

How Creators Are Struggling to Survive in the Age of Billionaires and Big Tech

The internet has made it easier than ever for people to share their work with the world. However, this has also made it more difficult for creators to make a living from their work.



The Death of the Artist: How Creators Are Struggling to Survive in the Age of Billionaires and Big Tech

by William Deresiewicz

★★★★☆ 4.5 out of 5

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Platforms owned by billionaires and big tech companies take a large cut of creators' revenue, and they often change their policies without warning. This makes it difficult for creators to plan for the future and to build a sustainable business.

The Rise of the Creator Economy

The creator economy is a term used to describe the growing number of people who are making a living from creating and sharing their work online.

This includes bloggers, vloggers, podcasters, musicians, artists, and writers.

The creator economy has been growing rapidly in recent years, thanks to the rise of social media and the internet. This has made it possible for creators to reach a global audience with their work.

However, the creator economy is also facing a number of challenges. One of the biggest challenges is the rise of platforms owned by billionaires and big tech companies.

The Challenges of Platforms

Platforms owned by billionaires and big tech companies take a large cut of creators' revenue. This can make it difficult for creators to make a living from their work.

For example, YouTube takes a 45% cut of all advertising revenue generated by videos on its platform. This means that a creator who makes \$100,000 from advertising on YouTube will only receive \$55,000.

In addition to taking a large cut of creators' revenue, platforms owned by billionaires and big tech companies also often change their policies without warning. This can make it difficult for creators to plan for the future and to build a sustainable business.

For example, in 2018, YouTube changed its algorithm to favor videos from large channels. This made it more difficult for small creators to get their videos seen by viewers.

The Future of the Creator Economy

The future of the creator economy is uncertain. However, there are a number of things that creators can do to increase their chances of success.

One of the most important things that creators can do is to diversify their income streams. This means not relying on a single platform for all of their income.

Creators can also try to build a direct relationship with their audience. This can be done through email newsletters, social media, and other channels.

Finally, creators need to be prepared for the challenges that they will face. This includes the challenges of dealing with platforms owned by billionaires and big tech companies.

The creator economy is a growing and dynamic industry. However, it is also facing a number of challenges. One of the biggest challenges is the rise of platforms owned by billionaires and big tech companies.

Creators who want to succeed in the age of billionaires and big tech need to be prepared for the challenges that they will face. They also need to diversify their income streams and build a direct relationship with their audience.



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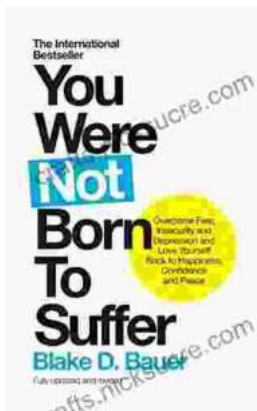
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