

2022

VIDEO

MICROREPORT



TAKE **CREATIVE** CONTROL

ONLINE VIDEO SECTOR KEEPS GROWING, BUT WOMEN & PEOPLE OF COLOR FACE BIG PAY GAPS

Over 2 million creators earned income posting video content online in 2020. Although racial gaps in participation are modest compared to other sectors, there is stark gender inequality: **men are twice as likely to participate as women.** When comparing income earned, however, there are substantial inequalities across the board. Among creators who earn income on YouTube, TikTok, and Twitch, women earn 69 cents on the dollar compared to men, while Black creators earn 67 cents, Asian creators earn 60 cents, and Hispanic creators earn 81 cents compared to whites.

While pay gaps in other industries may be driven by the racism or sexism of hiring managers, for online video creators, these gaps are likely due to systemic inequalities in our society. America's wealth and income gaps determine who has the resources and economic freedom to take advantage of this emerging sector. These baked-in advantages are then exacerbated by algorithms that give already-popular content a leg up.



MEN
ARE 2X MORE
LIKELY TO
PARTICIPATE THAN
WOMEN
IN POSTING
VIDEO CONTENT.

BY THE NUMBERS

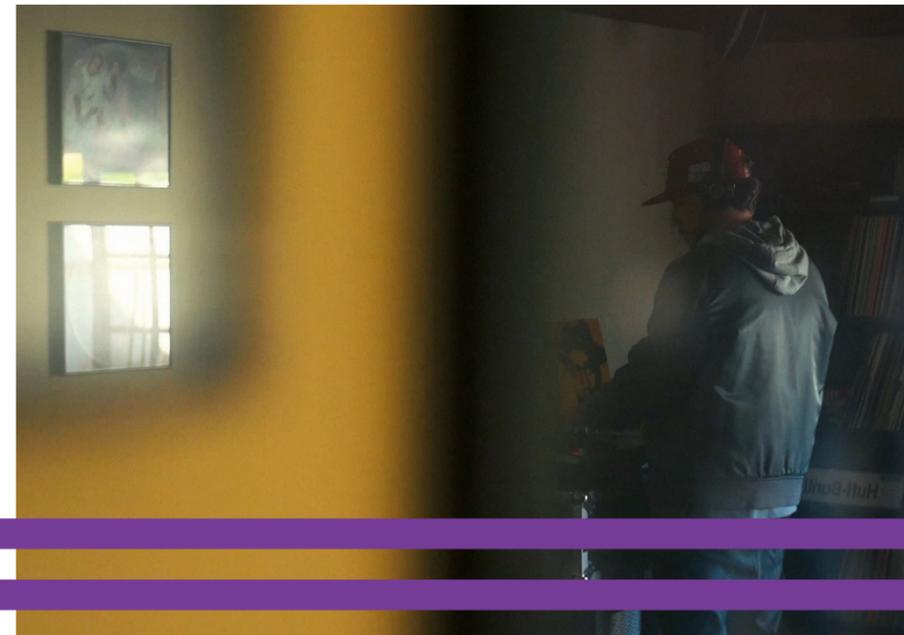
- Over **2 million video creators** generated online earnings in 2020 in the U.S.
- Of those, 1.6 million posted their content on YouTube, 155,000 posted on TikTok, 177,000 live streamed, and 40,000 created content for other online video platforms.
- **Nearly 2/3 were men.**
- While over 61% of online video creators were white, the share of Black and brown creators— 17% and 16%, respectively—is larger than in other creative areas.
- Per capita, **Black people are 30% more likely to be active participants in this online economy than white people.**
- In 2020, American online video content creators earned a total of \$6.8 billion from advertising revenues, subscriptions, and donations.
- The number of YouTube channels generating at least \$10,000 in annual revenues increased by more than 50% during 2020.
- Despite encouraging gains in representation, Black, Asian and women creators made up a much smaller share of the total earnings.
- **Women earn 69 cents on the dollar compared to men, while Black creators earn 67 cents, Asian creators earn 60 cents, and Hispanic creators earn 81 cents compared to whites.**



BLACK PEOPLE ARE

30%

MORE LIKELY TO BE
ACTIVE PARTICIPANTS
IN THIS ONLINE
ECONOMY THAN
WHITE PEOPLE.



BACKGROUND

In 2007, YouTube ushered in the era of monetization for online video content. It is said that this was the inception of the creator economy. Since then, the number of videos uploaded to online platforms has skyrocketed, making independent video content creators the highest-earning creative area online.

These video creators include those who **create and post original videos** and those who **live stream their content**. Our analysis includes creators who post content and earn income on YouTube, TikTok, and Twitch. Those who create content for video production and other traditional media companies are not included.



WOMEN

EARN 69 CENTS ON THE DOLLAR COMPARED TO

MEN

BLACK

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ASIAN

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HISPANIC

CREATORS EARN 81 CENTS COMPARED TO

WHITES.



OPPORTUNITIES FOR GROWTH

While a majority (88%) of all income-earning video creators earned less than \$1000 from their video content, the ability to monetize video content offers new opportunities for independent video creators. Another 10% of video creators earned between \$1000 and \$20,000 for their work. This income creates leverage for workers to explore new job opportunities and creative endeavors and puts more money in the pockets of independent video creators. YouTube, TikTok, and others are constantly updating their monetization terms and conditions. These updates should be monitored closely to ensure that they are made with the creators in mind. After all, they create the content, not the platforms.



TAKE ACTION

The online creator economy shows great promise. However, it is far from perfect and, in many ways, continues to suffer from systemic racism, sexism, and classism. As the online creator community grows, it is important that we continue to fight for equal pay, fair working conditions, and inclusive and accepting environments for all creators. Our toolkits will help creators stay active and up-to-date on the policies moving through Washington, while also providing information on the essential legal considerations to ensure that creators are protected and compensated. To download, please visit <https://takecreativecontrol.org/Creator-Report-2022>