

The Creator Economy

Communications & Media

Independent publishing at scale, and the economics underneath it.

Where the money comes from, and what threatens each.

Revenue source	Main risk
Platform ad revenue share	Rate changed without notice
Brand deals and sponsorship	Feast and famine; disclosure duties
Subscription and membership	Churn, and constant output to hold it
Direct product and course sales	Trust spent faster than it is built
Licensing and syndication	Terms set by the larger party

Platform risk is the defining feature. An owned channel, such as email or a site, is the only audience relationship that survives a policy change.