eBay	151	\$227,263
Etsy	6,152	\$9,620,465
Instagram	12,245	\$2,213,156
Shapeways	219	\$10,974
Tumblr	17,309	\$694,787
Twitch	18	\$256,510
WordPress	19,279	\$857,387
YouTube	5,360	\$9,650,315
<b>TOTAL</b>	<b>61,717</b>	<b>\$24,478,616</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# California



We estimate that California is home to a total of **2,831,720 internet creators**.



Their earnings from those activities **contributed \$1,471,231,245 to California's economy in 2016**.

## California Internet Creators and Their Earnings, by Platform, 2016

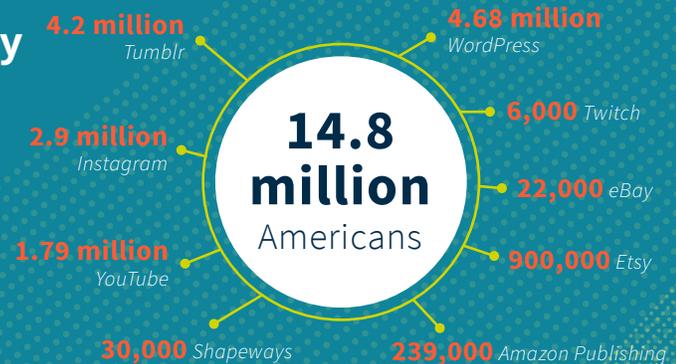
PLATFORM	CREATORS	INCOME
Amazon Publishing	41,737	\$40,268,833
eBay	3,168	\$4,753,748
Etsy	128,685	\$201,234,969
Instagram	520,252	\$94,033,636
Shapeways	5,219	\$260,936
Tumblr	735,441	\$29,520,439
Twitch	1,981	\$27,568,274
WordPress	819,127	\$36,429,068
YouTube	576,111	\$1,037,161,341
<b>TOTAL</b>	<b>2,831,720</b>	<b>\$1,471,231,245</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Colorado



We estimate that Colorado is home to a total of **306,649 internet creators**.



Their earnings from those activities **contributed \$120,929,144 to Colorado's economy in 2016**.

## Colorado Internet Creators and Their Earnings, by Platform, 2016

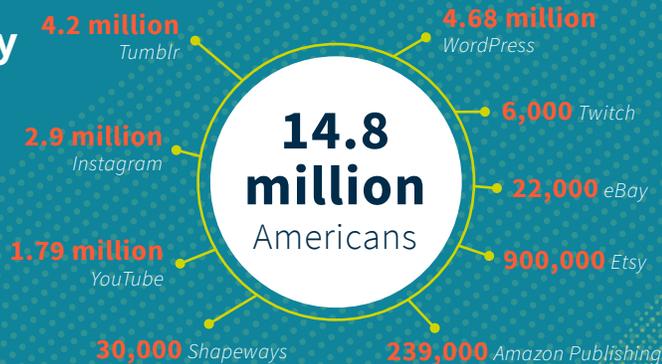
PLATFORM	CREATORS	INCOME
Amazon Publishing	4,935	\$4,761,237
eBay	485	\$728,141
Etsy	19,711	\$30,823,574
Instagram	61,513	\$11,118,188
Shapeways	542	\$27,087
Tumblr	86,956	\$3,490,387
Twitch	122	\$1,700,431
WordPress	96,850	\$4,307,238
YouTube	35,535	\$63,972,861
<b>TOTAL</b>	<b>306,649</b>	<b>\$120,929,144</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Connecticut

CT



We estimate that Connecticut is home to a total of **179,490 internet creators**.



Their earnings from those activities **contributed \$62,290,488 to Connecticut's economy in 2016**.

## Connecticut Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	2,989	\$2,883,374
eBay	251	\$376,099
Etsy	10,181	\$15,920,960
Instagram	37,252	\$6,733,101
Shapeways	328	\$16,391
Tumblr	52,660	\$2,113,755
Twitch	59	\$819,190
WordPress	58,652	\$2,608,435
YouTube	17,119	\$30,819,184
<b>TOTAL</b>	<b>179,490</b>	<b>\$62,290,488</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Delaware



We estimate that Delaware is home to a total of **28,200 internet creators**.



Their earnings from those activities **contributed \$9,179,087 to Delaware's economy in 2016**.

## Delaware Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	474	\$457,571
eBay	54	\$80,579
Etsy	2,181	\$3,411,043
Instagram	5,912	\$1,068,496
Shapeways	64	\$3,195
Tumblr	8,357	\$335,438
Twitch	6	\$88,262
WordPress	9,308	\$413,940
YouTube	1,844	\$3,320,563
<b>TOTAL</b>	<b>28,200</b>	<b>\$9,179,087</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# District of Columbia



We estimate that the District of Columbia is home to a total of **62,386** internet creators.



Their earnings from those activities contributed **\$21,933,690** to the District of Columbia's economy in 2016.

## District of Columbia Internet Creators and Their Earnings, by Platform, 2016

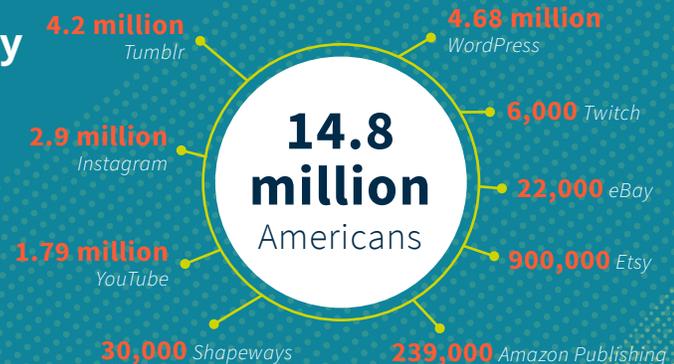
PLATFORM	CREATORS	INCOME
Amazon Publishing	1,046	\$1,009,101
eBay	19	\$28,946
Etsy	784	\$1,225,326
Instagram	13,037	\$2,356,400
Shapeways	42	\$2,084
Tumblr	18,429	\$739,756
Twitch	29	\$405,452
WordPress	20,527	\$912,880
YouTube	8,473	\$15,253,744
<b>TOTAL</b>	<b>62,386</b>	<b>\$21,933,690</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.





# Florida



We estimate that Florida is home to a total of **823,202 internet creators**.



Their earnings from those activities **contributed \$308,432,208 to Florida's economy in 2016**.

## Florida Internet Creators and Their Earnings, by Platform, 2016

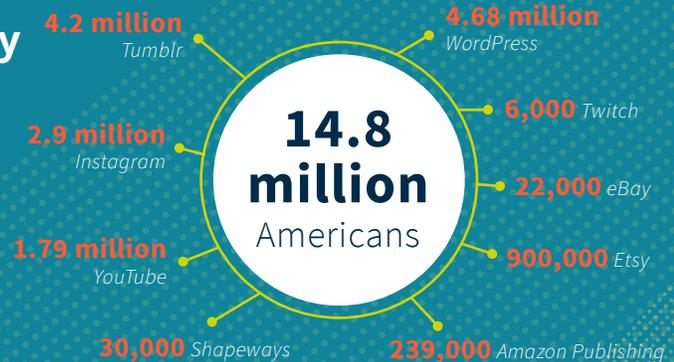
PLATFORM	CREATORS	INCOME
Amazon Publishing	13,400	\$12,928,675
eBay	1,471	\$2,207,503
Etsy	59,758	\$93,447,671
Instagram	167,032	\$30,190,354
Shapeways	1,865	\$93,276
Tumblr	236,120	\$9,477,805
Twitch	276	\$3,842,182
WordPress	262,988	\$11,695,883
YouTube	80,292	\$144,548,859
<b>TOTAL</b>	<b>823,202</b>	<b>\$308,432,208</b>

## Online Creativity Drives the Economy



An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Georgia



We estimate that Georgia is home to a total of **392,647 internet creators**.



Their earnings from those activities **contributed \$161,911,546 to Georgia's economy in 2016**.

## Georgia Internet Creators and Their Earnings, by Platform, 2016

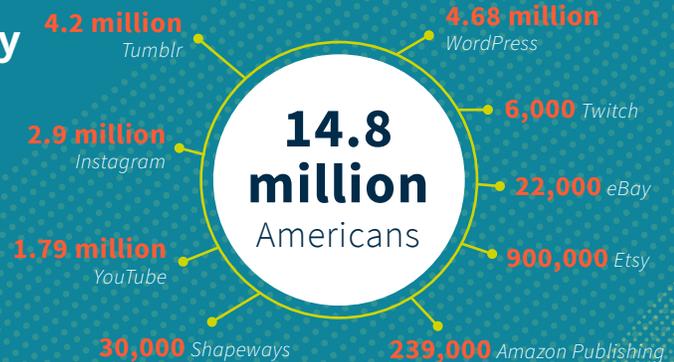
PLATFORM	CREATORS	INCOME
Amazon Publishing	6,235	\$6,016,031
eBay	608	\$912,377
Etsy	24,698	\$38,622,609
Instagram	77,724	\$14,048,315
Shapeways	960	\$47,992
Tumblr	109,872	\$4,410,256
Twitch	172	\$2,392,746
WordPress	122,375	\$5,442,383
YouTube	50,003	\$90,018,837
<b>TOTAL</b>	<b>392,647</b>	<b>\$161,911,546</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Hawaii



We estimate that Hawaii is home to a total of **77,339 internet creators**.



Their earnings from those activities **contributed \$32,535,456 to Hawaii's economy in 2016**.

## Hawaii Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	1,219	\$1,176,395
eBay	137	\$206,336
Etsy	5,586	\$8,734,588
Instagram	15,198	\$2,747,055
Shapeways	154	\$7,709
Tumblr	21,485	\$862,396
Twitch	33	\$459,245
WordPress	23,930	\$1,064,222
YouTube	9,597	\$17,277,509
<b>TOTAL</b>	<b>77,339</b>	<b>\$32,535,456</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Idaho



We estimate that Idaho is home to a total of **57,609 internet creators**.



Their earnings from those activities **contributed \$27,026,794 to Idaho's economy in 2016**.

## Idaho Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	865	\$834,350
eBay	186	\$279,483
Etsy	7,566	\$11,831,020
Instagram	10,779	\$1,948,330
Shapeways	161	\$8,057
Tumblr	15,238	\$611,649
Twitch	20	\$278,578
WordPress	16,972	\$754,792
YouTube	5,822	\$10,480,536
<b>TOTAL</b>	<b>57,609</b>	<b>\$27,026,794</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Illinois



We estimate that Illinois is home to a total of **532,017 internet creators**.



Their earnings from those activities **contributed \$187,819,859 to Illinois' economy in 2016**.

## Illinois Internet Creators and Their Earnings, by Platform, 2016

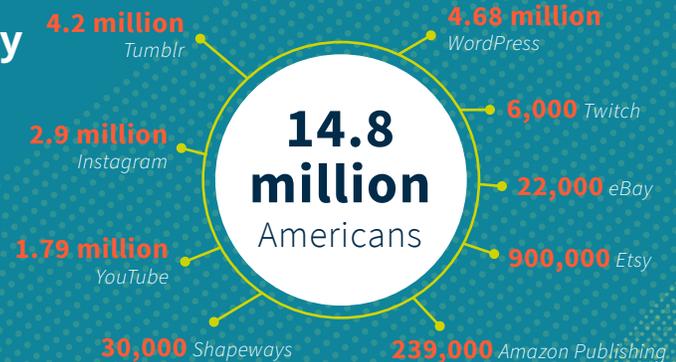
PLATFORM	CREATORS	INCOME
Amazon Publishing	8,823	\$8,512,774
eBay	706	\$1,060,039
Etsy	28,696	\$44,873,428
Instagram	109,980	\$19,878,578
Shapeways	1,157	\$57,855
Tumblr	155,471	\$6,240,579
Twitch	185	\$2,576,166
WordPress	173,162	\$7,701,053
YouTube	53,836	\$96,919,387
<b>TOTAL</b>	<b>532,017</b>	<b>\$187,819,859</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Indiana



We estimate that Indiana is home to a total of **192,966 internet creators**.



Their earnings from those activities **contributed \$71,865,532 to Indiana's economy in 2016**.

## Indiana Internet Creators and Their Earnings, by Platform, 2016

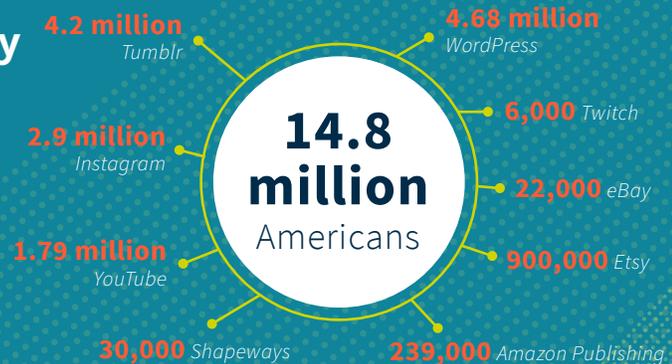
PLATFORM	CREATORS	INCOME
Amazon Publishing	3,135	\$3,024,634
eBay	419	\$628,592
Etsy	17,016	\$26,609,446
Instagram	39,077	\$7,062,965
Shapeways	504	\$25,212
Tumblr	55,240	\$2,217,311
Twitch	55	\$765,405
WordPress	61,525	\$2,736,225
YouTube	15,995	\$28,795,741
<b>TOTAL</b>	<b>192,966</b>	<b>\$71,865,532</b>

## Online Creativity Drives the Economy

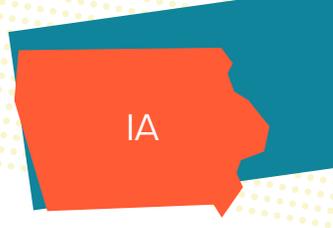
An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Iowa



We estimate that Iowa is home to a total of **89,790 internet creators**.



Their earnings from those activities **contributed \$31,489,133 to Iowa's economy in 2016**.

## Iowa Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	1,482	\$1,429,867
eBay	190	\$284,568
Etsy	7,703	\$12,046,280
Instagram	18,473	\$3,338,950
Shapeways	207	\$10,349
Tumblr	26,114	\$1,048,213
Twitch	22	\$311,675
WordPress	29,086	\$1,293,525
YouTube	6,513	\$11,725,707
<b>TOTAL</b>	<b>89,790</b>	<b>\$31,489,133</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Kansas

KS



We estimate that Kansas is home to a total of **90,811 internet creators**.



Their earnings from those activities **contributed \$32,474,303 to Kansas' economy in 2016**.

## Kansas Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	1,491	\$1,438,844
eBay	185	\$277,918
Etsy	7,523	\$11,764,786
Instagram	18,589	\$3,359,913
Shapeways	275	\$13,752
Tumblr	26,278	\$1,054,794
Twitch	25	\$343,400
WordPress	29,268	\$1,301,646
YouTube	7,176	\$12,919,251
<b>TOTAL</b>	<b>90,811</b>	<b>\$32,474,303</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Kentucky



We estimate that Kentucky is home to a total of **113,887 internet creators**.



Their earnings from those activities **contributed \$41,247,169 to Kentucky's economy in 2016**.

## Kentucky Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	1,867	\$1,801,260
eBay	219	\$329,355
Etsy	8,916	\$13,942,224
Instagram	23,271	\$4,206,206
Shapeways	301	\$15,071
Tumblr	32,897	\$1,320,475
Twitch	33	\$466,141
WordPress	36,640	\$1,629,504
YouTube	9,741	\$17,536,933
<b>TOTAL</b>	<b>113,887</b>	<b>\$41,247,169</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Louisiana



We estimate that Louisiana is home to a total of **154,684 internet creators**.



Their earnings from those activities **contributed \$60,741,522 to Louisiana's economy in 2016**.

## Louisiana Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	2,499	\$2,411,140
eBay	184	\$276,549
Etsy	7,486	\$11,706,831
Instagram	31,151	\$5,630,366
Shapeways	328	\$16,391
Tumblr	44,035	\$1,767,568
Twitch	68	\$951,579
WordPress	49,046	\$2,181,230
YouTube	19,886	\$35,799,867
<b>TOTAL</b>	<b>154,684</b>	<b>\$60,741,522</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Maine

ME



We estimate that Maine is home to a total of **81,989 internet creators**.



Their earnings from those activities **contributed \$26,348,147 to Maine's economy in 2016**.

## Maine Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	1,385	\$1,335,909
eBay	152	\$228,437
Etsy	6,184	\$9,670,141
Instagram	17,259	\$3,119,543
Shapeways	115	\$5,765
Tumblr	24,398	\$979,333
Twitch	18	\$253,757
WordPress	27,174	\$1,208,525
YouTube	5,303	\$9,546,739
<b>TOTAL</b>	<b>81,989</b>	<b>\$26,348,147</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Maryland



We estimate that Maryland is home to a total of **288,568 internet creators**.



Their earnings from those activities **contributed \$101,290,500 to Maryland's economy in 2016**.

## Maryland Internet Creators and Their Earnings, by Platform, 2016

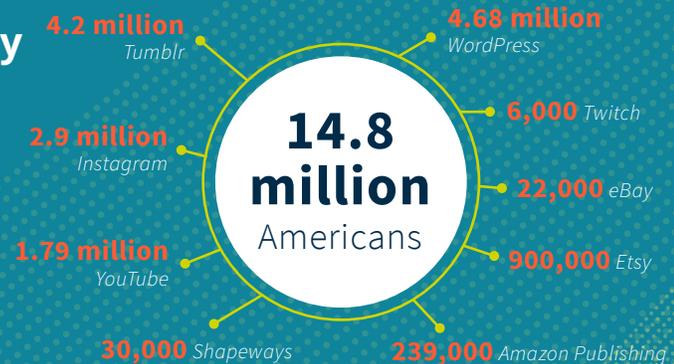
PLATFORM	CREATORS	INCOME
Amazon Publishing	4,798	\$4,628,977
eBay	359	\$538,430
Etsy	14,575	\$22,792,721
Instagram	59,804	\$10,809,340
Shapeways	517	\$25,837
Tumblr	84,540	\$3,393,429
Twitch	102	\$1,421,853
WordPress	94,160	\$4,187,589
YouTube	29,713	\$53,492,325
<b>TOTAL</b>	<b>288,568</b>	<b>\$101,290,500</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Massachusetts



We estimate that Massachusetts is home to a total of **410,814 internet creators**.



Their earnings from those activities **contributed \$134,020,560 to Massachusetts' economy in 2016**.

## Massachusetts Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	6,959	\$6,714,507
eBay	422	\$632,699
Etsy	17,127	\$26,783,310
Instagram	86,748	\$15,679,359
Shapeways	611	\$30,560
Tumblr	122,629	\$4,922,298
Twitch	136	\$1,894,889
WordPress	136,583	\$6,074,257
YouTube	39,599	\$71,288,683
<b>TOTAL</b>	<b>410,814</b>	<b>\$134,020,560</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Michigan



We estimate that Michigan is home to a total of **355,957 internet creators**.



Their earnings from those activities **contributed \$136,086,828 to Michigan's economy in 2016**.

## Michigan Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	5,748	\$5,545,592
eBay	736	\$1,104,240
Etsy	29,892	\$46,744,534
Instagram	71,646	\$12,949,773
Shapeways	939	\$46,950
Tumblr	101,281	\$4,065,385
Twitch	113	\$1,569,423
WordPress	112,805	\$5,016,802
YouTube	32,797	\$59,044,128
<b>TOTAL</b>	<b>355,957</b>	<b>\$136,086,828</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Minnesota



We estimate that Minnesota is home to a total of **309,640 internet creators**.



Their earnings from those activities **contributed \$101,016,607 to Minnesota's economy in 2016**.

## Minnesota Internet Creators and Their Earnings, by Platform, 2016

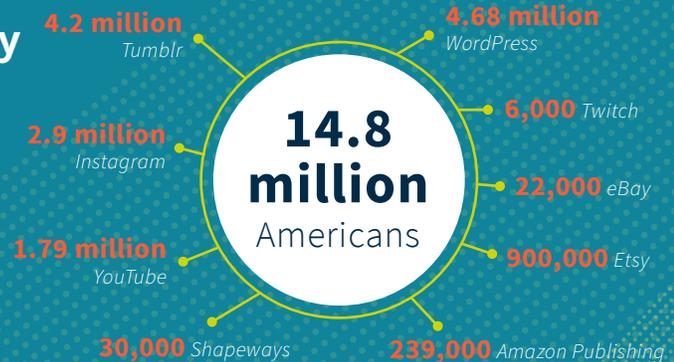
PLATFORM	CREATORS	INCOME
Amazon Publishing	5,224	\$5,039,845
eBay	471	\$707,410
Etsy	19,150	\$29,945,976
Instagram	65,112	\$11,768,778
Shapeways	540	\$27,017
Tumblr	92,044	\$3,694,630
Twitch	84	\$1,172,238
WordPress	102,518	\$4,559,279
YouTube	24,497	\$44,101,435
<b>TOTAL</b>	<b>309,640</b>	<b>\$101,016,607</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Mississippi



We estimate that Mississippi is home to a total of **58,014 internet creators**.



Their earnings from those activities **contributed \$18,963,874 to Mississippi's economy in 2016**.

## Mississippi Internet Creators and Their Earnings, by Platform, 2016

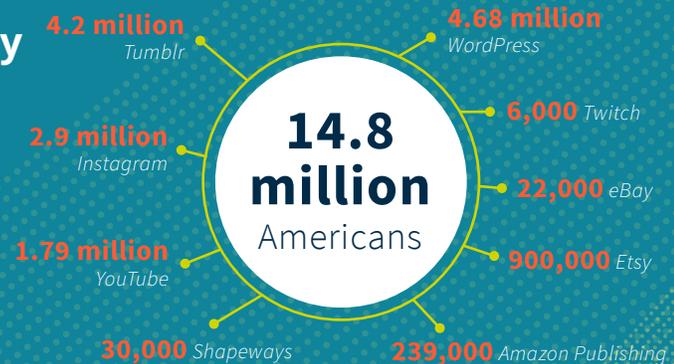
PLATFORM	CREATORS	INCOME
Amazon Publishing	972	\$937,585
eBay	111	\$166,242
Etsy	4,500	\$7,037,346
Instagram	12,113	\$2,189,399
Shapeways	276	\$13,821
Tumblr	17,123	\$687,329
Twitch	13	\$183,420
WordPress	19,072	\$848,183
YouTube	3,833	\$6,900,549
<b>TOTAL</b>	<b>58,014</b>	<b>\$18,963,874</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Missouri



We estimate that Missouri is home to a total of **202,452 internet creators**.



Their earnings from those activities **contributed \$73,405,226 to Missouri's economy in 2016**.

## Missouri Internet Creators and Their Earnings, by Platform, 2016

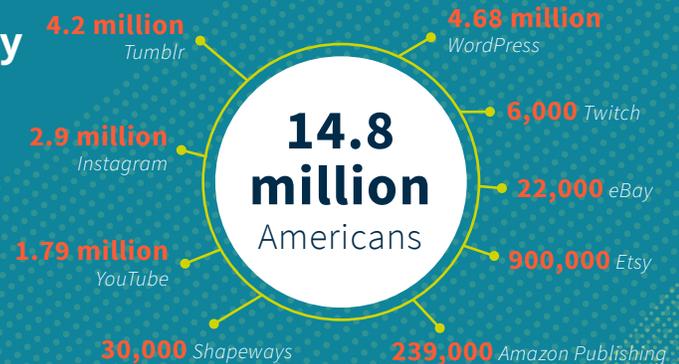
PLATFORM	CREATORS	INCOME
Amazon Publishing	3,316	\$3,199,409
eBay	409	\$613,336
Etsy	16,603	\$25,963,666
Instagram	41,335	\$7,471,089
Shapeways	504	\$25,212
Tumblr	58,432	\$2,345,435
Twitch	57	\$799,884
WordPress	65,081	\$2,894,335
YouTube	16,716	\$30,092,861
<b>TOTAL</b>	<b>202,452</b>	<b>\$73,405,226</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Montana



We estimate that Montana is home to a total of **54,218 internet creators**.



Their earnings from those activities **contributed \$20,294,704 to Montana's economy in 2016**.

## Montana Internet Creators and Their Earnings, by Platform, 2016

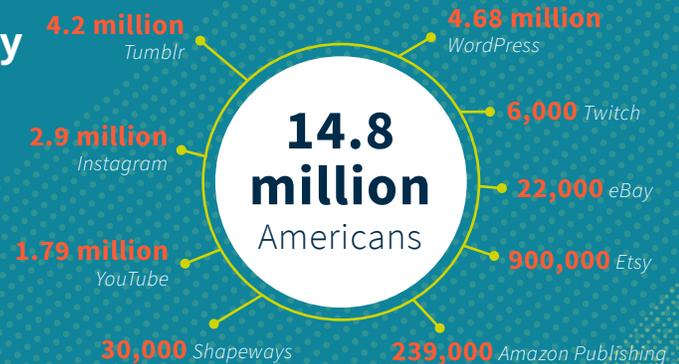
PLATFORM	CREATORS	INCOME
Amazon Publishing	882	\$851,107
eBay	109	\$164,091
Etsy	4,442	\$6,946,274
Instagram	10,996	\$1,987,460
Shapeways	74	\$3,681
Tumblr	15,544	\$623,933
Twitch	17	\$231,689
WordPress	17,313	\$769,951
YouTube	4,842	\$8,716,517
<b>TOTAL</b>	<b>54,218</b>	<b>\$20,294,704</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Nebraska



We estimate that Nebraska is home to a total of **55,077 internet creators**.



Their earnings from those activities **contributed \$18,467,996 to Nebraska's economy in 2016**.

## Nebraska Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	920	\$887,913
eBay	105	\$158,224
Etsy	4,283	\$6,697,897
Instagram	11,471	\$2,073,406
Shapeways	115	\$5,765
Tumblr	16,216	\$650,915
Twitch	13	\$186,182
WordPress	18,061	\$803,247
YouTube	3,891	\$7,004,448
<b>TOTAL</b>	<b>55,077</b>	<b>\$18,467,996</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Nevada

NV



We estimate that Nevada is home to a total of **161,938 internet creators**.



Their earnings from those activities **contributed \$50,326,538 to Nevada's economy in 2016**.

## Nevada Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	2,766	\$2,668,502
eBay	213	\$318,990
Etsy	8,635	\$13,503,424
Instagram	34,476	\$6,231,345
Shapeways	224	\$11,182
Tumblr	48,736	\$1,956,237
Twitch	43	\$601,291
WordPress	54,281	\$2,414,052
YouTube	12,566	\$22,621,515
<b>TOTAL</b>	<b>161,938</b>	<b>\$50,326,538</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# New Hampshire

NH



We estimate that New Hampshire is home to a total of **69,256 internet creators**.



Their earnings from those activities **contributed \$25,179,254 to New Hampshire's economy in 2016**.

## New Hampshire Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	1,133	\$1,093,209
eBay	144	\$215,724
Etsy	5,840	\$9,131,991
Instagram	14,124	\$2,552,803
Shapeways	174	\$8,682
Tumblr	19,966	\$801,414
Twitch	19	\$268,929
WordPress	22,237	\$988,968
YouTube	5,620	\$10,117,536
<b>TOTAL</b>	<b>69,256</b>	<b>\$25,179,254</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# New Jersey



We estimate that New Jersey is home to a total of **403,528 internet creators**.



Their earnings from those activities **contributed \$157,750,058 to New Jersey's economy in 2016**.

## New Jersey Internet Creators and Their Earnings, by Platform, 2016

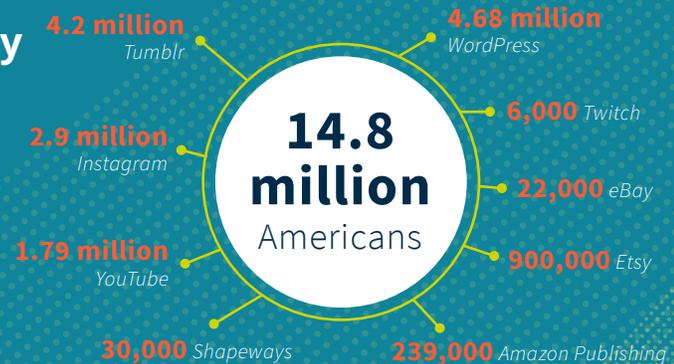
PLATFORM	CREATORS	INCOME
Amazon Publishing	6,514	\$6,284,787
eBay	584	\$876,586
Etsy	23,729	\$37,107,510
Instagram	81,196	\$14,675,900
Shapeways	847	\$42,367
Tumblr	114,781	\$4,607,277
Twitch	165	\$2,290,693
WordPress	127,842	\$5,685,512
YouTube	47,870	\$86,179,427
<b>TOTAL</b>	<b>403,528</b>	<b>\$157,750,058</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# New Mexico

NM



We estimate that New Mexico is home to a total of **105,423 internet creators**.



Their earnings from those activities **contributed \$36,796,872 to New Mexico's economy in 2016**.

## New Mexico Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	1,751	\$1,689,025
eBay	170	\$254,449
Etsy	6,888	\$10,771,278
Instagram	21,821	\$3,944,121
Shapeways	161	\$8,057
Tumblr	30,847	\$1,238,197
Twitch	32	\$449,588
WordPress	34,357	\$1,527,971
YouTube	9,395	\$16,914,187
<b>TOTAL</b>	<b>105,423</b>	<b>\$36,796,872</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# New York



We estimate that New York is home to a total of **1,655,654 internet creators**.



Their earnings from those activities **contributed \$585,307,068 to New York's economy in 2016**.

## New York Internet Creators and Their Earnings, by Platform, 2016

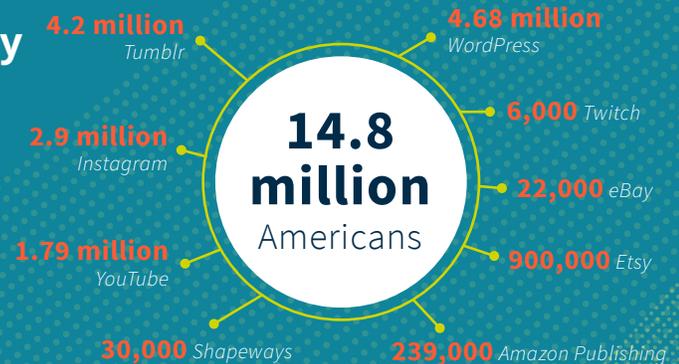
PLATFORM	CREATORS	INCOME
Amazon Publishing	27,621	\$26,649,485
eBay	1,208	\$1,813,606
Etsy	49,095	\$76,773,302
Instagram	344,297	\$62,230,460
Shapeways	1,509	\$75,426
Tumblr	486,707	\$19,536,312
Twitch	696	\$9,686,821
WordPress	542,089	\$24,108,370
YouTube	202,431	\$364,433,285
<b>TOTAL</b>	<b>1,655,654</b>	<b>\$585,307,068</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# North Carolina



We estimate that North Carolina is home to a total of **371,066 internet creators**.



Their earnings from those activities **contributed \$130,715,956 to North Carolina's economy in 2016**.

## North Carolina Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	6,139	\$5,923,269
eBay	621	\$932,131
Etsy	25,233	\$39,458,811
Instagram	76,525	\$13,831,703
Shapeways	856	\$42,783
Tumblr	108,178	\$4,342,254
Twitch	113	\$1,574,938
WordPress	120,488	\$5,358,466
YouTube	32,912	\$59,251,603
<b>TOTAL</b>	<b>371,066</b>	<b>\$130,715,956</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# North Dakota



We estimate that North Dakota is home to a total of **20,091 internet creators**.



Their earnings from those activities **contributed \$6,407,811 to North Dakota's economy in 2016**.

## North Dakota Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	340	\$327,682
eBay	40	\$59,847
Etsy	1,620	\$2,533,444
Instagram	4,233	\$765,185
Shapeways	22	\$1,111
Tumblr	5,985	\$240,218
Twitch	4	\$56,546
WordPress	6,666	\$296,436
YouTube	1,182	\$2,127,341
<b>TOTAL</b>	<b>20,091</b>	<b>\$6,407,811</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Ohio



We estimate that Ohio is home to a total of **399,102 internet creators**.



Their earnings from those activities **contributed \$143,718,832 to Ohio's economy in 2016**.

## Ohio Internet Creators and Their Earnings, by Platform, 2016

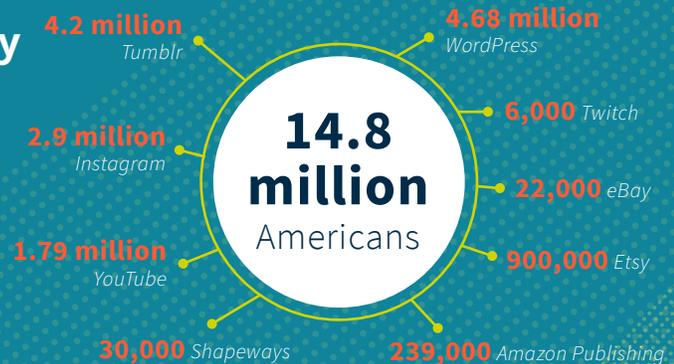
PLATFORM	CREATORS	INCOME
Amazon Publishing	6,544	\$6,314,112
eBay	829	\$1,243,688
Etsy	33,667	\$52,647,625
Instagram	81,575	\$14,744,378
Shapeways	1,038	\$51,882
Tumblr	115,316	\$4,628,774
Twitch	109	\$1,511,496
WordPress	128,438	\$5,712,040
YouTube	31,587	\$56,864,837
<b>TOTAL</b>	<b>399,102</b>	<b>\$143,718,832</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Oklahoma



We estimate that Oklahoma is home to a total of **101,921 internet creators**.



Their earnings from those activities **contributed \$40,509,735 to Oklahoma's economy in 2016**.

## Oklahoma Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	1,627	\$1,569,332
eBay	209	\$314,296
Etsy	8,508	\$13,304,723
Instagram	20,275	\$3,664,621
Shapeways	365	\$18,266
Tumblr	28,661	\$1,150,452
Twitch	35	\$493,723
WordPress	31,923	\$1,419,691
YouTube	10,318	\$18,574,629
<b>TOTAL</b>	<b>101,921</b>	<b>\$40,509,735</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Oregon

OR



We estimate that Oregon is home to a total of **263,539 internet creators**.



Their earnings from those activities **contributed \$111,295,811 to Oregon's economy in 2016**.

## Oregon Internet Creators and Their Earnings, by Platform, 2016

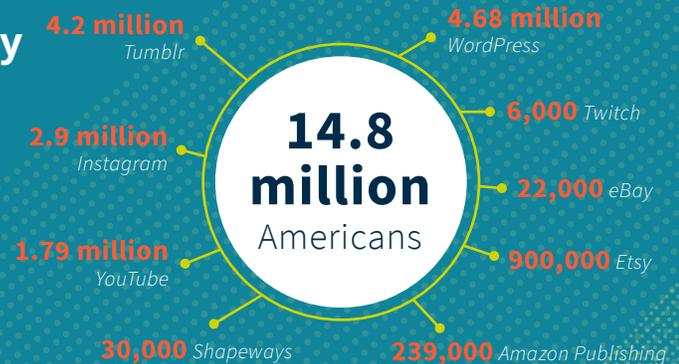
PLATFORM	CREATORS	INCOME
Amazon Publishing	4,146	\$4,000,222
eBay	507	\$760,412
Etsy	20,585	\$32,189,647
Instagram	51,681	\$9,341,105
Shapeways	469	\$23,475
Tumblr	73,057	\$2,932,499
Twitch	109	\$1,512,877
WordPress	81,370	\$3,618,788
YouTube	31,616	\$56,916,787
<b>TOTAL</b>	<b>263,539</b>	<b>\$111,295,811</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Pennsylvania

PA



We estimate that Pennsylvania is home to a total of **494,500 internet creators**.



Their earnings from those activities **contributed \$177,671,541 to Pennsylvania's economy in 2016**.

## Pennsylvania Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	8,131	\$7,844,521
eBay	905	\$1,358,493
Etsy	36,775	\$57,507,533
Instagram	101,347	\$18,318,108
Shapeways	1,215	\$60,772
Tumblr	143,267	\$5,750,693
Twitch	148	\$2,064,518
WordPress	159,569	\$7,096,520
YouTube	43,143	\$77,670,384
<b>TOTAL</b>	<b>494,500</b>	<b>\$177,671,541</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Rhode Island



We estimate that Rhode Island is home to a total of **56,034 internet creators**.



Their earnings from those activities **contributed \$19,584,916 to Rhode Island's economy in 2016**.

## Rhode Island Internet Creators and Their Earnings, by Platform, 2016

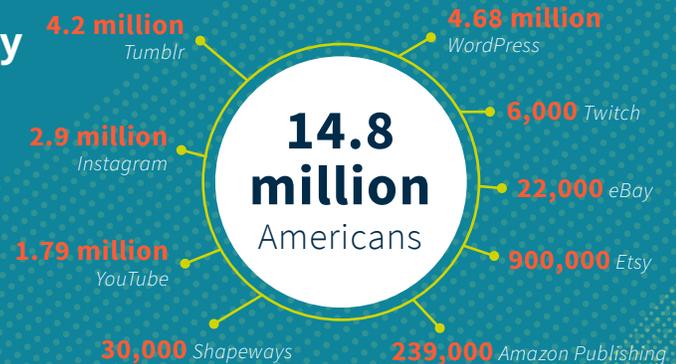
PLATFORM	CREATORS	INCOME
Amazon Publishing	930	\$896,890
eBay	94	\$141,208
Etsy	3,823	\$5,977,604
Instagram	11,587	\$2,094,369
Shapeways	89	\$4,445
Tumblr	16,380	\$657,495
Twitch	17	\$233,070
WordPress	18,244	\$811,368
YouTube	4,871	\$8,768,467
<b>TOTAL</b>	<b>56,034</b>	<b>\$19,584,916</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.





# South Carolina



We estimate that South Carolina is home to a total of **147,478 internet creators**.



Their earnings from those activities **contributed \$48,338,535 to South Carolina's economy in 2016**.

## South Carolina Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	2,478	\$2,390,493
eBay	265	\$397,026
Etsy	10,748	\$16,806,837
Instagram	30,884	\$5,582,153
Shapeways	381	\$19,030
Tumblr	43,658	\$1,752,432
Twitch	36	\$497,857
WordPress	48,626	\$2,162,552
YouTube	10,404	\$18,730,155
<b>TOTAL</b>	<b>147,478</b>	<b>\$48,338,535</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# South Dakota



We estimate that South Dakota is home to a total of **27,774 internet creators**.



Their earnings from those activities **contributed \$9,277,539 to South Dakota's economy in 2016**.

## South Dakota Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	464	\$447,697
eBay	60	\$90,162
Etsy	2,441	\$3,816,725
Instagram	5,784	\$1,045,438
Shapeways	36	\$1,806
Tumblr	8,176	\$328,199
Twitch	6	\$81,367
WordPress	9,107	\$405,007
YouTube	1,700	\$3,061,139
<b>TOTAL</b>	<b>27,774</b>	<b>\$9,277,539</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Tennessee



We estimate that Tennessee is home to a total of **331,578 internet creators**.



Their earnings from those activities **contributed \$110,218,945 to Tennessee's economy in 2016**.

## Tennessee Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	5,580	\$5,383,708
eBay	414	\$620,768
Etsy	16,804	\$26,278,277
Instagram	69,555	\$12,571,749
Shapeways	706	\$35,282
Tumblr	98,324	\$3,946,710
Twitch	105	\$1,463,227
WordPress	109,512	\$4,870,354
YouTube	30,578	\$55,048,869
<b>TOTAL</b>	<b>331,578</b>	<b>\$110,218,945</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Texas



We estimate that Texas is home to a total of **905,479 internet creators**.



Their earnings from those activities **contributed \$366,881,921 to Texas' economy in 2016**.

## Texas Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	14,407	\$13,899,774
eBay	1,643	\$2,465,276
Etsy	66,736	\$104,359,697
Instagram	179,578	\$32,458,013
Shapeways	2,931	\$146,547
Tumblr	253,855	\$10,189,702
Twitch	355	\$4,939,949
WordPress	282,742	\$12,574,385
YouTube	103,233	\$185,848,579
<b>TOTAL</b>	<b>905,479</b>	<b>\$366,881,921</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Utah

UT



We estimate that Utah is home to a total of **127,955 internet creators**.



Their earnings from those activities **contributed \$63,626,896 to Utah's economy in 2016**.

## Utah Internet Creators and Their Earnings, by Platform, 2016

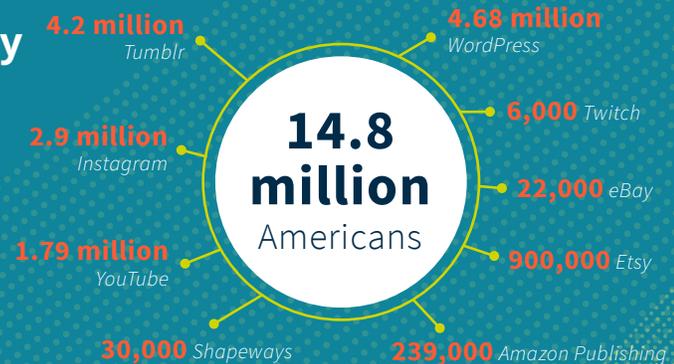
PLATFORM	CREATORS	INCOME
Amazon Publishing	1,900	\$1,833,577
eBay	274	\$410,716
Etsy	11,118	\$17,386,383
Instagram	23,689	\$4,281,671
Shapeways	264	\$13,196
Tumblr	33,487	\$1,344,166
Twitch	68	\$950,206
WordPress	37,298	\$1,658,739
YouTube	19,857	\$35,748,240
<b>TOTAL</b>	<b>127,955</b>	<b>\$63,626,896</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Vermont



We estimate that Vermont is home to a total of **53,916 internet creators**.



Their earnings from those activities **contributed \$16,893,670 to Vermont's economy in 2016**.

## Vermont Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	917	\$884,920
eBay	84	\$125,953
Etsy	3,410	\$5,331,824
Instagram	11,433	\$2,066,419
Shapeways	93	\$4,653
Tumblr	16,162	\$648,721
Twitch	13	\$182,039
WordPress	18,001	\$800,540
YouTube	3,804	\$6,848,600
<b>TOTAL</b>	<b>53,916</b>	<b>\$16,893,670</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Virginia



We estimate that Virginia is home to a total of **319,924 internet creators**.



Their earnings from those activities **contributed \$111,559,741 to Virginia's economy in 2016**.

## Virginia Internet Creators and Their Earnings, by Platform, 2016

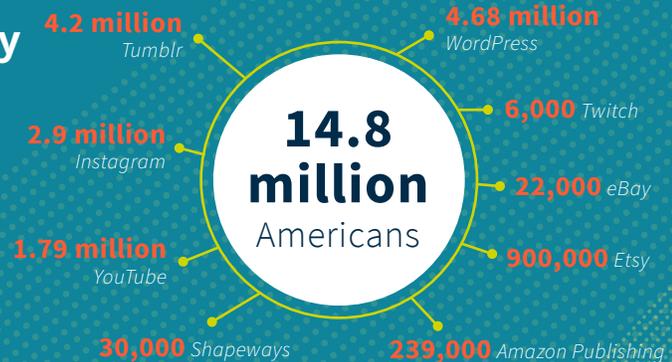
PLATFORM	CREATORS	INCOME
Amazon Publishing	5,316	\$5,129,338
eBay	479	\$719,145
Etsy	19,467	\$30,442,729
Instagram	66,268	\$11,977,758
Shapeways	589	\$29,448
Tumblr	93,678	\$3,760,236
Twitch	102	\$1,420,472
WordPress	104,338	\$4,640,239
YouTube	29,684	\$53,440,376
<b>TOTAL</b>	<b>319,924</b>	<b>\$111,559,741</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Washington



We estimate that Washington is home to a total of **350,662 internet creators**.



Their earnings from those activities **contributed \$144,557,302 to Washington's economy in 2016**.

## Washington Internet Creators and Their Earnings, by Platform, 2016

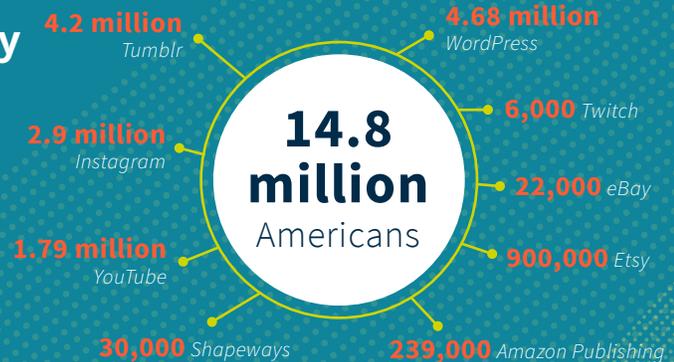
PLATFORM	CREATORS	INCOME
Amazon Publishing	5,555	\$5,359,770
eBay	684	\$1,026,400
Etsy	27,785	\$43,449,400
Instagram	69,245	\$12,515,849
Shapeways	629	\$31,462
Tumblr	97,887	\$3,929,162
Twitch	137	\$1,900,404
WordPress	109,026	\$4,848,698
YouTube	39,714	\$71,496,157
<b>TOTAL</b>	<b>350,662</b>	<b>\$144,557,302</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# West Virginia



We estimate that West Virginia is home to a total of **38,057 internet creators**.



Their earnings from those activities **contributed \$13,153,198 to West Virginia's economy in 2016**.

## West Virginia Internet Creators and Their Earnings, by Platform, 2016

PLATFORM	CREATORS	INCOME
Amazon Publishing	629	\$607,210
eBay	84	\$125,562
Etsy	3,399	\$5,315,266
Instagram	7,845	\$1,417,925
Shapeways	114	\$5,695
Tumblr	11,090	\$445,136
Twitch	9	\$121,360
WordPress	12,352	\$549,311
YouTube	2,536	\$4,565,733
<b>TOTAL</b>	<b>38,057</b>	<b>\$13,153,198</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Wisconsin



We estimate that Wisconsin is home to a total of **218,414 internet creators**.



Their earnings from those activities **contributed \$76,974,965 to Wisconsin's economy in 2016**.

## Wisconsin Internet Creators and Their Earnings, by Platform, 2016

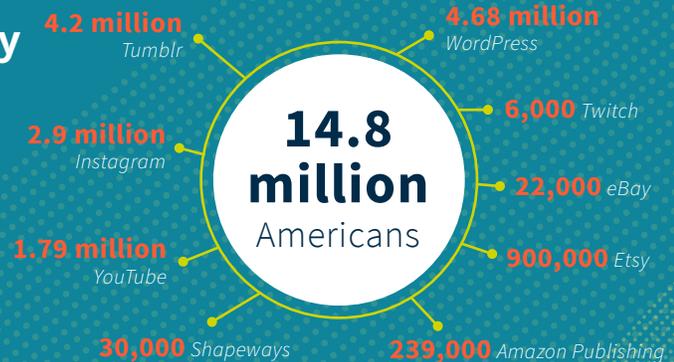
PLATFORM	CREATORS	INCOME
Amazon Publishing	3,600	\$3,473,528
eBay	467	\$701,151
Etsy	18,980	\$29,681,040
Instagram	44,876	\$8,111,198
Shapeways	490	\$24,517
Tumblr	63,438	\$2,546,388
Twitch	55	\$758,510
WordPress	70,657	\$3,142,316
YouTube	15,851	\$28,536,317
<b>TOTAL</b>	<b>218,414</b>	<b>\$76,974,965</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Wyoming

WY



We estimate that Wyoming is home to a total of **22,621 internet creators**.



Their earnings from those activities **contributed \$7,829,392 to Wyoming's economy in 2016**.

## Wyoming Internet Creators and Their Earnings, by Platform, 2016

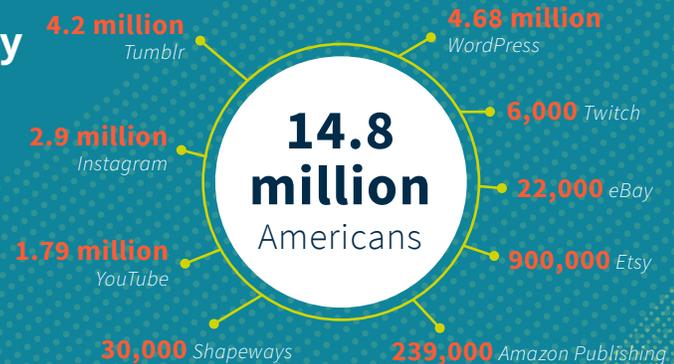
PLATFORM	CREATORS	INCOME
Amazon Publishing	376	\$362,416
eBay	41	\$61,607
Etsy	1,668	\$2,607,958
Instagram	4,682	\$846,294
Shapeways	42	\$2,084
Tumblr	6,619	\$265,681
Twitch	6	\$86,881
WordPress	7,372	\$327,858
YouTube	1,816	\$3,268,613
<b>TOTAL</b>	<b>22,621</b>	<b>\$7,829,392</b>

## Online Creativity Drives the Economy

An estimated **14.8 million** Americans used these platforms in 2016 to earn income from their creations.



Collectively, these independent creators earned an estimated **\$5.9 billion in 2016** from their creations.



# Appendix A

## How We Estimated the Number of U.S. Internet Creators and Their Earnings

### *Amazon Publishing*

Amazon provides three platforms for self-publishers: Kindle Direct Publishing for digital books, CreateSpace for printed books and Audiobook Creation Exchange for audiobooks. Amazon receives revenue per volume sold, and the book's creator receives a portion of that revenue based on the platform used and its revenue sharing arrangements.<sup>1</sup> According to Author Earnings, a leading website for data and information about writers and publishing, self-publishers sold 21,860,000 printed volumes in the United States in 2016, including 16,660,000 volumes issued through Amazon's CreateSpace (76.2 percent).<sup>2</sup> Author Earnings also reported that the sales from self-published printed volume totaled \$225,619,000 in 2016. Based on these data, we estimated that Amazon's CreateSpace had sales of \$171,949,339 in 2016 from self-published printed books ( $\$225,619,000 \times 0.762 = \$171,949,339$ ). Similarly, Author Earnings reported that 204,072,000 self-published e-books were sold in the United States in 2016 for a total of \$595,890,000. Applying Amazon's 76.2 percent share of self-published printed books to e-books, we estimated that Amazon's Kindle Direct Publishing sold 155,527,883 e-books in the United States for \$454,141,235 in 2016. Author Earnings further reported that 3,068,000 audiobooks were sold for \$46,357,000 in 2016; and applying the same percentage, we estimated that Amazon's Audiobook Creation Exchange sold 2,338,192 audiobooks in the United States for \$35,329,717 in 2016.<sup>3</sup>

An author's royalties from their CreateSpace books are based on the list price the author sets for his or her book, its number of pages, the sales platform (the CreateSpace store, Amazon.com or a third party distributor) and whether the book is printed in color or in black and white. For example, Amazon reports that a black and white book of 184 pages listed at \$8.99 on Amazon.com would net a U.S. author \$2.34 per book, or 26.0 percent of the list price.<sup>4</sup> Since the royalty rate is less for longer books, those printed in color and those sold outside Amazon, we adopted an average 20 percent revenue share for self-published authors, which may well be conservative. Using this royalty rate, we estimated that the creators of self-published printed books issued through CreateSpace earned \$34,389,868 in 2016. Creators who self-publish e-books through Kindle Direct Publishing can choose a royalty rate of 35 percent or a rate of 70 percent less "delivery costs" based on the e-book's file size.<sup>5</sup> Amazon does not provide data on how many authors on Kindle Direct Publishing choose each royalty rate, so we assumed here that the net royalty rate of authors self-publishing

- 
- 1 Author Earnings (2016).
  - 2 Author Earnings (2017-A).
  - 3 Author Earnings (2017-B).
  - 4 Create Space (2017).
  - 5 Kindle Direct Publishing (2015).

e-books through Kindle Direct Publishing averages 40 percent. On this basis, those creators would have earned an estimated \$181,656,494 from their e-book sales in 2016.<sup>6</sup> Finally, creators of audiobooks self-published through Amazon's Audiobook Creation Exchange earn a 40 percent royalty; on this basis, we estimated that U.S. creators (and voice actors) earned \$14,131,887 from self-publishing audiobooks through Amazon in 2016.<sup>7</sup> All told, we estimated that U.S. creators who self-published printed books, e-books and audiobooks through Amazon's three platforms earned \$230,178,249 in royalties in 2016.

There are no direct data on the number of American creators who self-publish their books, either generally or specifically using Amazon platforms. However, the organization that assigns International Standard Book Numbers (ISBNs) to books, Bowker, reported issuing 423,718 ISBNs for books self-published through Amazon platforms in 2015.<sup>8</sup> From 2010 to 2015, ISBNs in the Bowker database increased at an annual rate of 56.3 percent; and if that rate of increase persisted through 2016, an estimated 662,289 books were self-published through Amazon platforms in 2016. Therefore, assuming that all self-published books issued through Amazon received an ISBN, that each ISBN corresponds to one author or creator and that each author self-published one book in 2016, we estimated that 238,571 U.S. creators earned \$230,178,249 from self-publishing books through Amazon platforms in 2016.

## eBay

eBay, the online platform for businesses selling to consumers and consumers selling to each other, was founded in 1995 as an auction website. eBay derives its revenue from a range of fees paid by sellers, including a fee for each item listed, a percentage transaction fee on each sale, a graduated fee for items offered for sale at fixed prices, and a marketing fee.<sup>9</sup> eBay is a public company and therefore issues detailed financial data, from which we drew our estimates. eBay reported 167 million active users<sup>10</sup> and a net revenue of \$8,979,000,000 in 2016, including \$3,866,000,000 from American sources (43.1 percent).<sup>11</sup> Of that \$8,979,000,000 in net revenue, \$7,244,000,000 came from the eBay Marketplace and the remainder from other services, such as StubHub. The value of all merchandise sold on the eBay Marketplace in 2016 totaled \$79,448,000,000, so eBay's net revenue from its fees equaled 7.69 percent of its total sales.

eBay does not issue data on the share of its sales that involve handmade items by creators. Therefore, we used Terapeak, a website that provides data "revealing how products perform and how shoppers behave online"<sup>12</sup> to generate data on "homemade" and "handmade" items sold by Americans on eBay. Terapeak reported that from March 29, 2016, to March 31, 2017, 1,163,480 "handmade" items were sold on eBay for

6 Ibid, 2015.

7 Howey, Hugh (Feb. 28, 2014).

8 Bowker (2016).

9 eBay (2017).

10 Statista (2017-B).

11 eBay (2016).

12 Terapeak (2017).

\$34,843,685 and 87,246 “homemade” items were sold for \$1,184,333, for a total of 1,250,726 items sold by Americans on eBay for \$36,028,018.<sup>13</sup> Since we found that eBay’s total fees equaled 7.69 percent of the total sales on the platform, we estimated that American creators earned \$33,257,464, after fees, from sales of 1,250,726 handmade or homemade products on the eBay platform in 2016, an average of \$26.59 per item sold. There are no data on the number of American creators who produced and sold those items, so we applied a metric derived from our study of Etsy: We found that U.S. creators on the Etsy platform earned an average of \$1,625.85 (before paying Etsy’s fees) from their sales in 2016. Applying the ratio for Etsy U.S. creators of average earnings (\$1,625.85) to total earnings (\$1,463,735,954), we estimated that 22,160 U.S. creators sold handmade or homemade items on eBay in 2016, earning \$36,028,018 before fees and \$33,357,464 after fees.<sup>14</sup>

## Etsy

Etsy is an e-commerce platform created in 2005 for individuals to sell handmade items. The Amazon subsidiary that tracks web traffic, Alexa Internet, reports that Etsy is the 58th most visited website in the United States and the 206th most visited website worldwide.<sup>15</sup> In 2016, 45.2 million items were listed on Etsy, 1,748,000 people worldwide sold items on Etsy, and 28,566,000 people purchased items on Etsy. Etsy is a public company that issues considerable financial information, and the data above and our estimates below were drawn from or based on Etsy’s public information.<sup>16</sup>

Etsy reported gross merchandise sales totaling \$2,841,985,000 in 2016. The platform charges its creators a listing fee of 20 cents per item and a transaction fee equal to 3.5 percent of a creator’s sales. Based on that information, we estimated that Etsy earned \$9,038,559 in listing fees on 45.2 million listed items and \$99,469,475 in transaction fees on its gross sales. Therefore, we could estimate that Etsy creators worldwide collected a net \$2,733,476,966 from their sales on the platform. Etsy also reports that 74.0 percent of its listed items are “handmade” creations.<sup>17</sup> Applying that percentage to creators’ net earnings, we estimated that creators of handmade items worldwide earned \$2,022,772,955 from their 2016 sales on Etsy. Etsy further reported that 69.6 percent of the 1,748,000 people who sold items on Etsy in 2016 were American. Therefore, we estimated that 1,216,608 Americans creators sold items on Etsy in 2016, of which 900,920 sold handmade creations that earned those creators \$1,407,849,977 in 2016.

<sup>13</sup> Therapeak (2017).

<sup>14</sup>  $(900,290 * 14,908,461) / 1,407,239,246 = 9538$ .

<sup>15</sup> Alexa (2017-A).

<sup>16</sup> Etsy (2017).

<sup>17</sup> The other category of Etsy products is “vintage,” and it is likely that some vintage items may also have been created by Etsy creators, though most vintage products on Etsy are simply old or difficult to find.

## Instagram

Instagram is a photograph- and video-sharing mobile application created in 2010 and purchased by Facebook in 2012. It enables users to share pictures and videos directly through the Instagram application or third-party applications such as Facebook, Tumblr and Twitter. An estimated 600,000,000 people worldwide were active Instagram users in 2016.<sup>18</sup> Facebook does not release financial data on Instagram, so we relied on outside analysts. Credit Suisse analysts estimated that Instagram generated \$3.2 billion in revenue for Facebook in 2016,<sup>19</sup> but the market research firm eMarketer estimated that Instagram brought in only \$1.53 billion in 2016, less than half the Credit Suisse estimate.<sup>20</sup> Instagram does not share advertising revenue with its content creators; instead, the producers of brand-name products pay Instagram creators with substantial followers, called “influencers,” fees to promote their products in the creators’ Instagram feeds. The compensation depends on the brand, the scope of its campaign, the creator’s personal fame and the number of his or her subscribers or followers. Selena Gomez, the highest-paid celebrity influencer on Instagram, earned \$550,000 for featuring brand-name pocketbooks, jewelry, dresses and shoes in her Instagram photos or videos.<sup>21</sup> Fees paid to noncelebrity creators on Instagram range from free merchandise to payments of \$5, \$10 or up to \$1,000 for every thousand Instagram followers a creator has. Dash Hudson, a firm that sources Instagram influencers for brands, estimated that creators earned \$1 billion to \$1.5 billion in Instagram promotion fees in 2016; while we could not independently verify that estimate or its basis, we relied on it here.<sup>22</sup>

To estimate the number of Instagram creators earning those fees in 2016, we fit a power-function to data that we collected on the more than 7,000 Instagram creators with at least 1,000,000 followers or subscribers.<sup>23</sup> The line matched the data quite closely, as seen in Figure A1 below. We extrapolated the analysis to estimate the number of Instagram creators with at least 10,000 subscribers, a level considered the minimum to earn income as an Instagram influencer.<sup>24</sup> Based on this analysis, we estimated that 6,915,768 Instagram creators have enough followers to earn income from their Instagram postings. To estimate the number of those creators who were located in the United States, we applied an outside analysis that reported that 43.0 percent of the top 100 Instagram creators in 2016 were American.<sup>25</sup> Applying that percentage to our estimates of the number of Instagram creators with at least 10,000 subscribers and their total earnings, we estimated that 2,973,780 American creators earned between \$430,000,000 and \$645,000,000 for promoting products on Instagram.

18 Simon, Ellen (2017).

19 Verhage, Julie (April 19, 2016).

20 Schuetz, Molly (June 1, 2016).

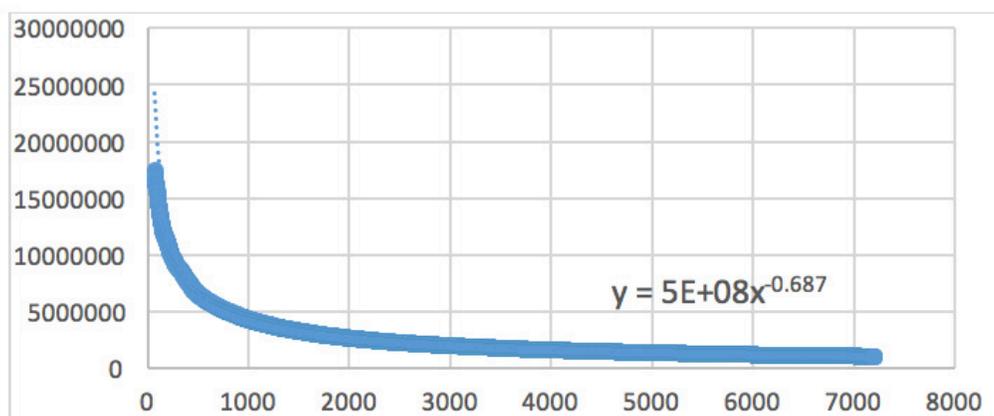
21 Cox, Lauren (2016).

22 Ma, Alexandra (Dec. 29, 2016).

23 Zymanga (2017).

24 Ma, Alexandra (Dec. 29, 2016).

25 Napoleon Cat (2017).

**FIGURE A1:** ANALYSIS FOR INSTAGRAM CREATORS WITH AT LEAST 1 MILLION SUBSCRIBERS

### Shapeways

Shapeways, an independent spin-off of Phillips Electronics, is a 3-D printing platform that enables creators to upload their 3-D printable files and sell their 3-D designs and objects through the Shapeways Shop Service. Shapeways generates revenue by charging creators to produce their 3-D products, and creators generate their earnings by selling their products at a markup over production costs.<sup>26</sup> The business research firm Hoover's Inc. estimated Shapeways' revenue totaled \$22,889,000 in 2016.<sup>27</sup> In 2013, Shapeways reported that roughly 10,000 creators earned about \$500,000 in revenue,<sup>28</sup> and the Shapeways website currently lists 43,584 creators' shops.<sup>29</sup> Based on those data, we estimated that Shapeways creators earned \$2,179,000 in 2016. Shapeways does not disclose the percentage of its creators who are American, but the United States currently accounts for 42 percent of the global market for 3-D printers.<sup>30</sup> Alternatively, Shapeways can be compared to Etsy, since both offer creator-designed objects and 69.6 percent of Etsy creators are American. Applying both sets of parameters to project the American share of Shapeways creators and their revenue, we estimated that 18,305 to 30,334 American 3-D printer creators earned \$915,180 to \$1,517,000 in 2016.

26 Weijmarshausen, Peter (2010).

27 DB Hoovers (2017).

28 Weijmarshausen, Peter (2013).

29 Shapeways (2017).

30 Plasteurope.com (2017).

## Tumblr

Tumblr, a blog hosting site established in 2007 and purchased by Yahoo in 2013,<sup>31</sup> hosted 342.2 million blogs and posted 147.4 billion blog posts in 2016.<sup>32</sup> Tumblr's revenue comes from advertising, fees from companies to promote their blogs,<sup>33</sup> and sales of upgrades to bloggers.<sup>34</sup> Tumblr bloggers can earn revenue using services such as Google AdSense to host third-party advertisements on their blogs. In 2016, Tumblr also announced plans to institute revenue sharing with its bloggers from the platform's advertising fees, but has not issued further details.

We begin by estimating the number of U.S. bloggers on Tumblr. In 2016, the market research firm eMarketer estimated that 29.1 million Americans bloggers updated their blogs every month.<sup>35</sup> To estimate how many of those active U.S. bloggers used Tumblr, we used the Tumblr platform's share of monthly traffic to the top 11 blogging platforms as a proxy for its share of active bloggers.<sup>36</sup> This analysis showed that Tumblr accounted for 36.1 percent of the traffic to the 11 blogging platforms, so we estimated that 10.5 million active U.S. bloggers used the Tumblr platform in 2016 (29.1 million x 0.361 = 10.5 million).<sup>37</sup> To estimate the number of Tumblr bloggers who earned income from blogging, we relied on an academic researcher's finding that 40 percent of bloggers earn some income from blogging. Therefore, we estimated that 4.2 million Americans earned some income from blogging on Tumblr in 2016 (10.5 x 0.4 = 4.2).<sup>38</sup>

Various financial and independent analysts estimate the income websites generate based on the sites' traffic and other observable factors. For example, analysts at [www.worthofweb.com](http://www.worthofweb.com) use an Alexa Internet algorithm based on a site's number of visitors and page views to estimate a website's advertising revenue. Using this approach, those analysts estimated that Pinterest earned \$284 million from advertising revenue in 2016, a figure close to the \$300 million cited by Pinterest's CEO.<sup>39</sup> Applying the same method, we estimated that Tumblr's net advertising revenue totaled \$359.6 million in 2016, including revenue for Yahoo (Tumblr's owner), Tumblr's bloggers and the providers of third-party plug-ins.

31 Yu, Roger (May 23, 2013).

32 Automattic (2017).

33 Frier, Sarah (March 5, 2013).

34 Tumblr (2017).

35 Statista (2017-A).

36 The 11 platforms considered were WordPress, Tumblr, Blogger, Ghost, Squarespace, Wix, Weebly, Drupal, TypePad, Joomla and Medium. Monthly Traffic was determined by SimilarWeb.

37 This method of counting may overestimate the number of Americans who actively use Tumblr and WordPress, because it does not account for bloggers who use less popular platforms or host their own websites. It is likely that those who use smaller blogging platforms or self-host constitute a very small share of bloggers — but self-hosting bloggers in particular may earn relatively high levels of income from blogging.

38 Griffin, Penny (2015).

39 Worth of Web also estimated that LinkedIn earned \$464 million in 2016, which was 79.9 percent of its actual, reported advertising revenue of \$581 million. See WorthofWeb (2017).

Based on Tumblr's 10.5 percent user growth in 2016 and Tumblr CEO Toni Schneider revenue forecasts, we estimated that Yahoo earned about \$100 million from Tumblr advertising in 2016 (a figure that CEO Schneider forecast for 2015 but fell short of).<sup>40</sup> The remaining \$259.6 million in revenue would have been divided between Tumblr's bloggers and third-party plug-in providers. One popular third-party plug-in provider, Infolinks, retains 35 percent of revenue from its plug-ins and gives 65 percent to the creators linked to their plug-ins. Based on those metrics, we estimated that Tumblr's 4.2 million active American bloggers earned \$168.7 million in 2016 ( $\$259.6 \times 0.65 = \$168.7$ ).

## **Twitch**

Twitch is a platform for video games that was spun off from Justin.tv in 2011 and acquired by Amazon in 2014. Twitch and its creators generate earnings through advertising, subscriptions to Twitch channels, and donations to video game creators.<sup>41</sup> Twitch reported that 9.7 million people visited the website daily in 2016,<sup>42</sup> and SuperData, a market research firm that focuses on video game platforms, estimated that Twitch and its creators earned \$1.6 billion worldwide in 2014.<sup>43</sup> SuperData also estimated that the internet video game market in the United States would grow 36.1 percent from 2014 to 2016. Applying that estimate to Twitch's estimated earnings in 2014, we estimated that Twitch and the creators using its platform earned \$2.18 billion in 2016.

Twitch creators derive most of their earnings from the Twitch Partner Program. The program does not have strict requirements for becoming a "partner," but Twitch states that its partners should stream content at least three days per week and attract growing numbers of subscribers.<sup>44</sup> Twitch reports that about 17,000 of its 2,000,000 active video game streamers worldwide are Twitch Partners.<sup>45</sup> To estimate the U.S. share of Twitch partners and earnings, we relied on SuperData's estimate that North America accounts for 41.14 percent of the worldwide market for online video game content, and on the estimate by the market research firm Newzoo that the United States accounts for 88.2 percent of North American videogaming revenue.<sup>46</sup> Based on these estimates, we calculated that Twitch had 6,163 American partners 2016, and Twitch and its U.S. partners earned \$791.0 million in 2016.

As noted above, Twitch earns revenue from advertising and subscription fees. It shares the subscription fees with its partners on a 50-50 basis initially, although high-performing partners can later earn 60 percent, and it shares advertising revenue by paying partners a fixed amount per 1,000 views.<sup>47</sup> Most Twitch creators are not members of the partner program, and they may generate earnings from donations. Here, we focused

40 Truong, Alice (Feb. 2, 2016).

41 Johnson, Eric (2014).

42 Twitch (2017-A).

43 Llamas, Stephanie and Maxwell Foxman (2015).

44 Twitch (2017-B).

45 Twitch (2017-A).

46 Newzoo (2017).

47 Aaron, Jesse (2105).

on the partners and their earnings from advertising and subscriptions. To estimate their total earnings, we drew on Census Bureau data on sole proprietors: In 2012, the top 0.68 percent of sole proprietors generated 15.9 percent of the total U.S. earnings by sole proprietors. The top 0.85 percent of Twitch users and creators are Twitch partners; and based on the data for sole proprietors, we estimated that those creator-partners generated 19.75 percent of the platform's U.S. revenue [ $0.158 \times (0.0085/0.0068) = 0.1975$ ], or \$156.2 million in 2016 ( $0.1975 \times \$791 \text{ million} = \$156.2$ ). Therefore, we estimated that Twitch's 6,163 American creators earned \$78.1 million (50-50 split) to \$93.6 million (60-40) in 2016, or an average of \$12,651 to \$15,181. Adopting the midpoint (\$13,916), we estimated that Twitch's 6,163 U.S. creators earned \$85,766,435 in 2016.

## WordPress

WordPress.org is an open-source content management system established in 2003 that currently powers more than 28 percent of the world wide web.<sup>48</sup> Our focus is WordPress.com, a platform founded by one of the original developers of the open-source CMS and now owned by Automattic, a privately held company. WordPress.com provides free hosting for blogs and other websites, paid website upgrade services and paid support for "VIP" websites, including the New York Post, TechCrunch and Time Magazine.<sup>49</sup> Based on its share of web traffic, 27.7 percent of the top 10 million websites use the WordPress platform,<sup>50</sup> and the platform is particularly recognized for facilitating blogging.<sup>51</sup>

There is little direct data available on the numbers of bloggers on WordPress and their revenue. The most recent revenue projection for WordPress from Automattic dates back to 2012, when the company projected revenue of \$45 million and stated that revenue had doubled every year since 2005.<sup>52</sup> Automatic also does not publish data on the number of bloggers using the WordPress platform who earn income from doing so. As a result, we relied here (as we did for Tumblr) on the market research firm eMarketer, which estimated that 29.1 million U.S. bloggers update a blog at least once per month.<sup>53</sup> To estimate WordPress's share of those bloggers, we used its share of all monthly traffic to the 11 most popular blogging platforms as a proxy for its share of bloggers and their incomes from blogging. WordPress accounted for 40.2 percent of that monthly traffic, and therefore we estimated that 40.2 percent of the 29.1 million active U.S. bloggers, or 11.7 million bloggers, use the WordPress platform.<sup>54</sup> As with Tumblr, we also drew on research estimating that 40 percent of blogging sites generate income, and so we estimated that 4.7 million bloggers using the WordPress platform derive income from blogging.<sup>55</sup>

48 W3Techs (2017).

49 WordPress.com (2017-A); WordPress.com (2017-B).

50 Rouse, Margaret (2016).

51 Automattic (2017).

52 Colao, JJ (Sep. 5, 2012).

53 Statista (2017-A).

54 The 11 platforms considered were WordPress, Tumblr, Blogger, Ghost, Squarespace, Wix, Weebly, Drupal, TypePad, Joomla and Medium. These had the highest monthly traffic as measured by SimilarWeb.

55 Griffin, Penny (2015).

To estimate the earnings of those WordPress bloggers, we began with the estimate by [www.worthofweb.com](http://www.worthofweb.com) that WordPress earned \$378.6 million in advertising revenue in 2016.<sup>56</sup> WordPress states that it will share “more than 50 percent” of that advertising revenue with bloggers who install the WordAds application.<sup>57</sup> Here, we adopted as a blogger’s share of WordPress advertising revenue linked to the blog a 55 percent share, which is the midpoint for the bloggers’ share on Tumblr and the share of advertising revenue that YouTube provides its channel creators. Using this allocation and the [www.worthofweb.com](http://www.worthofweb.com) estimate of WordPress’s total advertising revenue, we estimated that active U.S. bloggers on the WordPress platform earned \$208.2 million from blogging in 2016 ( $\$378.6 \times 0.55 = \$208.2$ ).

## YouTube

YouTube is a video sharing platform founded in 2005 and purchased by Google in 2006. YouTube reports that it has more than 1 billion active users;<sup>58</sup> and Alexa Internet estimates that YouTube.com is the second most visited site in the United States and worldwide.<sup>59</sup> YouTube’s revenue comes mainly from targeted ads, although the platform also launched subscription service in 2015, YouTube Red, that provides ad-free viewing and “exclusive” content.<sup>60</sup> While Google does not release detailed financial data on YouTube, analysts from RBC Capital estimated YouTube’s 2016 revenue at \$10 billion,<sup>61</sup> and Merrill Lynch analysts have said the platform’s revenue may be as much as \$12 billion.<sup>62</sup> YouTube gives its video creators a 55 percent share of video revenue. Applying the revenue estimates from RBC Capital and Merrill Lynch to the distribution of revenue to creators, we estimated that YouTube’s content creators earned \$5.5 billion to \$6.6 billion in 2016.<sup>63</sup> This estimate is also broadly consistent with an analysis by Evercore, which found that, in 2015, YouTube paid some \$5 billion to content creators and rights holders out of \$9 billion in revenue.

To estimate the number of YouTube content creators who earn income from posting videos on the YouTube platform, we began by analyzing the top 5,000 YouTube channels ranked by their number of subscribers, which ranges from 735,000 to 130 million. We fit a power function to those data and established an extremely close fit (R-squared = 0.99), so we used that analysis to estimate the number of creators with smaller subscriber bases (Figure A2 below). We adopted 10,000 subscribers as the our benchmark for the minimum number of subscribers required to attract advertisers and earn income, based on YouTube’s current practice of requiring creators to have at least 10,000 views before they can monetize their channels.<sup>64</sup> YouTube creators with 10,000 subscribers also receive a “Bronze” button, access to the channel consultation program and production access at YouTube Spaces.<sup>65</sup>

<sup>56</sup> WorthofWeb (2017).

<sup>57</sup> WordAds (2017).

<sup>58</sup> YouTube (2017).

<sup>59</sup> Alexa (2017-B).

<sup>60</sup> Popper, Ben (2015).

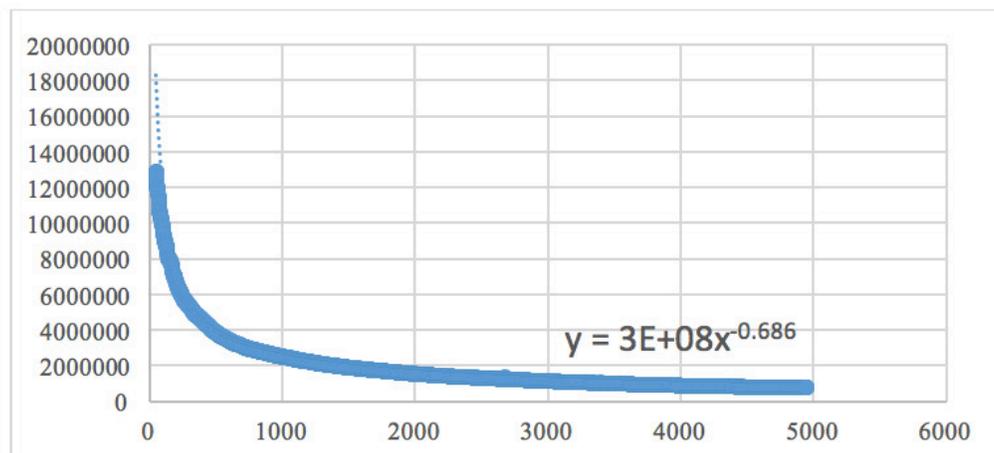
<sup>61</sup> For example, RBC Capital set the platform’s 2016 revenue at \$10 billion. See Jarboe, Greg (2016).

<sup>62</sup> Ogg, Jon (2016).

<sup>63</sup> Levy, Adam (2016).

<sup>64</sup> Popper, Ben (2017).

<sup>65</sup> Townsend, Benedict (2016).

**FIGURE A2:** ANALYSIS FOR THE TOP 5,000 YOUTUBE CHANNELS BY NUMBER OF SUBSCRIBERS<sup>66</sup>

Next, we estimated the number of income-earning YouTube creators located in the United States. We surveyed the 150 most subscribed YouTube channels and found that 80 of those channels or 53.3 percent were created by Americans.<sup>67</sup> (It is possible that American creators dominate the top channels to a greater or lesser extent than less popular channels, but there are no data to support either possibility.) Applying the ratio of U.S. versus foreign creators from the top 150 channels to the universe of YouTube creators and their earnings, we could estimate that when YouTube earned between \$10 billion and \$12 billion in 2016, 3,360,589 creators worldwide had channels attracting at least 10,000 subscribers, and 1,792,313 of those channels were created by Americans. We estimated that all told, these 1,792,313 American creators earned \$2.93 billion to \$3.52 billion from the \$5.5 billion to \$6.6 billion paid by YouTube to its worldwide creators worldwide in 2016.

<sup>66</sup> Social Blade (2017).

<sup>67</sup> VidStatsX (2017).

# Appendix B

## How We Estimated the Distribution of the Earnings of Internet Creators by Platform

Our distributional analysis of creator earnings began with the distribution of the 2012 earnings by sole proprietors into nine groups, as reported by the Census Bureau. To track the shape of that distribution, we first calculated the average earnings of all sole proprietors in 2012, which was \$40,397, and then calculated the ratio of earnings in each of the nine groups to the average earnings for all sole proprietors (Table B1 below). For example, the second earnings group covers 16.6 percent of all sole proprietors, and its earnings range is 12.4 percent (\$5,000) to 24.8 percent (\$9,999) of the overall average of \$40,397.

**TABLE B1:** THE DISTRIBUTION OF EARNINGS BY SOLE PROPRIETORS, 2012, WITH THE PERCENTAGE OF SOLE PROPRIETORS IN EACH EARNINGS GROUP

EARNINGS	PERCENTAGE OF SOLE PROPRIETORS	RATIO (PERCENTAGE OF AVERAGE EARNINGS OF ALL SOLE PROPRIETORS)
\$1,000–\$4,999	25.5%	0.025–0.124
\$5,000–\$9,999	16.6%	0.124–0.248
\$10,000–\$24,999	23.4%	0.248–0.619
\$25,000–\$49,999	14.9%	0.619–1.24
\$50,000–\$99,999	10.3%	1.24–2.48
\$100,000–\$249,999	7.0%	2.48–6.19
\$250,000–\$499,999	1.7%	6.19–12.38
\$500,000–\$999,999	0.6%	12.38–24.75
\$1,000,000 and up	0.1%	24.75 and up
All Sole Proprietors	100.0%	1.00

We did not assume here that the earnings of internet creators resemble the earnings of all sole proprietors. Rather, we only assumed that the shape of the distribution of earnings by internet creators would roughly resemble the shape of the distribution of earnings by sole proprietors, or at least resemble it more closely than it resembles the shape of the distribution of earnings of any other group. The calculations are presented in Table B2 below. Given our assumptions, we estimated, for example, that 25.5 percent of all internet creators on the Amazon Publishing platform who earned anything on that platform in 2016 earned between 2.5 percent and 12.3 percent of the average for all creators on that platform, or in this case between \$24 and \$119.

These calculations represented our first estimate of that distribution and provided the basis for our final estimates. The distribution of earnings by sole proprietors is very precise because the Census Bureau collects earnings data for sole proprietors. Since no one has collected such data for internet creators, we applied the model of the shape of the earnings distribution for sole proprietors, using the different “average” earnings for each platform. However, we should not apply the precision of the distribution for sole proprietors to our final estimates of the earnings distribution for internet creators. Therefore, we converted the nine earnings groups used by the Census Bureau to three broad groups for our final estimates: \$1 to \$500, \$500 to \$10,000, and \$10,000 and up.

**TABLE B2:** DISTRIBUTION OF EARNINGS BY INTERNET CREATORS, BY PLATFORM, 2016, FIRST ESTIMATE (WITH PERCENTAGE OF CREATORS IN EACH EARNINGS GROUP)

	AVERAGE EARNINGS	GROUP 1: 2.5–12.3% (25.5%)	GROUP 2: 12.3–24.8% (16.6%)	GROUP 3: 24.8–61.9% (23.4%)	GROUP 4: 61.9–124% (14.9%)
Amazon Pub.	\$965	\$24–\$119	\$119–\$239	\$239–\$597	\$597–\$1,194
eBay	\$1,501	\$37–\$186	\$186–\$372	\$372–\$929	\$929–\$1,858
Etsy	\$1,564	\$39–\$194	\$194–\$387	\$387–\$968	\$968–\$1,936
Instagram	\$181	\$4–\$22	\$22–\$45	\$45–\$112	\$112–\$224
Shapeways	\$50	\$1–\$6	\$6–\$12	\$12–\$31	\$31–\$62
Tumblr	\$40	\$1–\$5	\$5–\$10	\$10–\$25	\$25–\$50
Twitch	\$13,916	\$344–\$1,722	\$1,722–\$3,445	\$3,445–\$8,612	\$8,612–\$17,225
WordPress	\$44	\$1–\$6	\$6–\$11	\$11–\$28	\$28–\$55
YouTube	\$1,800	\$45–\$223	\$223–\$446	\$446–\$1,114	\$1,114–\$2,228

**TABLE B2 (CONT.):** DISTRIBUTION OF EARNINGS BY INTERNET CREATORS, BY PLATFORM, 2016, FIRST ESTIMATE (WITH PERCENTAGE OF CREATORS IN EACH EARNINGS GROUP)

	<b>GROUP 5: 124–248% (10.3%)</b>	<b>GROUP 6: 248–619% (7.0%)</b>	<b>GROUP 7: 619–1,238% (1.7%)</b>	<b>GROUP 8: 1,238–2,475% (0.6%)</b>	<b>GROUP 9: 2,475% AND UP (0.1%)</b>
Amazon Publishing	\$1,194–\$2,388	\$2,388–\$5,971	\$5,971–\$11,942	\$11,942–\$23,884	\$23,884 and up
eBay	\$1,858–\$3,715	\$3,715–\$9,288	\$9,288–\$18,576	\$18,576–\$37,151	\$37,151 and up
Etsy	\$1,936–\$3,871	\$3,871–\$9,678	\$9,678–\$19,355	\$19,355–\$38,710	\$38,710 and up
Instagram	\$224–\$447	\$447–\$1,119	\$1,119–\$2,237	\$2,237–\$4,474	\$4,474 and up
Shapeways	\$62–\$124	\$124–\$309	\$309–\$619	\$619–\$1,238	\$1,238 and up
Tumblr	\$50–\$99	\$99–\$248	\$248–\$497	\$497–\$994	\$994 and up
Twitch	\$17,225–\$34,449	\$34,449–\$86,123	\$86,123–\$172,246	\$172,246–\$344,492	\$344,492 and up
WordPress	\$55–\$110	\$110–\$275	\$275–\$550	\$550–\$1,101	\$1,101 and up
YouTube	\$2,228–\$4,456	\$4,456–\$11,141	\$11,141–\$22,282	\$22,282–\$44,565	\$44,565 and up

Next, we calculated how many creators on each platform would fall in each earnings group, which entailed multiplying the number of revenue-earning creators on each platform by the percentages derived from the distribution of sole proprietors across the nine earnings groups. The results are presented in Table B3 below. For example, we estimated that of the 238,571 creators who earned revenue from using the Amazon Publishing platform, 60,770, or 25.5 percent of those creators, had earnings of 2.5 percent to 12.3 percent of the average — while 24,661 (10.3 percent) had earnings of 124 percent to 248 percent of that average, and another 16,600 or 7.0 percent had earnings of 248 percent to 619 percent of that average.

**TABLE B3:** FIRST ESTIMATE, NUMBER OF INTERNET CREATORS IN EACH EARNINGS GROUP, BY PLATFORM, 2016 (WITH PERCENTAGE OF CREATORS IN EACH EARNINGS GROUP)

	<b>TOTAL</b>	<b>GROUP 1: 2.5–12.3% (25.5%)</b>	<b>GROUP 2: 12.3–24.8% (16.6%)</b>	<b>GROUP 3: 24.8–61.9% (23.4%)</b>	<b>GROUP 4: 61.9–124% (14.9%)</b>
Amazon Pub.	238,571	60,770	39,686	55,793	35,441
eBay	22,160	5,645	3,686	5,182	3,292
Etsy	900,290	229,326	149,762	210,546	133,742
Instagram	2,973,780	757,496	494,685	695,461	441,767
Shapeways	30,334	7,727	5,046	7,094	4,506
Tumblr	4,203,808	1,070,815	699,299	983,121	624,493
Twitch	6,163	1,570	1,025	1,441	916
WordPress	4,682,161	1,192,663	778,872	1,094,990	695,554
YouTube	1,792,313	456,547	298,149	419,158	266,255

**TABLE B3 (CONT.):** FIRST ESTIMATE, NUMBER OF INTERNET CREATORS IN EACH EARNINGS GROUP, BY PLATFORM, 2016 (WITH PERCENTAGE OF CREATORS IN EACH EARNINGS GROUP)

	<b>GROUP 5: 124–248% (10.3%)</b>	<b>GROUP 6: 248–619% (7.0%)</b>	<b>GROUP 7: 619–1,238% (1.7%)</b>	<b>GROUP 8: 1,238–2,475% (0.6%)</b>	<b>GROUP 9: 2,475% AND UP (0.1%)</b>
Amazon Pub.	24,661	16,600	3,988	1,330	302
eBay	2,291	1,542	370	124	28
Etsy	93,062	62,643	15,049	5,021	1,139
Instagram	307,396	206,919	49,707	16,584	3,764
Shapeways	3,136	2,111	507	169	38
Tumblr	434,543	292,506	70,267	23,444	5,320
Twitch	637	429	103	34	8
WordPress	483,989	325,791	78,263	26,111	5,926
YouTube	185,269	124,711	29,959	9,995	2,268

Before we consolidated the nine groups of creators and their earnings for each platform into three broad groups, we used survey data to refine our first estimates for the large blogging platforms, Tumblr and WordPress. Those websites support 8.9 million creators who earned revenue from their activities on those platforms. However, the low-arithmetic average for the two platforms, which reflects the large number of creators on those platforms, distorts the earnings estimates, especially for the more successful creators using those platforms — those in the group earning more than \$10,000 per year. Therefore, we refined our first earnings estimates for the higher earners on these platforms using a survey of bloggers' earnings from *iBlog* magazine. The survey reported that, of the bloggers surveyed (all were female), 57 percent earned less than \$2,500, 11 percent earned \$2,500 to \$4,999, 13 percent earned \$5,000 and \$14,999, 8 percent earned \$15,000 to \$29,999, 5 percent earned \$30,000 to \$59,999 and 6 percent earned \$60,000 or more.

We could not apply the actual findings to all bloggers. Instead, we once again used the shape of the distribution from the survey to inform our final estimates of the number of higher-earning creators on those platforms. The results are presented in Table B4 below. Using the categories from the survey, we estimated that 45,580 bloggers on WordPress and 28,051 on Tumblr earned \$500 to \$2,500 from those activities in 2016. Further, we estimated that 805 creators on the WordPress platform earned more than \$2,500 from those activities in 2016, including 477 who earned more than \$10,000, and 563 creators on the Tumblr platform earned more than \$2,500, including 334 who earned more than \$10,000.

**TABLE B4:** ESTIMATED CREATORS' EARNING \$500 AND MORE ON WORDPRESS AND TUMBLR, 2016

PLATFORM	\$500–\$2,500	\$2,500–\$5,000	\$5,000– \$15,000	\$15,000– \$30,000	\$30,000– \$60,000	\$60,000 AND UP
WordPress	45,580	206	243	150	94	112
Tumblr	28,051	144	170	105	65	79

Finally, we converted these calculations to our final estimates of the number of creators on each platform who earned incidental income from those activities (\$1 to \$500), the number who earned supplementary income from their activities on the platform (\$500 to \$10,000) and the number of creators on each platform who earned substantial income (\$10,000 and up). We began by counting the number of creators on each platform with estimated earnings of \$500 or more and \$10,000 or more, the two earnings thresholds for our groupings. To do that, we noted the earnings group that covers each of those two thresholds and included all creators in groups above each threshold. In addition, all creators in groups earning less than \$500 went into Group 1, \$1 to \$500. For example, for the Amazon platform, the \$1 to \$500 group would include all creators in the first and second groups from Table B2; the \$500 to \$10,000 group would include all creators from fourth, fifth and sixth groups from Table B2; and the \$10,000 and up group would include all creators in the eighth and ninth groups from Table B2.

The outstanding issue was how to allocate the creators in the two groups from Table B2 that bridge the three new earnings groups — that is, Group 3, which bridges \$1 to \$500 and \$500 to \$10,000, and Group 7, which bridges \$500 to \$10,000 and \$10,000 and up. We assumed that creators are distributed evenly within each group or earnings range. In our example of Amazon creators, Group 3 that bridges \$1 to \$500 and \$500 to \$10,000 has an earnings range of \$239 to \$597. First we calculated the difference between the top and bottom of the range ( $\$597 - \$239 = \$358$ ), and the difference between the top of the range and the threshold ( $\$597 - \$500 = \$97$ ); and then we divided the latter by the former ( $97 / 358 = 0.271$ ). The result, 27.1 percent, is the share of creators in Group 3 with earning above \$500. Table B3 tells us that 55,793 creators were in Group 3, and 27.1 percent of them is 15,120. Therefore, we allocated 15,120 creators from Group 3 to the \$500 to \$10,000 group, and the remaining 72.9 percent or 40,673 creators in Group 3 to the new \$1 to \$500 group. In technical terms, we assumed that creators are evenly distributed within each earnings range, took the difference in the range of the group in question, and divided it by the difference between the top of the range and the new threshold. The result is the share of creators in a specified range earning above the new threshold.

We performed these calculations for each platform, using the dollar values in Table B2, and applied it to the numbers of creators on each platform in Table B3. The results provided our final estimates of the distribution of earnings by internet creators on each of the nine platforms (Table B5 below). Almost 13 million people earned up to \$500 in 2016 from posting their photographs, writings, videos, video games and handmade objects on these nine platforms. In addition, more than 1.8 million creators earned \$500 to \$10,000, and another 91,000 earned \$10,000 and up.

**TABLE B5:** ESTIMATED EARNINGS OF INTERNET CREATORS FOR EACH PLATFORM, 2016

PLATFORM	\$1-\$500	\$500-\$10,000	\$10,000 AND UP
Amazon Publishing	141,129	94,513	2,929
eBay	10,526	11,140	494
Etsy	420,025	459,558	20,707
Instagram	2,713,014	260,235	531
Shapeways	29,932	402	0
Tumblr	4,175,194	28,595	334
Twitch	177	4,007	1,979
WordPress	4,635,777	46,357	477
YouTube	788,776	940,023	63,514
<b>Total</b>	<b>12,914,550</b>	<b>1,844,830</b>	<b>90,965</b>

## Appendix C1: Distribution of Revenue-Earning Creators by Platform and by State

STATE	AMAZON PUBLISHING	EBAY	ETSY	INSTAGRAM	SHAPEWAYS	TUMBLR	TWITCH	WORDPRESS	YOUTUBE	TOTAL
AL	1,769	220	8,926	22,053	407	31,175	33	34,722	9,655	<b>108,961</b>
AK	573	61	2,483	7,145	50	10,100	7	11,249	2,133	<b>33,802</b>
AZ	3,982	555	22,528	49,639	615	70,171	80	78,156	23,344	<b>249,071</b>
AR	982	151	6,152	12,245	219	17,309	18	19,279	5,360	<b>61,717</b>
CA	41,737	3,168	128,685	520,252	5,219	735,441	1,981	819,127	576,111	<b>2,831,720</b>
CO	4,935	485	19,711	61,513	542	86,956	122	96,850	35,535	<b>306,649</b>
CT	2,989	251	10,181	37,252	328	52,660	59	58,652	17,119	<b>179,490</b>
DE	474	54	2,181	5,912	64	8,357	6	9,308	1,844	<b>28,200</b>
DC	1,046	19	784	13,037	42	18,429	29	20,527	8,473	<b>62,386</b>
FL	13,400	1,471	59,758	167,032	1,865	236,120	276	262,988	80,292	<b>823,202</b>
GA	6,235	608	24,698	77,724	960	109,872	172	122,375	50,003	<b>392,647</b>
HI	1,219	137	5,586	15,198	154	21,485	33	23,930	9,597	<b>77,339</b>
ID	865	186	7,566	10,779	161	15,238	20	16,972	5,822	<b>57,609</b>
IL	8,823	706	28,696	109,980	1,157	155,471	185	173,162	53,836	<b>532,017</b>
IN	3,135	419	17,016	39,077	504	55,240	55	61,525	15,995	<b>192,966</b>
IA	1,482	190	7,703	18,473	207	26,114	22	29,086	6,513	<b>89,790</b>
KS	1,491	185	7,523	18,589	275	26,278	25	29,268	7,176	<b>90,811</b>
KY	1,867	219	8,916	23,271	301	32,897	33	36,640	9,741	<b>113,887</b>
LA	2,499	184	7,486	31,151	328	44,035	68	49,046	19,886	<b>154,684</b>
ME	1,385	152	6,184	17,259	115	24,398	18	27,174	5,303	<b>81,989</b>
MD	4,798	359	14,575	59,804	517	84,540	102	94,160	29,713	<b>288,568</b>
MA	6,959	422	17,127	86,748	611	122,629	136	136,583	39,599	<b>410,814</b>
MI	5,748	736	29,892	71,646	939	101,281	113	112,805	32,797	<b>355,957</b>
MN	5,224	471	19,150	65,112	540	92,044	84	102,518	24,497	<b>309,640</b>
MS	972	111	4,500	12,113	276	17,123	13	19,072	3,833	<b>58,014</b>

STATE	AMAZON PUBLISHING	EBAY	ETSY	INSTAGRAM	SHAPEWAYS	TUMBLR	TWITCH	WORDPRESS	YOUTUBE	TOTAL
MO	3,316	409	16,603	41,335	504	58,432	57	65,081	16,716	<b>202,452</b>
MT	882	109	4,442	10,996	74	15,544	17	17,313	4,842	<b>54,218</b>
NE	920	105	4,283	11,471	115	16,216	13	18,061	3,891	<b>55,077</b>
NV	2,766	213	8,635	34,476	224	48,736	43	54,281	12,566	<b>161,938</b>
NH	1,133	144	5,840	14,124	174	19,966	19	22,237	5,620	<b>69,256</b>
NJ	6,514	584	23,729	81,196	847	114,781	165	127,842	47,870	<b>403,528</b>
NM	1,751	170	6,888	21,821	161	30,847	32	34,357	9,395	<b>105,423</b>
NY	27,621	1,208	49,095	344,297	1,509	486,707	696	542,089	202,431	<b>1,655,654</b>
NC	6,139	621	25,233	76,525	856	108,178	113	120,488	32,912	<b>371,066</b>
ND	340	40	1,620	4,233	22	5,985	4	6,666	1,182	<b>20,091</b>
OH	6,544	829	33,667	81,575	1,038	115,316	109	128,438	31,587	<b>399,102</b>
OK	1,627	209	8,508	20,275	365	28,661	35	31,923	10,318	<b>101,921</b>
OR	4,146	507	20,585	51,681	469	73,057	109	81,370	31,616	<b>263,539</b>
PA	8,131	905	36,775	101,347	1,215	143,267	148	159,569	43,143	<b>494,500</b>
RI	930	94	3,823	11,587	89	16,380	17	18,244	4,871	<b>56,034</b>
SC	2,478	265	10,748	30,884	381	43,658	36	48,626	10,404	<b>147,478</b>
SD	464	60	2,441	5,784	36	8,176	6	9,107	1,700	<b>27,774</b>
TN	5,580	414	16,804	69,555	706	98,324	105	109,512	30,578	<b>331,578</b>
TX	14,407	1,643	66,736	179,578	2,931	253,855	355	282,742	103,233	<b>905,479</b>
UT	1,900	274	11,118	23,689	264	33,487	68	37,298	19,857	<b>127,955</b>
VT	917	84	3,410	11,433	93	16,162	13	18,001	3,804	<b>53,916</b>
VA	5,316	479	19,467	66,268	589	93,678	102	104,338	29,684	<b>319,924</b>
WA	5,555	684	27,785	69,245	629	97,887	137	109,026	39,714	<b>350,662</b>
WV	629	84	3,399	7,845	114	11,090	9	12,352	2,536	<b>38,057</b>
WI	3,600	467	18,980	44,876	490	63,438	55	70,657	15,851	<b>218,414</b>
WY	376	41	1,668	4,682	42	6,619	6	7,372	1,816	<b>22,621</b>
<b>US</b>	<b>238,571</b>	<b>22,160</b>	<b>900,290</b>	<b>2,973,780</b>	<b>30,334</b>	<b>4,203,808</b>	<b>6,163</b>	<b>4,682,161</b>	<b>1,792,313</b>	<b>14,849,580</b>

## Appendix C2: Distribution of Creators' Earnings by Platform and by State

STATE	AMAZON PUBLISHING	EBAY	ETSY	INSTAGRAM	SHAPEWAYS	TUMBLR	TWITCH	WORDPRESS	YOUTUBE	TOTAL
AL	\$1,706,979	\$329,747	\$13,958,782	\$3,986,046	\$20,350	\$1,251,359	\$461,998	\$1,544,213	\$17,381,085	<b>\$40,640,559</b>
AK	\$553,026	\$91,727	\$3,882,959	\$1,291,398	\$2,500	\$405,415	\$102,053	\$500,293	\$3,839,411	<b>\$10,668,782</b>
AZ	\$3,842,204	\$832,190	\$35,228,124	\$8,972,111	\$30,768	\$2,816,659	\$1,117,074	\$3,475,838	\$42,026,043	<b>\$98,341,010</b>
AR	\$947,759	\$227,263	\$9,620,465	\$2,213,156	\$10,974	\$694,787	\$256,510	\$857,387	\$9,650,315	<b>\$24,478,616</b>
CA	\$40,268,833	\$4,753,748	\$201,234,969	\$94,033,636	\$260,936	\$29,520,439	\$27,568,274	\$36,429,068	\$1,037,161,341	<b>\$1,471,231,245</b>
CO	\$4,761,237	\$728,141	\$30,823,574	\$11,118,188	\$27,087	\$3,490,387	\$1,700,431	\$4,307,238	\$63,972,861	<b>\$120,929,144</b>
CT	\$2,883,374	\$376,099	\$15,920,960	\$6,733,101	\$16,391	\$2,113,755	\$819,190	\$2,608,435	\$30,819,184	<b>\$62,290,488</b>
DE	\$457,571	\$80,579	\$3,411,043	\$1,068,496	\$3,195	\$335,438	\$88,262	\$413,940	\$3,320,563	<b>\$9,179,087</b>
DC	\$1,009,101	\$28,946	\$1,225,326	\$2,356,400	\$2,084	\$739,756	\$405,452	\$912,880	\$15,253,744	<b>\$21,933,690</b>
FL	\$12,928,675	\$2,207,503	\$93,447,671	\$30,190,354	\$93,276	\$9,477,805	\$3,842,182	\$11,695,883	\$144,548,859	<b>\$308,432,208</b>
GA	\$6,016,031	\$912,377	\$38,622,609	\$14,048,315	\$47,992	\$4,410,256	\$2,392,746	\$5,442,383	\$90,018,837	<b>\$161,911,546</b>
HI	\$1,176,395	\$206,336	\$8,734,588	\$2,747,055	\$7,709	\$862,396	\$459,245	\$1,064,222	\$17,277,509	<b>\$32,535,456</b>
ID	\$834,350	\$279,483	\$11,831,020	\$1,948,330	\$8,057	\$611,649	\$278,578	\$754,792	\$10,480,536	<b>\$27,026,794</b>
IL	\$8,512,774	\$1,060,039	\$44,873,428	\$19,878,578	\$57,855	\$6,240,579	\$2,576,166	\$7,701,053	\$96,919,387	<b>\$187,819,859</b>
IN	\$3,024,634	\$628,592	\$26,609,446	\$7,062,965	\$25,212	\$2,217,311	\$765,405	\$2,736,225	\$28,795,741	<b>\$71,865,532</b>
IA	\$1,429,867	\$284,568	\$12,046,280	\$3,338,950	\$10,349	\$1,048,213	\$311,675	\$1,293,525	\$11,725,707	<b>\$31,489,133</b>
KS	\$1,438,844	\$277,918	\$11,764,786	\$3,359,913	\$13,752	\$1,054,794	\$343,400	\$1,301,646	\$12,919,251	<b>\$32,474,303</b>
KY	\$1,801,260	\$329,355	\$13,942,224	\$4,206,206	\$15,071	\$1,320,475	\$466,141	\$1,629,504	\$17,536,933	<b>\$41,247,169</b>
LA	\$2,411,140	\$276,549	\$11,706,831	\$5,630,366	\$16,391	\$1,767,568	\$951,579	\$2,181,230	\$35,799,867	<b>\$60,741,522</b>
ME	\$1,335,909	\$228,437	\$9,670,141	\$3,119,543	\$5,765	\$979,333	\$253,757	\$1,208,525	\$9,546,739	<b>\$26,348,147</b>
MD	\$4,628,977	\$538,430	\$22,792,721	\$10,809,340	\$25,837	\$3,393,429	\$1,421,853	\$4,187,589	\$53,492,325	<b>\$101,290,500</b>
MA	\$6,714,507	\$632,699	\$26,783,310	\$15,679,359	\$30,560	\$4,922,298	\$1,894,889	\$6,074,257	\$71,288,683	<b>\$134,020,560</b>
MI	\$5,545,592	\$1,104,240	\$46,744,534	\$12,949,773	\$46,950	\$4,065,385	\$1,569,423	\$5,016,802	\$59,044,128	<b>\$136,086,828</b>
MN	\$5,039,845	\$707,410	\$29,945,976	\$11,768,778	\$27,017	\$3,694,630	\$1,172,238	\$4,559,279	\$44,101,435	<b>\$101,016,607</b>
MS	\$937,585	\$166,242	\$7,037,346	\$2,189,399	\$13,821	\$687,329	\$183,420	\$848,183	\$6,900,549	<b>\$18,963,874</b>

STATE	AMAZON PUBLISHING	EBAY	ETSY	INSTAGRAM	SHAPEWAYS	TUMBLR	TWITCH	WORDPRESS	YOUTUBE	TOTAL
MO	\$3,199,409	\$613,336	\$25,963,666	\$7,471,089	\$25,212	\$2,345,435	\$799,884	\$2,894,335	\$30,092,861	<b>\$73,405,226</b>
MT	\$553,026	\$91,727	\$3,882,959	\$1,291,398	\$2,500	\$405,415	\$102,053	\$500,293	\$3,839,411	<b>\$10,668,782</b>
NE	\$3,842,204	\$832,190	\$35,228,124	\$8,972,111	\$30,768	\$2,816,659	\$1,117,074	\$3,475,838	\$42,026,043	<b>\$98,341,010</b>
NV	\$947,759	\$227,263	\$9,620,465	\$2,213,156	\$10,974	\$694,787	\$256,510	\$857,387	\$9,650,315	<b>\$24,478,616</b>
NH	\$40,268,833	\$4,753,748	\$201,234,969	\$94,033,636	\$260,936	\$29,520,439	\$27,568,274	\$36,429,068	\$1,037,161,341	<b>\$1,471,231,245</b>
NJ	\$4,761,237	\$728,141	\$30,823,574	\$11,118,188	\$27,087	\$3,490,387	\$1,700,431	\$4,307,238	\$63,972,861	<b>\$120,929,144</b>
NM	\$2,883,374	\$376,099	\$15,920,960	\$6,733,101	\$16,391	\$2,113,755	\$819,190	\$2,608,435	\$30,819,184	<b>\$62,290,488</b>
NY	\$457,571	\$80,579	\$3,411,043	\$1,068,496	\$3,195	\$335,438	\$88,262	\$413,940	\$3,320,563	<b>\$9,179,087</b>
NC	\$1,009,101	\$28,946	\$1,225,326	\$2,356,400	\$2,084	\$739,756	\$405,452	\$912,880	\$15,253,744	<b>\$21,933,690</b>
ND	\$12,928,675	\$2,207,503	\$93,447,671	\$30,190,354	\$93,276	\$9,477,805	\$3,842,182	\$11,695,883	\$144,548,859	<b>\$308,432,208</b>
OH	\$6,016,031	\$912,377	\$38,622,609	\$14,048,315	\$47,992	\$4,410,256	\$2,392,746	\$5,442,383	\$90,018,837	<b>\$161,911,546</b>
OK	\$1,176,395	\$206,336	\$8,734,588	\$2,747,055	\$7,709	\$862,396	\$459,245	\$1,064,222	\$17,277,509	<b>\$32,535,456</b>
OR	\$834,350	\$279,483	\$11,831,020	\$1,948,330	\$8,057	\$611,649	\$278,578	\$754,792	\$10,480,536	<b>\$27,026,794</b>
PA	\$8,512,774	\$1,060,039	\$44,873,428	\$19,878,578	\$57,855	\$6,240,579	\$2,576,166	\$7,701,053	\$96,919,387	<b>\$187,819,859</b>
RI	\$3,024,634	\$628,592	\$26,609,446	\$7,062,965	\$25,212	\$2,217,311	\$765,405	\$2,736,225	\$28,795,741	<b>\$71,865,532</b>
SC	\$1,429,867	\$284,568	\$12,046,280	\$3,338,950	\$10,349	\$1,048,213	\$311,675	\$1,293,525	\$11,725,707	<b>\$31,489,133</b>
SD	\$1,438,844	\$277,918	\$11,764,786	\$3,359,913	\$13,752	\$1,054,794	\$343,400	\$1,301,646	\$12,919,251	<b>\$32,474,303</b>
TN	\$1,801,260	\$329,355	\$13,942,224	\$4,206,206	\$15,071	\$1,320,475	\$466,141	\$1,629,504	\$17,536,933	<b>\$41,247,169</b>
TX	\$2,411,140	\$276,549	\$11,706,831	\$5,630,366	\$16,391	\$1,767,568	\$951,579	\$2,181,230	\$35,799,867	<b>\$60,741,522</b>
UT	\$1,335,909	\$228,437	\$9,670,141	\$3,119,543	\$5,765	\$979,333	\$253,757	\$1,208,525	\$9,546,739	<b>\$26,348,147</b>
VT	\$4,628,977	\$538,430	\$22,792,721	\$10,809,340	\$25,837	\$3,393,429	\$1,421,853	\$4,187,589	\$53,492,325	<b>\$101,290,500</b>
VA	\$6,714,507	\$632,699	\$26,783,310	\$15,679,359	\$30,560	\$4,922,298	\$1,894,889	\$6,074,257	\$71,288,683	<b>\$134,020,560</b>
WA	\$5,545,592	\$1,104,240	\$46,744,534	\$12,949,773	\$46,950	\$4,065,385	\$1,569,423	\$5,016,802	\$59,044,128	<b>\$136,086,828</b>
WV	\$5,039,845	\$707,410	\$29,945,976	\$11,768,778	\$27,017	\$3,694,630	\$1,172,238	\$4,559,279	\$44,101,435	<b>\$101,016,607</b>
WI	\$937,585	\$166,242	\$7,037,346	\$2,189,399	\$13,821	\$687,329	\$183,420	\$848,183	\$6,900,549	<b>\$18,963,874</b>
WY	\$3,199,409	\$613,336	\$25,963,666	\$7,471,089	\$25,212	\$2,345,435	\$799,884	\$2,894,335	\$30,092,861	<b>\$73,405,226</b>
<b>US</b>	<b>\$230,178,249</b>	<b>\$33,257,464</b>	<b>\$1,407,849,977</b>	<b>\$537,500,000</b>	<b>\$1,516,723</b>	<b>\$168,740,000</b>	<b>\$85,766,435</b>	<b>\$208,230,000</b>	<b>\$3,226,666,667</b>	<b>\$5,899,705,514</b>

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# About the Authors

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The logo for 're:create' is centered on a rectangular background with a light yellow dotted pattern. The word 're:' is in a dark blue sans-serif font, followed by a teal-colored circle that partially encloses the letter 'c'. The word 'create' is in the same dark blue sans-serif font.

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**Robert Shapiro with Siddhartha Aneja**