The Creator Economy is experiencing explosive growth and is on track to be worth nearly half a trillion dollars in just a few short years. To support this dynamic growth, we have partnered with the industry to develop a taxonomy of key terms. Our aim is that this taxonomy will enable further growth of the Creator Economy ad market in a sustainable and efficient way, ensuring that key terms are standardized and that there is shared understanding within the industry. This document will continue to be updated as the market evolves.

1. Platforms

Online spaces that host audiences and provide tools for content creation, monetization, and analysis.

1.1 PLATFORM FEATURES

1.1.1 ALGORITHM CHANGES

Platform updates that modify how content is ranked, distributed, and shown to audiences, affecting overall content visibility and reach.

1.1.2 CONTENT DISTRIBUTION NETWORKS (CDN)

Network of servers that efficiently deliver content to users based on their geographic location, ensuring fast and reliable access.

1.1.3 CONTENT THROTTLING

Platform-imposed restrictions that limit content distribution or visibility based on various factors like quality, engagement, or policy compliance.

1.1.4 CREATOR DASHBOARDS

Unified interfaces where creators manage their content, analytics, monetization, and audience engagement across platform features.

1.1.5 CREATOR VERIFICATION

Platform authentication process that validates creator identity and grants special status or features to verified accounts.

1.1.6 DIGITAL CONTENT MARKETPLACES

Platforms where creators can sell digital products, services, or content directly to their audience or other creators.

1.1.7 DEMONETIZATION

Platform action that removes a creator's ability to earn revenue due to policy violations or content guideline breaches.

1.1.8 DISCOVERY ALGORITHMS

Technical systems that determine how content is surfaced to new audiences based on relevance and engagement factors.

1.1.9 GEOFENCING

Technology that restricts or enables content access based on user location and regional requirements.

1.1.10 INFLUENCER MARKETING HUBS

Platforms that facilitate connections between brands and creators, streamlining campaign management and collaboration.

1.1.11 MONETIZATION REQUIREMENTS

Specific criteria and standards creators must meet to become eligible for platform revenue programs.

1.1.12 PARTNER PROGRAM

Platform initiatives that enable qualified creators to earn revenue through various monetization features and tools.

1.1.13 PLATFORM INTEGRATION TOOLS

Solutions that enable seamless connection and data sharing between different platforms and creator tools.

1.1.14 PLATFORM-NATIVE CONTENT

Content specifically formatted and optimized for a platform's unique features and audience preferences.

1.1.15 RECOMMENDATION ENGINES

Systems that analyze user behavior to suggest relevant content, increasing discovery and engagement.

1.2 PLATFORM METRICS

1.2.1 ORGANIC/EARNED METRICS

Metrics that measure natural growth and engagement without paid promotion. For example engagement rate, audience growth rate, content performance, and community health.

1.2.2 PAID METRICS

Metrics that measure the success of paid campaigns and monetization. For example conversion metrics, revenue metrics, campaign performance, and monetization efficiency.

1.3 PLATFORM SAFETY

1.3.1 ALLOWLISTING

When a creator grants a brand permission for paid media amplification via their own social channel.

1.3.2 BRAND SAFETY

Systems, policies, and controls designed to protect advertisers from appearing alongside harmful or inappropriate content that could damage brand reputation.

1.3.3 BRAND SUITABILITY

Content classification and targeting capabilities that enable advertisers to place their ads in environments that align with brand values and requirements.

1.3.4 SHADOW BANNING

A practice where content is hidden or blocked from discovery pages by platform algorithms.

1.3.5 USER SAFETY GUIDELINES

Platform policies and protocols designed to protect users from harmful content, harassment, and inappropriate behavior while maintaining community standards.

1.3.6 BLOCKLIST/EXCLUSION LIST/DENY LIST/DO NOT RUN (DNR)

Technical functionality that allows advertisers to prevent ads from appearing alongside specific content types, channels, keywords, or identified unsuitable topics.

1.4 PLATFORM TYPES

1.4.1 GAMING AND ESPORTS PLATFORMS

Digital environments where users can play games, watch competitive gaming, and interact with gaming content creators. They support live streaming, competitive play, and community engagement around gaming content.

1.4.2 LIVE STREAMING PLATFORMS

Digital broadcasting services that enable real-time transmission of video content. This allows creators to interact with their audience in real-time through features like live chat, virtual gifts, and interactive elements.

1.4.3 PODCASTING PLATFORMS

Digital services dedicated to hosting, distributing, and monetizing audio content. This typically features episodic series and offers features like subscriptions, analytics, and advertising integration.

1.4.4 SOCIAL MEDIA PLATFORMS

Online services that facilitate content sharing, social networking, and community building. This is done through various content formats including text, images, videos, and interactive features.

1.4.5 VIRTUAL WORLDS

Immersive digital environments where users can create avatars, interact with others, attend virtual events, and engage with content in a three-dimensional space.

2. Brands

Companies and organizations that leverage creator partnerships and digital communities to achieve marketing objectives and engage target audiences.

2.1 BRAND COLLABORATION

2.1.1 AFFILIATE MARKETING

Influencers receive a commission on sales generated through their unique tracking links or codes.

2.1.2 AUDIENCE PACKAGING

Strategic presentation of audience demographics, behaviors, and engagement metrics to potential advertisers and brand partners for sponsorship opportunities.

2.1.3 B2B INFLUENCER MARKETING

A strategy focused on partnering with influential subject matter experts to promote a brand's products or services to other businesses and professionals.

2.1.4 BRAND AMBASSADORS

An influencer or creator who has an ongoing, strategic relationship with a brand. Unlike one-off sponsorships, they integrate the brand into their lifestyle in a way that makes it feel organic.

2.1.5 CREATOR MARKETING

Collaboration between brands and content creators and influencers to produce content that drives brand awareness, consideration, and sales on one or more digital platforms.

2.1.6 PAID AMPLIFICATION

Strategic investment in promoting high-performing creator content through paid advertising channels to extend reach and engagement.

2.1.7 PRODUCT COLLABORATIONS

Brands partnering with key influencers to create co-branded or influencer-designed product lines.

2.1.8 SPONSORED CONTENT

Influencers creating paid posts, videos, or newsletters on social and blogging platforms and for direct email campaigns.

2.1.9 SPONSORSHIP VALUATION

Process of determining the financial worth of creator partnerships based on metrics like reach, engagement, audience quality, and market demand.

2.2 BRAND TOOLS

2.2.1 CREATOR DISCOVERY PLATFORMS

Tools that help brands find and evaluate relevant content creators for partnerships by aggregating creator data and metrics across social platforms.

2.2.2 SOCIAL LISTENING TOOLS

Software that monitors and analyzes social media conversations about brands, helping track creator content and measure campaign performance.

2.3 PRODUCT & SERVICE OFFERINGS

2.3.1 INFLUENCER BRANDED GOODS OR SERVICES
Businesses built around the personalities of creators/influencers.

2.3.2 EVENT APPEARANCES
Influencers attending or promoting IRL events to enhance brand visibility.

2.3.3 LIVE STREAM SHOPPING
Interactive, real-time video selling where creators demonstrate products, engage with viewers and enable immediate purchases within streaming platforms.

2.3.4 PRODUCT COLLABORATIONS
Brands partnering with key influencers to create co-branded or influencer-designed product lines.

2.3.5 PRODUCT LAUNCHES
Strategic releases of new products/services through creator partnerships, typically involving pre-launch buildup, creator-exclusive features, and coordinated promotional campaigns across creator channels/platforms.

2.3.6 PRODUCT REVIEWS
Influencers sharing their honest opinions on products with their audience.

2.3.7 SOCIAL COMMERCE
The sale of products or goods directly through social media platforms.

2.4 BRAND REPRESENTATION

2.4.1 AGENCIES
Partner with marketers and creators to provide support in managing, growing, and evaluating their online presence and businesses.

2.4.2 BRAND PARTNERSHIP PROGRAMS
Structured creator collaboration systems.

2.5 BRAND RIGHTS MANAGEMENT

2.5.1 DMCA COMPLIANCE (DIGITAL MILLENIUM COPYRIGHT ACT)
Framework for managing online copyright protection, including procedures for content removal requests and protection against unauthorized use.

2.5.2 INTERNATIONAL RIGHTS MANAGEMENT
Systems and strategies for protecting and managing content rights across different countries and jurisdictional frameworks.

2.5.3 PATENTS
Legal protection for new inventions, processes, or technologies that gives creators exclusive rights to their development and commercial use.

2.5.4 TRADEMARKS
Legal protection for distinctive brand elements like names, logos, and slogans that identify products or services and prevent unauthorized commercial use.

2.6 BRAND LEGAL & COMPLIANCE

2.6.1 CONTENT INSURANCE
Insurance coverage protecting brands against legal claims related to content usage, copyright infringement, and liability in creator partnerships.

2.6.2 EXCLUSIVITY AGREEMENTS
Legal contracts that restrict creators from working with competing brands or platforms during a specified period, defining terms of exclusive partnership.

2.6.3 INDUCEMENT RIDER
A document signed by an influencer showing their commitment to abide by the terms of an agreement when working through a loan-out company.

2.6.4 MASTER SERVICE AGREEMENT (MSA)
An agreement between a brand and an intermediary to outline the terms and responsibilities of each when a third-party intermediary is involved in influencer marketing.

2.6.5 MORAL CLAUSES
Clauses in contracts that allow for termination or damages if the influencer behaves in ways that harm the brand.

2.6.6 TERMINATION FOR CONVENIENCE
Allows a party typically the brand to end the contract without specific reasons.

3. Creators and Influencers
Content producers who build and monetize engaged audiences through various platforms, formats, and business models.

3.1 CREATOR TYPES

3.1.1 BRAND AMBASSADOR
An influencer or creator who has an ongoing, strategic relationship with a brand. Unlike one-off sponsorships, they integrate the brand into their lifestyle in a way that makes it feel organic.

3.1.2 CREATOR
Someone who produces original content, often with a specific skill, passion, or expertise at the core. Their value comes from what they show—whether it's knowledge, creativity, or entertainment. Their audience follows them because they consistently deliver engaging, high-quality content that provides intrinsic value.

3.1.3 FINFLUENCERS
Influencers who offer advice and information on various financial topics, including saving, investing, and cryptocurrency.

3.1.4 GRANFLUENCERS
Creators over 60 who are gaining popularity for their unique cross-generational appeal.

3.1.5 INFLUENCERS
Someone who has built a personal brand based on what they tell—their opinions, recommendations, and lifestyle choices. While a creator's audience follows them for their content, an influencer's audience follows them for their personality and perspective.

3.1.6 KEY OPINION LEADERS (KOL)

Creators who are usually top tier with a higher following range and makes branded content in exchange for a fee.

3.1.7 KIDFLUENCERS

Children who have gained considerable followings with kid-oriented content.

3.1.8 LINKEDINFLUENCERS

Term for those with influence on LinkedIn, a business-oriented platform.

3.1.9 MOMFLUENCERS/MOMMY BLOGGERS

Mothers who shares the early moments of motherhood on social media.

3.1.10 VIRTUAL INFLUENCERS

Digital characters created using a combination of computer-generated imagery (CGI) and artificial intelligence.

3.2 CREATOR TIERS

3.2.1 MACRO INFLUENCERS

Influencers with follower counts between 500,000 and 1,000,000.

3.2.2 MICRO INFLUENCERS

Influencers with follower counts ranging from 10,000 to 50,000.

3.2.3 MID-TIER INFLUENCERS

Influencers with 50,000 to 500,000 followers.

3.2.4 NANO INFLUENCERS

Influencers with 1,000 to 10,000 followers.

3.2.5 TOP-TIER/MEGA INFLUENCERS

Influencers boasting between 1 and 5 million followers.

3.2.6 VIP/CELEBRITY INFLUENCERS

Influencers with an impressive following of over 5 million.

3.3 CREATOR REVENUE

3.3.1 CREATOR COMMERCE
A revenue model where creators generate income through direct sales transactions with their audience, including digital products, physical goods, or services.

3.3.2 CREATOR FUNDS
Funds launched by platforms to pay creators for their content.

3.3.3 CREATOR INVESTMENT FUNDS
Investment vehicles and venture capital specifically designed to fund creator business expansion, content production, and brand development.

3.3.4 CREATOR-LED VENTURES
Business initiatives spearheaded by established content creators.

3.3.5 CREATOR MERCHANDISE
Custom-branded physical products that creators design and sell to their audience, typically featuring their brand identity, catchphrases, or signature elements.

3.3.6 CREATOR RESIDUALS
Ongoing payment systems that compensate creators for continued use or performance of their content across various platforms and mediums.

3.3.7 CREATOR TAX PLANNING
Strategic financial planning to optimize tax efficiency for content-based income streams while ensuring compliance with tax regulations.

3.3.8 ENGAGEMENT BANKING
Financial services and banking solutions specifically designed for creators' unique business needs and income patterns.

3.3.9 EQUITY
A form of compensation offered to influencers typically in the form of options or restricted stock.

3.3.10 FAN FUNDING
Direct financial support from audience members.

3.3.11 IN-APP TIPPING
A way for engaged audiences to show support for their favorite creators by giving money directly through social media platforms.

3.3.12 MICRO-PATRONAGE
Small, recurring donations from fans to creators.

3.3.13 PERFORMANCE-BASED PRICING
Enables marketers to analyze post-campaign data and pay influencers for conversions they have measurably contributed to.

3.3.14 PLATFORM PAYOUTS
Money paid directly to creators by social media platforms for their content.

3.3.15 PLATFORM REVENUE SPLIT
Revenue sharing arrangements between creators and platforms, defining how income from content, subscriptions, and features is distributed.

3.3.16 RATE CARD DEVELOPMENT
Structured pricing frameworks that creators use to standardize their service offerings and monetization across different types of content and partnerships.

3.3.17 REVENUE OPTIMIZATION
Strategies and tools to maximize creator earnings by optimizing content performance, monetization methods, and platform selection.

3.3.18 REVENUE SHARING
Pays influencers with a percentage of the revenue from each sale they generate.

3.4 CREATOR CONTENT

3.4.1 CONTENT PILLARS
Core themes and subject areas that form the foundation of a creator's content strategy and brand identity.

3.4.2 CONTENT STRATEGY
Comprehensive planning approach for creating, publishing, and managing content to achieve specific audience and business goals.

3.4.3 CONTENT TYPES

Various formats and mediums used for content creation, including video, audio, text, images, and interactive elements.

3.4.4 DARK SOCIAL CONTENT

Posts that are only visible to the intended target group and don't appear in traditional social platforms.

3.4.5 EMPLOYEE-GENERATED CONTENT

Content produced by employees often performing better than content created by marketing or HR departments.

3.4.6 EPHEMERAL CONTENT

Time-limited content formats that disappear after a set period, designed for immediate engagement and urgency.

3.4.7 EVERGREEN CONTENT

Content that maintains relevance and value over extended periods, independent of time-sensitive factors or trends.

3.4.8 LIVE CONTENT

Real-time broadcast content that enables direct interaction between creators and their audience through live streaming platforms.

3.4.9 LO-FI CONTENT

Content that has a less polished, less produced feel than the thousands of branded impressions and studio-produced ads.

3.4.10 MEMBER-ONLY CONTENT

Premium content restricted to paying subscribers or members, offering exclusive access to specialized or enhanced content experiences.

3.4.11 MICRO-CONTENT

Brief, focused content pieces designed for quick consumption and easy sharing across social platforms.

3.4.12 PREMIUM CONTENT TIERS

Structured levels of content access offering different values and experiences based on audience subscription or payment level.

3.4.13 SHOPPABLE CONTENT

Visual or video content that allows viewers to directly purchase featured products through embedded links, tags, or interactive elements.

3.4.14 STORY-FIRST CONTENT

Content creation approach that prioritizes narrative elements and storytelling to engage and connect with audiences.

3.4.15 USER-GENERATED CONTENT (UGC)

Organic content shared by social media influencers to promote a brand or product without direct input from the featured brand.

3.4.16 VISUAL ASSET LIBRARY

Organized collection of images, graphics, and visual elements used consistently across content to maintain brand identity.

3.5 CREATOR TOOLS

3.5.1 ARTIFICIAL INTELLIGENCE (AI)

Technology used in creator marketing for tasks like chatbots, content creation, and predictive analytics.

3.5.2 AUTOMATED CONTENT DISTRIBUTION

Systematic scheduling and deployment of content across platforms using automated tools and workflows.

3.5.3 CLICKABLE LINKS

Links that can be directly clicked on in social media posts.

3.5.4 CONTENT AUTHENTICATION

Tools and systems that verify the originality and ownership of digital content to protect against plagiarism and unauthorized use.

3.5.5 CROSS-PLATFORM PUBLISHING

Tools that enable creators to simultaneously distribute and manage content across multiple social media platforms and channels.

3.5.6 DIGITAL ASSET MANAGEMENT

Systems for organizing, storing, and retrieving digital content, including media files, brand assets, and archived materials.

3.5.7 LIVE STREAMING INFRASTRUCTURE
Technical systems and tools that enable real-time video broadcasting, including encoding, chat integration, and audience interaction features.

3.5.8 MULTI-CAMERA SETUP
Equipment and software for professional video production using multiple camera angles and synchronized recording systems.

3.5.9 QUALITY ASSURANCE TOOLS
Software that tests and validates content quality, performance, and compatibility across different platforms and devices.

3.5.10 TECHNICAL STACK INTEGRATION
Solutions that connect and synchronize various creator tools and platforms to create a unified workflow system.

3.5.11 VERTICAL VIDEO OPTIMIZATION
Tools and features that adapt video content for mobile-first viewing, including aspect ratio adjustment and format optimization.

3.5.12 WORKFLOW AUTOMATION
Systems that streamline and automate routine content creation, publishing, and management tasks to improve efficiency.

3.6 CREATOR ANALYTICS

3.6.1 AUDIENCE ANALYTICS
Measure and analyze viewer demographics, behavior patterns, and engagement levels across content platforms.

3.6.2 AUTHENTICITY
The feeling that a creator is genuine, trustworthy, and sincere in their interactions, content, and endorsements. This is measured by their engagement rate, content quality, audience sentiment, messaging consistency, sponsored content transparency, brand-value alignment, and follower interactions.

3.6.3 CONTENT PERFORMANCE METRICS
Track content success through engagement rates, reach, watch time, and other key performance indicators.

3.6.4 CONVERSION METRICS

Measurements that track the rate at which audience members complete desired actions, such as purchases, sign-ups, or downloads.

3.6.5 COST METRICS

Measure and analyze various expenses associated with content creation, promotion, and monetization efforts.

3.6.6 ENGAGEMENT ANALYTICS

Interaction tracking of likes, comments, clicks, and shares on social media posts.

3.6.7 Q SCORE

A metric used to gauge the popularity of an influencer.

3.6.8 RETURN ON INVESTMENT (ROI) MEASUREMENTS

Systems that calculate and analyze the financial returns generated relative to resources invested in content creation and promotion.

3.6.9 VIRAL METRICS

Track and analyze how content spreads across platforms, including sharing patterns, replication rates, and audience growth velocity.

3.7 AUDIENCE TYPES

3.7.1 COMMUNITIES

The most engaged and invested audience segment characterized by high levels of peer-to-peer interaction, shared identity, and collective participation.

3.7.2 LEAN-IN FOLLOWERS

Audience members who actively interact with the creator's content through likes, comments, shares, and challenge participation.

3.7.3 NICHE AUDIENCES

Audiences drawn to specific aspects of a creator's content or expertise even if they don't engage with everything the creator produces.

3.7.4 PASSIVE VIEWERS

The most casual audience segment who will consume content if it's easily accessible but are unlikely to engage further.

3.7.5 POWER USERS
Most active and influential audience members.

3.7.6 SUBSCRIBERS
Audience members who opt to receive regular updates and exclusive content from the creator often through newsletters, channels, or platform subscriptions.

3.7.7 SUPERFANS
One of the most dedicated audience types regularly supporting the creator through financial contributions such as merchandise purchases, membership programs, or crowdfunding participation.

3.8 CREATOR RESOURCES

3.8.1 CREATOR ACADEMIES
Educational programs teaching content creation and monetization.

3.8.2 CREATOR COHORTS
Groups of creators who collaborate and support each other.

3.8.3 TALENT MANAGEMENT
Represent/support individuals and are responsible for tasks such as securing opportunities, negotiating contracts, and offering career guidance.

3.9 CREATOR RIGHTS MANAGEMENT

3.9.1 COPYRIGHT
Legal protection granted to creators for their original works, including videos, images, music, and written content, preventing unauthorized use or reproduction.

3.9.2 FAIR USE GUIDELINES
Legal framework that allows limited use of copyrighted material without permission for purposes such as commentary, criticism, parody, or education.

3.9.3 INTELLECTUAL PROPERTY PORTFOLIO
Strategic management and protection of a creator's various creative assets, including trademarks, copyrights, patents, and branded content.

3.9.4 NAME, IMAGE, LIKENESS (NIL)

The right of creators, particularly student-athletes and public figures, to monetize their personal brand through endorsements, sponsorships, and commercial use of their name, physical likeness, and public image.

3.9.5 PUBLICITY RIGHTS

The commercial use of an influencer's name, image, and likeness by the marketer.

3.9.6 TRADE SECRETS

Protect confidential business information that provides economic value.

3.10 CREATOR LEGAL & COMPLIANCE

3.10.1 CREATOR CONTRACTS

Legal agreements defining the terms between creators and other parties regarding content usage, compensation, ownership rights, and obligations.

3.10.2 CREATOR INSURANCE

Insurance policies designed specifically for content creators, protecting against liability, equipment damage, loss of income, and other industry-specific risks.

3.10.3 CREATOR UNIONS

Organizations that represent and advocate for creators' collective interests, including fair compensation, working conditions, and industry standards.

3.10.4 DIGITAL ESTATE PLANNING

Strategic planning for the management and transfer of a creator's digital assets, accounts, and intellectual property.

3.10.5 LEGAL COMPLIANCE TRAINING

Educational programs that teach creators about relevant laws, regulations, and best practices for operating their content business legally.

3.10.6 TERMINATION FOR BREACH

Occurs if a party violates the agreement and fails to fix the breach within a specified timeframe.

3.10.7 TERMS OF SERVICE

Platform-specific rules and guidelines that govern how creators can use services, including content policies, monetization requirements, and community standards.

4. Representation

Professional entities and business structures that support, manage, and guide creators in developing and monetizing their platforms and brands.

4.1 REPRESENTATION TYPES

4.1.1 AGENCIES

Partner with marketers and creators to provide support in managing, growing, and evaluating their online presence and businesses.

4.1.2 CREATOR ENTERPRISES

Business entities formed by creators to manage their various revenue streams, intellectual property, and brand partnerships, often including multiple content channels, product lines, and subsidiary ventures.

4.1.3 TALENT MANAGEMENT

Represent/support individuals and are responsible for tasks such as securing opportunities, negotiating contracts, and offering career guidance.