

Taking Root: The Growth of America's New Creative Economy

Robert Shapiro
with Siddhartha Aneja

re:create

Executive Summary

Last year, we conducted the first rigorous analysis of the millions of Americans who produce and disseminate their own creative content on the internet — from videos on YouTube and books through Amazon Publishing, to photographs on Instagram and handmade objects on Etsy — and earn money from doing so. We focused on nine major platforms for this new creative economy, finding that nearly 14.6 million Americans earned more than \$5.8 billion in 2016 from posting their personal creations on those nine platforms. Those totals capture only one prominent piece of this new creative economy, since they cover only Americans posting on one of nine platforms.

For this updated study, we can now report that this new economy grew at a robust rate in 2017.

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

- In 2017, **nearly 17 million Americans** earned income posting their personal creations on these nine platforms, an **increase of more than 2.4 million U.S. creators, or 16.6 percent**, in one year. The numbers of income-earning creators grew most rapidly in percentage terms on YouTube, Twitch, and Instagram.
- All told, these American internet creators **earned a baseline of \$6.8 billion on the nine platforms in 2017, a one-year increase of nearly \$1 billion, or 17 percent**. Those earnings increased most rapidly for the creators on Instagram, Twitch, Tumblr and YouTube.

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

PLATFORM	U.S. CREATORS		CHANGE	EARNINGS BY U.S. CREATORS		CHANGE
	2016	2017		2016	2017	
Amazon Publishing	177,647	177,042	- 0.3%	\$216,870,288	\$220,447,368	1.6%
eBay	23,802	23,797	- 0.02%	\$35,713,819	\$36,974,301	3.5%
Etsy	862,778	928,343	7.6%	\$1,286,154,632	\$1,458,513,952	13.4%
Instagram	3,573,001	5,639,996	57.9%	\$307,791,034	\$460,100,000	49.5%
Shapeways	20,509	24,526	19.6%	\$1,393,452	\$1,701,804	22.1%
Tumblr	2,560,681	3,138,962	22.6%	\$145,210,567	\$178,003,586	22.6%
Twitch	6,168	9,796	58.8%	\$67,035,588	\$87,147,723	30.0%
WordPress	6,128,101	4,851,266	- 20.8%	\$439,261,046	\$347,737,771	-20.8%
YouTube	1,205,418	2,187,107	81.4%	\$3,307,333,333	\$4,004,000,000	21.1%
Total	14,558,105	16,980,834	16.6%	\$5,806,763,759	\$6,794,626,505	17.0%

We also found that social media continues to amplify the reach of U.S. creators. Most visitors to the nine platforms visit directly or through search engines, but a significant share use links from social media websites such as Facebook, Pinterest, Reddit and Twitter.

- We estimate that the traffic coming to the nine platforms from seven leading social media sites — the four above, plus Instagram, Tumblr and YouTube — generated earnings of more than \$504.6 million for creators in 2017, nearly the same as the estimated \$512.2 million in earnings generated in 2016 from links on the seven social media websites. However, these estimates capture only a fraction of the earnings linked to those websites, because available data cover only traffic from desktop computers.
- Most social media traffic now originates from mobile devices; and in September 2018, an estimated 65.4 percent of such traffic came from mobile devices. Similarly, an estimated 60.2 percent of traffic to the nine platforms now comes from mobile devices. While data on mobile devices from social media websites to the platforms are not yet available, it is very likely that U.S. creators derived more income in 2017 from mobile traffic directed from social media.

The nearly 17 million Americans who earned income in 2017 posting their creations on the nine platforms are located in every state and the District of Columbia. Using U.S. Census Bureau industry-level data, we have estimated the numbers of creators and their earnings — by platform — in each state, and how much each state’s creators and their earnings increased in 2017. For example, here are the top five states in 2017 based on their numbers of creators.

- California: 3,260,571 creators, a 21% increase
- New York: 1,899,869 creators, a 16.8% increase
- Texas: 1,033,292 creators, a 16.3% increase
- Florida: 938,764 creators, a 15.4% increase
- Illinois: 607,980 creators, a 15.7% increase

The numbers of creators and their earnings increased in every state, including the five states with the smallest numbers of income-earning creators in 2017.

- Alaska: 38,466 creators, a 13.8% increase
- Delaware: 32,076 creators, a 13.9% increase
- South Dakota: 31,560 creators, a 13.6% increase
- Wyoming: 25,768 creators, a 14.6% increase
- North Dakota: 22,843 creators, a 13.5% increase

The states with the fastest growth in their numbers of new creators span the country, demonstrating the wide geographical reach of the new creative economy.

- California: 21.0% increase in creators
- Utah: 18.3% increase in creators
- District of Columbia: 17.5% increase in creators

The **nearly 17 million Americans** who earned income in 2017 posting their creations on the nine platforms are **located in every state and the District of Columbia.**

- Louisiana: 17.1% increase in creators
- Georgia: 17% increase in creators

Even those states with relatively slow growth in this area still report significant increases in their numbers of creators.

- Delaware: 13.9% increase in creators
- Alaska: 13.8% increase in creators
- Maine: 13.8% increase in creators
- South Dakota: 13.6% increase in creators
- North Dakota: 13.5% increase in creators

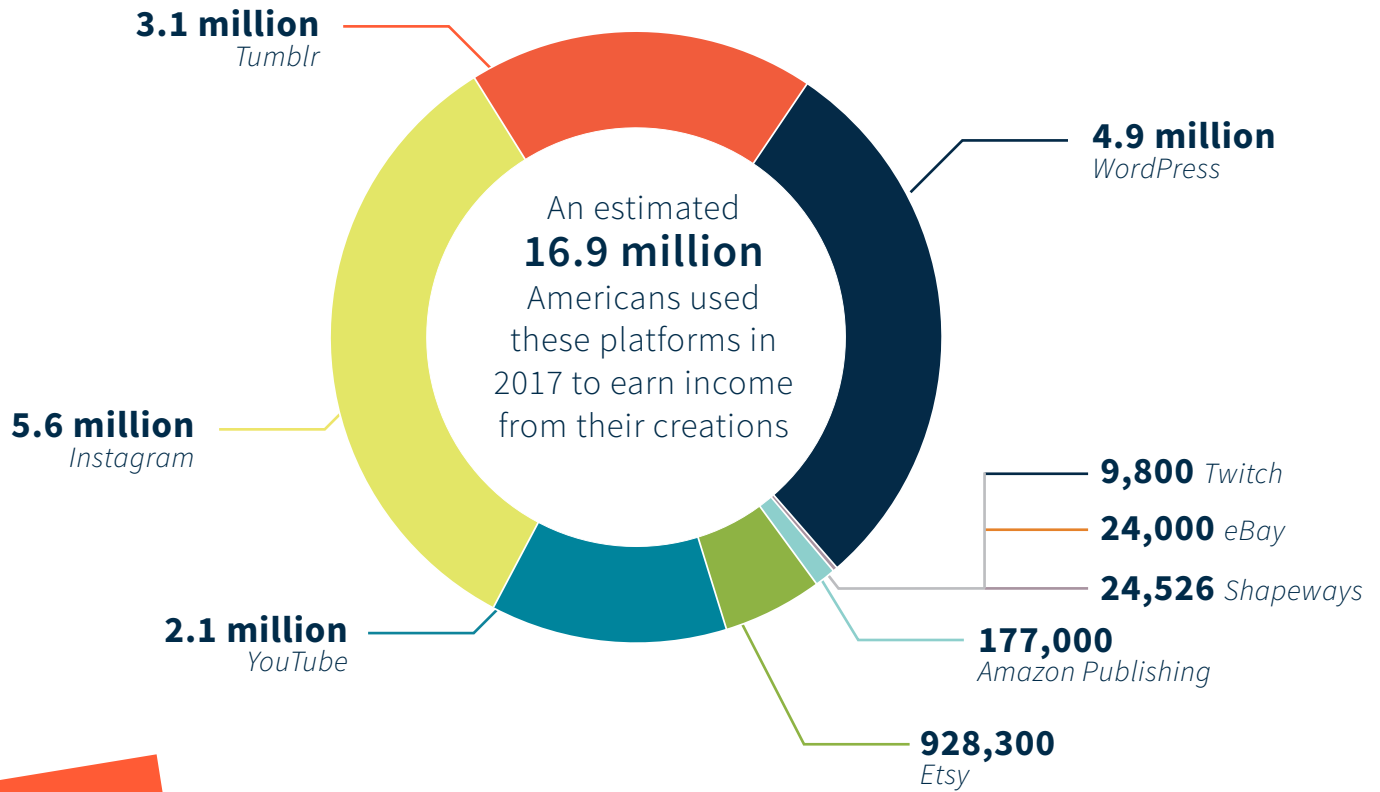
This updated study and the original report are the first rigorous quantitative analyses of the new creative economy in the United States. For reasons enumerated below, the results are very conservative and provide merely a baseline for measuring its scope and economic power.

- Among the thousands of websites that host creators, we focus on only nine major platforms with publicly available data: Amazon Publishing, eBay, Etsy, Instagram, Shapeways, Tumblr, Twitch, WordPress and YouTube. As a result, the numbers of American creators and their earnings are unavoidably understated.
- Given the availability of data, we assume for purposes of this analysis that each account, channel, or store on the nine platforms is affiliated with only one creator, when multiple creators are involved in many cases. This further understates the number of creators. The data also limit our analysis of creators' earnings to the most prominent source of their earnings on each platform. In many cases, creators earn income in multiple ways, including website ads, sponsorships and influencer compensation, revenue from social media traffic, gifts from fans and direct sales.
- The original study and this update focus exclusively on American creators, excluding tens of millions of creators in other countries who earn income from posting creations on the nine platforms.
- This study also focuses on independent creators, distinct from mainstream artists such as Ariana Grande or Dwayne Johnson who generate substantial income flows from their Instagram brand sponsorships, YouTube revenue-sharing and other means.

Driven by constant innovation and entrepreneurship, the internet continuously and seemingly inexorably expands its reach and increases its economic effects. Our inaugural study of creators who have seized opportunities arising from those innovations and entrepreneurship and this updated analysis can only begin to map and measure this new creative economy and its impact in the United States. The evidence in this study, and others, virtually establishes that this new creative economy will continue to expand as the public's awareness of its opportunities increases and as technological advances provide more advanced platforms.

Summary of the Study's Principal Findings

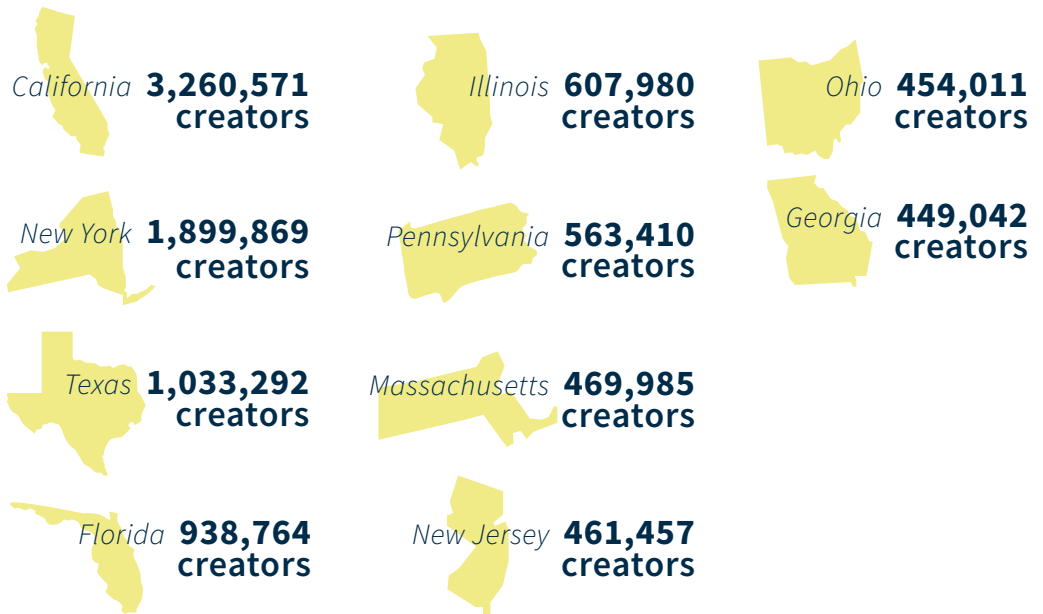
Number of U.S. Creators Earning Income In New Creative Economy



Collectively, these independent creators earned a baseline of an estimated **\$6.8 billion in 2017** from their creations.

Top states

for new creators



Taking Root:**The Growth of America's New Creative Economy****Robert Shapiro with Siddhartha Aneja¹****I. Introduction and Findings**

The internet continues to extend its reach into virtually every aspect of the American economy. A 2018 report from the U.S. Bureau of Economic Analysis (BEA) found that from 2006 to 2016, the internet-based digital economy grew at an annual rate of 5.6 percent, or 3.7 times the 1.5 percent average annual growth rate for all GDP.² Every industry and sector has incorporated the internet in their business models and integrated its technologies into their core operations, marketing, and advertising, as well as e-commerce. As a result, the digital economy accounted for 6.5 percent of all GDP in 2016, a larger share than wholesale trade or retail trade, construction or accommodations and food services.³

This study focuses on the growth in 2017 of one piece of the internet economic landscape that is often overlooked: a booming economy of new American creators. Before the internet, an aspiring writer, photographer, filmmaker, musician, craftsperson or other type of artist had to depend on agents, managers or dumb luck to be considered by a publisher, music label, film studio or gallery to showcase their work. These middlemen and corporations were the gatekeepers of American popular culture. Today, those aspiring writers, musicians, filmmakers, and other creators — both aspiring professional and hobbyist — can reach national and even worldwide audiences by simply posting their creations on a range of internet platforms. And if people respond, they can begin to earn income from their creative activities.

These creators are a growing part of a major segment of the American workforce who now operate as independent agents or workers on a part-time or full-time basis. The McKinsey Global Institute has estimated that 8 percent of working-age Americans, or some 12.6 million people, earn income from performing independent work on internet platforms.⁴ Our analysis has found that the subset of independent workers who post their creations on internet platforms is even more numerous. We focus on those creators who are using one of nine leading internet platforms: 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 streaming; 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 Bureau of Economic Analysis (2018).

3 Ibid.

4 McKinsey Global Institute (2016).

The number of income-earning creators reached **16.98 million in 2017**, resulting in a 16.6% increase.

Nearly 17 million U.S. creators earned an estimated **\$6.8 billion in 2017**.

In our initial study, we found that nearly 14.6 million Americans used those platforms in 2016 to earn income from posting their creations. After refining our methodology, we now estimate that the number of income-earning creators on these nine platforms reached 16.98 million in 2017, a 16.6 percent increase. We further find that those nearly 17 million U.S. creators earned an estimated \$6.8 billion in 2017 from posting their creations on the nine platforms, an increase of \$988 million, or 17 percent, over 2016.

This new creative ecosystem arises directly from the extraordinary power of the internet. Creators no longer have to convince brick-and-mortar outlets to market and distribute their work. Instead, those creators can now display and market their work on an internet platform for the cost of crafting a profile or a webpage. Now, budding musical artists can post new songs to YouTube, craftsmen can sell their handmade items on Etsy and eBay, fashionistas can showcase their personal stylings on Instagram, and authors can publish their books through Amazon Publishing and shorter writings on WordPress and Tumblr. More important, the internet's reach and ubiquity give creative people with few

resources genuine access to tens of millions of consumers and fans across the country and around the world. Finally, the virtual nature of the internet allows creators in cities, suburbs and rural places of all sizes and across all regions to earn income from their creative activities in a range of ways, although the most common is by attracting internet advertisers.

These estimates are not drawn from standardized data, since neither the government's statistical agencies nor any credible private organization collects those data. To estimate these numbers, we collected and analyzed the most recent data provided by those nine leading platforms themselves and/or by financial and market analysts who follow them. Our selection of platforms covers a substantial part of this new creative economy but far from all of it. For instance, platforms such as Pandora and SoundCloud are driving revenues for many thousands or perhaps millions of independent musical artists. Similarly, 500px and Artsy are major platforms for showcasing the works of photographers, painters, and sculptors. We could not cover music or fine arts here, simply because there are still insufficient data available to estimate the dimensions in the new creative economy. All of our estimates, therefore, are highly conservative.

How Creators Earn Income on the Internet

These creators earn income in a range of ways from posting on these platforms, and the most common way is by sharing advertising revenues with the platform, based on their attracting substantial numbers of visitors, or “eyeballs” to view their creations. In addition, platforms such as Etsy, Amazon Publishing and Shapeways enable creators to directly sell their creations; Twitch shares revenues from monthly subscriptions to a creator’s videogame streaming or gaming comments, and creators on Instagram can earn income as “influencers” who promote a partner’s brand or branded products.

Internet advertising

Most major web platforms have created revenue-sharing arrangements for creators, based on payments for advertisements that are posted close to a creator’s works. For example, YouTube operates a “partners program,” which since January 2018 has targeted creators with at least 4,000 watch hours annually and 1,000 subscribers who want to earn income through YouTube’s revenue-sharing ad arrangements.⁵ More generally, a platform or a creator can select the most relevant ads to run on the same page with the creator’s video, writings or other creations, to the right of the creation or along the bottom one-fifth of the creator’s page. A WordPress or Tumblr blogger who focuses on fitness, for example, may display links to fitness products available at Amazon or on a manufacturer’s website, or to fitness services in the creator’s area.

How much a creator earns from such ads is usually based on the web traffic the creator attracts from followers and subscribers or the number of click-throughs from the ad. Some creators can also charge a fixed fee to display an ad or a 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 YouTube and WordPress are based on the formal, publicly available arrangements provided by those platforms for sharing their advertising revenues. Creators on Tumblr earn revenues through third-party advertising, such as Google AdSense. These three platforms alone account for nearly 10.2 million creators, or 59.9 percent of the estimated 16.98 million creators who earned income in 2017 by posting creations on the nine platforms.

Youtube, Wordpress, and Tumblr alone account for nearly **10.2 million creators**, who earned income in 2017 by posting creations on the nine platforms.

⁵ YouTube (2018).

Direct sales and royalty payments

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

Subscriptions and brand sponsorships

Creators on Twitch earn revenues from monthly subscription fees paid by their followers, as well as from advertising. Creators on Instagram earn income as “influencers” who are paid fees to promote a brand or a brand’s products in their Instagram posts, or as “affiliates” who use their Instagram posts to sell a partner brand’s products for commissions.

Furthermore, creators often earn income in multiple ways. For example, a creator on WordPress or YouTube may earn income not only through shared advertising fees, but also as influencers for a brand and its products in their blog or video posts. Creators with large followings also can earn income organizing or attending in-person events for a brand or by endorsing products or brands in online advertisements. Creators of all types also can raise funds for their creative projects using fundraising platforms such as Kickstarter, which promotes itself as “the world’s largest funding platform for creative projects.” Finally, creators of all types can join a platform such as Patreon and earn additional income from monthly subscription fees paid by their followers and fans, plus any revenues they generate running ads or sponsoring brands.

How Much Creators Earned in 2017 From Posting on the Nine Platforms

Since there are no public or credible private sources for standard data on the revenues earned by online creators, we developed estimates for the creators on each of the nine platforms based on each platform’s dominant revenue arrangement and traffic. We focus on advertising revenues for creators on YouTube, Tumblr and WordPress; revenues from direct sales by creators on Etsy, eBay for handmade items, and Shapeways; royalty payments for writers using Amazon Publishing; subscription and advertising fees for creators on Twitch; and influencer and affiliate revenues generated for creators on Instagram. Our estimates do not include any secondary sources of a creator’s internet-based income, such as a WordPress creator’s revenues as an influencer beyond the creator’s advertising-based earnings. Our estimates only cover the earnings by U.S. creators using the nine major platforms in this report.

To calculate these creators’ earnings, we first estimate the total revenues earned by 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 the other platforms that do not issue such data, we reviewed the data and other information from financial and market analysts to roughly estimate the 2017 revenues of those platforms. In all cases, we next applied each platform’s terms for distributing its revenues between itself and its creators. For YouTube, we rely on revenue estimates from

financial institutions and YouTube’s stated policies for distributing advertising revenues. For Instagram, Shapeways, Twitch, Tumblr and WordPress, we rely on revenue estimates from financial and marketing analysts and, again, their stated policies for compensating creators. For Amazon Publishing, we draw on data from the “Authors Earnings” website and public information on royalty arrangements for Amazon Publishing authors. In each case, we derive the total revenues for all creators on each platform and then adjust those revenues for the percentage of creators located in the United States, as described later.

All told, we estimate that the American creators on our nine platforms earned a total of \$6,794,626,505 in 2017, an increase of 17 percent from 2016 earnings of \$5,806,763,759. The revenues earned in 2017 by the U.S. creators on these platforms range from about \$4 billion for YouTube and nearly \$1.5 billion for Etsy, to \$37 million for “handmade” or “unique” products sold on eBay and \$1.7 million for 3D printer designs posted on Shapeways. These estimates are provided in Table 1 (on Page 2) and Table 2 (on Page 13), and a complete accounting of how we derived them is provided in Appendix A.

We estimate that the American creators on our nine platforms earned a total of **\$6,794,626,505** in 2017.

How Those Total Earnings Are Distributed Among Creators

We could calculate an “average income” for creators on each platform using simple arithmetic, but the results would have little meaning because those earnings vary widely across each platform. Some new creators dedicate themselves full time to this new economy, and a modest number earn enormous revenues. “Ryan ToysReview” is a young American YouTube star with 16.5 million subscribers who earned an estimated \$11 million in 2017 from his videos reviewing toys.⁶ Video game streamer Sabiq Zahid earned nearly \$200,000 in 2017 from his Twitch subscriptions.⁷ However, studies have found that most creators also hold down traditional jobs or they are students or retirees, so most creators use earnings from posting their creations to supplement their primary sources of income.⁸ Most of these creators also pursue their internet-based activities part time and earn hundreds of dollars or even a few thousand dollars from the works they display or offer on the nine major platforms.

6 Lynch, John (2018).

7 Hawthorne, Mel (2018).

8 McKinsey Global Institute (2016).

To estimate the distribution of earnings on each platform, we draw on the shape of the distribution of earnings provided by the Census Bureau for all self-employed people operating unincorporated businesses without employees, the official category that corresponds most closely to internet creators. When additional information from reliable surveys was available, we adjusted the distribution accordingly.

On top of these 17 million income-earning creators, tens of millions of other Americans also produce and post their personal videos, blogs, games, photographs, and more, simply because they enjoy doing so. Many of these creators are poised at the threshold of the new creative economy. For example, more than 85 million Americans posted on Instagram in 2017, and 5.6 million of them earned income from doing so. Similarly, 3.1 million of the 7.8 million Americans who posted on Tumblr in 2017 earned income from doing so. For the tens of millions of U.S. creators who do not set out to earn advertising fees, influencer commissions, royalties, or subscription payments, these internet platforms provide personal satisfaction by enabling many more millions of people around the world to see and enjoy their work.⁹ Moreover, every year, some of them decide to earn income on top of personal satisfaction from creating their works.

Social Media's Role in the New Creative Economy

Since a creator's success in this realm depends on the volume of traffic to the webpages hosting the individual's creations, many creators and platforms try to attract viewers through other websites that have millions of visitors of their own. Creators of video channels, self-published books, handmade items and blogs, for example, use social media sites such as Facebook, Reddit, Twitter and Pinterest to alert people to their latest creations. Some of our nine platforms for creators also operate as social media sites, so writers on WordPress, craftspeople on Etsy and video game designers on Twitch may post photos on Instagram or videos on YouTube to draw people to their latest creations. Moreover, traffic drawn from social media links often represents new viewers who otherwise might not have visited a creator's primary platform. Together, these platforms and social media websites comprise an evolving internet ecosystem for creators to market, display and disseminate their works.

Our analysis found that in 2017, 65.3 percent of all desktop computer traffic to the nine creator platforms was direct traffic, where the visitor used the platform's web address, and another 21.6 percent came from links provided by search engines. However, 5.3 percent of the desktop traffic to these platforms came from seven major social media websites: Facebook, Instagram, Pinterest, Reddit, Twitter, Tumblr and YouTube. As expected, there was considerable variation among the nine platforms in their use of social media to attract traffic. For example, the seven social media sites above were responsible for 16.4 percent of desktop traffic to Instagram, 11.9 percent of the traffic to Twitch, 7.8 percent of the traffic to Etsy, and 7.3 percent of traffic to Tumblr.

⁹ See Appendix A.

Further, we find that the traffic directed from these seven social media sites generated \$504.6 million in 2017 earnings by creators using the nine platforms, or 7.4 percent of their total earnings. For example, traffic from Facebook can account for \$58.5 million of the 2017 earnings of YouTube creators, traffic from Pinterest was the source of \$47.9 million in 2017 earnings by Etsy creators, traffic from Reddit was responsible for \$168.8 million in 2017 earnings by YouTube creators, and Twitter traffic accounted for \$24 million in 2017 earnings by Instagram creators.

Social media's role in the new creative economy has remained strong. The \$504.6 million earned by creators in 2017 from desktop traffic linked to the seven social media websites represented virtually no change from the \$512.2 million in creators' earnings linked to social media in 2016. However, as noted, these estimates cover only desktop traffic, and a substantial majority of traffic to both social media websites and creator platforms comes from mobile devices.

We now turn to more detailed descriptions and analyses of the new creative economy.

II. The Number of U.S. Creators Earning Revenues on the Nine Platforms in 2017

While some platforms such as Etsy provide public data on the number of creators on their websites, most platforms do not issue such information. In those cases, as already noted, we rely on other company-provided data and information as well as analyses developed by outside observers, analysts and experts. Our estimates for creators on YouTube who earned revenues from advertising fees in 2017 are based on third-party information on the number of channels with at least 10,000 subscribers, since 10,000 is the threshold for reaching the "bronze creator level" that gives creators the opportunity to access YouTube production spaces. Similarly, our estimates of the number of creators earning brand payments on Instagram in 2017 are based on third-party data on accounts with at least 10,000 followers. The estimates for income-earning creators on Tumblr and WordPress are based on data from those enterprises and survey evidence that 40 percent of blogs generate income. The estimate of revenue-earning creators on Twitch is based on Twitch data from its partner program and data on creators posting games. The estimates for each of these five platforms were also adjusted for the share of creators on each platform who are located in the United States.

The other four remaining platforms — Amazon Publishing, eBay, Etsy and Shapeways — are sites where only those people seeking to earn income post their creations. In these cases, the total number of creators is roughly the same as the number earning revenues. The data for Etsy and for Shapeways came from their websites. The data for Amazon Publishing came from a service that tracks publishing information, and the data for eBay were collected from searches of eBay for "homemade" or "handmade" products. All of these estimates also were adjusted for the share of creators and vendors located in the United States.

Our findings on the numbers of creators by platform in 2017 and 2016 were presented in Table 1, above, and we reproduce those data below in Table 2. All told, 16,980,834 Americans earned money in 2017 from creating and posting videos, pictures, blogs, books, video games, handmade items and 3D printer-produced objects on the nine major platforms examined here. Compared with 2016, this represents an increase of 2,422,729, or 16.6 percent, in 2017. Additional information on the data underlying these estimates is provided in Appendix A.

TABLE 2: U.S. CREATORS EARNING INCOME ON NINE PLATFORMS, 2017 AND 2016

PLATFORM	2017	2016	CHANGE
Amazon Publishing	177,042	177,647	- 0.3%
eBay	23,797	23,802	- 0.02%
Etsy	928,343	862,778	7.6%
Instagram	5,639,996	3,573,001	57.9%
Shapeways	24,526	20,509	19.6%
Tumblr	3,138,962	2,560,681	22.6%
Twitch	9,796	6,168	58.8%
WordPress	4,851,266	6,128,101	- 20.8%
YouTube	2,187,107	1,205,418	81.4%
Total	16,980,834	14,558,105	16.6%

Beyond the 16.6 percent aggregate increase in income-earning creators, the data also show especially strong growth in the numbers of creators using YouTube (up 81.4 percent), Twitch (up 58.8 percent) and Instagram (up 57.9 percent). Income-producing creators on the Tumblr and Shapeways platforms increased, respectively, by 22.6 percent and 19.6 percent, roughly consistent with overall growth. Of the remaining four platforms, the numbers of creators earning income using Amazon Publishing and eBay were largely unchanged. WordPress was the one platform that showed a significant decline in income-earning creators. This development did not reflect an overall drop in the audience for bloggers or the number of bloggers earning income through blogging. Rather, strong competition to WordPress emerged, reducing the platform's share of total blogging traffic on the 11 largest blogging platforms from 53 percent in 2016 to 40 percent in 2017.¹⁰ (As noted, the number of income-earning bloggers on Tumblr grew 22.6 percent in 2017, raising Tumblr's market share of the 11 largest platforms for bloggers from 22 percent to 26 percent.) Setting aside WordPress, the number of income-earning creators using the other eight platforms examined here increased 43.9 percent in 2017, rising from 8,430,004 to 12,129,568 creators.

¹⁰ Quantcast (2018).

III. The Earnings of Creators on the Nine Platforms in 2017

All told, the earnings of creators on these nine platforms increased in 2017 by \$987,862,746, rising 17 percent from \$5,806,763,759 in 2016 to \$6,794,626,505 in 2017. As expected and noted earlier, the earnings of creators using the nine platforms increased with the number of those creators, following the overall pattern of changes in those numbers. Also, on the two fastest-growing platforms, YouTube and Instagram, the number of creators using those platforms increased in 2017 at substantially faster rates than the total earnings of those creators. This should be unsurprising. The billions of dollars earned in 2016 by the millions of creators on these platforms drew 3 million more creative people in 2017 who earned income on those platforms. Many of the new 2017 creators naturally earned less than those already established, since they were less well-known to a platform's subscribers or customers, and many of them were less familiar with marketing on those platforms. As a result, their beginner's earnings modestly slowed the rate of increase in total earnings.

TABLE 3: EARNINGS OF U.S. CREATORS ON NINE PLATFORMS, 2017 AND 2016

PLATFORM	2017	2016	CHANGE
Amazon Publishing	\$220,447,368	\$216,870,288	1.6%
eBay	\$36,974,301	\$35,713,819	3.5%
Etsy	\$1,458,513,952	\$1,286,154,632	13.4%
Instagram	\$460,100,000	\$307,791,034	49.5%
Shapeways	\$1,701,804	\$1,393,452	22.1%
Tumblr	\$178,003,586	\$145,210,567	22.6%
Twitch	\$87,147,723	\$67,035,588	30.0%
WordPress	\$347,737,771	\$439,261,046	-20.8%
YouTube	\$4,004,000,000	\$3,307,333,333	21.1%
Total	\$6,794,626,505	\$5,806,763,759	17.0%

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

While most creative people use the internet simply to display their work to friends and anyone else who might be interested, we now know that a fast-growing number of those people use the nine platforms examined here to earn income. This study and its predecessor for 2016 provide the first reasonable data on the number of those creators and their earnings on each platform. It is not surprising that neither government nor any industry group or financial institution has produced data on how the earnings of U.S. internet-based creators are distributed among those creators. For our previous study of internet creators, we developed a protocol to estimate that distribution for each of the nine platforms, and here we follow the same procedures to determine the distribution of those earnings in 2017.

We begin by recognizing that these creators are a subset of all independent workers, defined by the Census Bureau as “non-employers,” or businesses with no paid employees that generate revenues subject to federal income tax. We further conclude that our income-earning creators correspond most closely with the subcategory of non-employers labeled “sole proprietors,” defined by the Census Bureau as “self-employed individuals operating unincorporated businesses.” Therefore, we start by analyzing the distribution of earnings by sole proprietors, and then we apply that distribution to estimate the distribution of earnings by internet creators. The caveat here is that the distribution of earnings by sole proprietors relies on IRS data that cover only those earning at least \$1,000 per year.

This caveat should not constitute a serious obstacle or problem, because we use the sole proprietor data to inform the shape of the earnings distribution for internet creators, not the levels of their earnings at various points along the distribution. In any case, we have no alternative: The Census Bureau notes that the non-employer 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.”¹¹ With those qualifications, it is reasonable to apply the shape of the distribution of sole proprietor earnings to the subset of internet creators.

The Census Bureau divides the data on the earnings of sole proprietors into nine subgroups or levels, reported in the most recent Survey of Business Owners and the Economic Census for 2012. To establish the overall shape of that distribution, we used the average earnings of all sole proprietors, and calculated the ratio of earnings in each of nine subgroups to those average earnings. The results are presented in Table 4A on page 16. For example, the second subgroup covers 16.6 percent of sole proprietors who earned between 12.4 percent and 24.8 percent of the overall average for all sole proprietors.

¹¹ U.S. Census Bureau (2018-A).

TABLE 4A: THE DISTRIBUTION OF EARNINGS BY SOLE PROPRIETORS, 2012

EARNINGS SUBGROUP	SHARE OF ALL SOLE PROPRIETORS	EACH SUBGROUP'S EARNINGS AS A PERCENTAGE OF AVERAGE EARNINGS
\$1,000–\$4,999	25.5%	2.5% to 12.4%
\$5,000–\$9,999	16.6%	12.4% to 24.8%
\$10,000–\$24,999	23.4%	24.8% to 61.9%
\$25,000–\$49,999	14.9%	61.9% to 124.0%
\$50,000–\$99,999	10.3%	124.0% to 248.0%
\$100,000–\$249,999	7.0%	248.0% to 619.0%
\$250,000–\$499,999	1.7%	619.0% to 1,238.0%
\$500,000–\$999,999	0.6%	1,228.0% to 2,475.0%
\$1,000,000 and more	0.1%	2,475.0% and more

Next, we consolidated the above distribution of earnings by sole proprietors into three groups, for the purposes of internet creators: earnings of \$1 to \$500, \$501 to \$10,000, and over \$10,000. We also adjusted the distribution for Tumblr and WordPress based on survey data for blog platforms. The results are presented in Tables 4B and 4C, below/on Page 17. We estimate that 116,669 creators earned more than \$10,000 from posting their creations on the nine platforms in 2017. An additional 2,024,341 creators on these platforms earned at least \$501 and up to \$10,000 in 2017. Finally, 14,839,823 creators earned from \$1 up to \$500 in 2017. (For a detailed explanation of these calculations, see Appendix B.)

TABLE 4B: DISTRIBUTION OF EARNINGS BY INTERNET CREATORS, BY PLATFORM, 2017

PLATFORM	INCOME-EARNING CREATORS	EARNING \$1 TO \$500	EARNING \$501 TO \$10,000	EARNING MORE THAN \$10,000
Amazon Publishing	177,042	91,720	82,032	3,290
eBay	23,797	11,133	12,119	545
Etsy	928,343	432,240	474,675	21,427
Instagram	5,639,996	5,489,176	150,521	300
Shapeways	24,526	24,016	510	0
Tumblr	3,138,962	3,087,300	50,728	934
Twitch	9,796	793	6,811	2,193
WordPress	4,851,266	4,747,291	97,284	6,691
YouTube	2,187,107	956,155	1,149,662	81,290
Total	16,980,834	14,839,823	2,024,341	116,669

TABLE 4C: GROWTH IN THE NUMBERS OF CREATORS BY EARNINGS GROUP AND BY PLATFORM, 2017

PLATFORM	INCOME-EARNING CREATORS	EARNING \$1 TO \$500	EARNING \$501 TO \$10,000	EARNING MORE THAN \$10,000
Amazon Publishing	-0.3%	-1.3%	0.7%	2.0%
eBay	0.0%	-1.5%	1.3%	2.7%
Etsy	7.6%	5.2%	9.7%	12.1%
Instagram	57.9%	58.5%	37.2%	48.6%
Shapeways	N/A	19.5%	22.0%	N/A
Tumblr	22.6%	22.6%	22.6%	22.6%
Twitch	58.8%	100.3%	66.5%	30.4%
WordPress	-20.8%	-20.8%	-20.8%	-20.8%
YouTube	81.4%	138.0%	60.2%	-5.3%

V. The Role of Social Media Driving Traffic to Creators on the Nine Platforms

Creators and their followers or customers can find each other in a variety of ways. An internet marketing services company, SEMrush, uses four categories to track desktop traffic from one website to another — direct traffic, traffic from search engines, traffic from social media sites, and traffic referred from other websites. All of the creator platforms analyzed here except WordPress attract more of their traffic directly than in any other way as users link from personal bookmarks or type in the platform’s web address (reference Table 5A on page 18). Search engines are responsible for the second largest share of traffic to seven of the nine platforms (social media links outpace search engine links for Twitch, and search engines are the top source of traffic for WordPress). Finally, a substantial share of traffic to most platforms involves social media websites such as Facebook, Pinterest and Twitter, followed in most cases by other domains.

Each of these sources represents different types of traffic. Traffic from people clicking on their own bookmarks or providing the platform’s web address usually represents return visitors familiar with the platform’s offerings. Traffic from search engines usually represents visitors familiar with the type of platform they are searching for — for example, websites offering handmade objects or personal videogames — but not with the particular platforms that offer what they want.

Traffic from social media websites often represents people who were not looking for a particular platform or creator’s work until an intriguing social media post nudged or prompted them to do so. Here, we track seven major social media sites — Facebook, Instagram, Pinterest, Reddit, Tumblr, Twitter and YouTube. This traffic is important, because it is often a source of new interest and business for the platforms and creators. For example, social media sites were responsible in 2017 for 16.2 percent of Instagram’s desktop traffic, 11.9 percent of desktop traffic to Twitch, and 9.5 percent of desktop traffic to WordPress.

TABLE 5A: SOURCES OF DESKTOP TRAFFIC TO CREATOR PLATFORMS, BY PLATFORM, 2017¹²

PLATFORM	DIRECT	SEARCH ENGINES	SOCIAL MEDIA	OTHER REFERRALS
Amazon Publishing	61.4%	27.8%	3.1%	7.6%
eBay	67.1%	27.8%	1.8%	3.2%
Etsy	49.2%	29.7%	7.8%	6.0%
Instagram	55.6%	19.7%	16.2%	8.5%
Shapeways	41.9%	35.4%	7.4%	8.5%
Tumblr	72.3%	15.1%	7.3%	5.3%
Twitch	80.6%	5.5%	11.9%	1.8%
WordPress	25.1%	55.4%	9.5%	9.7%
YouTube	64.9%	23.4%	6.3%	5.4%
Total	65.3%	21.6%	5.3%	7.7%

We also can use these data to broadly estimate the dollar value to creators of desktop traffic to each platform that came from one of the seven social media sites in 2017. To do so, we multiply the share of desktop traffic channeled to each platform through each of the social media websites by the earnings of the creators on each platform. The results are shown in Table 5B below.

TABLE 5B: CREATOR EARNINGS LINKED TO SEVEN SOCIAL MEDIA WEBSITES, BY CREATORS' PLATFORMS, 2017

PLATFORM	FACEBOOK	INSTAGRAM	PINTEREST	REDDIT	TUMBLR	TWITTER	YOUTUBE
Amazon Publishing	\$2,242,765	\$8,046	\$82,734	\$1,862,009	\$36,793	\$386,775	\$2,236,262
eBay	\$272,830	\$1,179	\$51,335	\$179,998	\$5,772	\$36,353	\$133,022
Etsy	\$37,952,429	\$3,117,865	\$47,931,727	\$12,866,281	\$3,974,742	\$3,156,370	\$12,678,278
Instagram	\$13,552,384	--	\$1,324,628	\$18,429,398	\$1,637,082	\$24,026,008	\$14,197,168
Shapeways	\$51,011	\$1,045	\$2,424	\$35,538	\$2,018	\$5,275	\$29,658
Tumblr	\$1,616,520	\$200,470	\$1,894,353	\$5,781,877	--	\$1,904,014	\$1,450,412
Twitch	\$433,394	\$11,137	\$33	\$6,548,297	\$18,867	\$1,750,092	\$1,361,326
WordPress	\$12,086,356	\$327,256	\$3,904,852	\$10,133,774	\$686,713	\$3,783,456	\$1,840,020
YouTube	\$58,488,830	\$1,222,822	\$629,829	\$168,821,453	\$1,641,640	\$15,646,831	--
Total	\$126,685,308	\$4,888,431	\$55,808,775	\$224,618,520	\$8,003,627	\$50,681,968	\$33,916,086

12 SEMrush (2018).

All told, we estimate that the seven social media sites were responsible for \$504,602,715 of creators' earnings in 2017, and a slight decrease (1.5 percent) from the \$512.2 million generated from links from those seven sites in 2016. In 2017, \$224.6 million in earnings were associated with traffic from Reddit, and another \$126.7 million in creator earnings were linked to traffic from Facebook. Similarly, creators on YouTube account for \$246.5 million, or 48.8 percent of the \$504.6 million in creator earnings linked to the seven social media websites, and Etsy creators account for another \$121.7 million, or 24.1 percent.

Moreover, these calculations clearly underestimate the traffic and earnings for creators on the nine platforms arising from links to social media sites, because the estimates cover only traffic on desktop computers. While comparable data on mobile traffic from social media sites to creator platforms are not available, SEMrush reports that a majority of all traffic to seven of the nine creator platforms now comes from mobile devices (the exceptions are Shapeways and Twitch), and a majority of traffic to six of the seven social media websites also comes from mobile devices (the exception is Reddit). At this time, however, SEMrush does not report the share of mobile traffic from each social media website to each platform. Appendix C provides the aggregate shares of traffic to each platform via mobile devices and the aggregate shares of traffic to each social media site via those devices.

VI. The Distribution of American Revenue-Earning Creators by State

We also can estimate the numbers of American internet creators on each platform and their earnings on a state-by-state basis. The Census Bureau's North American Industry Classification System (NAICS) categorizes all businesses in the U.S. economy by sector, industry, and four levels of subindustry, through codes of two, three, four, five and six digits.¹³ For example, the Information industry (two digits) has 74 distinct subcategories. Its three-digit subindustries include Publishing, Motion Picture and Sound Recording, Broadcasting, Telecommunications, Data Processing, Hosting and Related Services, and Other Information Services. Each of those categories has four-digit sub-subindustries under them. For example, the broadcasting subindustry is divided into Radio and Television Broadcasting, and Cable and Other Subscription Programming; and each sub-subindustry can have five-digit and six-digit sub-sub-sub-subindustries. The Census Bureau also uses NAICS to distribute businesses in each of the 50 states and the District of Columbia by sector, industry, subindustry sub-subindustry and so on.¹⁴

¹³ Bureau of Labor Statistics (2018).

¹⁴ U.S. Census Bureau (2018-B).

We matched the primary activities of the creators on each platform with the four-digit NAICS code for the subindustries that correspond to those activities. For example, creators on the YouTube platform are classified under the four-digit NAICS subindustry “Motion Picture and Video Industries” (code 5121), and creators on Instagram are classified under the four-digit NAICS subindustry “Independent Artists, Writers, Performers” (code 7115). Table 6 presents the nine platforms with their related NAICS subindustries.

TABLE 6: CREATOR PLATFORMS AND THE ASSOCIATED NAICS SUBINDUSTRIES

PLATFORM	NAICS CODE	NAICS DESCRIPTION
Amazon Publishing	7115	Independent Artists, Writers, Performers
eBay	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

The Census Bureau uses these NAICS codes to distribute not only businesses overall, but also sole proprietors and the other subcategories in each of the 50 states, by sector, industry and subindustry. We established earlier that income-earning internet creators correspond closely to the Census Bureau’s definition of sole proprietors as self-employed individuals with no employees who are doing business outside a corporation and who are generating income subject to federal income tax. Therefore, we use the Census Bureau distribution of sole proprietors by sector, industry and subindustry for each state as a close proxy for the state-by-state distribution of internet creators by the NAICS subindustry that corresponds most closely to the platforms they use. For example, we apply the state-by-state percentage distribution of sole proprietors in the 5121 subindustry “Motion Picture and Video Industries” to estimate the state-by-state percentage distribution of creators on the YouTube and Twitch platforms and their earnings.

The final section of this study presents state-by-state estimates of the numbers of internet creators and their earnings on each platform. The top five states and bottom five states based on their numbers of creators and the earnings from their creations are provided in Table 7A on the next page. These distributions of creators and their earnings by platforms are determined mainly by the relative intensity of NAICS subindustries state by state as well as by each state’s size. For example, the top five states in the creative economy in 2017 correspond to the five largest state economies, but the order is different: The Texas economy is larger than New York’s economy, but New York has more creators and more creator earnings, because the relevant NAICS subindustries are more concentrated in New York than in Texas. Similarly, the bottom five states for the creative economy

include three that rank in the five smallest states by GDP (Alaska, South Dakota and Wyoming), while the NAICS subindustries that correspond to creator activities are disproportionately small in the other two states, North Dakota and Delaware. Nevertheless, tens of thousands of creators live in even the smallest states in the country, where they earn millions of dollars.

TABLE 7A: INTERNET CREATORS AND THEIR EARNINGS: TOP FIVE AND BOTTOM FIVE STATES, 2017

STATE	CREATORS, 2017	CHANGE FROM 2016	EARNINGS, 2017	CHANGE FROM 2016
Top Five States				
California	3,260,571	21.0%	\$1,727,359,427	18.5%
New York	1,899,869	16.8%	\$683,616,593	17.5%
Texas	1,033,292	16.3%	\$419,748,426	16.7%
Florida	938,764	15.4%	\$351,391,282	16.3%
Illinois	607,980	15.7%	\$215,835,526	16.7%
Bottom Five States				
Alaska	38,466	13.8%	\$11,999,448	15.3%
Delaware	32,076	13.9%	\$10,318,703	15.3%
South Dakota	31,560	13.6%	\$10,370,670	15.1%
Wyoming	25,768	14.6%	\$8,865,208	15.8%
North Dakota	22,843	13.5%	\$7,173,571	15.1%

We also calculated the top five states and bottom five states with regard to their rates of growth in the numbers of creators and their earnings, presented in Table 7B below. Again, even those states with below-average increases in their numbers of creators saw substantial gains.

TABLE 7B: RATES OF GROWTH IN INTERNET CREATORS AND THEIR EARNINGS: FIVE FASTEST- AND FIVE SLOWEST-GROWING STATES, 2017

STATE	GROWTH IN CREATORS	GROWTH IN THEIR EARNINGS
Top Five States		
California	21.0%	18.5%
Utah	18.3%	17.3%
District of Columbia	17.5%	18.0%
Louisiana	17.1%	17.3%
Georgia	17.0%	17.1%
Bottom Five States		
Delaware	13.9%	15.3%
Maine	13.8%	15.3%
Alaska	13.8%	15.3%
South Dakota	13.6%	15.1%
North Dakota	13.5%	15.1%

The numbers of creators and their earnings by platform for each state and the District of Columbia in 2017, with rates of change from 2016, are provided in the section following the conclusions.

VII. Conclusions

This study updates our initial analysis of the new creative economy with new data for 2017, and these two studies are the first rigorous analyses of the number of Americans who earn income by posting their own creative content on the internet. Such creations include blog posts, books, commentaries, videos, video games, photographs, fine art, 3D printer designs, handmade objects, every type of music and more. Using publicly available information from numerous sources, we focus on nine major internet platforms for creative content, covering writings (WordPress, Tumblr, and Amazon Publishing), photographs (Instagram), videos (YouTube), handmade objects (Etsy and eBay for such objects), video games (Twitch) and 3D printer designs (Shapeways). Unfortunately, data have not been available for the major platforms for original music such as Audiomack and Bandcamp, or fine arts platforms such as DeviantArt and Behance.

Despite the brief period in which this new creative economy has operated, we estimate that close to 17 million Americans (16,980,834) earned income in 2017 posting creations on those nine platforms, a 16 percent increase from 2016. More Americans earned income in this way in 2017 than were employed in U.S. health care (15.7 million), manufacturing (12.4 million), finance (8.6 million), or construction (7 million).¹⁵

We also found that those 17 million creators earned about \$6.8 billion in 2017 from posting their creations on one of the nine platforms, a 17 percent increase from 2016. While for most creators, these earnings supplement their other, principal sources of income — whether from full-time jobs, student aid and student employment, or retirement pensions — significant numbers of creators earn substantial income from posting on those platforms. These income-earning creators are distributed across all 50 states and the District of Columbia, ranging in 2017 from nearly 23,000 North Dakotans who earned \$7.2 million from their creations to 3.26 million Californians earning more than \$1.7 billion.

All of these estimates are conservative. They cover only those income-earning American creators who used one of the nine major platforms included in our analysis. The totals could not include writers, photographers or video makers who use other platforms, or creators who post their own music or fine art online. In addition, while some creators earn income from posting their creations in a number of different ways, our estimates cover only the most dominant form of compensation for each of the nine major platforms. Our estimates of both the number of independent internet creators and their earnings, therefore, should be considered partial, baseline estimations.

¹⁵ Bureau of Labor Statistics (2018-A).

Based on this 2017 update, we conclude that the online creative economy has great growth potential. Beyond its 16.6 percent increase in participants over the past year, tens of millions of other Americans also post their creations on these platforms but have not yet attempted to earn income from doing so. Perhaps they do not know how they could do so, or how much they could earn. Consider that about 3.1 million Americans earned income posting their blogs on Tumblr in 2017, while an additional 4.7 million bloggers used the platform without compensation. If just one-third of them try to earn income from their postings, it would increase the number of income-earning bloggers on Tumblr by 50 percent. Similarly, about 5.6 million Americans earned income in 2017 posting photographs on Instagram, while nearly 80 million additional Americans posted on the platform without having the subscribers necessary to become a paid Instagram “influencer.” If 7 percent of them eventually determine to earn some income from what they already are doing, and succeed, it would double the current number of income-earning Instagram influencers.

Beyond the very large numbers of Americans already doing much of what income-earning creators now do, the emergence and spread of 5G broadband and other related technologies will enhance people’s capacities to create and disseminate new forms and types of creative videos, music, photographs, games, art, and more. This consequent range of new or enhanced products will attract more fans, followers and consumers, which in turn will likely draw more creators into the process. Unless destructive new regulations interfere, especially in the copyright area with proposals like content filtering or “notice and stay down,” this new industry’s potential for continued strong growth appears very clear.

We should expect this new, fast-growing creative ecosystem to attract more attention from policymakers and researchers. The Census Bureau, the Bureau of Economic Analysis, and the Bureau of Labor Statistics already collect data on the total revenues and employment from internet platforms. They should also define and collect new standard data on the numbers, earnings and locations of the independent creators who use those platforms. Finally, policymakers should consider very carefully the potential impact of their decisions on a rapidly expanding activity that already generates earnings for 5.2 percent of all Americans across every state.

Alabama



We estimate that Alabama is home to a total of **124,017 internet creators**.



Their earnings from those activities **contributed \$46,010,888 to Alabama's economy in 2017**.

Alabama Internet Creators and Their Earnings, by Platform, 2017

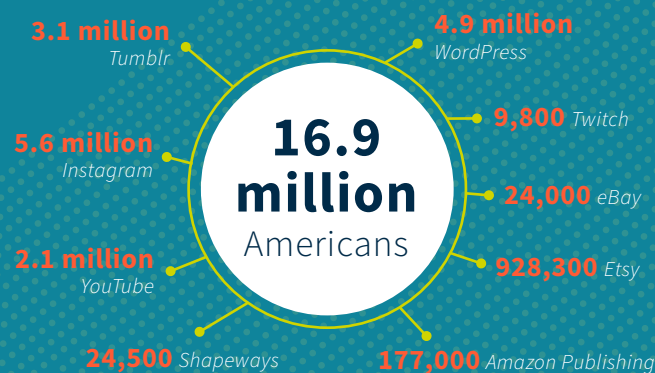
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,313	\$1,634,816
eBay	236	\$366,599
Etsy	9,204	\$14,461,114
Instagram	41,826	\$3,412,056
Shapeways	329	\$22,833
Tumblr	23,278	\$1,320,057
Twitch	73	\$646,279
WordPress	35,977	\$2,578,789
YouTube	11,781	\$21,568,347
ALL PLATFORMS	124,017	\$46,010,888
CHANGE, 2016-2017	15.0%	16.0%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Alaska



We estimate that Alaska is home to a total of **38,466 internet creators**.



Their earnings from those activities **contributed \$11,999,448 to Alaska's economy in 2017**.

Alaska Internet Creators and Their Earnings, by Platform, 2017

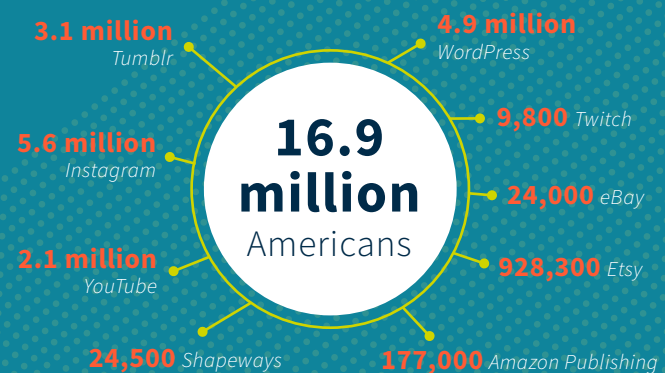
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	425	\$529,647
eBay	66	\$101,978
Etsy	2,560	\$4,022,694
Instagram	13,551	\$1,105,436
Shapeways	40	\$2,805
Tumblr	7,542	\$427,671
Twitch	24	\$209,381
WordPress	11,656	\$835,475
YouTube	2,602	\$4,764,360
TOTAL	38,466	\$11,999,448
CHANGE, 2016-2017	13.8%	15.3%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Arizona

AZ



We estimate that Arizona is home to a total of **283,447 internet creators**.



Their earnings from those activities **contributed \$111,196,516 to Arizona's economy in 2017**.

Arizona Internet Creators and Their Earnings, by Platform, 2017

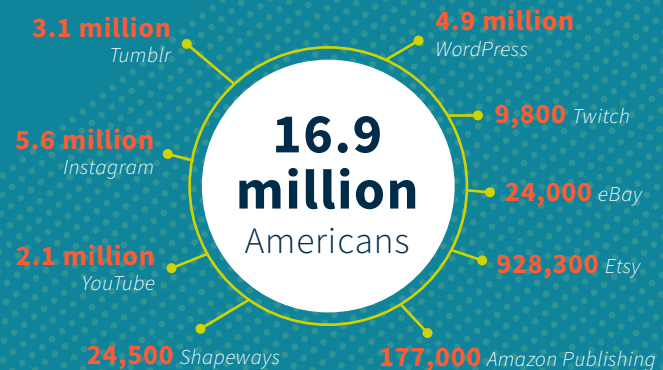
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	2,955	\$3,679,774
eBay	595	\$925,195
Etsy	23,230	\$36,495,871
Instagram	94,145	\$7,680,127
Shapeways	498	\$34,522
Tumblr	52,396	\$2,971,289
Twitch	164	\$1,454,696
WordPress	80,979	\$5,804,543
YouTube	28,486	\$52,150,498
ALL PLATFORMS	283,447	\$111,196,516
CHANGE, 2016-2017	15.2%	16.1%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Arkansas



We estimate that Arkansas is home to a total of **70,117 internet creators**.



Their earnings from those activities **contributed \$27,532,537 to Arkansas' economy in 2017**.

Arkansas Internet Creators and Their Earnings, by Platform, 2017

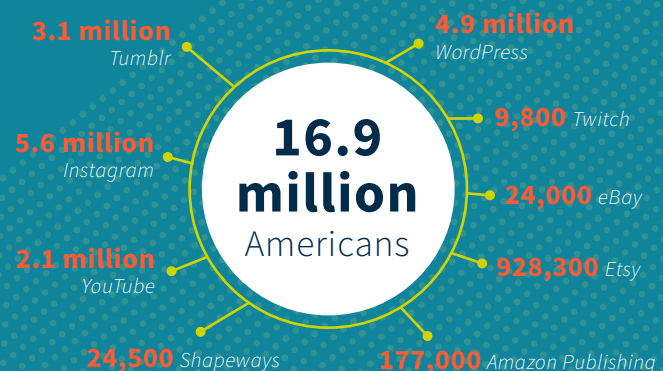
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	729	\$907,692
eBay	163	\$252,662
Etsy	6,344	\$9,966,675
Instagram	23,223	\$1,894,462
Shapeways	177	\$12,313
Tumblr	12,925	\$732,930
Twitch	40	\$358,831
WordPress	19,975	\$1,431,810
YouTube	6,541	\$11,975,163
TOTAL	70,117	\$27,532,537
CHANGE, 2016-2017	14.8%	15.8%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



California



We estimate that California is home to a total of **3,260,571 internet creators**.



Their earnings from those activities **contributed \$1,727,359,427 to California's economy in 2017**.

California Internet Creators and Their Earnings, by Platform, 2017

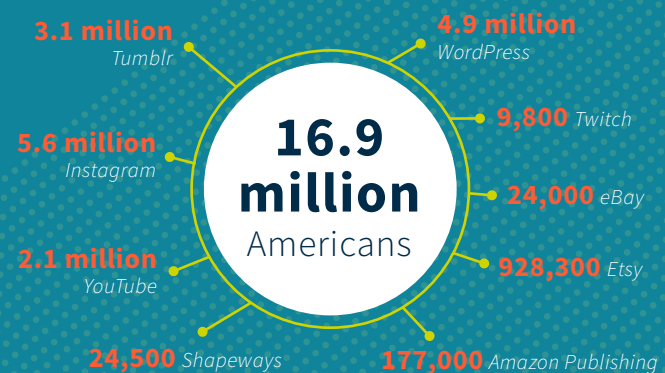
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	30,973	\$38,566,451
eBay	3,401	\$5,285,025
Etsy	132,695	\$208,476,766
Instagram	986,696	\$80,492,793
Shapeways	4,219	\$292,778
Tumblr	549,150	\$31,141,069
Twitch	1,714	\$15,246,172
WordPress	848,711	\$60,835,436
YouTube	703,011	\$1,287,022,937
ALL PLATFORMS	3,260,571	\$1,727,359,427
CHANGE, 2016-2017	21.0%	18.5%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Colorado

CO



We estimate that Colorado is home to a total of **350,452 internet creators**.



Their earnings from those activities **contributed \$138,911,963 to Colorado's economy in 2017**.

Colorado Internet Creators and Their Earnings, by Platform, 2017

PLATFORM	CREATORS	EARNINGS
Amazon Publishing	3,662	\$4,559,954
eBay	521	\$809,518
Etsy	20,325	\$31,932,815
Instagram	116,663	\$9,517,169
Shapeways	438	\$30,392
Tumblr	64,929	\$3,682,004
Twitch	203	\$1,802,651
WordPress	100,348	\$7,192,956
YouTube	43,362	\$79,384,505
TOTAL	350,452	\$138,911,963
CHANGE, 2016-2017	16.4%	16.9%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Connecticut

CT



We estimate that Connecticut is home to a total of **205,005 internet creators**.



Their earnings from those activities **contributed \$71,376,722 to Connecticut's economy in 2017**.

Connecticut Internet Creators and Their Earnings, by Platform, 2017

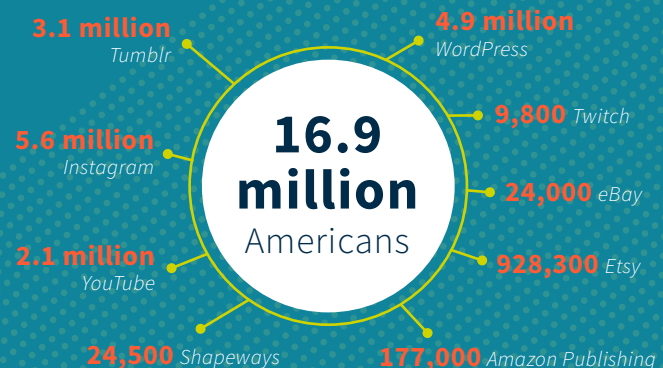
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	2,218	\$2,761,478
eBay	269	\$418,131
Etsy	10,498	\$16,493,904
Instagram	70,651	\$5,763,535
Shapeways	265	\$18,391
Tumblr	39,321	\$2,229,798
Twitch	123	\$1,091,673
WordPress	60,770	\$4,356,007
YouTube	20,890	\$38,243,806
ALL PLATFORMS	205,005	\$71,376,722
CHANGE, 2016-2017	15.4%	16.5%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Delaware

DE



We estimate that Delaware is home to a total of **32,076 internet creators**.



Their earnings from those activities **contributed \$10,318,703 to Delaware's economy in 2017**.

Delaware Internet Creators and Their Earnings, by Platform, 2017

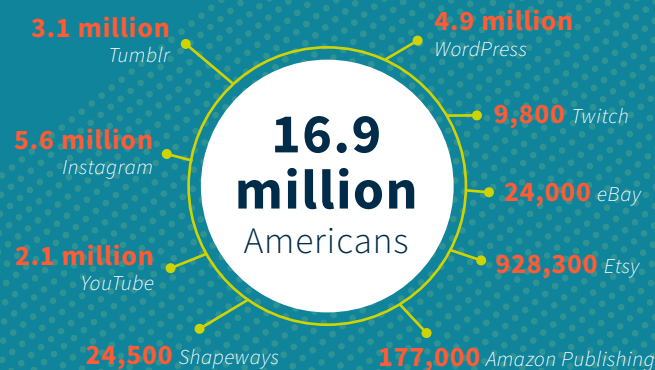
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	352	\$438,227
eBay	58	\$89,584
Etsy	2,249	\$3,533,795
Instagram	11,212	\$914,633
Shapeways	52	\$3,585
Tumblr	6,240	\$353,853
Twitch	19	\$173,241
WordPress	9,644	\$691,268
YouTube	2,251	\$4,120,516
TOTAL	32,076	\$10,318,703
CHANGE, 2016-2017	13.9%	15.3%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



District of Columbia



We estimate that District of Columbia is home to a total of **71,776 internet creators**.



Their earnings from those activities **contributed \$25,902,875 to the District of Columbia's economy in 2017**.

District of Columbia Internet Creators and Their Earnings, by Platform, 2017

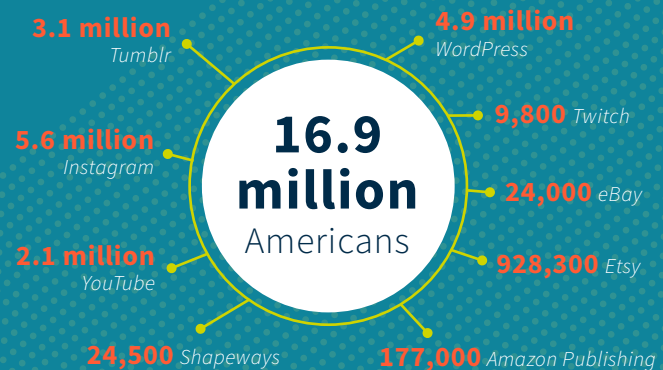
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	776	\$966,441
eBay	21	\$32,181
Etsy	808	\$1,269,422
Instagram	24,726	\$2,017,078
Shapeways	34	\$2,338
Tumblr	13,761	\$780,368
Twitch	43	\$382,056
WordPress	21,268	\$1,524,482
YouTube	10,339	\$18,928,510
ALL PLATFORMS	71,776	\$25,902,875
CHANGE, 2016-2017	17.5%	18.0%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Florida



We estimate that Florida is home to a total of **938,764 internet creators**.



Their earnings from those activities **contributed \$351,391,282 to Florida's economy in 2017**.

Florida Internet Creators and Their Earnings, by Platform, 2017

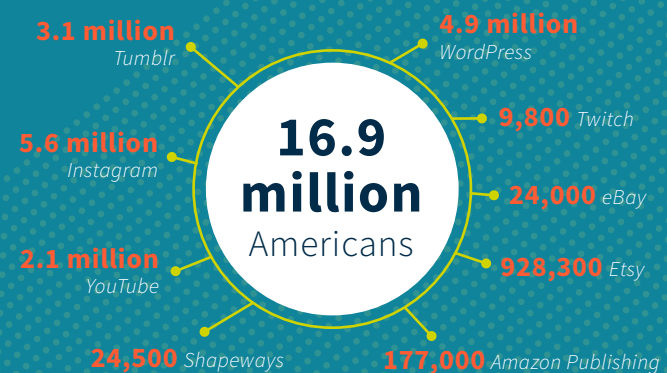
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	9,944	\$12,382,110
eBay	1,580	\$2,454,212
Etsy	61,620	\$96,810,551
Instagram	316,788	\$25,842,943
Shapeways	1,508	\$104,658
Tumblr	176,310	\$9,998,123
Twitch	550	\$4,894,922
WordPress	272,486	\$19,531,770
YouTube	97,978	\$179,371,993
TOTAL	938,764	\$351,391,282
CHANGE, 2016-2017	15.4%	16.3%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Georgia



We estimate that Georgia is home to a total of **449,042 internet creators**.



Their earnings from those activities **contributed \$186,591,670 to Georgia's economy in 2017**.

Georgia Internet Creators and Their Earnings, by Platform, 2017

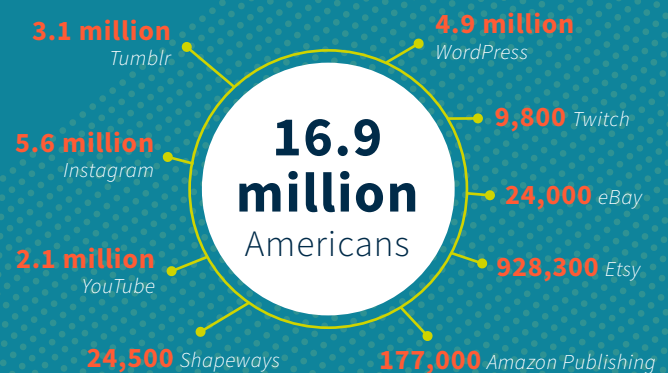
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	4,627	\$5,761,701
eBay	653	\$1,014,344
Etsy	25,468	\$40,012,512
Instagram	147,409	\$12,025,358
Shapeways	776	\$53,849
Tumblr	82,041	\$4,652,373
Twitch	256	\$2,277,728
WordPress	126,795	\$9,088,613
YouTube	61,017	\$111,705,194
ALL PLATFORMS	449,042	\$186,591,670
CHANGE, 2016-2017	17.0%	17.1%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Hawaii

HI



We estimate that Hawaii is home to a total of **88,359 internet creators**.



Their earnings from those activities **contributed \$37,337,277 to Hawaii's economy in 2017**.

Hawaii Internet Creators and Their Earnings, by Platform, 2017

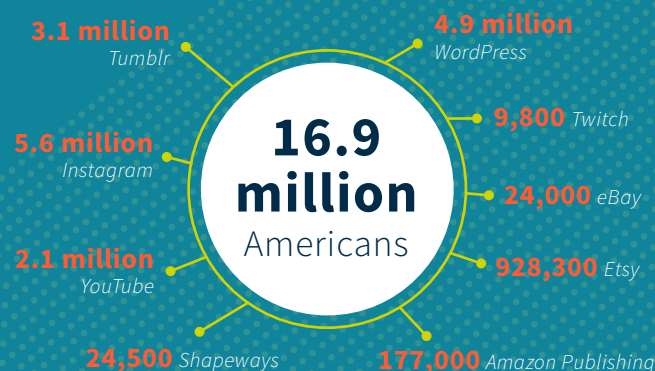
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	905	\$1,126,662
eBay	148	\$229,396
Etsy	5,760	\$9,048,917
Instagram	28,825	\$2,351,479
Shapeways	125	\$8,650
Tumblr	16,043	\$909,741
Twitch	50	\$445,395
WordPress	24,794	\$1,777,218
YouTube	11,711	\$21,439,818
TOTAL	88,359	\$37,337,277
CHANGE, 2016-2017	16.8%	16.9%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Idaho

ID



We estimate that Idaho is home to a total of **65,320 internet creators**.



Their earnings from those activities **contributed \$30,270,378 to Idaho's economy in 2017**.

Idaho Internet Creators and Their Earnings, by Platform, 2017

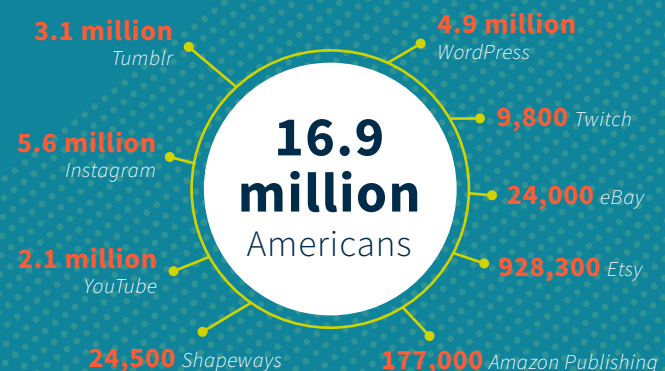
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	642	\$799,078
eBay	200	\$310,718
Etsy	7,801	\$12,256,780
Instagram	20,444	\$1,667,770
Shapeways	130	\$9,040
Tumblr	11,378	\$645,227
Twitch	36	\$315,893
WordPress	17,585	\$1,260,480
YouTube	7,104	\$13,005,392
ALL PLATFORMS	65,320	\$30,270,378
CHANGE, 2016-2017	15.4%	15.9%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Illinois



We estimate that Illinois is home to a total of **607,980 internet creators**.



Their earnings from those activities **contributed \$215,835,526 to Illinois' economy in 2017**.

Illinois Internet Creators and Their Earnings, by Platform, 2017

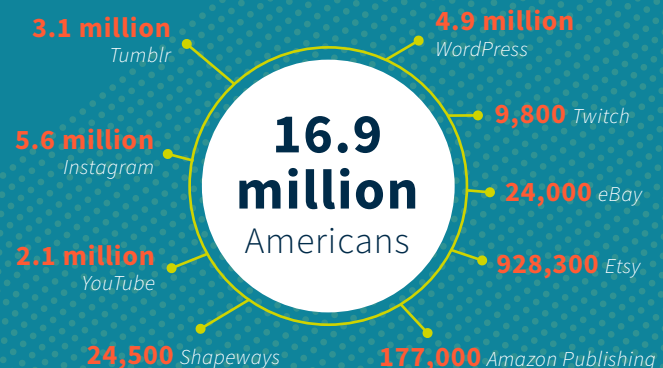
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	6,548	\$8,152,893
eBay	758	\$1,178,509
Etsy	29,590	\$46,488,277
Instagram	208,586	\$17,016,062
Shapeways	936	\$64,914
Tumblr	116,089	\$6,583,178
Twitch	362	\$3,223,019
WordPress	179,416	\$12,860,525
YouTube	65,694	\$120,268,148
TOTAL	607,980	\$215,835,526
CHANGE, 2016-2017	15.7%	16.7%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Indiana

IN



We estimate that Indiana is home to a total of **219,484 internet creators**.



Their earnings from those activities **contributed \$81,023,334 to Indiana's economy in 2017**.

Indiana Internet Creators and Their Earnings, by Platform, 2017

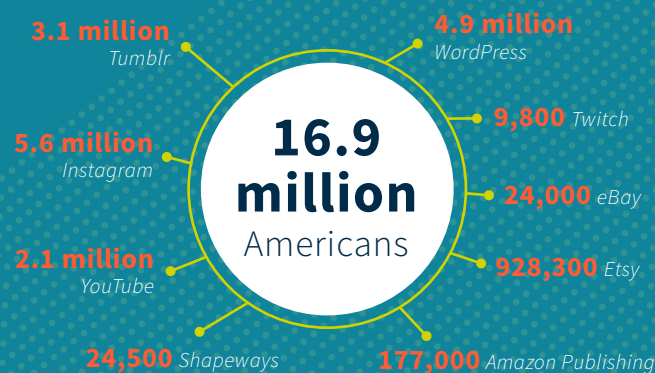
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	2,326	\$2,896,767
eBay	450	\$698,843
Etsy	17,546	\$27,567,034
Instagram	74,112	\$6,045,898
Shapeways	408	\$28,288
Tumblr	41,247	\$2,339,038
Twitch	129	\$1,145,156
WordPress	63,748	\$4,569,413
YouTube	19,518	\$35,732,897
ALL PLATFORMS	219,484	\$81,023,334
CHANGE, 2016-2017	14.7%	15.8%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Iowa

IA



We estimate that Iowa is home to a total of **102,094 internet creators**.



Their earnings from those activities **contributed \$35,393,132 to Iowa's economy in 2017**.

Iowa Internet Creators and Their Earnings, by Platform, 2017

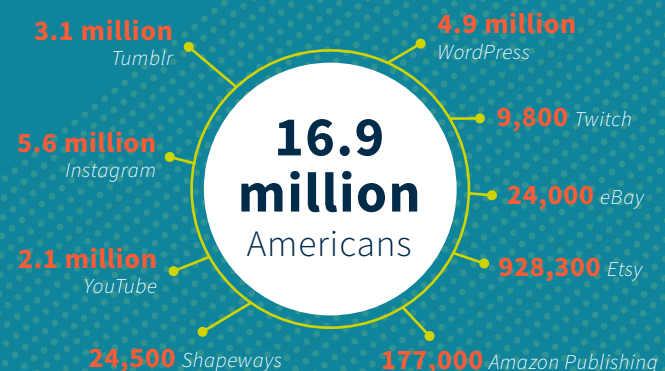
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,100	\$1,369,419
eBay	204	\$316,371
Etsy	7,943	\$12,479,787
Instagram	35,036	\$2,858,141
Shapeways	167	\$11,611
Tumblr	19,499	\$1,105,758
Twitch	61	\$541,362
WordPress	30,136	\$2,160,147
YouTube	7,948	\$14,550,536
TOTAL	102,094	\$35,393,132
CHANGE, 2016-2017	14.2%	15.5%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Kansas

KS



We estimate that Kansas is home to a total of **103,306 internet creators**.



Their earnings from those activities **contributed \$36,629,458 to Kansas' economy in 2017**.

Kansas Internet Creators and Their Earnings, by Platform, 2017

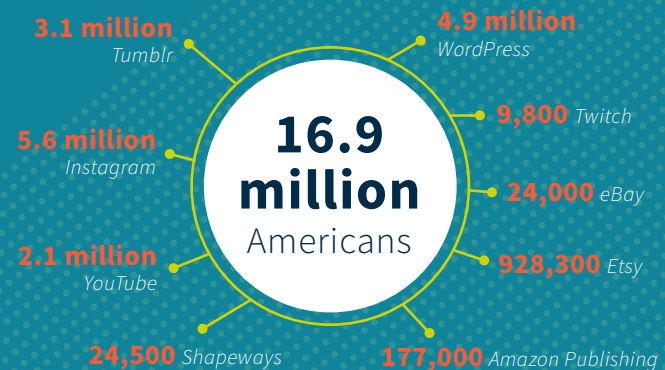
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,107	\$1,378,016
eBay	199	\$308,978
Etsy	7,758	\$12,188,163
Instagram	35,256	\$2,876,085
Shapeways	222	\$15,430
Tumblr	19,622	\$1,112,700
Twitch	61	\$544,760
WordPress	30,325	\$2,173,709
YouTube	8,757	\$16,031,616
ALL PLATFORMS	103,306	\$36,629,458
CHANGE, 2016-2017	14.5%	15.7%

Online Creativity Drives the Economy

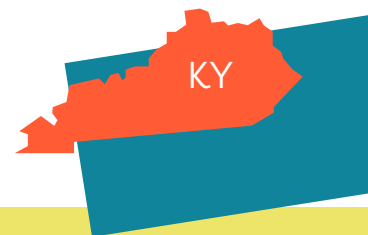


Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Kentucky



We estimate that Kentucky is home to a total of **129,685 internet creators**.



Their earnings from those activities **contributed \$46,710,561 to Kentucky's economy in 2017**.

Kentucky Internet Creators and Their Earnings, by Platform, 2017

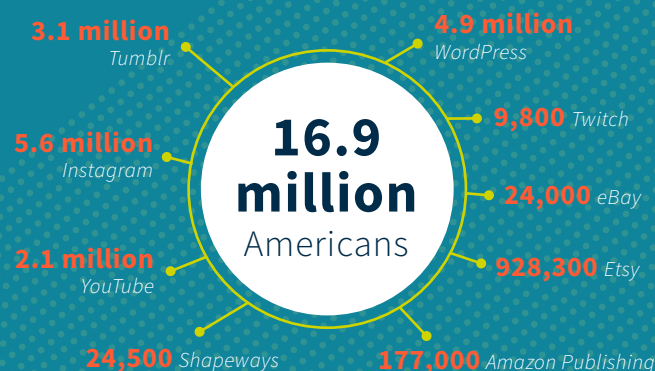
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,385	\$1,725,111
eBay	236	\$366,164
Etsy	9,194	\$14,443,959
Instagram	44,136	\$3,600,513
Shapeways	244	\$16,910
Tumblr	24,564	\$1,392,967
Twitch	77	\$681,975
WordPress	37,964	\$2,721,222
YouTube	11,887	\$21,761,740
TOTAL	129,685	\$46,710,561
CHANGE, 2016-2017	14.8%	16.0%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Louisiana



We estimate that Louisiana is home to a total of **177,184 internet creators**.



Their earnings from those activities **contributed \$70,427,226 to Louisiana's economy in 2017**.

Louisiana Internet Creators and Their Earnings, by Platform, 2017

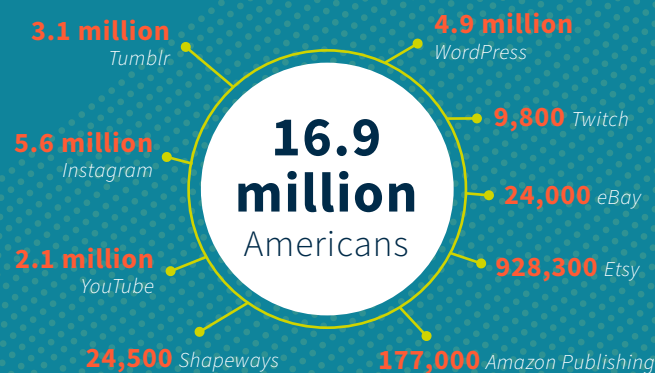
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,855	\$2,309,208
eBay	198	\$307,456
Etsy	7,720	\$12,128,123
Instagram	59,080	\$4,819,594
Shapeways	265	\$18,391
Tumblr	32,881	\$1,864,605
Twitch	103	\$912,881
WordPress	50,817	\$3,642,588
YouTube	24,266	\$44,424,380
ALL PLATFORMS	177,184	\$70,427,226
CHANGE, 2016-2017	17.1%	17.3%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Maine

ME



We estimate that Maine is home to a total of **93,296 internet creators**.



Their earnings from those activities **contributed \$29,632,054 to Maine's economy in 2017**.

Maine Internet Creators and Their Earnings, by Platform, 2017

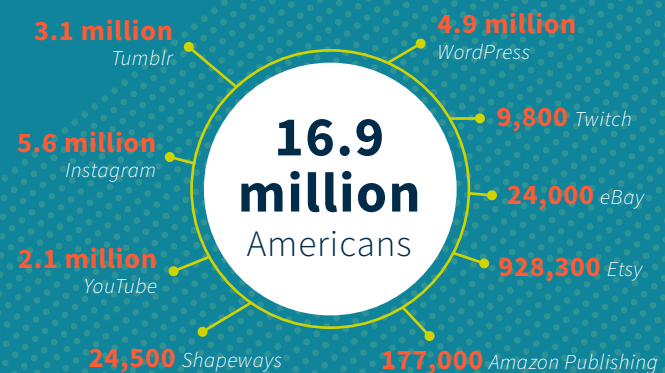
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,028	\$1,279,432
eBay	163	\$253,966
Etsy	6,377	\$10,018,138
Instagram	32,733	\$2,670,328
Shapeways	93	\$6,468
Tumblr	18,218	\$1,033,097
Twitch	57	\$505,788
WordPress	28,156	\$2,018,200
YouTube	6,471	\$11,846,635
TOTAL	93,296	\$29,632,054
CHANGE, 2016-2017	13.8%	15.3%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Maryland



We estimate that Maryland is home to a total of **329,958 internet creators**.



Their earnings from those activities **contributed \$116,631,188 to Maryland's economy in 2017**.

Maryland Internet Creators and Their Earnings, by Platform, 2017

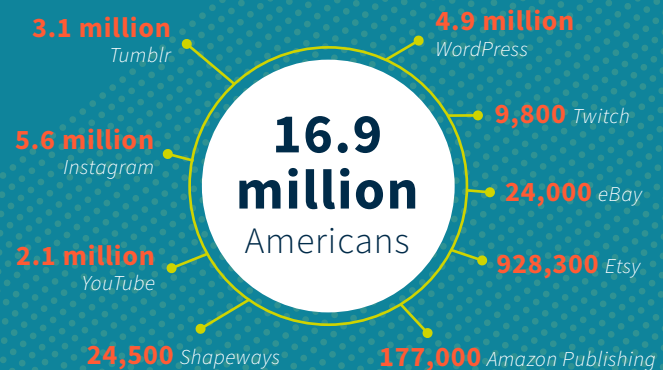
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	3,560	\$4,433,285
eBay	385	\$598,604
Etsy	15,030	\$23,612,957
Instagram	113,423	\$9,252,795
Shapeways	418	\$28,989
Tumblr	63,126	\$3,579,723
Twitch	197	\$1,752,576
WordPress	97,561	\$6,993,146
YouTube	36,258	\$66,379,113
ALL PLATFORMS	329,958	\$116,631,188
CHANGE, 2016-2017	15.8%	16.7%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Massachusetts



We estimate that Massachusetts is home to a total of **469,985 internet creators**.



Their earnings from those activities **contributed \$154,678,332 to Massachusetts' economy in 2017**.

Massachusetts Internet Creators and Their Earnings, by Platform, 2017

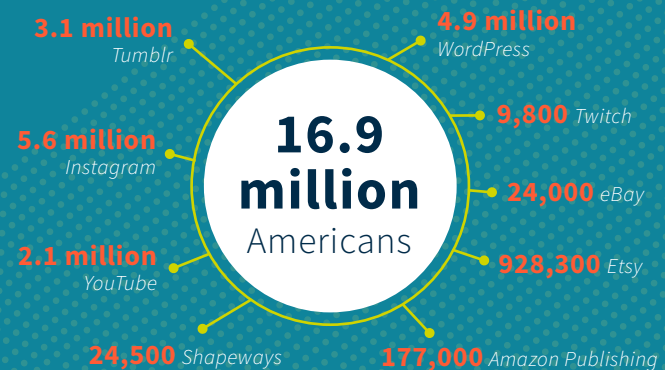
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	5,164	\$6,430,648
eBay	453	\$703,409
Etsy	17,661	\$27,747,155
Instagram	164,524	\$13,421,531
Shapeways	494	\$34,289
Tumblr	91,566	\$5,192,525
Twitch	286	\$2,542,178
WordPress	141,516	\$10,143,824
YouTube	48,321	\$88,462,774
TOTAL	469,985	\$154,678,332
CHANGE, 2016-2017	15.5%	16.7%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Michigan



We estimate that Michigan is home to a total of **405,283 internet creators**.



Their earnings from those activities **contributed \$154,137,690 to Michigan's economy in 2017**.

Michigan Internet Creators and Their Earnings, by Platform, 2017

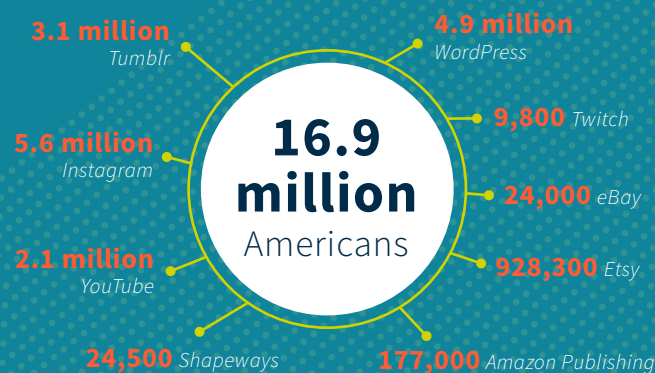
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	4,265	\$5,311,150
eBay	790	\$1,227,650
Etsy	30,824	\$48,426,718
Instagram	135,882	\$11,085,005
Shapeways	759	\$52,680
Tumblr	75,626	\$4,288,569
Twitch	236	\$2,099,615
WordPress	116,880	\$8,377,907
YouTube	40,021	\$73,268,395
ALL PLATFORMS	405,283	\$154,137,690
CHANGE, 2016-2017	15.1%	16.1%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Minnesota



We estimate that Minnesota is home to a total of **353,113 internet creators**.



Their earnings from those activities **contributed \$114,886,598 to Minnesota's economy in 2017**.

Minnesota Internet Creators and Their Earnings, by Platform, 2017

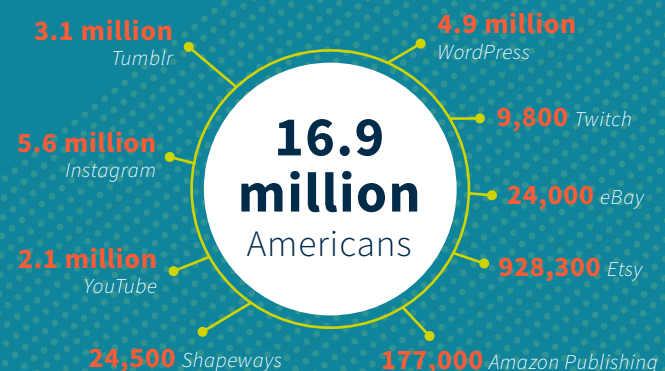
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	3,876	\$4,826,783
eBay	506	\$786,470
Etsy	19,747	\$31,023,635
Instagram	123,490	\$10,074,074
Shapeways	437	\$30,314
Tumblr	68,729	\$3,897,460
Twitch	214	\$1,908,134
WordPress	106,220	\$7,613,858
YouTube	29,893	\$54,725,871
TOTAL	353,113	\$114,886,598
CHANGE, 2016-2017	14.6%	15.9%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Mississippi

MS



We estimate that Mississippi is home to a total of **65,941 internet creators**.



Their earnings from those activities **contributed \$21,322,435 to Mississippi's economy in 2017**.

Mississippi Internet Creators and Their Earnings, by Platform, 2017

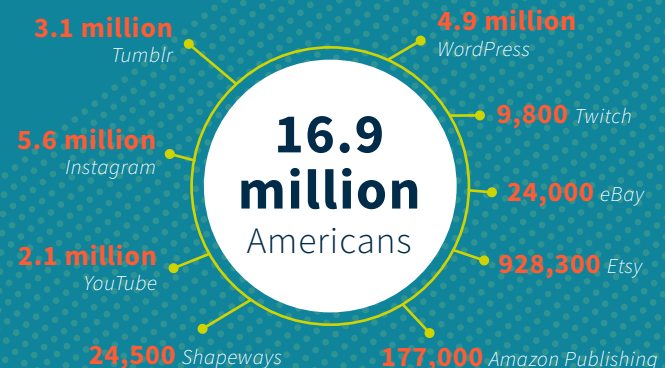
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	721	\$897,948
eBay	119	\$184,821
Etsy	4,640	\$7,290,597
Instagram	22,973	\$1,874,125
Shapeways	223	\$15,508
Tumblr	12,786	\$725,062
Twitch	40	\$354,979
WordPress	19,761	\$1,416,440
YouTube	4,677	\$8,562,954
ALL PLATFORMS	65,941	\$21,322,435
CHANGE, 2016-2017	13.9%	15.4%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Missouri



We estimate that Missouri is home to a total of **230,418 internet creators**.



Their earnings from those activities **contributed \$82,929,069 to Missouri's economy in 2017**.

Missouri Internet Creators and Their Earnings, by Platform, 2017

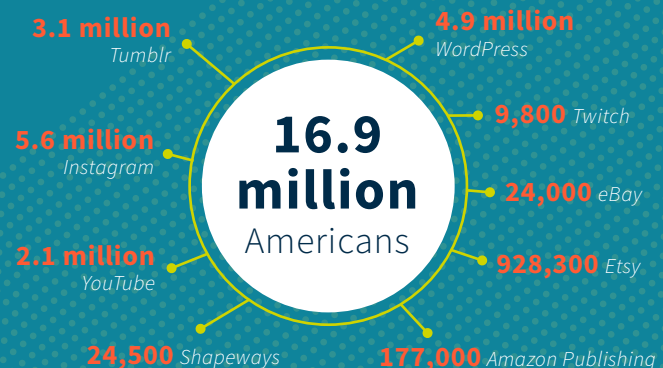
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	2,461	\$3,064,152
eBay	439	\$681,883
Etsy	17,121	\$26,898,014
Instagram	78,394	\$6,395,252
Shapeways	408	\$28,288
Tumblr	43,631	\$2,474,196
Twitch	136	\$1,211,327
WordPress	67,431	\$4,833,451
YouTube	20,398	\$37,342,505
TOTAL	230,418	\$82,929,069
CHANGE, 2016-2017	14.7%	15.8%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Montana

MT



We estimate that Montana is home to a total of **61,756 internet creators**.



Their earnings from those activities **contributed \$22,981,824 to Montana's economy in 2017**.

Montana Internet Creators and Their Earnings, by Platform, 2017

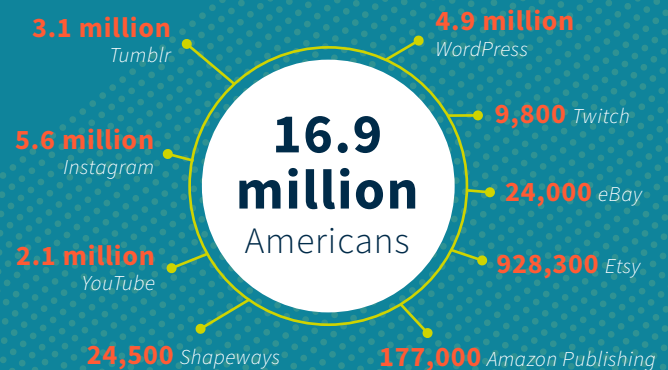
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	655	\$815,126
eBay	117	\$182,430
Etsy	4,580	\$7,196,248
Instagram	20,854	\$1,701,266
Shapeways	60	\$4,130
Tumblr	11,607	\$658,186
Twitch	36	\$322,237
WordPress	17,938	\$1,285,795
YouTube	5,908	\$10,816,406
ALL PLATFORMS	61,756	\$22,981,824
CHANGE, 2016-2017	15.0%	16.0%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Nebraska

NE



We estimate that Nebraska is home to a total of **62,670 internet creators**.



Their earnings from those activities **contributed \$20,802,622 to Nebraska's economy in 2017**.

Nebraska Internet Creators and Their Earnings, by Platform, 2017

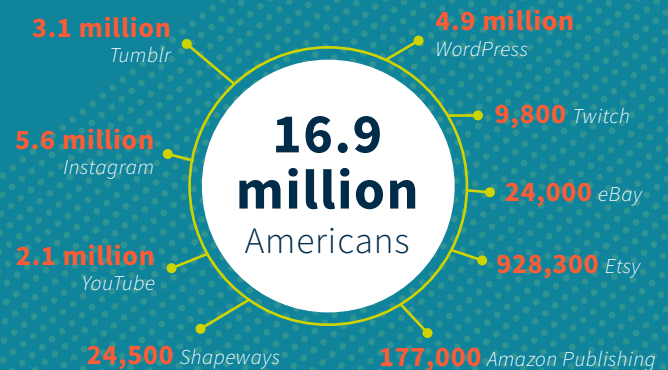
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	683	\$850,376
eBay	113	\$175,907
Etsy	4,417	\$6,938,933
Instagram	21,756	\$1,774,836
Shapeways	93	\$6,468
Tumblr	12,109	\$686,649
Twitch	38	\$336,172
WordPress	18,714	\$1,341,398
YouTube	4,748	\$8,691,883
TOTAL	62,670	\$20,802,622
CHANGE, 2016-2017	14.1%	15.5%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Nevada

NV



We estimate that Nevada is home to a total of **184,831 internet creators**.



Their earnings from those activities **contributed \$57,422,866 to Nevada's economy in 2017**.

Nevada Internet Creators and Their Earnings, by Platform, 2017

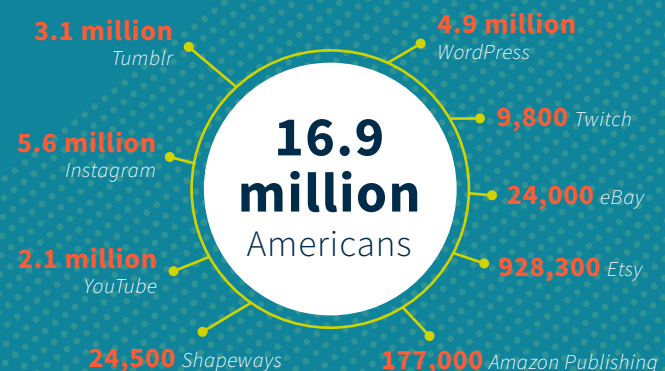
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	2,052	\$2,555,690
eBay	228	\$354,640
Etsy	8,904	\$13,989,369
Instagram	65,386	\$5,334,031
Shapeways	181	\$12,547
Tumblr	36,391	\$2,063,631
Twitch	114	\$1,010,321
WordPress	56,242	\$4,031,394
YouTube	15,333	\$28,071,243
ALL PLATFORMS	184,831	\$57,422,866
CHANGE, 2016-2017	14.5%	16.0%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



New Hampshire

NH



We estimate that New Hampshire is home to a total of **78,797 internet creators**.



Their earnings from those activities **contributed \$28,408,185 to New Hampshire's economy in 2017**.

New Hampshire Internet Creators and Their Earnings, by Platform, 2017

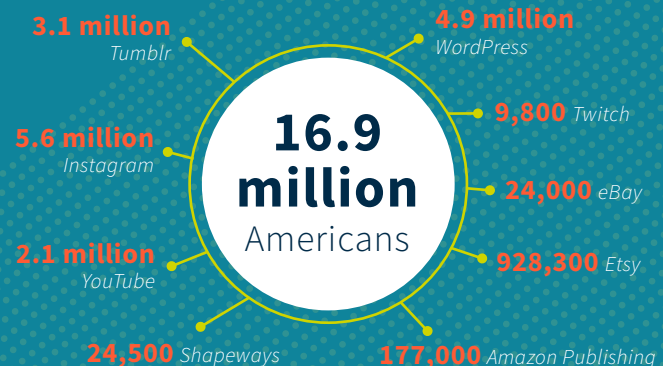
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	841	\$1,046,993
eBay	154	\$239,833
Etsy	6,022	\$9,460,622
Instagram	26,787	\$2,185,199
Shapeways	140	\$9,741
Tumblr	14,908	\$845,410
Twitch	47	\$413,899
WordPress	23,041	\$1,651,546
YouTube	6,858	\$12,554,942
TOTAL	78,797	\$28,408,185
CHANGE, 2016-2017	14.6%	15.8%

Online Creativity Drives the Economy

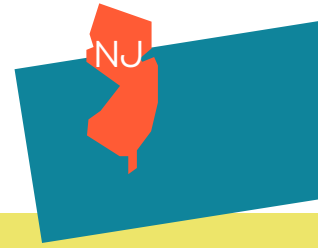


Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



New Jersey



We estimate that New Jersey is home to a total of **461,457 internet creators**.



Their earnings from those activities **contributed \$181,721,801 to New Jersey's economy in 2017**.

New Jersey Internet Creators and Their Earnings, by Platform, 2017

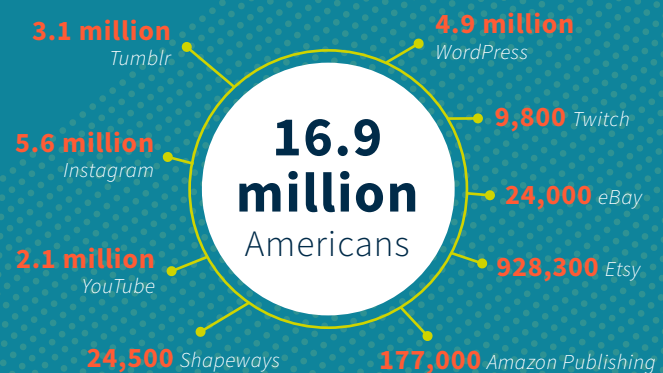
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	4,834	\$6,019,095
eBay	627	\$974,553
Etsy	24,469	\$38,442,889
Instagram	153,994	\$12,562,570
Shapeways	685	\$47,536
Tumblr	85,706	\$4,860,210
Twitch	267	\$2,379,481
WordPress	132,459	\$9,494,632
YouTube	58,414	\$106,940,834
ALL PLATFORMS	461,457	\$181,721,801
CHANGE, 2016-2017	16.5%	17.0%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



New Mexico

NM



We estimate that New Mexico is home to a total of **120,268 internet creators**.



Their earnings from those activities **contributed \$41,930,903 to New Mexico's economy in 2017**.

New Mexico Internet Creators and Their Earnings, by Platform, 2017

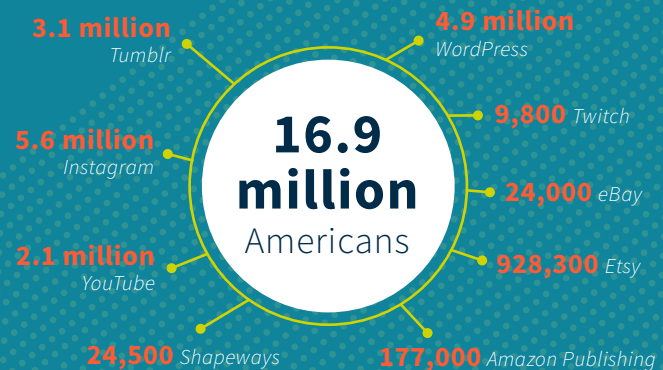
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,299	\$1,617,621
eBay	182	\$282,886
Etsy	7,103	\$11,158,902
Instagram	41,386	\$3,376,168
Shapeways	130	\$9,040
Tumblr	23,033	\$1,306,173
Twitch	72	\$639,481
WordPress	35,598	\$2,551,665
YouTube	11,465	\$20,988,968
TOTAL	120,268	\$41,930,903
CHANGE, 2016-2017	15.1%	16.2%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



New York



We estimate that New York is home to a total of **1,899,869 internet creators**.



Their earnings from those activities **contributed \$683,616,593 to New York's economy in 2017**.

New York Internet Creators and Their Earnings, by Platform, 2017

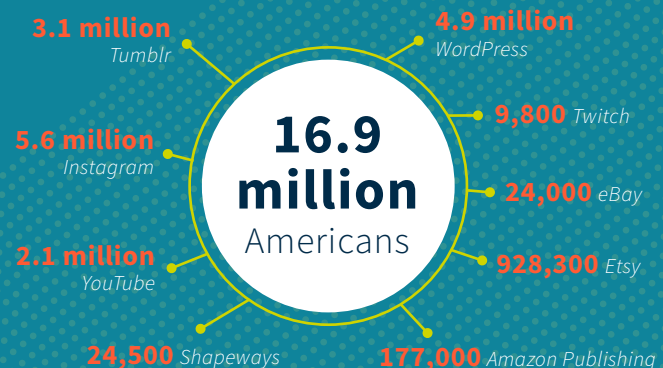
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	20,497	\$25,522,867
eBay	1,298	\$2,016,294
Etsy	50,625	\$79,536,125
Instagram	652,985	\$53,269,274
Shapeways	1,220	\$84,630
Tumblr	363,421	\$20,608,828
Twitch	1,134	\$10,089,754
WordPress	561,668	\$40,260,245
YouTube	247,021	\$452,228,577
ALL PLATFORMS	1,899,869	\$683,616,593
CHANGE, 2016-2017	16.8%	17.5%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



North Carolina



We estimate that North Carolina is home to a total of **423,100 internet creators**.



Their earnings from those activities **contributed \$148,773,485 to North Carolina's economy in 2017**.

North Carolina Internet Creators and Their Earnings, by Platform, 2017

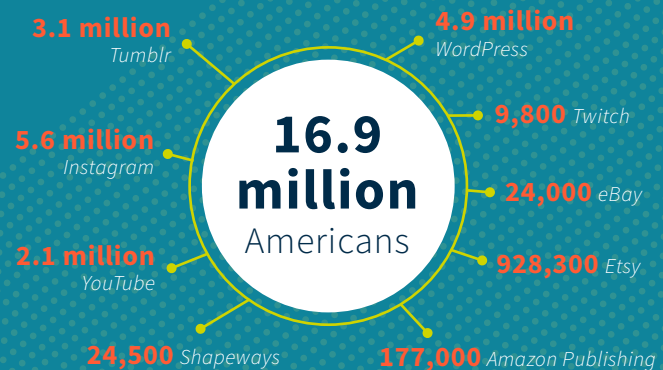
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	4,556	\$5,672,860
eBay	667	\$1,036,305
Etsy	26,019	\$40,878,806
Instagram	145,136	\$11,839,937
Shapeways	692	\$48,004
Tumblr	80,776	\$4,580,637
Twitch	252	\$2,242,607
WordPress	124,840	\$8,948,475
YouTube	40,162	\$73,525,852
TOTAL	423,100	\$148,773,485
CHANGE, 2016-2017	15.0%	16.1%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



North Dakota

ND



We estimate that North Dakota is home to a total of **22,843 internet creators**.



Their earnings from those activities **contributed \$7,173,571 to North Dakota's economy in 2017**.

North Dakota Internet Creators and Their Earnings, by Platform, 2017

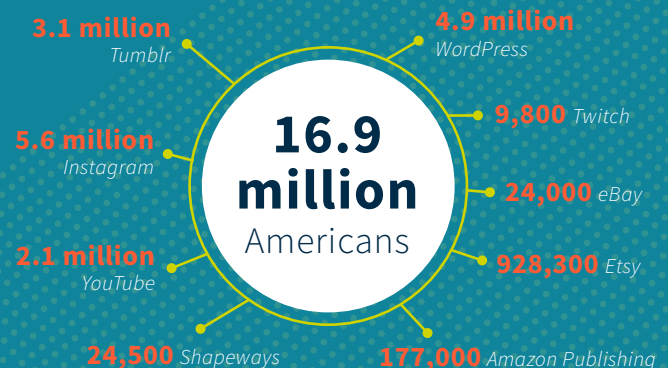
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	252	\$313,829
eBay	43	\$66,536
Etsy	1,671	\$2,624,615
Instagram	8,029	\$654,998
Shapeways	18	\$1,247
Tumblr	4,469	\$253,406
Twitch	14	\$124,063
WordPress	6,906	\$495,039
YouTube	1,442	\$2,639,837
ALL PLATFORMS	22,843	\$7,173,571
CHANGE, 2016-2017	13.5%	15.1%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Ohio

OH



We estimate that Ohio is home to a total of **454,011 internet creators**.



Their earnings from those activities **contributed \$162,028,004 to Ohio's economy in 2017**.

Ohio Internet Creators and Their Earnings, by Platform, 2017

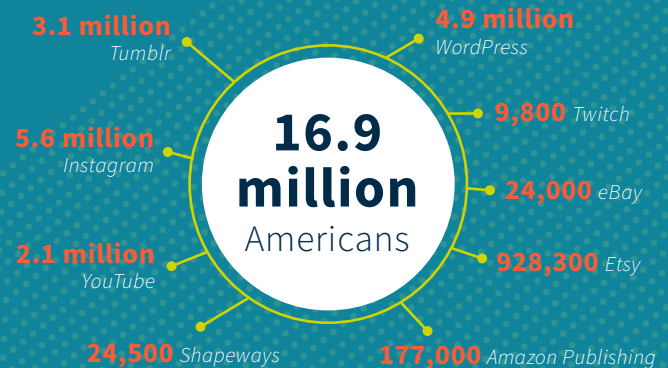
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	4,856	\$6,047,180
eBay	890	\$1,382,682
Etsy	34,716	\$54,542,243
Instagram	154,713	\$12,621,187
Shapeways	839	\$58,213
Tumblr	86,106	\$4,882,888
Twitch	269	\$2,390,584
WordPress	133,077	\$9,538,934
YouTube	38,544	\$70,564,094
TOTAL	454,011	\$162,028,004
CHANGE, 2016-2017	14.5%	15.7%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Oklahoma

OK



We estimate that Oklahoma is home to a total of **116,087 internet creators**.



Their earnings from those activities **contributed \$46,021,380 to Oklahoma's economy in 2017**.

Oklahoma Internet Creators and Their Earnings, by Platform, 2017

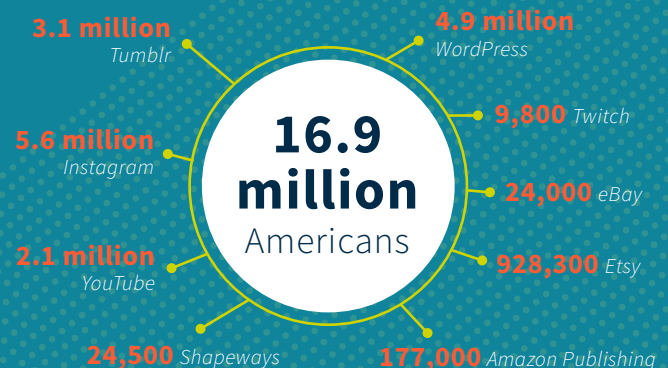
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,207	\$1,502,988
eBay	225	\$349,421
Etsy	8,773	\$13,783,517
Instagram	38,453	\$3,136,916
Shapeways	295	\$20,495
Tumblr	21,401	\$1,213,611
Twitch	67	\$594,164
WordPress	33,075	\$2,370,841
YouTube	12,590	\$23,049,426
ALL PLATFORMS	116,087	\$46,021,380
CHANGE, 2016-2017	15.6%	16.3%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Oregon

OR



We estimate that Oregon is home to a total of **300,853 internet creators**.



Their earnings from those activities **contributed \$127,326,715 to Oregon's economy in 2017**.

Oregon Internet Creators and Their Earnings, by Platform, 2017

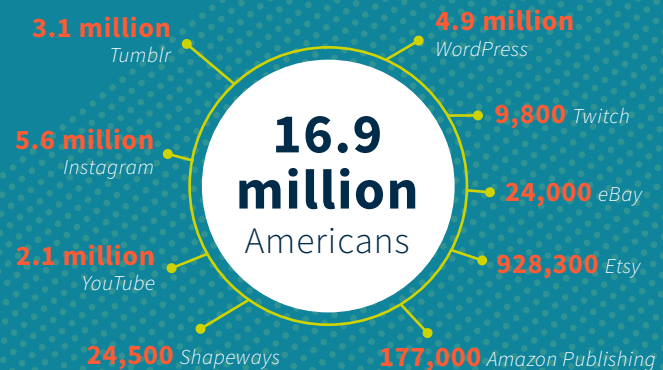
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	3,077	\$3,831,111
eBay	544	\$845,395
Etsy	21,226	\$33,348,048
Instagram	98,016	\$7,995,986
Shapeways	380	\$26,340
Tumblr	54,551	\$3,093,489
Twitch	170	\$1,514,523
WordPress	84,309	\$6,043,265
YouTube	38,579	\$70,628,558
TOTAL	300,853	\$127,326,715
CHANGE, 2016-2017	16.5%	16.8%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Pennsylvania

PA



We estimate that Pennsylvania is home to a total of **563,410 internet creators**.



Their earnings from those activities **contributed \$201,618,007 to Pennsylvania's economy in 2017**.

Pennsylvania Internet Creators and Their Earnings, by Platform, 2017

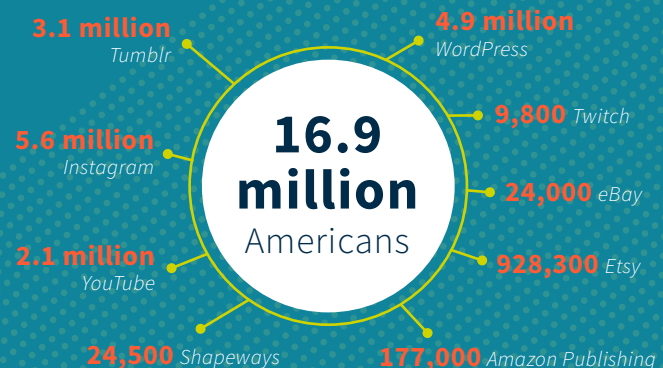
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	6,034	\$7,512,890
eBay	972	\$1,510,318
Etsy	37,921	\$59,577,043
Instagram	192,212	\$15,680,300
Shapeways	983	\$68,188
Tumblr	106,976	\$6,066,398
Twitch	334	\$2,970,012
WordPress	165,332	\$11,850,973
YouTube	52,647	\$96,381,886
ALL PLATFORMS	563,410	\$201,618,007
CHANGE, 2016-2017	14.9%	16.0%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Rhode Island



We estimate that Rhode Island is home to a total of **63,896 internet creators**.



Their earnings from those activities **contributed \$22,275,441 to Rhode Island's economy in 2017**.

Rhode Island Internet Creators and Their Earnings, by Platform, 2017

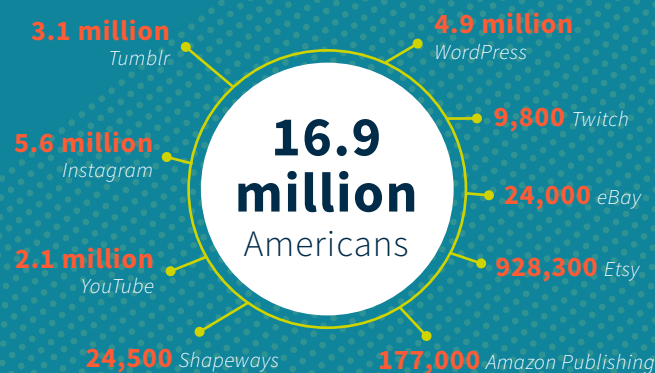
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	690	\$858,973
eBay	101	\$156,990
Etsy	3,942	\$6,192,719
Instagram	21,976	\$1,792,780
Shapeways	72	\$4,987
Tumblr	12,231	\$693,591
Twitch	38	\$339,571
WordPress	18,903	\$1,354,960
YouTube	5,943	\$10,880,870
TOTAL	63,896	\$22,275,441
CHANGE, 2016-2017	14.9%	16.1%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



South Carolina



We estimate that South Carolina is home to a total of **167,866 internet creators**.



Their earnings from those activities **contributed \$54,549,685 to South Carolina's economy in 2017**.

South Carolina Internet Creators and Their Earnings, by Platform, 2017

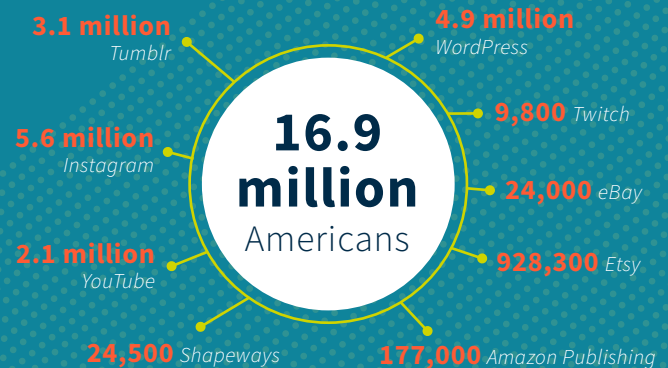
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,839	\$2,289,434
eBay	284	\$441,397
Etsy	11,083	\$17,411,661
Instagram	58,574	\$4,778,323
Shapeways	308	\$21,352
Tumblr	32,599	\$1,848,638
Twitch	102	\$905,064
WordPress	50,382	\$3,611,396
YouTube	12,696	\$23,242,419
ALL PLATFORMS	167,866	\$54,549,685
CHANGE, 2016-2017	14.1%	15.5%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



South Dakota

SD



We estimate that South Dakota is home to a total of **31,560 internet creators**.



Their earnings from those activities **contributed \$10,370,670 to South Dakota's economy in 2017**.

South Dakota Internet Creators and Their Earnings, by Platform, 2017

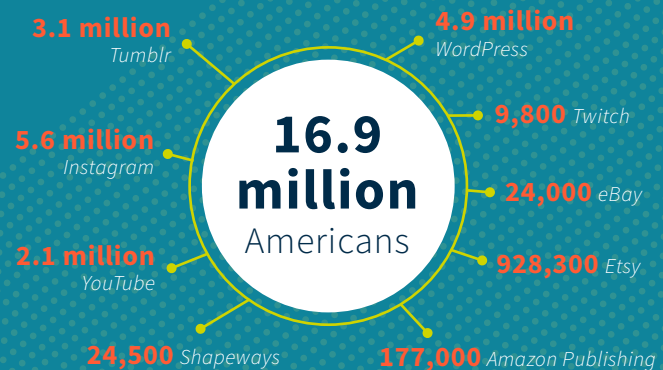
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	344	\$428,770
eBay	65	\$100,238
Etsy	2,517	\$3,954,077
Instagram	10,970	\$894,895
Shapeways	29	\$2,026
Tumblr	6,105	\$346,217
Twitch	19	\$169,502
WordPress	9,436	\$676,350
YouTube	2,075	\$3,798,595
TOTAL	31,560	\$10,370,670
CHANGE, 2016-2017	13.6%	15.1%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Tennessee

TN



We estimate that Tennessee is home to a total of **378,827 internet creators**.



Their earnings from those activities **contributed \$126,516,895 to Tennessee's economy in 2017**.

Tennessee Internet Creators and Their Earnings, by Platform, 2017

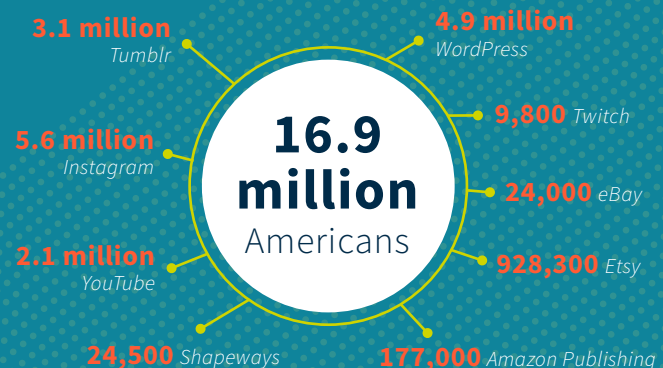
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	4,141	\$5,156,110
eBay	444	\$690,145
Etsy	17,328	\$27,223,947
Instagram	131,916	\$10,761,417
Shapeways	571	\$39,588
Tumblr	73,418	\$4,163,379
Twitch	229	\$2,038,324
WordPress	113,468	\$8,133,343
YouTube	37,313	\$68,310,642
ALL PLATFORMS	378,827	\$126,516,895
CHANGE, 2016-2017	15.3%	16.5%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Texas



We estimate that Texas is home to a total of **1,033,292 internet creators**.



Their earnings from those activities **contributed \$419,748,426 to Texas' economy in 2017**.

Texas Internet Creators and Their Earnings, by Platform, 2017

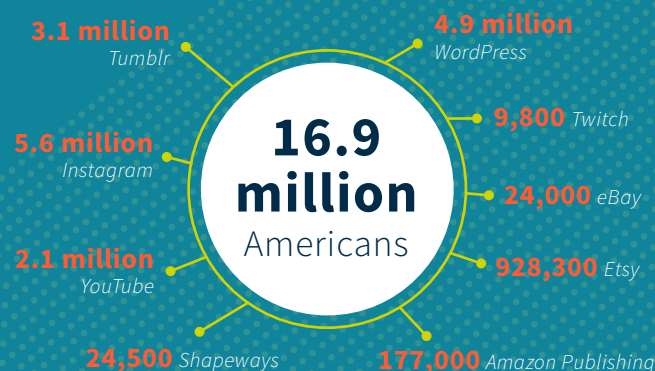
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	10,691	\$13,312,155
eBay	1,764	\$2,740,794
Etsy	68,815	\$108,115,265
Instagram	340,582	\$27,784,059
Shapeways	2,370	\$164,429
Tumblr	189,552	\$10,749,103
Twitch	592	\$5,262,590
WordPress	292,953	\$20,998,841
YouTube	125,972	\$230,621,191
TOTAL	1,033,292	\$419,748,426
CHANGE, 2016-2017	16.3%	16.7%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Utah

UT



We estimate that Utah is home to a total of **146,268 internet creators**.



Their earnings from those activities **contributed \$73,147,189 to Utah's economy in 2017**.

Utah Internet Creators and Their Earnings, by Platform, 2017

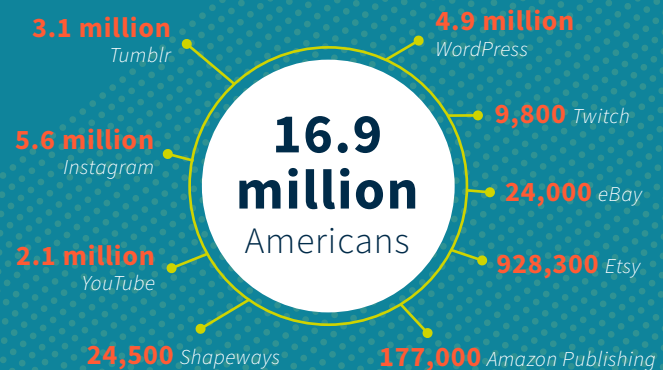
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	1,410	\$1,756,062
eBay	294	\$456,618
Etsy	11,465	\$18,012,063
Instagram	44,928	\$3,665,111
Shapeways	213	\$14,806
Tumblr	25,005	\$1,417,959
Twitch	78	\$694,210
WordPress	38,645	\$2,770,044
YouTube	24,231	\$44,360,316
ALL PLATFORMS	146,268	\$73,147,189
CHANGE, 2016-2017	18.3%	17.3%

Online Creativity Drives the Economy

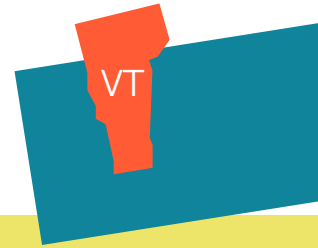


Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Vermont



We estimate that Vermont is home to a total of **61,443 internet creators**.



Their earnings from those activities **contributed \$19,140,056 to Vermont's economy in 2017**.

Vermont Internet Creators and Their Earnings, by Platform, 2017

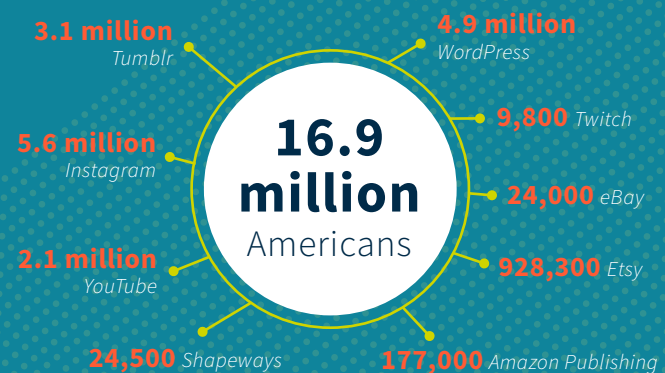
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	681	\$847,510
eBay	90	\$140,029
Etsy	3,516	\$5,523,699
Instagram	21,683	\$1,768,854
Shapeways	75	\$5,221
Tumblr	12,068	\$684,335
Twitch	38	\$335,039
WordPress	18,651	\$1,336,878
YouTube	4,642	\$8,498,490
TOTAL	61,443	\$19,140,056
CHANGE, 2016-2017	14.2%	15.6%

Online Creativity Drives the Economy

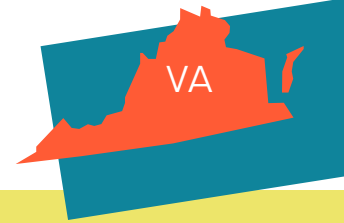


Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Virginia



We estimate that Virginia is home to a total of **365,190 internet creators**.



Their earnings from those activities **contributed \$127,508,668 to Virginia's economy in 2017**.

Virginia Internet Creators and Their Earnings, by Platform, 2017

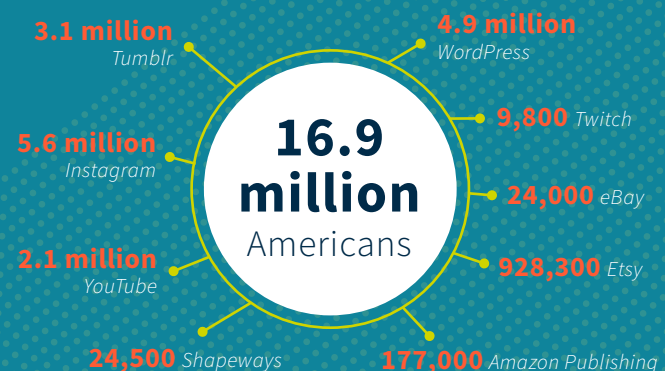
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	3,945	\$4,912,493
eBay	515	\$799,516
Etsy	20,074	\$31,538,265
Instagram	125,683	\$10,252,960
Shapeways	476	\$33,042
Tumblr	69,949	\$3,966,668
Twitch	218	\$1,942,017
WordPress	108,107	\$7,749,058
YouTube	36,223	\$66,314,648
ALL PLATFORMS	365,190	\$127,508,668
CHANGE, 2016-2017	15.2%	16.3%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Washington



We estimate that Washington is home to a total of **400,090 internet creators**.



Their earnings from those activities **contributed \$165,027,702 to Washington's economy in 2017**.

Washington Internet Creators and Their Earnings, by Platform, 2017

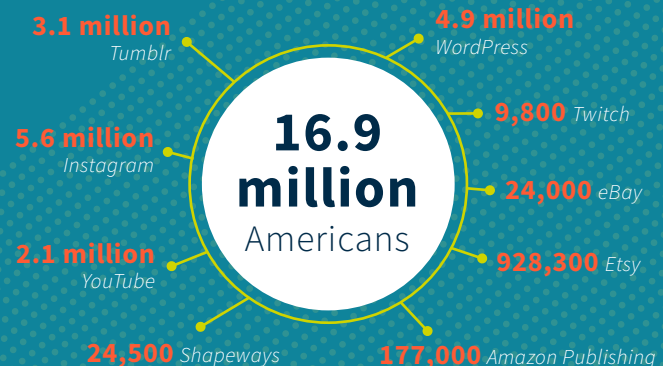
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	4,122	\$5,133,183
eBay	734	\$1,141,110
Etsy	28,651	\$45,013,004
Instagram	131,329	\$10,713,567
Shapeways	509	\$35,302
Tumblr	73,092	\$4,144,867
Twitch	228	\$2,029,261
WordPress	112,963	\$8,097,178
YouTube	48,462	\$88,720,232
TOTAL	400,090	\$165,027,702
CHANGE, 2016-2017	16.2%	16.6%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



West Virginia



We estimate that West Virginia is home to a total of **43,231 internet creators**.



Their earnings from those activities **contributed \$14,730,275 to West Virginia's economy in 2017**.

West Virginia Internet Creators and Their Earnings, by Platform, 2017

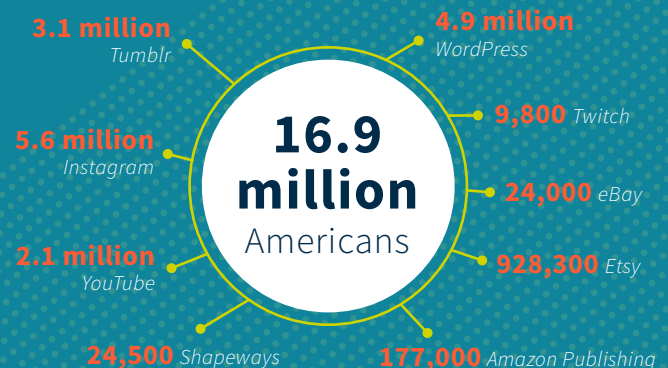
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	467	\$581,540
eBay	90	\$139,595
Etsy	3,505	\$5,506,545
Instagram	14,878	\$1,213,744
Shapeways	92	\$6,390
Tumblr	8,281	\$469,573
Twitch	26	\$229,896
WordPress	12,798	\$917,332
YouTube	3,095	\$5,665,660
ALL PLATFORMS	43,231	\$14,730,275
CHANGE, 2016-2017	13.9%	15.3%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Wisconsin



We estimate that Wisconsin is home to a total of **248,320 internet creators**.



Their earnings from those activities **contributed \$86,485,893 to Wisconsin's economy in 2017**.

Wisconsin Internet Creators and Their Earnings, by Platform, 2017

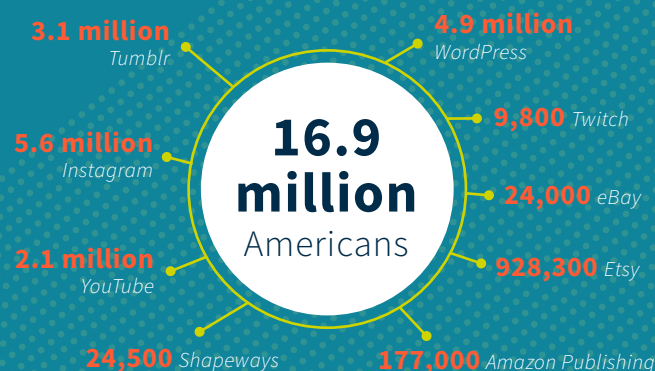
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	2,672	\$3,326,683
eBay	502	\$779,512
Etsy	19,572	\$30,749,165
Instagram	85,111	\$6,943,185
Shapeways	396	\$27,509
Tumblr	47,369	\$2,686,181
Twitch	148	\$1,315,111
WordPress	73,209	\$5,247,572
YouTube	19,343	\$35,410,976
TOTAL	248,320	\$86,485,893
CHANGE, 2016-2017	14.2%	15.5%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Wyoming

WY



We estimate that Wyoming is home to a total of **25,768 internet creators**.



Their earnings from those activities **contributed \$8,865,208 to Wyoming's economy in 2017**.

Wyoming Internet Creators and Their Earnings, by Platform, 2017

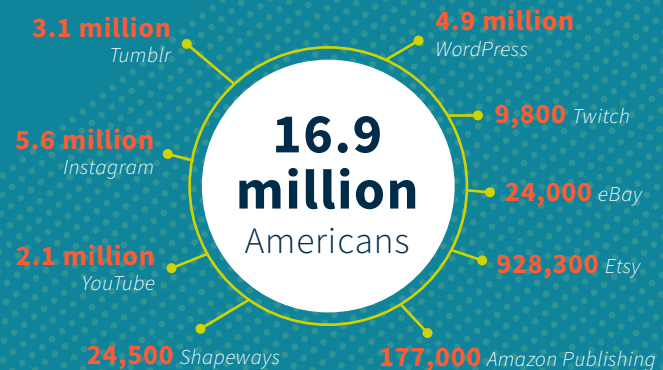
PLATFORM	CREATORS	EARNINGS
Amazon Publishing	279	\$347,094
eBay	44	\$68,493
Etsy	1,720	\$2,701,809
Instagram	8,880	\$724,427
Shapeways	34	\$2,338
Tumblr	4,942	\$280,267
Twitch	15	\$137,214
WordPress	7,638	\$547,513
YouTube	2,216	\$4,056,052
ALL PLATFORMS	25,768	\$8,865,208
CHANGE, 2016-2017	14.6%	15.8%

Online Creativity Drives the Economy



Nearly 17 million Americans used these platforms in 2017 to earn income from their creations.

Collectively, these independent creators earned an estimated **\$6.8 billion in 2017** from their creations.



Appendix A:

How the Estimates of U.S. Internet Creators and Their Earnings Were Derived

Amazon Publishing

Amazon offers writers three platforms for self-publishing: Kindle Direct Publishing for digital books, CreateSpace for printed books, and Audiobook Creation Exchange for audiobooks. Amazon receives the payments for every volume sold, and creators receive a portion of those revenues based on the platform used and its revenue-sharing arrangements. In 2017, U.S. revenues for all e-book publishers were \$1,103,000,000.¹⁶ According to estimates from the website on U.S. publishing, “Author Earnings,” in 2017, 26.8 percent of e-book revenues — or \$295,604,000 — did not go to publishing companies.¹⁷ The website also estimates that Amazon claims 91 percent of the self-publishing ebook market,¹⁸ or \$268,999,640, in 2017. In 2017, U.S. revenues for audiobooks totaled about \$2,500,000,000.¹⁹ According to “Author Earnings,” publishing companies captured all but 6.9 percent of audiobook revenues, or \$172,500,000, in 2017.²⁰ Applying the 91 percent estimated share of the e-book market here, we estimate that Amazon captured \$156,975,000 from self-published audiobooks in 2017. Lastly, revenues for printed books in the U.S. totaled \$5,628,000,000 in 2017; and “Author Earnings” reports that Amazon CreateSpace accounted for 2.1 percent of that market, or \$115,787,739.62, in 2017.

Creators who self-publish e-books through Kindle Direct Publishing receive a royalty rate of 35 percent or 70 percent, depending on whether they choose to sell their work exclusively through Amazon and at which price points they choose to sell their books. We will assume an average Amazon royalty to Kindle Direct Publishing authors of 50 percent (likely a conservative estimate), generating royalties to those creators of \$134,499,820 in 2017, or 4.7 percent less than in 2016 (*see Table A1 on page 77*). Creators who self-publish audiobooks through Audiobook Creation Exchange earn a royalty rate of 40 percent, which implies that creators earned royalties of \$62,790,000 in 2017, up 19 percent from 2016 (\$52,743,600). Finally, creators’ royalties from their CreateSpace books are based on the list price set by the author, the length of the book, its sales platform (the CreateSpace store, Amazon.com, or a third-party distributor), and whether it 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 percent of the list price. Since

16 Association of American Publishers (2018).

17 Author Earnings (2018).

18 Author Earnings (2017).

19 Kozłowski, Michael (2017).

20 Author Earnings (2018).

the royalty rate is less for longer books, those printed in color, and those sold outside Amazon, we adopt here an average 20 percent revenue share for these self-published authors, which again may be conservative. Using this royalty rate, creators of self-published printed books through CreateSpace earned \$23,157,547.92 in 2017, 0.9 percent more than in 2016. Therefore, creators' royalties from Amazon for their self-published digital books, audiobooks, and printed books totaled \$220,447,368 in 2017, up slightly from 2016.

There are no data on the number of U.S. writers who self-publish books, overall or using Amazon platforms. However, the group that assigns International Standard Book Numbers (ISBNs) to books, Bowker, reports issuing 786,935 ISBNs for self-published books in 2016 (638,824 for print books and 148,311 for digital books).²¹ Assuming the number of books increased at the same rate as revenues for self-published printed and digital books, the total in 2017 was 785,513 (644,210 for print books and 141,303 for digital books). Applying Amazon's market share for self-publishing revenues to the creators, 91 percent for digital books and 76.2 percent for printed books, 619,553 ISBNs were issued for Amazon self-published books in 2017. Further, a survey of self-published authors who have achieved varying success (the survey includes a large share of authors earning less than \$100 annually and a much smaller share earning \$5,000 or more) found that the average self-published author issued about 3.5 books per year.²² Therefore, we estimate that 177,042 U.S. authors self-published on Amazon in 2017.

21 Barblan, Beat, and Andrew Kovacs (2018).

22 BookBaby (2017).

TABLE A1: DATA ON U.S. WRITERS USING AMAZON SELF-PUBLISHING, 2016 AND 2017

DATA CATEGORY	2016	2017	CHANGE
Ebooks' Revenues	\$1,157,700,000	\$1,103,000,000	-4.7%
Independent Ebooks Revenues	\$310,263,600	\$295,604,000	-4.7%
Amazon Ebooks Revenues	\$282,339,876	\$268,999,640	-4.7%
Audiobooks Revenues	\$2,100,000,000	\$2,500,000,000	19.0%
Independent Audiobook Revenues	\$144,900,000	\$172,500,000	19.0%
Amazon Audiobook Revenues	\$131,859,000	\$156,975,000	19.0%
Printed Book Revenues	\$5,579,200,000	\$5,628,000,000	0.9%
Amazon Printed Book Revenues	\$114,783,752	\$115,787,740	0.9%
Ebook Creator Share	\$141,169,938	\$134,499,820	-4.7%
Audiobook Creator Share	\$52,743,600	\$62,790,000	19.0%
Printbook Creator share	\$22,956,750	\$23,157,548	0.9%
Print ISBNs	638,624	644,210	0.9%
Digital ISBNs	148,311	141,303	- 4.7%
Total ISBNs	786,935	785,513	- 0.2%
Amazon Print ISBNs	486,710	490,967	0.9%
Digital ISBNs	134,963	128,586	- 4.7%
Total ISBNs	621,673	619,553	- 0.3%
Number of Creators	177,647	177,042	- 0.3%
Total Creator Royalties	\$216,870,288	\$220,447,368	1.6%

eBay

eBay, a major online platform for sales by businesses to consumers and by consumers to consumers, was founded in 1995 as an auction website. Today, eBay derives 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 sold at fixed prices, and a marketing fee. eBay issues detailed financial data as a public company. For 2017, eBay reported over 170 million active users and net revenues of \$9,567,000,000, including \$4,091,000,000, or 42.8 percent, from American sources. Of those net revenues, \$6,450,000,000 came from eBay Marketplace and the remainder from other services such as StubHub. Revenues from all merchandise sold on eBay Marketplace in 2017 totaled \$83,883,000,000, so eBay claimed net revenues of 7.69 percent on those sales.

eBay does not issue data on the share of sales involving creators' handmade items, so we use Terapeak, an eBay analytics website, to generate data on "homemade" and "handmade" items sold by Americans on eBay.²³ Terapeak reports that in 2017, 1,257,082 "handmade" items were sold on eBay for \$38,679,305, and 97,744 "homemade" items were sold for \$1,374,874, for a total

²³ Terapeak (2018).

of 1,354,826 items sold by Americans on eBay for \$40,054,179. Since eBay's total fees equaled 7.69 percent of its total sales, American creators earned \$36,974,301, after fees, from sales of the 1,354,826 handmade or homemade products on eBay in 2017. There are no reliable data on the number of American creators who produced and sold those items, so we apply a metric derived from our study of Etsy: We found that U.S. creators on the Etsy platform earned an average of \$1,683 (before Etsy's fees) from their sales in 2017. Applying the ratio for Etsy U.S. creators of average earnings to total earnings (\$40,054,179), we estimate that 23,797 U.S. creators sold handmade or homemade items on eBay in 2017, earning \$36,974,301 after fees.

TABLE A2: DATA ON U.S. CREATORS OF HANDMADE AND HOMEMADE ITEMS ON EBAY, 2016 AND 2017

DATA	2016 ²⁴	2017 ²⁵	CHANGE
Worldwide Users	167,000,000	170,000,000	1.8%
Net Revenue	\$8,979,000,000	\$9,567,000,000	6.5%
Net Revenue of U.S.	\$3,866,000,000	\$4,091,000,000	5.8%
Net Revenue Percentage	43.1%	42.8%	-0.7%
Marketplace Net Transaction Revenues	\$6,107,000,000	\$6,450,000,000	5.6%
GMV	\$79,178,000,000	\$83,883,000,000	5.9%
Transaction Take Rate	7.7%	7.7%	-0.3%
Handmade Items	1,229,130	1,257,082	2.3%
Handmade Sold	\$37,474,438	\$38,679,305	3.2%
Homemade Items	90,488	97,744	8.0%
Homemade Sold	\$1,224,208	\$1,374,874	12.3%
Total Items	1,319,618	1,354,826	2.7%
Total Sold	\$38,698,646	\$40,054,179	3.5%
Etsy Money per Person	\$1,626	\$1,683	3.5%
U.S. Creators of Handmade Items on eBay	23,802	23,797	0.0%
Revenues of Those U.S. Creators on eBay	\$35,713,819	\$36,974,301	3.5%

Etsy

Etsy is an e-commerce platform created in 2005 for people to sell handmade items. In 2017, more than 50 million items were listed on Etsy at any given time, 1,933,000 creators sold those items, and 33,364,000 people purchased them. Etsy is a public company that issues financial information, and those data and our estimates below draw from that public information. Etsy reports \$3,253,609,000 in gross merchandise sales in 2017 (see Table A3 on page 79). The platform charges creators a listing fee of 20 cents per item and a transaction fee of 3.5 percent of each sale. Etsy also charges fees for several additional services, including use of its payment processing service, its on-site

²⁴ Ebay (2017).

²⁵ Ebay (2018).

advertising service for sellers, a service for discounted shipping costs, and a service to build custom Etsy websites. Altogether, Etsy reports receiving \$437,945,000 in fees from sellers. Therefore, Etsy creators worldwide collected a net \$2,815,664,000 from their sales on the platform. Approximately 74 percent of items listed on Etsy were “handmade” creations, and applying that percentage to creators’ net earnings, we estimate that creators of handmade items worldwide earned \$2,083,591,360 from their sales on Etsy in 2017. Etsy also reports that 65 percent of the 1,933,000 people who sold items on Etsy in 2016 were American, and 67 percent of the gross merchandise sales were from the United States. Therefore, we estimate that 928,343 Americans sold handmade items on Etsy in 2017, an increase of 7.6 percent from 2016; and those sales generated \$1,458,513,952 in earnings for those creators in 2017, a 13.4 percent increase from 2016.

TABLE A3: DATA ON U.S. CREATORS OF HANDMADE AND HOMEMADE ITEMS ON ETSY, 2016 AND 2017

DATA	2016 ²⁶	2017 ²⁷	CHANGE
Items for Sale on Etsy	45,200,000	50,000,000	10.6%
Active Sellers on Etsy	1,748,000	1,933,000	10.6%
Active Etsy Buyers	28,566,000	33,364,000	16.8%
Etsy Gross Sales	\$2,841,985,000	\$3,253,609,000	14.5%
Etsy Revenues	\$359,061,000	\$437,945,000	22.0%
Etsy Net Worldwide Earnings	\$2,482,924,000	\$2,815,664,000	13.4%
Earnings From Handmade Items	\$1,837,363,760	\$2,083,591,360	13.4%
U.S. Sellers on Etsy	1,165,916	1,254,517	7.6%
U.S. Creators of Handmade Items on Etsy	862,778	928,343	7.6%
Revenues of U.S. Creators on Etsy	\$1,286,154,632	\$1,458,513,952	13.4%

Instagram

Instagram is a photograph and video sharing application created in 2010 and purchased by Facebook in 2012. It enables users to share pictures and videos through Instagram or third-party applications such as Facebook, Tumblr and Twitter. eMarketer, a market research firm specializing in digital marketing, reports that some 600 million people worldwide used Instagram in 2017.²⁸ eMarketer also estimates that the platform generated \$4.1 billion in revenues in 2017, 116.3 percent more than in 2016.²⁹ Instagram does not share those ad revenues with its content creators; instead, producers of brand-name products pay Instagram “influencers” — creators with large followings — fees to promote their products in their Instagram feeds. Those fees depend on the brand, the scope of a campaign, and the creator’s fame and number of followers. For example, each Instagram post by Kylie Jenner featuring brand-name makeup, dresses and other products is worth \$1 million. Fees

26 Etsy (2017).

27 Etsy (2018).

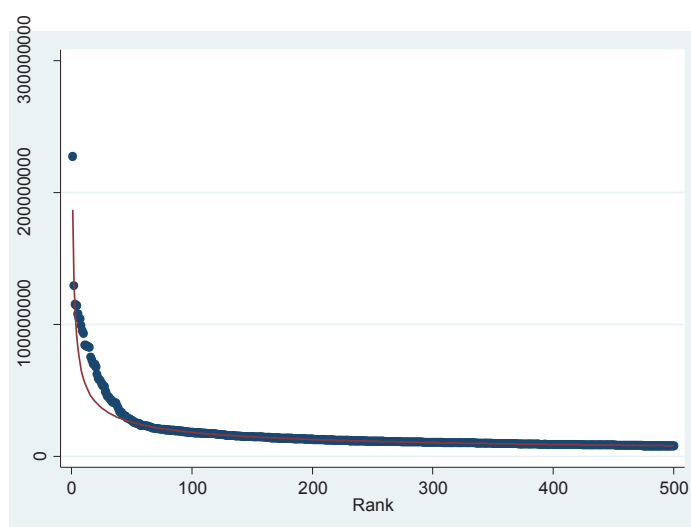
28 Cohen, David (2017).

29 McCarthy, John (2017); Williamson, Debra (2016).

for noncelebrity influencers range from free merchandise to payments of \$5, \$10, or up to \$1,000 for every thousand followers. Mediakix, a firm that sources influencers for brands, estimates that Instagram influencers earned \$1.07 billion in 2017.³⁰

To estimate the number of U.S. Instagram creators earning those fees in 2017, we log transformed data on the number of followers for the top 500 Instagram accounts to estimate the number of accounts with at least 10,000 followers, the minimum level to earn income as an Instagram influencer.³¹ The results matched the data closely, as seen in Figure A1 below. Based on this analysis, we estimate that 39,163,342 Instagram creators, or 6.6 percent of its users, have sufficient followers to earn some income from Instagram postings.

FIGURE A1: ANALYSIS OF INSTAGRAM'S TOP 500 CREATORS TO PROJECT REVENUE-EARNING INFLUENCERS



To estimate the number of those creators located in the United States, we used data from Statista reporting that 14.4 percent of Instagram monthly users in 2017 were American³² (see Table A4 on page 81). While we could use that share to estimate the fees of Instagram influencers, we noted that applying the worldwide share of U.S. users could severely underestimate the fees to American creators on Instagram. Most of those fees go to the top earners, who are predominantly American; and 43 percent of the top 100 monthly Instagram users worldwide are American. Further, brands pay for Instagram advertising, not Instagram, and they do not have standard or universal revenue arrangements. Therefore, we use Americans' 43 percent share of the top 100 monthly Instagram

30 Mediakix (2017-A).

31 The number of followers of each account changes daily. To estimate users with at least 10,000 subscribers, we looked at the top 500 channels from December 2017 using "Wayback Machine," a tool that archives pages from the internet on data from Social Blade; Social Blade (2017); Internet Archive (2018).

32 Statista (2018-B).

users to estimate Instagram-based fees to Americans. We estimate, all told, that 5,639,996 American creators earned \$460,100,000 from the \$1.07 billion paid by Instagram users worldwide in 2017, a 57.9 percent increase in revenue-earning creators from 2016 and a 49.5 percent increase in their revenues.

TABLE A4: DATA ON AMERICAN CREATORS ON INSTAGRAM AND THEIR REVENUES, 2016 AND 2017

DATA	2016	2017	CHANGE
Number of Monthly Users	428,100,000	593,700,000	38.7%
Revenues	\$1,856,200,000	\$4,100,000,000	120.9%
Creators With 10,000+ Followers	22,136,062	39,163,342	76.9%
Fees to Influencers	\$715,793,103	\$1,070,000,000	49.5%
U.S. Share of Worldwide Users	16.1%	14.4%	-10.8%
U.S. Share of Top 100 Users	43.0%	43.0%	0.0%
U.S. Creators on Instagram	3,573,001	5,639,996	57.9%
Fees to U.S. Creators on Instagram	\$307,791,034	\$460,100,000	49.5%

Shapeways

Shapeways, an independent spin-off of Philips, is a 3D printing platform that enables creators to design products, upload 3D printable files, and sell their 3D designs and objects through the Shapeways Shop Service. Shapeways generates revenue by charging users to produce 3D products of their own designs or those designed by another user, and creators generate revenues by selling their designs at a markup over production costs.³³

In 2012, Shapeways reported that each creator on its Shop Service earned an average of \$65 per year, and here we adjust that figure for inflation since 2012.³⁴ In March 2017, 43,584 creators had shops on Shapeways, and by August 2018 those creators' shops numbered 55,968. Assuming that the number of shops increased at a constant rate from 2016 to the present, or by about 25 daily, there were an estimated 45,586 creator shops on Shapeways in mid-2017. Based on those estimates, Shapeways creators earned \$3,183,918 in 2017. Shapeways does not disclose the percentage of its creators who are American, but the United States accounts for 42 percent of the global market for 3D printers. Alternatively, we note that Shapeways offers creator-made items, similar to Etsy, and 64.9 percent of Etsy's creators are American. Applying both parameters, we estimate that Shapeways had between 19,272 and 29,780 American 3D printer creators in 2017, for a midpoint of 24,526; and they earned between \$1,337,246 and \$2,066,363 from their creations, with a midpoint of \$1,701,804 (see Table A5 on page 82).

33 Weijmarshausen, Peter (2010).

34 Adams, Samuel (2018).

TABLE A5: DATA ON AMERICAN CREATORS ON SHAPEWAYS AND THEIR REVENUES, 2016 AND 2017

DATA	2016	2017	CHANGE
Revenues per Creator Shop	\$67.94	\$69.39	2.1%
Number of Creator Shops	36,754	45,886	24.8%
Estimated Revenues	\$2,497,225	\$3,183,918	27.5%
U.S. Creators, Lower Bound	15,437	19,272	24.8%
U.S. Creators, Upper Bound	25,581	29,780	16.4%
Revenues, Lower Bound	\$1,048,835	\$1,337,246	27.5%
Revenues, Upper Bound	\$1,738,069	\$2,066,363	18.9%
U.S. Creators on Shapeways (Average)	20,509	24,526	19.6%
Fees to U.S. Creators on Shapeways (Average)	\$1,393,452	\$1,701,804	22.1%

Tumblr

Tumblr — a blog-hosting site established in 2007, purchased by Yahoo in 2013 and currently owned by Verizon — hosted 353.4 million blogs and 150.3 billion blog posts in 2017.³⁵ Tumblr's revenues come from advertising in fees paid by businesses to promote their company blogs and from selling upgrades to bloggers. Tumblr bloggers earn revenues hosting third-party advertisers on their blog through services such as Google AdSense. In 2016, Tumblr announced plans to institute revenue sharing with its bloggers from the platform's advertising fees, but it had not established this feature in 2017.³⁶

In 2017, the market research firm eMarketer estimated that 30 million American bloggers updated their blogs every month.³⁷ To estimate how many of those active U.S. bloggers used the Tumblr platform, we use Tumblr's share of all annual traffic to the top 11 blogging platforms.³⁸ Tumblr accounted for 26 percent of that traffic, or an estimated 7,847,404 active U.S. bloggers, in 2017 ($30,000,000 \times 0.26 = 7,847,404$). See Table A6 on page 83 for more detail. To estimate how many Tumblr bloggers earned income from their blogging, we apply the finding by an academic researcher that 40 percent of bloggers earn some income from blogging. Therefore, we estimate that 3,138,962 million Americans earned income from blogging on Tumblr in 2017, an increase of 578,281 bloggers, or 22.6 percent, from 2016.

To estimate the advertising revenues Tumblr generates for Verizon, its bloggers, and third-party plug-in providers, we scaled the advertising revenues of similar websites to their estimated traffic and applied it to Tumblr. For instance, if Tumblr generated the same revenues per unit of traffic

35 Tumblr.com (2017).

36 @casualsheets (2017).

37 Statista (2018-A).

38 The 11 platforms considered were WordPress, Tumblr, Blogger, Ghost, Squarespace, Wix, Weebly, Drupal, Typepad, Joomla, and Medium. Historical monthly traffic was determined by Quantcast.

as Pinterest, Tumblr would have earned \$363,647,310 in 2017. If Tumblr had the same revenues per unit of traffic as Twitter, Tumblr would have earned \$454,535,039 in 2017. Averaging those two results, we estimate that Tumblr generated \$409,091,174 in revenues in 2017 for Verizon, its bloggers, and providers of third-party plug-ins.

Based on Tumblr's user growth from 2015 to 2017 and Yahoo's 2015 revenue forecast for the platform,³⁹ Tumblr earned \$135,239,504 from advertising in 2017. The remaining \$273,851,670 in revenues presumably were divided between Tumblr's bloggers and third-party plug-in providers. One popular third-party plug-in provider, Infolinks, retains 35 percent of the revenues from its plug-ins, and the creators linked to their plug-ins receive 65 percent. Using those metrics, we estimated that Tumblr's 3,138,962 active U.S. bloggers earned \$178,003,586 in 2017 ($\$273,851,670 \times 0.65$) — a 22.6 percent increase from 2016.

TABLE A6: DATA ON U.S. CREATORS ON TUMBLR AND THEIR REVENUES, 2016 AND 2017

DATA	2016	2017	CHANGE
Published Tumblr Blogs	300,400,000	353,400,000	17.6%
Published Tumblr Blog Posts	135,500,000,000	150,300,000,000	10.9%
U.S. Bloggers	29,100,000	30,000,000	3.1%
Tumblr's Share of Blog Traffic	22%	26%	18.9%
U.S. Bloggers on Tumblr	6,401,702	7,847,404	22.6%
Tumblr's Total Revenues	\$333,725,645	\$409,091,174	22.6%
Tumblr's Owner's Revenues	\$110,324,772	\$135,239,504	22.6%
Remaining Revenues	\$223,400,872	\$273,851,670	22.6%
U.S. Creators on Tumblr	2,560,681	3,138,962	22.6%
Revenues of U.S. Creators on Tumblr	\$145,210,567	\$178,003,586	22.6%

Twitch

Twitch is a platform for video games 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 Twitch video game creators.⁴⁰ Twitch reports that in 2017, 15 million people visited the website daily and viewed 355 billion minutes of gaming.⁴¹ SuperData, a market research firm focused on video game platforms, has estimated that the worldwide "gaming video content and eSports market" (GVC) was \$3,956,000,000 in 2017.⁴² The U.S. represents about 36.3

39 While we cannot be certain of Tumblr revenues in a given year, Yahoo fell short of its projected \$100 million. Here, we assume that Tumblr revenues in 2015 were \$90 million and grew from 2015 to 2017 at a constant annual rate of 22.6 percent, the rate at which the number of bloggers increased.

40 Johnson, Eric (2014).

41 Twitch (2018).

42 SuperData (2018).

percent of the worldwide GVC market, or a market worth \$1,435,366,359.⁴³ Twitch represented 54 percent of the GVC market,⁴⁴ and therefore we estimate that Twitch and the creators on its platform earned \$775,097,834 in 2017. We also had comparable data for 2014 and calculated Twitch's revenues to be \$585,151,652.⁴⁵ Assuming that Twitch's U.S. gaming revenue grew at a constant rate, its 2016 revenues were \$711,782,440.

Successful Twitch creators receive their earnings through the Twitch Partner Program. The program does not have strict requirements to become a "partner," but Twitch states that its partners should stream content at least three days per week and attract growing numbers of subscribers.⁴⁶ Twitch reports that worldwide, about 27,000 of its 2,200,000 active video game streamers are Twitch partners.⁴⁷ Based on that data, we estimate that Twitch had 9,796 American partners in 2017 and that Twitch and its U.S. partners earned \$775.1 million in 2017.

As noted above, Twitch earns revenue from advertising and subscription fees. It shares advertising revenue by paying partners a fixed amount per 1,000 views; and it shares subscription fees with its partners on a 50-50 basis, although high-performing partners can earn 60 percent. Most Twitch creators are not members of the partner program, but they can still generate earnings from subscribers and donations.⁴⁸ Here, however, we focus on the partners and their earnings from advertising and subscriptions. To estimate their total earnings, we draw first from Census Bureau data on sole proprietors that shows that the top 0.68 percent of sole proprietors generated 15.9 percent of all earnings by sole proprietors, and the top 2.4 percent generated 29.9 percent of earnings. The top 1.23 percent of Twitch users and creators are Twitch partners; and based on the data for sole proprietors, we estimate that those Twitch creator-partners generated 20.44 percent of the platform's U.S. revenue, or \$158.4 million, in 2017 (see Table A7 below). Therefore, we can further estimate that Twitch's 9,796 U.S. creators in 2017 earned between \$79.2 million (50-50 split) and \$95.1 million (60-40) in 2017. Using the midpoint, we estimate that Twitch's 9,796 U.S. creators earned \$87,147,723 in 2017. This represents a 58.8 percent increase in the number of U.S. Twitch creators, compared with 2016, and a 30 percent increase in their earnings.

43] Llamas, Stephanie, and Maxwell Foxman (2015).

44 To estimate the U.S. share of Twitch partners and earnings, we used SuperData's estimate that North America accounts for 41.14 percent of the worldwide market and the estimate by the market research firm Newzoo that the United States accounts for 88.2 percent of North American videogaming revenues.

45 Llamas and Foxman (2015).

46 Twitch (2017-B).

47 Twitch (2018).

48 In April 2017, Twitch announced the launch of an affiliate program. The program vastly increased the number of people who could be paid through Twitch. To be a member of the affiliate program, a user must stream for at least eight hours over the last 30 days, stream on seven of the last 30 days, reach an average of at least three viewers per stream, and increase his/her audience to 50 followers. By the end of 2017, Twitch had over 150,000 affiliates.

TABLE A7: DATA ON U.S. CREATORS/PARTNERS ON TWITCH AND THEIR REVENUES, 2016 AND 2017

DATA	2016 ⁴⁹	2017	CHANGE
Twitch's U.S. Revenues	\$705,097,721	\$775,097,834	9.9%
Total Streamers on Twitch	2,000,000	2,200,000	10.0%
Percentage Partners	0.9%	1.2%	44.4%
Partners' Share of Revenues	17.3%	20.4%	18.3%
Revenues Earned by Partners	\$121,882,886	\$158,450,406	30.0%
Their Revenues With 50-50 Split for Partners	\$60,941,443	\$79,225,203	30.0%
Their Revenues With 60-40 Split for Partners	\$73,129,732	\$95,070,244	30.0%
U.S. Partner-Creators on Twitch	6,168	9,796	58.8%
Revenues for Twitch's U.S. Partners (Midpoint)	\$67,035,588	\$87,147,723	30.0%

WordPress

WordPress.org is an open-source content management system (CMS) established in 2003 that currently powers more than 30 percent of websites.⁵⁰ We focus here on WordPress.com, a platform founded by an original developer 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 that include the New York Post, TechCrunch and Time magazine.

We estimated the number of U.S. bloggers on WordPress in the same way we did for Tumblr. In 2017, eMarketer estimated that 30 million American bloggers updated their blogs every month.⁵¹ Since we found that WordPress accounted for about 40.4 percent of traffic to the top 11 blogging platforms, we can estimate that 12,128,164 active U.S. bloggers used the WordPress platform in 2017 (30 million x 0.404).⁵² (See Table A8 below for more detail.) To estimate the number of those WordPress bloggers who earned income from their blogging, we drew on the academic research finding that 40 percent of bloggers earn some income from their blogging. Therefore, an estimated 4.9 million Americans earned income from blogging on WordPress in 2017 (12,128,164 x 0.40).

We derive an estimate of the advertising revenue that WordPress produces for Automattic and for WordPress bloggers by scaling the known advertising revenue of other websites to the estimated traffic of WordPress. For instance, if WordPress generated the same revenues per unit of traffic as Pinterest, it would have generated revenues of \$562,016,990 in 2017.⁵³ If it generated the same revenues per unit of traffic as Twitter, it would have generated \$702,483,994. Averaging those

49 Mediakix (2017-B).

50 Sawyers, Paul (2018).

51 Statista (2018-A).

52 Quantcast (2018).

53 Frier, Sarah (2018).

two results, we estimate that WordPress generated \$632,250,492 in 2017. WordPress states that it shares “more than 50 percent” of its advertising revenue with bloggers who use its WordAds application. Here, we set the bloggers’ share of those WordPress advertising revenue at 55 percent, the midpoint between the share Tumblr provides its bloggers and the share YouTube provides its creators. Therefore, we estimate that active U.S. bloggers using the WordPress platform earned \$347,737,771 from blogging in 2017 ($\$632,250,492 \times 0.55$).

TABLE A8: DATA ON U.S. BLOGGERS ON WORDPRESS AND THEIR REVENUES, 2016 AND 2017

DATA	2016	2017	CHANGE
Number of Bloggers	29,100,000	30,000,000	3.1%
WordPress Share of Blog Traffic	0.52646912	0.404272138	-23.2%
U.S. Bloggers on WordPress	15,320,251	12,128,164	-20.8%
Share Earning Income From Blogging	40%	40%	0.0%
WordPress Advertising Revenues	\$798,656,447	\$632,250,492	-20.8%
Automattic’s Revenues	\$359,395,401	\$284,512,721	-20.8%
WordPress U.S. Bloggers Earning Income	6,128,101	4,851,266	-20.8%
U.S. Bloggers’ Revenues	\$439,261,046	\$347,737,771	-20.8%

YouTube

YouTube, the video-sharing platform founded in 2005 and purchased by Google in 2006, reports that it currently has more than 1.8 billion active users;⁵⁴ and Alexa Internet reports that those numbers make YouTube.com the second most-visited site in the United States and worldwide.⁵⁵ YouTube’s revenues come mainly from targeted ads and secondarily from subscription fees for a service that provides ad-free viewing and “exclusive” content.⁵⁶ Google does not release YouTube’s financial data, but analysts estimate its 2017 worldwide revenues at \$13 billion (Bank of America), and \$15 billion (Merrill Lynch), or a midpoint of \$14 billion⁵⁷ (see Table A9 below). YouTube creators receive 55 percent of those revenues, so we estimate that YouTube creators worldwide earned \$7.7 billion in 2017, the midpoint of \$7.15 billion and \$8.25 billion.

To estimate the number of YouTube content creators who earned that income by posting videos on YouTube, we first analyzed the top 5,000 YouTube channels as ranked by the number of subscribers.⁵⁸ To estimate the number of creators with smaller subscriber bases, we log transformed the data from the top 5,000 channels and established an extremely close fit (R-squared = 0.99). See

54 Gilbert, Ben (2018).

55 Alexa (2018).

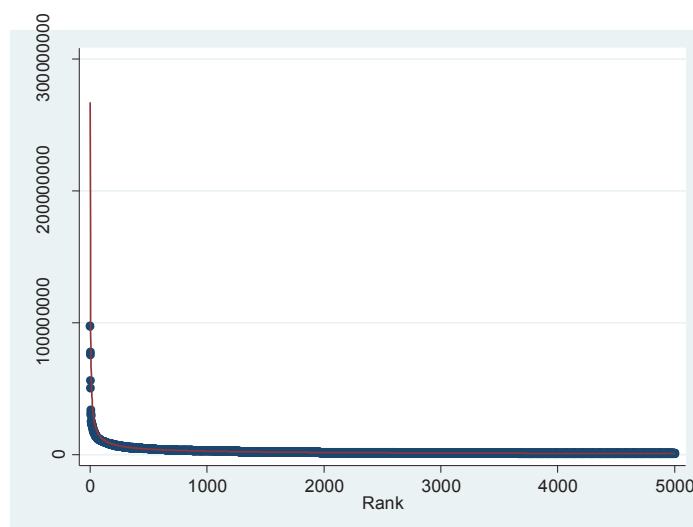
56 Popper, Ben (2015).

57 Jhonsa, Eric (2018).

58 The number of followers of each account changes daily. To estimate users with at least 10,000 subscribers, we looked at the top 5,000 channels from December 2017 using “Wayback Machine,” a tool that archives pages from the internet on data from Social Blade; Social Blade (2018); Internet Archive (2018).

Figure A2 below for more detail. Until 2018, YouTube required that creators have at least 10,000 views before they can monetize their channels, and we use 10,000 subscribers as the minimum number needed to earn income by attracting advertisers.⁵⁹ We estimate that 4,205,975 YouTube creators worldwide have at least 10,000 subscribers.

FIGURE A2: ANALYSIS OF YOUTUBE'S TOP 5,000 CHANNELS TO PROJECT REVENUE-EARNING CREATORS



Next, we estimated the share and number of revenue-earning YouTube creators located in the United States. We surveyed the 150 most-subscribed YouTube channels and found that 78 of them, or 52 percent, were created by Americans.⁶⁰ Applying that ratio to the universe of YouTube creators and their earnings, we estimate that when YouTube earned between \$13 billion and \$15 billion in 2017, 4,205,975 creators worldwide had channels attracting at least 10,000 subscribers, and 2,218,294 of those channels were created by Americans. We estimated that, all told, these 2,187,107 American creators earned anywhere from \$3.72 billion to \$4.29 billion from the between \$7.15 billion and \$8.25 billion paid by YouTube to its creators worldwide in 2017.

TABLE A9: DATA ON YOUTUBE CREATORS AND REVENUES, 2016 AND 2017

DATA	2016	2017	CHANGE
Worldwide Revenues (Midpoint)	\$11,000,000,000	\$14,000,000,000	27.3%
Revenues to Creators (Midpoint)	\$6,050,000,000	\$7,700,000,000	27.3%
Creators With 10,000+ Subscribers	2,205,032	4,205,975	90.7%
U.S. Share of Top 150 Channels	54.7%	52.0%	-4.9%
U.S. YouTube Creators Earning Revenues	1,205,418	2,187,107	81.4%
U.S. YouTube Creators' Revenues	\$3,307,333,333	\$4,004,000,000	21.1%

⁵⁹ Popper, Ben (2017); Townsend, Benedict (2016).

⁶⁰ VidStatsX (2018).

Appendix B:

How We Estimated the Distribution of Creators' Earnings by Platform

Our distributional analysis of creator earnings began with the distribution of earnings by sole proprietors into nine groups, as reported by the Census Bureau in 2012. To track the shape of that distribution, we calculated the average earnings of all sole proprietors and then the ratio of earnings in each of nine subgroups to the average earnings for all sole proprietors (Table B1 below). For example, the second earnings subgroup covers 16.6 percent of sole proprietors, who earned between 12.4 percent and 24.8 percent of the overall average.

TABLE B1: THE DISTRIBUTION OF EARNINGS BY SOLE PROPRIETORS, 2012, AND THE RATIO OF THE EARNINGS OF EACH GROUP TO AVERAGE EARNINGS FOR ALL SOLE PROPRIETORS⁶¹

GROUP	EARNINGS	SHARE OF SOLE PROPRIETORS	RATIO OF EARNINGS TO AVERAGE EARNINGS
1	\$1,000–\$5,000	25.5%	0.025–0.12
2	\$5,000–\$9,999	16.6%	0.12–0.24
3	\$10,000–\$24,999	23.4%	0.24–0.62
4	\$25,000–\$49,999	14.9%	0.62–1.24
5	\$50,000–\$99,999	10.3%	1.24–2.48
6	\$100,000–\$249,999	7.0%	2.48–6.19
7	\$250,000–\$499,999	1.7%	6.19–12.38
8	\$500,000–\$999,999	0.6%	12.38–24.75
9	\$1,000,000+	0.1%	24.75

We do not assume that the earnings of internet creators resemble the earnings of sole proprietors; we assume only that the shape of the distribution of earnings by internet creators should generally resemble the shape of the distribution of earnings by sole proprietors. We apply that distribution to the earnings by the creators on each platform, as presented in detail in Appendix A. The resultant estimates of average creator earnings for each creator platform and the earnings ranges of each group under each platform are provided in Table B2 on the following page. For example, we estimate that creators in Group 4 of the Amazon Publishing platform comprise 14.9 percent of all creators on that platform and earned between 62 percent and 124 percent of the average for all creators on the Amazon Publishing platform, which in 2017 came to between \$597 and \$1,194.

⁶¹ U.S. Census Bureau (2017-A).

TABLE B2: INITIAL ESTIMATES OF THE EARNINGS DISTRIBUTIONS OF CREATORS BY PLATFORM, 2017

PLATFORM	AVERAGE	GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
Amazon Publishing	\$1,245	\$31-\$154	\$154-\$308	\$308-\$771	\$771-\$1,541	\$1,541-\$3,082
eBay	\$1,554	\$38-\$192	\$192-\$385	\$385-\$962	\$962-\$1,923	\$1,923-\$3,846
Etsy	\$1,571	\$39-\$194	\$194-\$389	\$389-\$972	\$972-\$1,945	\$1,945-\$3,889
Instagram	\$82	\$2-\$10	\$10-\$20	\$20-\$50	\$50-\$101	\$101-\$202
Shapeways	\$69	\$2-\$9	\$9-\$17	\$17-\$43	\$43-\$86	\$86-\$172
Tumblr	\$57	\$1-\$7	\$7-\$14	\$14-\$35	\$35-\$70	\$70-\$140
Twitch	\$8,896	\$220-\$1,101	\$1,101-\$2,202	\$2,202-\$5,505	\$5,505-\$11,011	\$11,011-\$22,021
WordPress	\$72	\$2-\$9	\$9-\$18	\$18-\$44	\$44-\$89	\$89-\$177
YouTube	\$1,831	\$45-\$227	\$227-\$453	\$453-\$1,133	\$1,133-\$2,266	\$2,266-\$4,532

PLATFORM	GROUP 6	GROUP 7	GROUP 8	GROUP 9
Amazon Publishing	\$3,082-\$7,706	\$7,706-\$15,412	\$15,412-\$30,824	\$30,824+
eBay	\$3,846-\$9,616	\$9,616-\$19,231	\$19,231-\$38,463	\$38,463+
Etsy	\$3,889-\$9,723	\$9,723-\$19,446	\$19,446-\$38,892	\$38,892+
Instagram	\$202-\$505	\$505-\$1,010	\$1,010-\$2,019	\$2,019+
Shapeways	\$172-\$429	\$429-\$859	\$859-\$1,718	\$1,718+
Tumblr	\$140-\$351	\$351-\$702	\$702-\$1,404	\$1,404+
Twitch	\$22,021-\$55,053	\$55,053-\$110,106	\$110,106-\$220,211	\$220,211+
WordPress	\$177-\$444	\$444-\$887	\$887-\$1,774	\$1,774+
YouTube	\$4,532-\$11,330	\$11,330-\$22,659	\$22,659-\$45,319	\$45,319+

As we will see, these estimates are preliminary and will provide the basis for our final estimates. However, first we calculate how many creators on each platform would fall in each earnings group — by 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 on page 89. For example, we estimated that of the 928,343 U.S. creators who earned revenues using the Etsy platform in 2017, 137,909, or 14.9 percent, were in Group 4, earning 62 percent to 124 percent of the average earnings of all creators using Etsy — or \$972 to \$1,945 each. Similarly, 23.4 percent of the 2,187,107 U.S. creators earned revenues from posting their creations on YouTube in 2017, and we estimate that these 511,486 creators in Group 3 earned between \$453 and \$1,333 each.

TABLE B3: INITIAL ESTIMATES OF THE NUMBERS OF CREATORS BY PLATFORM AND EARNINGS GROUP, 2017

PLATFORM	TOTAL	GROUP 1	GROUP 2	GROUP 3	GROUP 4
Amazon Publishing	177,042	45,097	29,451	41,404	26,300
eBay	23,797	6,062	3,959	5,565	3,535
Etsy	928,343	236,472	154,429	217,106	137,909
Instagram	5,639,997	1,436,649	938,207	1,318,994	837,845
Shapeways	24,526	6,247	4,080	5,736	3,643
Tumblr	3,138,962	799,572	522,163	734,091	466,306
Twitch	9,796	2,495	1,630	2,291	1,455
WordPress	4,851,266	1,235,739	807,003	1,134,538	720,675
YouTube	2,187,107	557,111	363,823	511,486	324,904

PLATFORM	GROUP 5	GROUP 6	GROUP 7	GROUP 8	GROUP 9
Amazon Publishing	18,301	12,319	2,959	987	224
eBay	2,460	1,656	398	133	30
Etsy	95,962	64,595	15,517	5,177	1,175
Instagram	583,000	392,438	94,274	31,453	7,138
Shapeways	2,535	1,707	410	137	31
Tumblr	324,471	218,413	52,468	17,505	3,973
Twitch	1,013	682	164	55	12
WordPress	501,470	337,557	81,090	27,055	6,140
YouTube	226,079	152,182	36,558	12,197	2,768

As noted previously, these initial earnings estimates follow the distribution of earnings by sole proprietors as disaggregated into nine precise subgroups; and those estimates can be broken down with considerable precision because the Census Bureau collects such detailed earnings data of sole proprietors. There are no such data collected for internet creators, so we will now use the shape of the earnings distribution for sole proprietors and convert the nine earnings groups into three broader earnings groups. Based on the data available on internet creators, we find that this results in a distribution of creator earnings based on the three groups, \$1 to \$500, \$500 to \$10,000, and \$10,000 and up – within a reasonable degree of precision.

We also apply a special adjustment to the distribution of earnings by the bloggers on the Tumblr and WordPress platforms. In this case, we use the shape of the distribution derived from the academic survey of bloggers and their earnings to inform our estimates of the number of higher-earning creators on those platforms, covering those earning at least \$500 from their blogs.⁶² The results are presented in Table B4 on the next page. Using the categories from the survey, we estimated that 101,210 bloggers on WordPress and 50,605 bloggers on Tumblr earned \$500 to \$2,500 from those activities in 2017. For example, we estimated that 105,409 bloggers using the WordPress platform earned at least \$500 from doing so in 2017, including 4,199 bloggers earning more than \$2,500 from those activities and 1,855 earning \$15,000 or more.

62 Cherry, Matt (2015).

TABLE B4: ESTIMATED DISTRIBUTION OF CREATORS AND EARNINGS ON WORDPRESS AND TUMBLR, 2017

PLATFORM	\$500-\$2,500	\$2,500-\$5,000	\$5,000-\$15,000	\$15,000-\$30,000	\$30,000-\$60,000	\$60,000+
Tumblr	50,605	403	476	293	183	220
WordPress	101,210	1,074	1,270	781	488	586
Total	151,816	1,477	1,746	1,074	671	806

Finally, we have to allocate the creators in two of the nine earnings 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. To do so, we assume that within each group or earnings range, creators are distributed fairly evenly. For example, among creators using Amazon Publishing, Group 3, bridging \$1 to \$500 and \$500 to \$10,000, has an earnings range of \$308 to \$771. We calculate the difference between the top and bottom of that range ($\$771 - \$308 = \$463$), and the difference between the top of the range (\$771) and the threshold (\$500), or \$271. Next, we divide the latter by the former ($271 / 771 = 0.351$). The result, 35.1 percent, is the share of creators in Group 3 with earnings above \$500. Table B3 tells us that 55,793 creators were in Group 3, and 35.1 percent of them is 19,583. Therefore, we allocate 19,563 Amazon Publishing creators from Group 3 to the \$500 to \$10,000 group, and the remaining 64.9 percent, or 36,210 creators, in Group 3 to the new \$1 to \$500 group.

We performed these calculations for each platform using dollar values from Table B2 and the numbers of creators on each platform from Table B3. The results provide new estimates of the distribution of earnings by the internet creators on each of the nine platforms (see Table B5 below). Almost 14.9 million Americans earned up to \$500 in 2017 from posting their photographs, writings, videos, video games and handmade objects on these nine platforms; more than 2 million creators earned \$500 to \$10,000; and another nearly 117,000 earned \$10,000 and up.

TABLE B5: ESTIMATED DISTRIBUTION OF EARNINGS BY INTERNET CREATORS, BY PLATFORM, 2017

PLATFORM	TOTAL	\$1 TO \$500	\$5,000 TO \$10,000	MORE THAN \$10,000
Amazon Publishing	177,042	91,720	82,032	3,290
Ebay	23,797	11,133	12,119	545
Etsy	928,343	432,240	474,675	21,427
Instagram	5,639,996	5,489,176	150,521	300
Shapeways	24,526	24,016	510	0
Tumblr	3,138,962	3,087,300	50,728	934
Twitch	9,796	793	6,811	2,193
WordPress	4,851,266	4,747,291	97,284	6,691
YouTube	2,187,107	956,155	1,149,662	81,290
Total	16,980,834	14,839,823	2,024,341	116,669

Appendix C

TABLE C1: SHARE OF TOTAL TRAFFIC FROM MOBILE DEVICES TO THE NINE CREATOR PLATFORMS AND TO SEVEN MAJOR SOCIAL MEDIA WEBSITES, SEPTEMBER 2018⁶³

PLATFORM	TRAFFIC FROM MOBILE DEVICES
Platforms for Creators	
Amazon Publishing	70.3%
Ebay	80.0%
Etsy	71.2%
Instagram	75.9%
Shapeways	32.7%
Tumblr	66.8%
Twitch	18.7%
WordPress	71.2%
YouTube	55.0%
Unweighted Average	60.2%
Social Media Websites	
Facebook	88.6%
Instagram	75.9%
Pinterest	73.3%
Reddit	29.5%
Tumblr	66.8%
Twitter	69.0%
YouTube	55.0%
Unweighted Average	65.4%

63 SEMrush (2018).

Appendix D1: Distribution of Revenue-Earning Creators by Platform and State, 2017

STATE	AMAZON PUBLISHING	EBAY	ETSY	INSTAGRAM	SHAPEWAYS	TUMBLR	TWITCH	WORDPRESS	YOUTUBE	ALL
AL	1,313	236	9,204	41,826	329	23,278	73	35,977	11,781	124,017
AK	425	66	2,560	13,551	40	7,542	24	11,656	2,602	38,466
AZ	2,955	595	23,230	94,145	498	52,396	164	80,979	28,486	283,447
AR	729	163	6,344	23,223	177	12,925	40	19,975	6,541	70,117
CA	30,973	3,401	132,695	986,696	4,219	549,150	1,714	848,711	703,011	3,260,571
CO	3,662	521	20,325	116,663	438	64,929	203	100,348	43,362	350,452
CT	2,218	269	10,498	70,651	265	39,321	123	60,770	20,890	205,005
DE	352	58	2,249	11,212	52	6,240	19	9,644	2,251	32,076
DC	776	21	808	24,726	34	13,761	43	21,268	10,339	71,776
FL	9,944	1,580	61,620	316,788	1,508	176,310	550	272,486	97,978	938,764
GA	4,627	653	25,468	147,409	776	82,041	256	126,795	61,017	449,042
HI	905	148	5,760	28,825	125	16,043	50	24,794	11,711	88,359
ID	642	200	7,801	20,444	130	11,378	36	17,585	7,104	65,320
IL	6,548	758	29,590	208,586	936	116,089	362	179,416	65,694	607,980
IN	2,326	450	17,546	74,112	408	41,247	129	63,748	19,518	219,484
IA	1,100	204	7,943	35,036	167	19,499	61	30,136	7,948	102,094
KS	1,107	199	7,758	35,256	222	19,622	61	30,325	8,757	103,306
KY	1,385	236	9,194	44,136	244	24,564	77	37,964	11,887	129,685
LA	1,855	198	7,720	59,080	265	32,881	103	50,817	24,266	177,184
ME	1,028	163	6,377	32,733	93	18,218	57	28,156	6,471	93,296
MD	3,560	385	15,030	113,423	418	63,126	197	97,561	36,258	329,958
MA	5,164	453	17,661	164,524	494	91,566	286	141,516	48,321	469,985
MI	4,265	790	30,824	135,882	759	75,626	236	116,880	40,021	405,283
MN	3,876	506	19,747	123,490	437	68,729	214	106,220	29,893	353,113
MS	721	119	4,640	22,973	223	12,786	40	19,761	4,677	65,941
MO	2,461	439	17,121	78,394	408	43,631	136	67,431	20,398	230,418
MT	655	117	4,580	20,854	60	11,607	36	17,938	5,908	61,756
NE	683	113	4,417	21,756	93	12,109	38	18,714	4,748	62,670

STATE	AMAZON PUBLISHING	EBAY	ETSY	INSTAGRAM	SHAPEWAYS	TUMBLR	TWITCH	WORDPRESS	YOUTUBE	ALL
NV	2,052	228	8,904	65,386	181	36,391	114	56,242	15,333	184,831
NH	841	154	6,022	26,787	140	14,908	47	23,041	6,858	78,797
NJ	4,834	627	24,469	153,994	685	85,706	267	132,459	58,414	461,457
NM	1,299	182	7,103	41,386	130	23,033	72	35,598	11,465	120,268
NY	20,497	1,298	50,625	652,985	1,220	363,421	1,134	561,668	247,021	1,899,869
NC	4,556	667	26,019	145,136	692	80,776	252	124,840	40,162	423,100
ND	252	43	1,671	8,029	18	4,469	14	6,906	1,442	22,843
OH	4,856	890	34,716	154,713	839	86,106	269	133,077	38,544	454,011
OK	1,207	225	8,773	38,453	295	21,401	67	33,075	12,590	116,087
OR	3,077	544	21,226	98,016	380	54,551	170	84,309	38,579	300,853
PA	6,034	972	37,921	192,212	983	106,976	334	165,332	52,647	563,410
RI	690	101	3,942	21,976	72	12,231	38	18,903	5,943	63,896
SC	1,839	284	11,083	58,574	308	32,599	102	50,382	12,696	167,866
SD	344	65	2,517	10,970	29	6,105	19	9,436	2,075	31,560
TN	4,141	444	17,328	131,916	571	73,418	229	113,468	37,313	378,827
TX	10,691	1,764	68,815	340,582	2,370	189,552	592	292,953	125,972	1,033,292
UT	1,410	294	11,465	44,928	213	25,005	78	38,645	24,231	146,268
VT	681	90	3,516	21,683	75	12,068	38	18,651	4,642	61,443
VA	3,945	515	20,074	125,683	476	69,949	218	108,107	36,223	365,190
WA	4,122	734	28,651	131,329	509	73,092	228	112,963	48,462	400,090
WV	467	90	3,505	14,878	92	8,281	26	12,798	3,095	43,231
WI	2,672	502	19,572	85,111	396	47,369	148	73,209	19,343	248,320
WY	279	44	1,720	8,880	34	4,942	15	7,638	2,216	25,768
US	177,042	23,797	928,343	5,639,996	24,526	3,138,962	9,796	4,851,266	2,187,107	16,980,834

Appendix D2: Distribution of Revenue Earnings by Platform and State, 2017

STATE	AMAZON PUBLISHING	EBAY	ETSY	INSTAGRAM	SHAPEWAYS	TUMBLR	TWITCH	WORDPRESS	YOUTUBE	ALL
AL	\$1,634,816	\$366,599	\$14,461,114	\$3,412,056	\$22,833	\$1,320,057	\$646,279	\$2,578,789	\$21,568,347	\$46,010,888
AK	\$529,647	\$101,978	\$4,022,694	\$1,105,436	\$2,805	\$427,671	\$209,381	\$835,475	\$4,764,360	\$11,999,448
AZ	\$3,679,774	\$925,195	\$36,495,871	\$7,680,127	\$34,522	\$2,971,289	\$1,454,696	\$5,804,543	\$52,150,498	\$111,196,515
AR	\$907,692	\$252,662	\$9,966,675	\$1,894,462	\$12,313	\$732,930	\$358,831	\$1,431,810	\$11,975,163	\$27,532,537
CA	\$38,566,451	\$5,285,025	\$208,476,766	\$80,492,793	\$292,778	\$31,141,069	\$15,246,172	\$60,835,436	\$1,287,022,937	\$1,727,359,427
CO	\$4,559,954	\$809,518	\$31,932,815	\$9,517,169	\$30,392	\$3,682,004	\$1,802,651	\$7,192,956	\$79,384,505	\$138,911,963
CT	\$2,761,478	\$418,131	\$16,493,904	\$5,763,535	\$18,391	\$2,229,798	\$1,091,673	\$4,356,007	\$38,243,806	\$71,376,722
DE	\$438,227	\$89,584	\$3,533,795	\$914,633	\$3,585	\$353,853	\$173,241	\$691,268	\$4,120,516	\$10,318,703
DC	\$966,441	\$32,181	\$1,269,422	\$2,017,078	\$2,338	\$780,368	\$382,056	\$1,524,482	\$18,928,510	\$25,902,875
FL	\$12,382,110	\$2,454,212	\$96,810,551	\$25,842,943	\$104,658	\$9,998,123	\$4,894,922	\$19,531,770	\$179,371,993	\$351,391,282
GA	\$5,761,701	\$1,014,344	\$40,012,512	\$12,025,358	\$53,849	\$4,652,373	\$2,277,728	\$9,088,613	\$111,705,194	\$186,591,670
HI	\$1,126,662	\$229,396	\$9,048,917	\$2,351,479	\$8,650	\$909,741	\$445,395	\$1,777,218	\$21,439,818	\$37,337,277
ID	\$799,078	\$310,718	\$12,256,780	\$1,667,770	\$9,040	\$645,227	\$315,893	\$1,260,480	\$13,005,392	\$30,270,378
IL	\$8,152,893	\$1,178,509	\$46,488,277	\$17,016,062	\$64,914	\$6,583,178	\$3,223,019	\$12,860,525	\$120,268,148	\$215,835,526
IN	\$2,896,767	\$698,843	\$27,567,034	\$6,045,898	\$28,288	\$2,339,038	\$1,145,156	\$4,569,413	\$35,732,897	\$81,023,334
IA	\$1,369,419	\$316,371	\$12,479,787	\$2,858,141	\$11,611	\$1,105,758	\$541,362	\$2,160,147	\$14,550,536	\$35,393,132
KS	\$1,378,016	\$308,978	\$12,188,163	\$2,876,085	\$15,430	\$1,112,700	\$544,760	\$2,173,709	\$16,031,616	\$36,629,458
KY	\$1,725,111	\$366,164	\$14,443,959	\$3,600,513	\$16,910	\$1,392,967	\$681,975	\$2,721,222	\$21,761,740	\$46,710,561
LA	\$2,309,208	\$307,456	\$12,128,123	\$4,819,594	\$18,391	\$1,864,605	\$912,881	\$3,642,588	\$44,424,380	\$70,427,226
ME	\$1,279,432	\$253,966	\$10,018,138	\$2,670,328	\$6,468	\$1,033,097	\$505,788	\$2,018,200	\$11,846,635	\$29,632,054
MD	\$4,433,285	\$598,604	\$23,612,957	\$9,252,795	\$28,989	\$3,579,723	\$1,752,576	\$6,993,146	\$66,379,113	\$116,631,188
MA	\$6,430,648	\$703,409	\$27,747,155	\$13,421,531	\$34,289	\$5,192,525	\$2,542,178	\$10,143,824	\$88,462,774	\$154,678,332
MI	\$5,311,150	\$1,227,650	\$48,426,718	\$11,085,005	\$52,680	\$4,288,569	\$2,099,615	\$8,377,907	\$73,268,395	\$154,137,690
MN	\$4,826,783	\$786,470	\$31,023,635	\$10,074,074	\$30,314	\$3,897,460	\$1,908,134	\$7,613,858	\$54,725,871	\$114,886,598
MS	\$897,948	\$184,821	\$7,290,597	\$1,874,125	\$15,508	\$725,062	\$354,979	\$1,416,440	\$8,562,954	\$21,322,435
MO	\$3,064,152	\$681,883	\$26,898,014	\$6,395,252	\$28,288	\$2,474,196	\$1,211,327	\$4,833,451	\$37,342,505	\$82,929,069
MT	\$815,126	\$182,430	\$7,196,248	\$1,701,266	\$4,130	\$658,186	\$322,237	\$1,285,795	\$10,816,406	\$22,981,824
NE	\$850,376	\$175,907	\$6,938,933	\$1,774,836	\$6,468	\$686,649	\$336,172	\$1,341,398	\$8,691,883	\$20,802,622

STATE	AMAZON PUBLISHING	EBAY	ETSY	INSTAGRAM	SHAPEWAYS	TUMBLR	TWITCH	WORDPRESS	YOUTUBE	ALL
NV	\$2,555,690	\$354,640	\$13,989,369	\$5,334,031	\$12,547	\$2,063,631	\$1,010,321	\$4,031,394	\$28,071,243	\$57,422,866
NH	\$1,046,993	\$239,833	\$9,460,622	\$2,185,199	\$9,741	\$845,410	\$413,899	\$1,651,546	\$12,554,942	\$28,408,185
NJ	\$6,019,095	\$974,553	\$38,442,889	\$12,562,570	\$47,536	\$4,860,210	\$2,379,481	\$9,494,632	\$106,940,834	\$181,721,801
NM	\$1,617,621	\$282,886	\$11,158,902	\$3,376,168	\$9,040	\$1,306,173	\$639,481	\$2,551,665	\$20,988,968	\$41,930,903
NY	\$25,522,867	\$2,016,294	\$79,536,125	\$53,269,274	\$84,630	\$20,608,828	\$10,089,754	\$40,260,245	\$452,228,577	\$683,616,593
NC	\$5,672,860	\$1,036,305	\$40,878,806	\$11,839,937	\$48,004	\$4,580,637	\$2,242,607	\$8,948,475	\$73,525,852	\$148,773,485
ND	\$313,829	\$66,536	\$2,624,615	\$654,998	\$1,247	\$253,406	\$124,063	\$495,039	\$2,639,837	\$7,173,571
OH	\$6,047,180	\$1,382,682	\$54,542,243	\$12,621,187	\$58,213	\$4,882,888	\$2,390,584	\$9,538,934	\$70,564,094	\$162,028,004
OK	\$1,502,988	\$349,421	\$13,783,517	\$3,136,916	\$20,495	\$1,213,611	\$594,164	\$2,370,841	\$23,049,426	\$46,021,380
OR	\$3,831,111	\$845,395	\$33,348,048	\$7,995,986	\$26,340	\$3,093,489	\$1,514,523	\$6,043,265	\$70,628,558	\$127,326,715
PA	\$7,512,890	\$1,510,318	\$59,577,043	\$15,680,300	\$68,188	\$6,066,398	\$2,970,012	\$11,850,973	\$96,381,886	\$201,618,007
RI	\$858,973	\$156,990	\$6,192,719	\$1,792,780	\$4,987	\$693,591	\$339,571	\$1,354,960	\$10,880,870	\$22,275,441
SC	\$2,289,434	\$441,397	\$17,411,661	\$4,778,323	\$21,352	\$1,848,638	\$905,064	\$3,611,396	\$23,242,419	\$54,549,685
SD	\$428,770	\$100,238	\$3,954,077	\$894,895	\$2,026	\$346,217	\$169,502	\$676,350	\$3,798,595	\$10,370,670
TN	\$5,156,110	\$690,145	\$27,223,947	\$10,761,417	\$39,588	\$4,163,379	\$2,038,324	\$8,133,343	\$68,310,642	\$126,516,895
TX	\$13,312,155	\$2,740,794	\$108,115,265	\$27,784,059	\$164,429	\$10,749,103	\$5,262,590	\$20,998,841	\$230,621,191	\$419,748,426
UT	\$1,756,062	\$456,618	\$18,012,063	\$3,665,111	\$14,806	\$1,417,959	\$694,210	\$2,770,044	\$44,360,316	\$73,147,189
VT	\$847,510	\$140,029	\$5,523,699	\$1,768,854	\$5,221	\$684,335	\$335,039	\$1,336,878	\$8,498,490	\$19,140,056
VA	\$4,912,493	\$799,516	\$31,538,265	\$10,252,960	\$33,042	\$3,966,668	\$1,942,017	\$7,749,058	\$66,314,648	\$127,508,668
WA	\$5,133,183	\$1,141,110	\$45,013,004	\$10,713,567	\$35,302	\$4,144,867	\$2,029,261	\$8,097,178	\$88,720,232	\$165,027,702
WV	\$581,540	\$139,595	\$5,506,545	\$1,213,744	\$6,390	\$469,573	\$229,896	\$917,332	\$5,665,660	\$14,730,275
WI	\$3,326,683	\$779,512	\$30,749,165	\$6,943,185	\$27,509	\$2,686,181	\$1,315,111	\$5,247,572	\$35,410,976	\$86,485,893
WY	\$347,094	\$68,493	\$2,701,809	\$724,427	\$2,338	\$280,267	\$137,214	\$547,513	\$4,056,052	\$8,865,208
US	\$220,447,368	\$36,974,301	\$1,458,513,952	\$460,100,000	\$1,701,804	\$178,003,586	\$87,147,723	\$347,737,771	\$4,004,000,000	\$6,794,626,505

About the Authors

Robert J. Shapiro is chair of Sonecon, LLC, a private firm that provides economic and security-related analysis and advice to senior officials of the U.S. and foreign governments and senior executives of American businesses and nonprofit organizations. He is also a senior policy fellow of the Georgetown University McDonough School of Business, board director of Medici Ventures, and an advisory board member of Cote Capital and Gilead Sciences. Dr. Shapiro has advised, among others, President Bill Clinton, Vice President Al Gore, Jr., British Prime Minister Tony Blair, Treasury Secretaries Timothy Geithner and Robert Rubin, British Foreign Secretary David Miliband, and many U.S. senators and representatives. He also has advised senior executives of global companies including AT&T, ExxonMobil, Amgen, Gilead Sciences, Google, Elliott Management, and Fujitsu, as well as nonprofit organizations such as the International Monetary Fund, the Center for American Progress, and PhRMA. Before establishing Sonecon, Dr. Shapiro was the undersecretary of commerce for economic affairs. Prior to that position, he was co-founder and vice president of the Progressive Policy Institute and, before that, legislative director and economic counsel for Sen. Daniel Patrick Moynihan. Dr. Shapiro also served as the principal economic adviser to Bill Clinton in his 1991–1992 campaign, senior economic adviser to Hillary Clinton in 2015–2016, and economic adviser to the presidential campaigns of Barack Obama, John Kerry, and Al Gore. He has been a fellow of Harvard University, the Brookings Institution, and the National Bureau of Economic Research. Dr. Shapiro holds a doctorate and Master of Arts from Harvard, a Master of Science from the London School of Economics and Political Science, and a Bachelor of Arts from the University of Chicago.

Siddhartha Aneja is a senior analyst and director of Sonecon, LLC, where he has conducted extensive quantitative analysis of the internet, educational outcomes, tax policies, health care costs, and other economic issues. Prior to joining Sonecon, he was a research associate at the Institute for Education and Social Policy at New York University (NYU), where he conducted extensive research on links between childhood health, employment, and educational outcomes and other issues related to urban education in the United States. Mr. Aneja's results have been published in peer-reviewed journals including JAMA Pediatrics and the Journal of School Health. He also served as an AmeriCorps volunteer for City Year Little Rock. Mr. Aneja holds a Bachelor of Arts in mathematics-economics from Wesleyan University and a Master of Public Administration from the NYU Robert F. Wagner Graduate School of Public Service. He is currently studying law at the Georgetown University Law Center.