

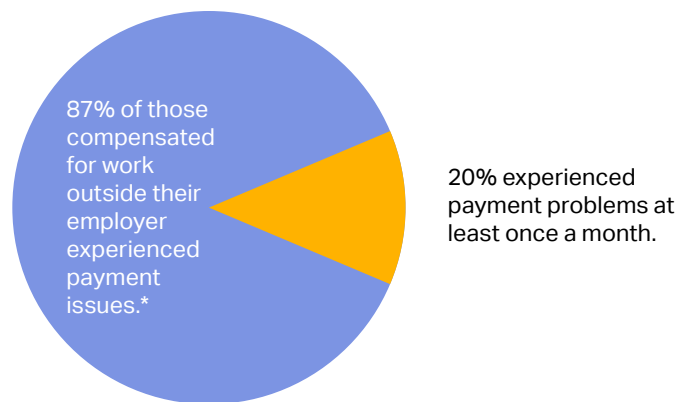
2022 Creator Economy Trends

A Day Late and A Dollar Short: 87% of Content Creators Experience Payment Issues

Survey: 35% Stopped Working with Problematic Platforms

It takes sacrifice to turn a passion into a profession, and content creators are no exception. **Nearly all (92%) have made sacrifices over the past two years, including reducing spending on dining out or travel (40%), taking vacation time from their job in order to create content (35%) and missing out on family and social events (34%).** Yet while content creators are willing to make cutbacks, they struggle to get paid for their work. The overwhelming majority (87%) of content creators that are compensated for work outside of their employer experienced issues receiving payments, according to a survey of 750 content creators in the U.S. and UK by Wakefield Research for Tipalti.

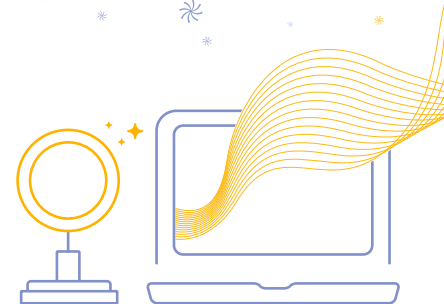
Waiting for Wages



*Asked among 447 content creators in the U.S. and UK who are paid for content they create besides any created for their employer.

Belated Bills. Unfortunately, problems with payment is a common occurrence. **A surprising fifth of content creators who are paid for content outside of their employer (20%) have had issues getting paid at least once a month, including 5% who say it happens a few times a month or more.** Often, these problems are cleared up within a week (60%), but 10% of the time it can take 3 weeks or longer to resolve the issues.

It's Not Just Business. It is often the business side of content that presents problems for the creators. While nearly all content creators (92%) say it is a passion more than a job, **monetizing content (40%) was the biggest challenge while nearly 2 in 5 (38%) content creators count getting paid accurately by platforms as one of their biggest obstacles.** This is consistent across both countries, as 39% in the U.S. and 36% in the UK cite accurate payment as one of the greatest challenges.



Spotlight

In the next five years, content creators see growth within their industry. **More than 2 in 5 (42%) say companies will directly hire more content creators, and nearly as many (40%) predict more people will launch start-ups in the same time frame.** More than a third (37%) predict more people will quit their day jobs to be content creators full-time.

Views on administrative tasks may affect their optimism about the future. Creators that don't think administrative tasks are a barrier to creating content for a living are more likely than those that do to predict that in the next 5 years more businesses will hire content creators directly (47% vs 39%), and that more startups will be launched (46% vs 37%).

Content creators expect an increase in professionalization of the industry as well. Nearly 2 in 5 (39%) predict content creators will establish professional associations to represent their interests, and 38% predict more graduates will pursue content creation as a career.

Yet not everyone has such a rosy view of the future of content creation. More than a third (35%) of content creators predict more people will leave the industry because they can't make enough money, and 29% expect demand for content creators will decline.

Not a Paper Pusher. In addition to creating content, they also must contend with administrative tasks which often deters them from making a career of content creation entirely. **Two-thirds (67%) agree that administrative tasks like invoicing and payments put them off from creating content for a living, including 15% who strongly agree.** Those who are employed content creators agreed slightly more (77%) than those who are self-employed or freelance (64%).

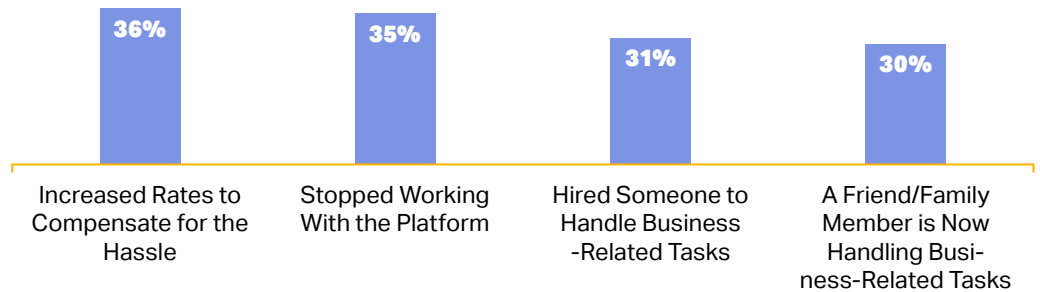
Don't Have Time for This. When it comes to selling their content, content creators often list business-related activities among their biggest hurdles. **Nearly a third (32%) say the time required for invoicing, tracking payments and resolving payment disputes, is an obstacle. It's followed by receiving payment from multiple platforms (30%).**

MFA, Not MBA. When asked to rank their top challenges as a content creator, invoicing, tracking payments and resolving disputes was one of the top three challenges for 40% of content creators. **This obstacle can be doubly daunting because 79% of content creators are less than completely confident that they can handle invoicing and payments on their own.**

Worth Their While. Content creators have taken measures to counteract payment problems, including increasing their rates to compensate for the hassle (36%), hiring someone to handle business tasks for them (31%), and having a friend or family member handle business-related tasks (30%). **In fact, 35% simply ceased work with the platform at issue—a response common in the UK (38%) and the U.S. (34%).**

Compensating for no Compensation

Content Creators Take Action When Payment Problems Arise*



*Asked among 391 content creators in the U.S. and UK who are paid for content they create besides any created for their employer and have had issues receiving payments.

Without A Thought. It is a passion, but it is also critical that creators are paid for their content. **Automatic payments can help, and nearly 3 in 4 who earn revenue for content other than that which they create for their employer (72%) say they are either very or extremely important to growing their business.** Likewise, 25% of those in the U.S. and 24% in the UK view it as extremely important.

Spotlight

Payment Problems

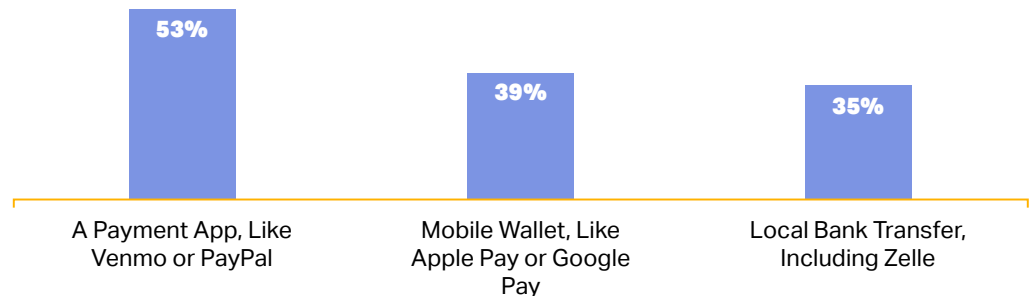
When it comes to choosing a payment platform – or platforms, as most content creators deal with more than one—they have their list of must-haves. **The most common is secure payments: it is the top requirement for more than 1 in 5 content creators (21%) and in the top 3 for 50%.** On time payments is the second biggest requirement, with 47% of content creators listing it in their top 3.

While less popular, there is no shortage of content creators demanding their payment platforms provide an option for early payment (32%), automated updates (29%), or easy access

By Any Means Necessary. Content creators are used to taking payment in many ways. **Payment apps like Venmo or PayPal are the most desired, with 53% of content creators ranking it among their top 3 choices, followed by mobile wallets, like Google Pay or Apple Pay (39%), and local bank transfer like Zelle (35%).**

Preferred Payment

Top 3 Payment Methods Preferred by Content Creators*



*Asked among 750 content creators in the U.S. and UK.

In With the New. Content creators who have been in the game longer have more experience with a variety of payment methods. **Among those paid for content for someone other than their employer, more than 2 in 5 content creators who have been creating content for 3+ years (45%) have received payments from 4 or more payment methods, compared to just 26% of those with a tenure of 2 years or less.** But these newer content creators are more interested in new options: 64% rank payment apps among their top-three payment methods, compared to just 49% of their more experienced peers

Methodological Notes

The Tipalti Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 750 (500 U.S., 250 U.K.) "Content Creators" defined as writers, graphic designers, digital content creators, app developers, game developers, photographers, videographers, musicians, and artists; excludes Marketing, Advertising and PR roles between May 20th and May 31st, 2022, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.6 percentage points for the total, 4.4 percentage points in the United States and 6.2 percentage points in the United Kingdom from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.