
MARKET FACTS!

MARKET FACT #58

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17%

**of content creators made between
\$500K and \$5K in 2023**

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COMMENT: The Creator Economy – which is actually the Attention Economy – has changed dramatically and content creators who have decoded the Internet are now making a steady, reliable revenue stream. According to Linktree, **5% of creators made between \$5k-\$10k, 4% of creators made between \$10k-\$50k, 2% of creators made over \$50k and 72% of creators made less than \$500** – **SOURCE:** [Linktree](#). The reason why the majority has made less than 1000 dollars is simple: The Internet is waging War for attention and even content creators must now treat their side hustle as a business to thrive and make more money. Otherwise they'll not survive and the Internet as a whole will get worse.

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