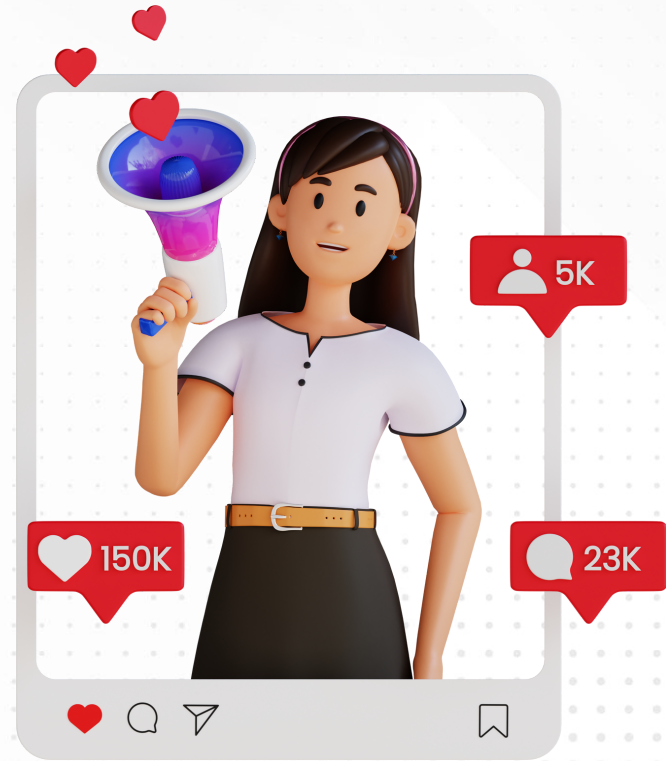




CREATOR ECONOMY

2023 Primer



EXPLOSION OF CONTENT CREATORS...



80M

Creators & Knowledge Professionals



80K+

Creators with 100k+ following on YouTube & Instagram



200K+

Professional Full-Time Content Creators

... but most creators don't make money today. We need platforms that are more equitable in rebalancing the economics for long-tail of content creators.



PEOPLE ARE HOOKED TO CONTENT!



108 mins

Daily Video Consumption
on YouTube



330B+

Total monthly views
across Indian short
video platforms



350M+

Total users on
Indian short-
video
platforms



110 mins

Daily content
consumption on leading
homegrown audio
platforms

Many emerging content formats such as short-form video, audio podcasts, storytelling, etc. are getting increased engagement. These content consumption patterns across multiple genres will only keep growing.



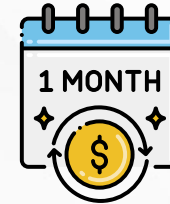
MONETIZATION NEEDS TO BE REIMAGINED



Brand Deals & Collaborations



Online Workshops & Courses



Direct Subscriptions



Personalised Content



Creator-Led Commerce



Direct Fan Tipping

Advertising-led monetisation is not equitable to most creators. We will see significant future momentum in direct monetisation of fandom for creators through emerging business models.



POWER OF MICRO-CREATORS



54%

Influencer marketing campaigns are led by micro and nano-creators.



Nano Creators: Creators who have between 1k - 10k followers



Micro Creators: Creators who have between 10k - 100k followers

Micro and nano creators are starting to drive brand marketing, as they have deeper fan engagement and can tap into niche areas - leading to a new ecosystem of creators from Bharat.

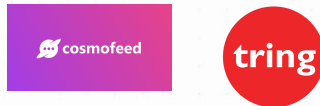


TOP TOOLS USED BY CREATORS

Discovery Platforms



Monetisation Tools



Creator Tools



RISE OF CREATOR-PRENEURS



▶ Bhuvan Bam (BBKIVines)



▶ TechnicalGuruji



▶ Kabita's Kitchen



▶ Ankur Warikoo



📷 Prajakta Koli (MostlySane)



📷 Ajeay Nagar (CarryMinati)



📷 Vidya Vox



📷 Komal Pandey

There are **558 creators and influencers with 10M+ followers from India**. These creators are going on to build their own businesses, launch their own products, offer personalised services, and transition into full-time entrepreneurs themselves.



Creators are the entrepreneurs of today.

At Kalaari, we believe that creators will be at the forefront of unlocking innovation across **content, commerce, and community.**



If you have any ideas on the creator economy,
please reach out to us.

Write to us on **creatoreconomy@kalaari.com**



For more updates, follow @Kalaari on

