
MARKET FACTS!

MARKET FACT #106

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

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\$1M

U.S. dollars is what the 2% of the (over) 200 million content creators in the world make annually.

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COMMENT: When we talk about The Creator Economy this business reality gives us a glimpse on how much money is actually made by creators. Although is true that some make 1 MILLION dollars annually, **this is a very small percentage of creators worldwide**. TWO PERCENT make that level of money. TWO. That's not a feasible option for those who really want to build wealth and cashflow online. That's because of [the War for Attention](#) that even the most famous brands are fighting today, using all their resources, time and money to get in front of enough eyeballs to remain cash positive. Also, the changes on consumer behavior + content consumption, making everything harder.

A MESSAGE FOR BRANDS

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