

# Africa Creator Economy Report

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AFRICA CREATOR  
ECONOMY  
REPORT  
2024

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# FOREWORD

by the Creative Director of TM Global.

Africa's creator economy is more than a rising trend—it's the lifeblood of a new generation of innovators, redefining industries like fashion, finance, technology, entertainment, food, wellness, social good and might I say government. Every day, across the continent, creators are breaking new ground, challenging conventions, and creating economic opportunities where none existed before.

One of the greatest opportunities it offers is the flexibility to explore untapped potential. Take Alma Asinobi, a Nigerian travel vlogger, who transitioned from her role as a strategist at Cowrywise. Her journey is a roadmap for many other professionals who began with nothing but a desire to create, armed only with a smartphone and a digital following. Mo Abudu, another trailblazer, shows that there's space to grow and democratize success in the creator economy. I've seen first-hand how small businesses are now shipping products across borders, driven by dreams and powered by a ring light. These stories are not just inspiring—they are the bedrock of tomorrow's economy.

This report takes a deep dive into Africa's creator ecosystem, spotlighting the intersection of global trends with Africa's unique experience. But beyond the data and insights, this is a



**Together, we can turn potential into reality, transforming creativity into a powerful economic engine.**

story of people—regular people who were once unknown but have become the major players in influencing our community. We explore the enablers of this ecosystem: internet access, social media, creator tools, and payment systems, which are helping to unlock potential at scale.

It would be impossible to discuss the future of creativity without acknowledging the rise of artificial intelligence (AI), which is now an unavoidable force in the creative process. From content creation to editing, trend-spotting, brainstorming, and even marketing, AI is reshaping the way creators work. A few years ago, these tools did not exist, but now, working without them is almost unimaginable—AI-powered tools not only save time but also provide new opportunities for creativity, allowing creators to focus on storytelling and innovation.

I fully acknowledge the concerns of many creators about having policies to regulate the use

of AI and with the right policies in place, AI can expand the borders of creativity, enabling creators across Africa, even in remote areas, to access tools that level the playing field globally.

As someone with a background in engineering, it's not lost on me that I now lead a tech and media company focused on the creative economy. This shift underscores that there is more than enough room for everyone in the creator ecosystem—there is room for me, for you, and for all creators. By virtue of my position, I work alongside many of these creators and have seen the transformative impact of accessible technology and platforms. One of my team members has gone on to develop a virtual card issuing platform and he started off as a graphic designer. Sitting across from me in my office is a budding photographer, balancing his professional career with his passion for visual storytelling. Every time his work is referenced, his eyes light up—proof that his audience extends beyond his immediate community, stretching far beyond borders. Suddenly, the world feels smaller.

Yet, challenges remain. African creators face persistent barriers: limited funding, inconsistent infrastructure, and restricted market access. However, this report does not dwell on the obstacles—we are already familiar with them. Instead, it focuses on the solutions, offering actionable steps to help build sustainable success for the future.

The creator economy is more than just the pursuit of dreams or thriving businesses. It's about rebuilding Africa's trade economy, piece by piece. For Africa's creator economy to truly thrive, it requires the collective effort of creators, policymakers, investors, industry leaders, and patient capital. The recommendations outlined here provide tangible steps for each group. This economy is not just about individual success; it's about building a continent-wide movement for economic opportunity and innovation.

Beyond the facts and figures, the creators featured in this report have inspired me deeply. Their resilience and creativity are the backbone of Africa's future. I want to thank everyone who contributed to this report, sharing their journeys and helping us shine a light on the importance of this emerging economy.

Africa's creative future is bright, and the time to unlock its full potential is now. The journey has already begun—let's continue to take concrete steps, invest wisely, and believe in the power of African creators. Together, we can turn potential into reality, transforming creativity into a powerful economic engine that drives our continent forward.

Let's continue building.

**Elijah Affi**

Creative Director & Co-Founder | TM Global

# MESSAGE

from David I. Adeleke

There's never been a better time in history to be an African creator. The stars are aligning in ways that they've never before: the market is ready, and people are clamouring for African cultural products, technology has developed at such a pace that the barriers to creation and distribution have been shattered, and the continent's youthful population means the audience will only continue to expand.

However, this is also one of the hardest times to build a career as a creator. The market is saturated: because it is now easier and more appealing to create content, anyone can do it, and this makes it harder for new players to break in and stand out. There's an immeasurable amount of content out there, so much so that it is hard to sift what is real from what is fake or regurgitated. The market is awash with content, and a large portion of it isn't great. This, however, means that anyone willing to take a few steps towards uniqueness and difference will stand out without even doing too much.

Another major factor in this equation is monetisation, as we will discuss at length in this report. African creator revenue streams are extremely limited, as is funding for creators from platforms and investors. When it comes to creating systems for monetisation, African creators are largely out of the picture. I have written about this in the past. In an October 2021 edition



**While opportunities abound for African creators, the challenges loom large as well.**

of Communiqué, our newsletter, I wrote: “The creator economy, already worth over \$100 billion, is taking off globally. But it seems like Africa is an afterthought in formulating the frameworks for thinking about it. There are extensive conversations around monetising and standardising the business ecosystem for creators. But these conversations happen predominantly in the West.”

So, while opportunities abound for African creators, the challenges loom large as well.

Is there a way to solve this? Perhaps, yes. At the foundation of this problem is economic power and sociocultural capital. African creators need to first prove that they can generate

significantly more income for themselves and the platforms. But they need more funding to be able to make this happen. Ergo, this is a chicken and egg situation. Who will bell the cat? These are issues and questions that require deeper investigation and thinking. This report attempts to do some of that while providing you, the reader, with the frameworks to take the conversation further.

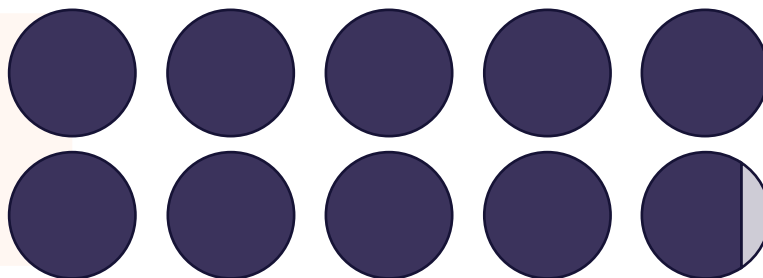
**David I. Adeleke**

Founder & Publisher, Communiqué

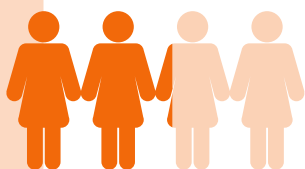
# KEY FINDINGS

## from the Africa Creators' Survey

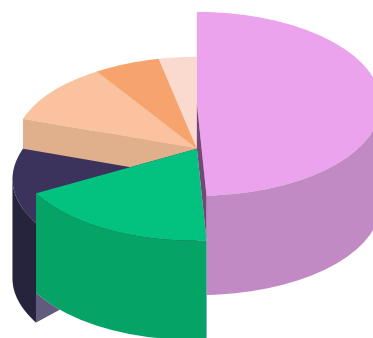
The majority of African creators fall within the **18-24** and **25-34** age brackets, each comprising about **51.3%** and **45.6%** of our respondents.



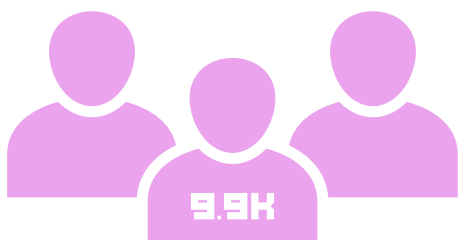
Females slightly outnumber males, making up **53.2%** of the creator pool



Nearly half (**43%**) have been in the industry for 1-3 years, indicating a relatively new wave of creators who are still early in their careers.



Almost half (**49.4%**) of respondents are in the Entertainment & Media sector, followed by Technology (**17.7%**) and Fashion and Lifestyle (**13.3%**). These sectors highlight the dynamic interest areas shaping the African creator economy.

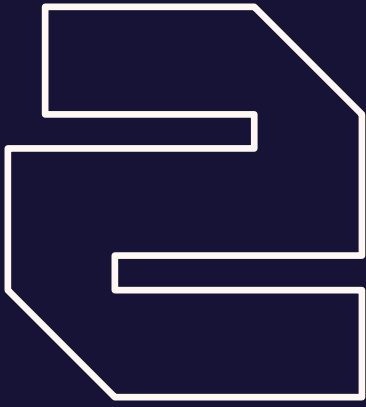


A significant portion (**86.1%**) have fewer than **9,999 followers**, underscoring the emerging nature of many African creators who are building their online presence.

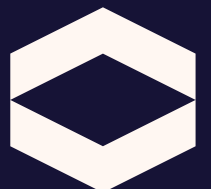


Lack of support and funding (**24.7%**) and limited monetization options (**22.8%**) are top challenges, while creators express excitement about global opportunities, with an optimistic outlook for the creator economy's growth.





*Understanding*  
*of the Creator*  
Economy



# When did the term “*creator economy*” become a household phrase?



For many of us, it blossomed at the peak of the pandemic. As we found ourselves confined to our homes, with limited ways to earn a living or even pass time, people began to realise something incredible: they could turn their passions to profit by becoming their own brands.

“**Welcome to my YouTube Channel**” became a phrase we heard repeatedly as more people discovered they could share their experiences through various forms of content, attract subscribers and get paid by platforms like YouTube.

## The creator economy is rapidly growing and projected to reach \$500 billion by 2027.

It was a revelation for many but in truth, creators had existed and succeeded long before this moment. The pandemic simply opened the floodgates, showing more people how viable and lucrative this path could be.

Today, these people are part of what we call the “creator economy” - a rapidly growing industry that is projected to reach half a trillion dollars by 2027. For Africa, this presents a great opportunity: a chance for our working population to build businesses out of creativity and readily available resources. After all, isn't ingenuity and a smart phone all you need to get started?

This report is an insight into Africa's Creator Economy which has opened many into a world of possibilities.

How can we compete on a global stage?  
What challenges do African creators face?  
Are they making enough money to live on?  
What are their interests and aspirations?  
And how can brands leverage these insights to better connect and collaborate with these creators?

But first, let's explore this key question:  
**what exactly makes up this “creator economy”?**

# THE ANATOMY

## of the Creator Economy



The creator economy is often viewed as a relatively new addition to the media and entertainment industry, made up of individuals who create content, products and services and monetise them through digital platforms. But that's just one piece of the puzzle.

Like any thriving economy, the creator economy is more than just its “workers.” **It's an ecosystem made up of creators, their audiences, brands, digital platforms, creators' tools, agencies, marketers and investors** - all interconnected through the exchange of value in the form of content, money, goods, and services.

# WHO, THEN

## is a Creator?

In simple terms, a creator is someone who produces, invents, or creates things. But in the context of the creator economy, creators are social media influencers, streamers, artists, video & audio content producers, and writers who monetize their content online.

They do this through various means including brand sponsorship, sales of products/services, subscriptions, affiliate marketing, merch sales, and donations.

Successful creators often develop some technical skills along the way – writing, video editing, photography, audio production, and graphic design amongst others. But for most, it begins with something simple: sharing a hobby, opinions or experiences online. As they grow, so does their skill set, enabling them to gain these skills to compete and perform on a global stage.

Whether they joined the ecosystem as a

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I believe that creativity is a divine gift from God meant to be nurtured and used to make a positive impact on the world. Together with my partner, we’ve established “The Lens Atelier” as a space dedicated to nurturing and guiding young creatives to excel in their craft and business.

—KUNLE LANIYAN (PHOTOGRAPHER)



For many, content creation is only a side hustle, needing to balance creating content for their audience with holding down a 9-5 job. This is especially true for small creators who face the unpredictability of income in the early stages of their journey.

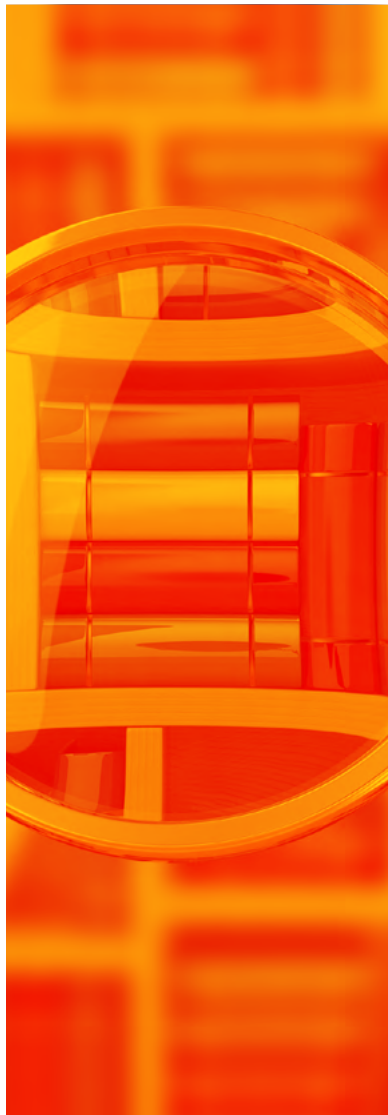
It is also common for creators to carve out niches in specific industry leading to terms like “**lifestyle creators**”, “**tech creators**”, “**skit makers**” and trends like “**cooktok**”, “**booktok**” and “**careertok**”.

passion project, a way to pass time during the pandemic or to make a living, these creators have redefined what a career is. They have shown what it means to have independence over your time and income in ways that previous generations could only dream of.



# SCOPE

## of the Report



For the purpose of this report, we are exploring the creator economy with a specific focus on Africa, honing in on six key sectors: **fashion & lifestyle, finance, tech, entertainment, food, and health and wellness.**

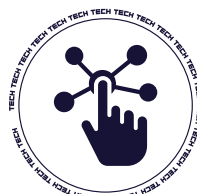
We will examine the global landscape of this ecosystem, tracing its evolution and adoption, while highlighting its limitations and the current state of the African creator ecosystem.

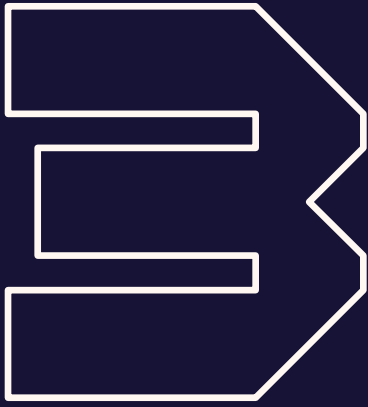
Along the line, we will speak to their challenges, their dreams, and aspirations. We will also get into other essential parts of the ecosystem such as the building blocks sustaining

the ecosystem; internet access, social media platforms, creator tools and payment infrastructure.

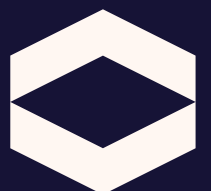
Through these insights, we will provide recommendations tailored to three key segments of the ecosystem; creators themselves, the policymakers and lastly, brands & investors, with the goal of enabling long-term success within Africa's growing creator economy.

By understanding the dynamics at play within the creator ecosystem, we can better appreciate its significance in shaping individual careers and providing broader economic opportunities across the continent.





# *Historical Overview* of the Creator Economy



# EVOLUTION

## of Content Creation and Distribution

Creators existed long before the term **“content creation”** became mainstream. Human beings have always found ways to communicate and **share ideas**. From oral storytelling to drawing on cave walls and using symbols like hieroglyphics, these early forms of expression were the first ways people shared stories, knowledge, and culture.

As time passed, man evolved, and with that came print media such as newspapers and magazines which required a lot of resources to create and distribute. In man’s nature of constant evolution came large boxes with moving pictures or sounds known as broadcast media including radio and television which introduced real-time content creation, consumption and distribution. This left consumers with the inability to engage or create content themselves because of the limited technology and the select few controlling the conversations.

## New technologies changed the way people consumed content.



However, with the emergence of the internet in the late 20<sup>th</sup> century, content creation began to shift. Suddenly, the barriers to content creation and distribution began to crumble, with the first documented blog published by Justin Hall in 1994.

The first documented  
blog published by  
Justin Hall in

# 1994

# Rise of social media platforms

With the rise of the internet came new opportunities ready to be explored. Websites like **Friendster** and **MySpace** emerged in the **early 2000s**, laying the groundwork for social media platforms.

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## Facebook



Facebook, launched on February 4, 2004, as TheFacebook, quickly became the dominant social media platform. It connected people in ways never seen before, allowing them to share text, photos, and small updates, but something even more transformative was just around the corner.

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## YouTube



Launched in 2005 and acquired by Google in 2006, YouTube changed the way people consume content. Before YouTube, creating videos required expensive equipment and complex distribution channels. Most people watched videos on TV or DVD, but YouTube changed all that by giving anyone with a camera or smartphone the power to upload videos and reach a global audience.

Suddenly, ordinary people became content creators. From funny cat videos to makeup tutorials, YouTube opened the door for individuals to share their lives, talents, and stories with millions.

YouTube built a community where creators could interact with their audience, and viewers could engage through comments and subscriptions. This two-way interaction was groundbreaking at the time.

More importantly, YouTube introduced the idea of monetizing content. Creators could earn money through ads on their videos, which motivated more people to start producing content regularly. This turned YouTube into a powerful platform, shifting content creation from being a hobby to a career path.



## X (Formerly Twitter)



X (Formerly Twitter), launched in 2006, started as a microblogging site with a 140-character limit. It gained attention in 2007 at the South by Southwest (SXSW) conference, where its real-time updates attracted tech enthusiasts and early adopters. This instant communication style helped Twitter grow quickly, becoming a hub for news, celebrity updates, and global conversations.

Over time, the platform evolved into a key tool for real-time communication, especially during major events, where it is used for organizing and sharing live updates. Its features, like hashtags, retweets, and mentions, shaped how users interacted, creating a new way to engage with global conversations.

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## Instagram



Instagram, now under the Meta umbrella, played a major role in shaping the content creation industry since its launch in 2010. Initially focused on photo sharing, it quickly attracted visual creators, influencers, and brands by making high-quality photo content easy to share with simple editing tools.

When Instagram added video-sharing capabilities in 2013, it extended its appeal, allowing users to post 15-second clips. The introduction of Instagram Stories in 2016 marked another key moment, as it provided creators with a new way to engage their audiences with temporary, behind-the-scenes content, increasing daily engagement.

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## Vine



Another platform that played a key role in shaping content creation was Vine, launched in 2013. Vine was unique because it allowed users to create and share short, six-second looping videos. Though the videos were brief, they were enough for users to pack in creativity, humour, and storytelling in a very compressed format.

Vine's short format forced creators to be quick and clever, sparking viral trends and challenges that spread rapidly across the internet. It became especially popular for comedy skits, memes, and quick entertainment, appealing to users with its fast-paced, bite-sized content.

Although Vine was discontinued in 2017, its impact is undeniable. It paved the way for platforms like TikTok, which continues the tradition of short, easily consumable video content.



TikTok, originally launched as Musical.ly in 2014, was a platform focused on lip-syncing and short-form music videos. In 2018, ByteDance acquired Musical.ly, merging it with its own similar platform and rebranding it as TikTok.

With its revamped features, TikTok allowed users to create 15 to 60-second videos with music, filters, and special effects, encouraging creativity and user interaction. Its algorithm, designed to surface viral content tailored to individual preferences, allowed even new creators to reach massive audiences overnight.

The platform's appeal sky-rocketed during the COVID-19 lockdown, as people sought entertainment and ways to connect with others virtually. The lockdown helped TikTok gain millions of new users globally, solidifying its place as a leading platform in the creator economy.

## Shift from traditional media to user-generated content.

The birth of social media led to the rise of User-Generated Content (UGC), empowering individuals to create and share content without corporate oversight. Brands are increasingly recognizing the value of UGC as a powerful tool for engagement, authenticity, and consumer trust.

A report by Shopify shows that UGC-based ads get 4x higher click-through rates and a 50% drop in cost-per-click than average. Additionally, GlobalWebIndex found that 54% of social media users use these platforms to research products before

buying, while 71% are more likely to purchase products and services based on social media referrals. Consumers are now moving towards authentic and relatable content.

Brands like Coca-Cola and Apple have successfully leveraged UGC to achieve their marketing objectives. For instance, Coca-Cola's "Share a Coke" campaign encouraged customers to post photos with personalized Coke bottles on social media, resulting in a 7% growth in teenage consumption and an 870% increase in Facebook traffic (Codella, 2021).

User-Generated Content (UGC) empowers individuals to create and share content without corporate oversight. Brands are increasingly recognizing the value of UGC as a powerful tool for engagement, authenticity, and consumer trust.

Similarly, Apple's #ShotOniPhone campaign showcased stunning user-generated photographs, effectively restoring customer faith in their products while minimizing marketing costs.

In August 2024, a Nigerian influencer's casual complaint about Chicken Republic's Refuel meal on the Chowdeck app sparked a response from Chowdeck where they offered the meal at half price, leading to a surge in purchases through the app, showcasing how UGC can directly influence business strategy and consumer behaviour – even when it's a

PR strategy as it was in this case.

Social media platforms have become cultural hubs, giving rise to influencers who through their genuine content can sway public opinion and build an organic community for a brand or product. Almost 50% of Twitter users, according to a study by the Influencer Marketing Hub, have made purchases as a direct result of a Tweet from an influencer.

We now see UGC not only enhancing a brand's credibility but also help build emotional connections between consumers and brands.



## Adoption in Africa

The adoption of social media in Africa has seen remarkable growth in recent years, driven by increasing internet penetration and smartphone usage across the continent. According to DataReportal's Digital 2023 Global Overview Report, there were **385 million** social media users in Africa as of January 2023, representing a penetration rate of **27.7%** of the total population.

This growth is not uniform across the continent, with some countries leading the charge. In Nigeria, Africa's most populous nation, there were **31.60 million** social media users in January 2023, representing a penetration rate of just **14.3%** of the total

population. South Africa boasts even higher numbers, with a **social media penetration rate of 44%**, equivalent to **26.3 million users**. Kenya, another tech hub in Africa, reported **12.9 million** social media users in 2023, representing **22.4%** of its population.

These figures fall behind in comparison to more developed nations. In the United States, social media penetration reached **74.2%** in 2023, with **246.0 million users**. The United Kingdom boasts an even higher rate at **78.7%**, with **53.66 million users**. China, despite its strict internet regulations, reported **1.02 billion** social media users in 2023, representing **70.4%** of its population.

The disparity is stark. Even South Africa, with the highest penetration rate among the African countries mentioned, falls more than 30 percentage points behind the USA and UK. Nigeria's 14.3% and Kenya's 22.4% are far below the global leaders, indicating a significant digital divide.

This gap reflects digital challenges but also points to the potential for growth in Africa, suggesting that the continent's creator economy may be positioned for rapid expansion.

Beyond just user numbers, social media has played a key role in shaping cultural trends and driving social movements since its emergence. For instance, Nigeria's #EndSARS protests against police brutality show how social media can spark collective action and influence public discourse, even with fewer users compared to other regions.

## In Nigeria, Africa's most populous nation, there were 31.60 million social media users in January 2023.

The journey of social media adoption in Africa is beyond keeping up with global trends but about using these platforms in ways that address local challenges and amplify African voices globally.



If I could change one thing about the ecosystem, it would be the culture of competition. We need more collaboration, giving back, and a willingness to learn from both successes and failures. I believe that to be globally relevant, you have to be indigenously authentic. The world will buy into your vision when they see that those around you believe in it first.

**Chisom Okeke, Lifestyle creator**



## Pioneers of content creation in Africa:

The top pioneers of content creation in Africa, especially those active on social media before it became mainstream, played a crucial role in shaping the digital landscape. These early adopters set the foundation for Africa's burgeoning creator economy, leveraging platforms like YouTube, Twitter, and Instagram to reach audiences globally.

Here are 5 figures who were at the forefront of content creation in Africa:

### 1. Linda Ikeji (Nigeria)



Linda Ikeji started her blog in 2006 when blogging wasn't a thing yet in Nigeria. Her gossip blog quickly became one of the most visited websites in Nigeria. Her success as a blogger paved the way for digital media entrepreneurship in Africa, showing how content creation could be a profitable career.

### 2. Anne Kansiime (Uganda)



Known as "Africa's Queen of Comedy," Anne Kansiime began her online comedy career in 2012. Her YouTube channel, where she posts skits and stand-up comedy clips, quickly gained popularity across Africa and beyond. Kansiime's success showed how digital platforms could propel African comedians to international fame.

### 3. Suzelle DIY (South Africa)



Julia Anastasopoulos created the character, Suzelle in 2014, launching a YouTube channel that blended comedy with DIY tutorials. Suzelle DIY quickly became a South African internet sensation, showcasing how character-driven content could succeed on social platforms. Her success opened doors for many aspiring content creators in South Africa.

#### 4. Mark Angel (Nigeria)



Mark Angel started creating comedy skits on YouTube in 2013, well before social media comedy became mainstream in Nigeria. His channel, featuring his young niece Emmanuella, grew to become one of the most subscribed YouTube channels in Africa.

#### 5. Sbu Ngalwa (South Africa)



Sbu Ngalwa, one of South Africa's first entertainment bloggers, launched 'Sbu's Vibe' in the early 2000s, focusing on music and pop culture. His platform helped shape the local entertainment blogging scene and inspired a new generation of digital content creators in South Africa.

These pioneers were creating content on digital platforms long before it became cool and profitable. Their success paved the way for the current generation of African content creators. They proved that there was an appetite for African content both locally and globally, inspiring countless others to start creating and sharing their own stories online.



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The African creator space has evolved tremendously—from 1 to 100. Today, it's not just about creating content; it's about creating content that stands out, that tells powerful stories, and that resonates deeply. But there's still room for change. I wish for a more open and inclusive space, where talent speaks louder than names or connections, and every creator, no matter their background, has the chance to shine.

**Uzee Usman (Movie maker and Actor)**

# Evolution of Nigerian content creation

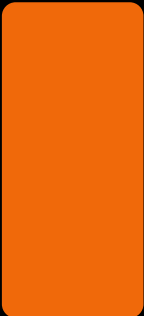
Nigeria's content creation evolution started with the establishment of Nollywood, which began in the early 1990s and quickly grew into one of the largest film industries globally. Nollywood created a template for storytelling that resonated deeply with Nigerian audiences, drawing from local culture, language, and daily experiences. Its success demonstrated the power of visual storytelling and paved the way for a new generation of creators.

As internet access grew in Nigeria during the late 2000s and early 2010s, the widespread availability of smartphones and the increasing popularity of social media platforms led to the rise of a new generation of content creators, commonly known as social media influencers. These creators used the power of platforms like Instagram, Twitter, and YouTube to reach large audiences, marking the start of a digital content revolution in Nigeria.

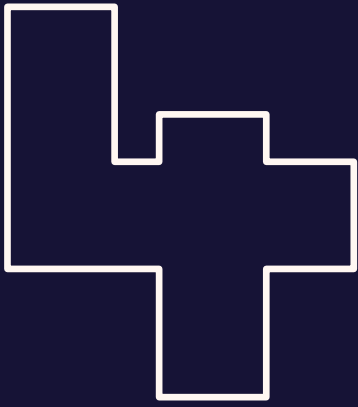
Influencers like Dimma Umeh, Tayo Aina, Maraji, Lasisi Elenu, and Taaooma have gained millions of followers by creating relatable and funny content that resonates with young Nigerians. Their success has opened the industry up to new avenues for brand partnerships and advertising, further professionalizing the content creation industry in Nigeria.

# 2010

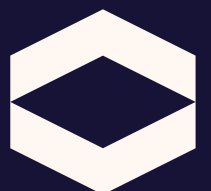
**Since the early 2010s, the availability of smartphones has led to the rise of a new generation of content creators.**



Simultaneously, Nigeria saw a rise in tech innovation, with platforms like IrokoTV and NdaniTV bridging the gap between traditional Nollywood content and the digital space. IrokoTV, for instance, became known as the "Netflix of Africa," providing on-demand Nollywood content globally. Meanwhile, platforms like Paystack have made it easier for content creators to monetize their work directly.



# *Current State* of The African Creator Economy





The African creator economy is rapidly evolving, driven by a youthful population and increasing access to digital technologies. Valued at approximately **\$3.08 billion in 2023**, it is projected to grow to **\$17.84 billion by 2030**, with a projected annual growth rate of **28.5%**.

This growth is powered by the increase of social media usage, mobile broadband, and digital payment systems, enabling creators across various sectors to monetize their content effectively.

**\$3.08**  
**Billion**

**\$17.84**  
billion by  
2030

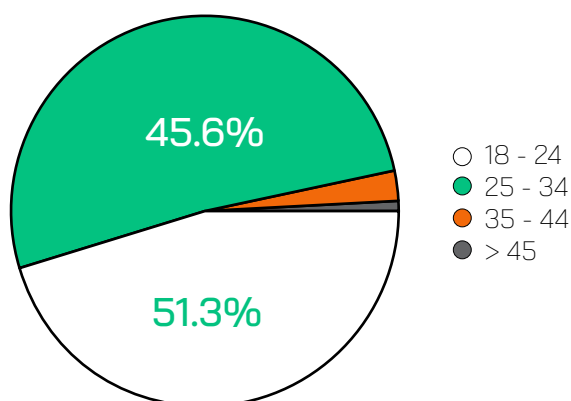
projected  
annual growth  
rate of **28.5%**.



## Insights from our **2024** Africa Creators' Survey

To better understand the Africa's creator ecosystem, we conducted a comprehensive survey of creators across the continent. This survey aims to shed light on the opportunities, challenges, and motivations shaping the journeys of African creators in 2024.

It also reflects the diverse experiences of African creators, highlighting emerging trends and patterns that could shape the future of content creation in Africa.

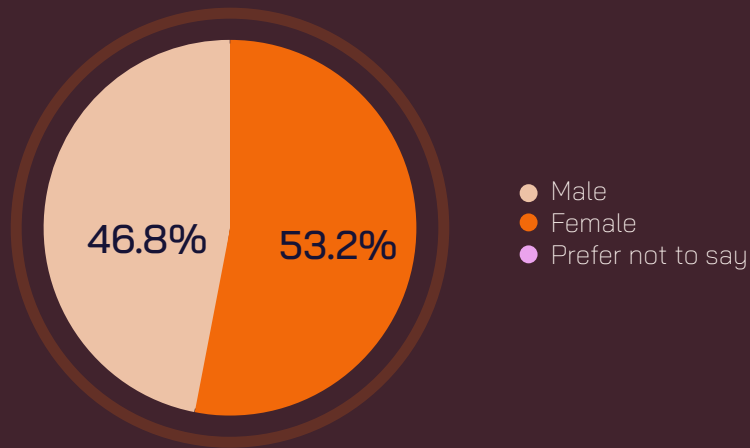


### Who are the new Kids on the block?

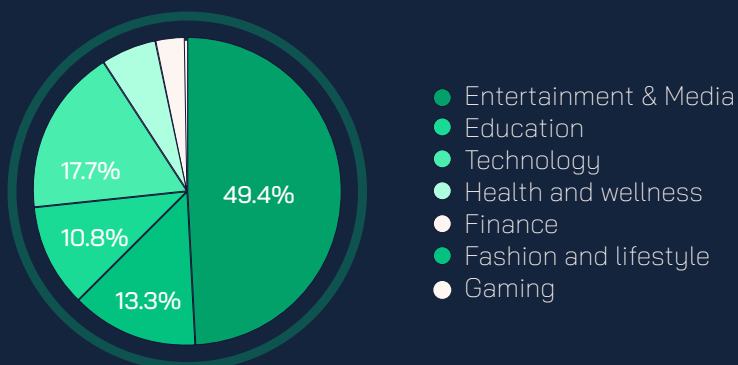
The African creator scene is brimming with youthful energy. About **51.3%** of surveyed creators fall within the **18-24** age range, with another **45.6%** between **25-34** years old. This means nearly all creators are under 35. Only a small slice, around **2.5%**, are between **35-44**, and **0.6%** are over 45, showing that content creation remains a young person's game on the continent.

## Who's leading in charge?

African women are stepping up, making up 53.2% of the creator community, while men comprise 46.8%. This nearly equal distribution points to a thriving creator ecosystem where both men and women are building their brands, telling their stories, and making waves online.

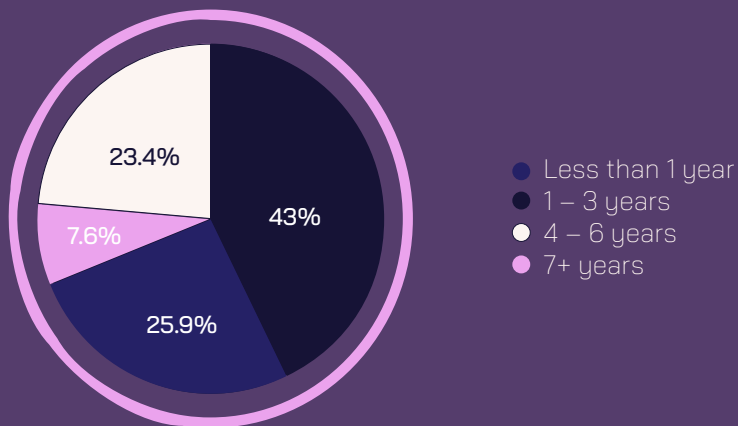


## What's the buzz about?



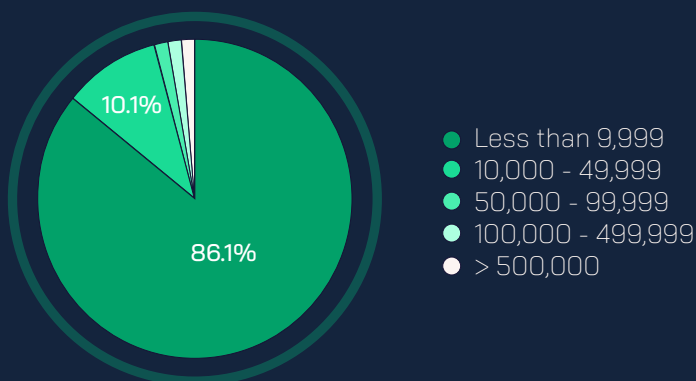
Entertainment & Media is the star of the show, with over half (49.4%) of creators focusing their content on music, film, and all things trending. Fashion & Lifestyle (13.3%) and Technology (17.7%) are also big players, reflecting a growing appetite for tech innovations and style tips across Africa. It's clear that creators are tapping into what audiences love—entertainment, style, and the digital future.

## How long have they been in the game?



Almost half (43%) of creators have been doing their thing for 1-3 years, hinting at a relatively new wave of influencers who are still finding their footing. With only 7.6% boasting over seven years of experience, this is a space dominated by fresh faces and new ideas. It's an exciting time, as many creators are just getting started and hungry to grow.

## How big is their audience?

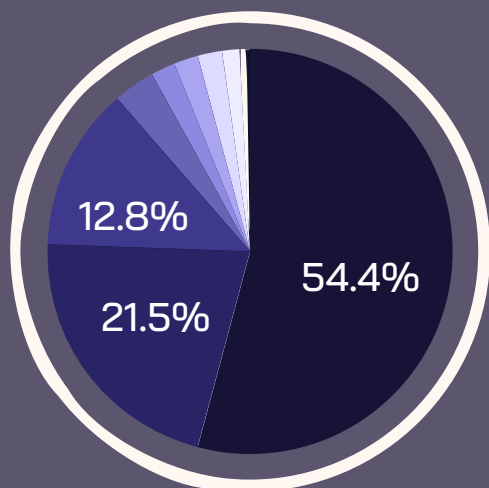
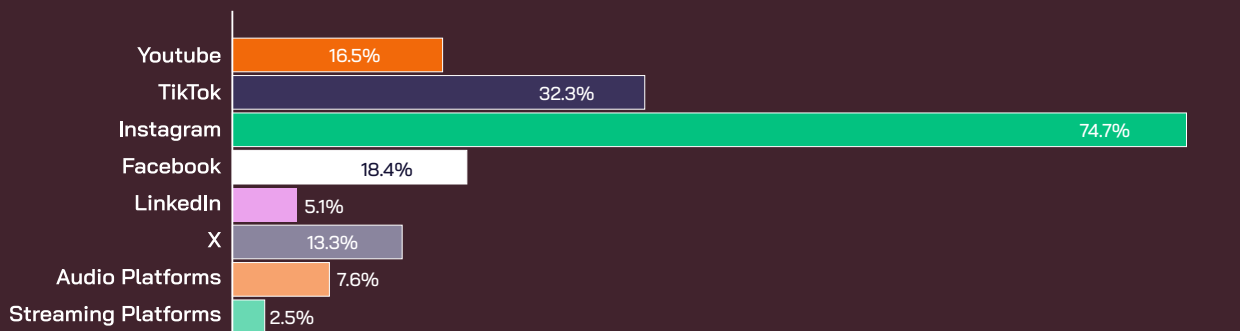


The majority (86.1%) of African creators have fewer than 9,999 followers—most are still building their online presence. Only 2.6% have over 100,000 followers, showing that the community is largely made up of emerging talents, looking to level up and reach wider audiences.

## Where do they share their content?

Instagram and TikTok lead as primary platforms, preferred for their visual content capabilities and engagement features. This aligns with creators' focus on Entertainment & Media, which thrives on these platforms.

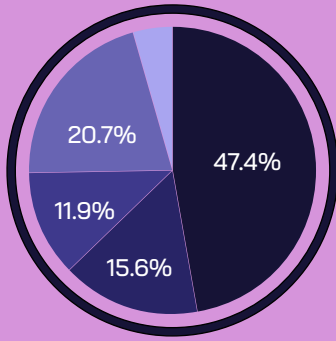
Although Instagram and TikTok takes the crown now, most creators are betting on YouTube (57.6%) as the best platform for long-term success.



- < N100,000 (\$60)
- N100,000 – 299,000 (\$61 - \$181)
- N300,000 – 499,000 (\$182 - \$302)
- N500,000 – N999,000 (\$303 - \$606)
- > 1,000,000 (> \$607)
- < N100,000
- 100,000 – 299,000
- 300,000 – 499,000
- > 1,000,000

## Are they earning enough?

Money matters, but most creators aren't cashing in just yet. Over 50% of respondents earn less than N100,000 monthly, aligning with 73.4% of them seeing content creation as more of a side hustle.



- Ad revenue
- Sponsored content
- Digital products/ Services
- Physical merchandise
- Streaming platforms royalties

### How do they make money?

Selling digital products top the list of how they make money (47.4%) with creators relying heavily on it to turn their passion into profit. Sponsored content, physical merchandise and ad revenue follow at **20.7%, 15.6% and 11.9%**



*One of my most rewarding moment in my journey so far has been seeing people say how they have become because of what they see me do. I get feedback all the time and I am constantly reminded to share my experiences because when I do, I unknowingly give people the permission to be too.*

**Favour Ogazi**

(Marketing and Communications Specialist)

54.20%

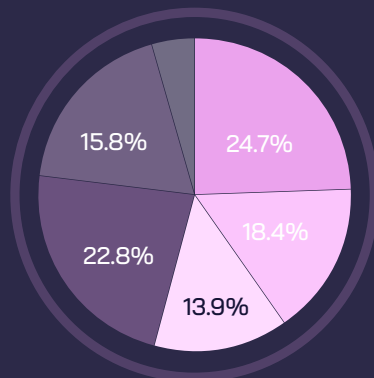
of respondents make the most of their money on Instagram with YouTube following at

**13.7%**

## What's holding them back?

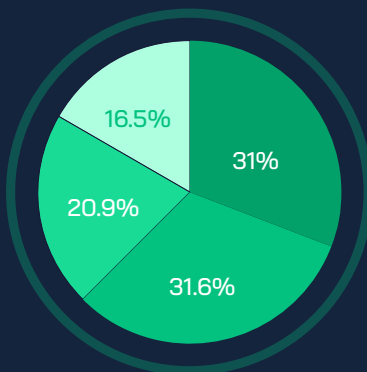
The hustle isn't without its hurdles—most creators face serious challenges with **lack of support and funding (24.7%)** and **limited monetization options (22.8%)**

Lack of collaboration, access to production equipment and internet connectivity follow closely as challenges. This implies a need for infrastructural support to elevate content quality and broaden accessibility, especially in regions with limited resources.



- Inconsistent internet access
- Limited monetization options
- Lack of collaboration opportunities
- Copyright issues, censorship or content restrictions
- Lack of support & funding
- Access to high-end production equipment

## Are these creators getting enough support?



- Financial investment
- Mentorship
- Technical skills training
- Networking opportunities

53.2% rate the government support as very poor with only 3% rating it as adequate.

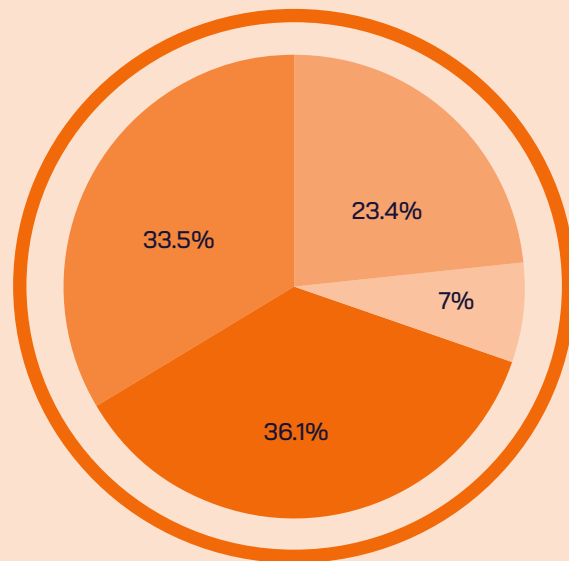
*Most believe that financial investment (31.6%) and networking opportunities (31%) would be most beneficial to their growth as creators.*



## What's next for African Creators?

Despite the challenges, creators are full of optimism, looking forward to opportunities for global collaboration and new horizons. A significant 55.1% believe Entertainment & Media will continue to thrive in the long run, with many (57%) seeing emerging technologies like AI as the next wave. They're ready to push the boundaries, not just locally but on the global stage.

For most creators, achieving financial success (36.1%) and growing their community (33.5%) are their primary goals for the next 1-5 years. Getting global recognition (23.4%) comes next with securing brand partnership coming in last (7%).



- Achieving financial success
- Growing my community
- Getting global recognition
- Securing brand partnerships



*In the next 10 – 15 Years, I still see myself making film and teaching people how to create and telling stories in different forms*

**Stephanie Oki**

(Filmmaker and Photographer)

# Overview of the **Top 5** sectors

## Fashion and Lifestyle

The fashion and lifestyle sector thrives on platforms like Instagram and TikTok, where creators showcase their styles and promote brands. This sector benefits from the Africa's rich cultural diversity and creativity, allowing creators to connect authentically with local and global audiences.

To drive a higher level of awareness, brands are actively collaborating with content creators. This can be seen through the Fenty beauty and Crocs collaboration with Eniola Adeoluwa, the #MessWithLancôme campaign by Lancôme amongst others.

These collaborations signify a broader trend where international brands are increasingly recognizing the potential of African influencers to drive engagement and tap into new markets.

The success of these partnerships reflects the growing influence of creators in shaping consumer behaviour in Nigeria, making them crucial allies for brands looking to establish a foothold in the region.

## Finance

Creators in this sector simplify complex financial concepts, making them accessible to a broader audience. Over the years we have had amazing creators in this space. One name that will always ring a bell is "Money Africa".

We start every year with the "resolution" to spend less on life's guilty pleasures and

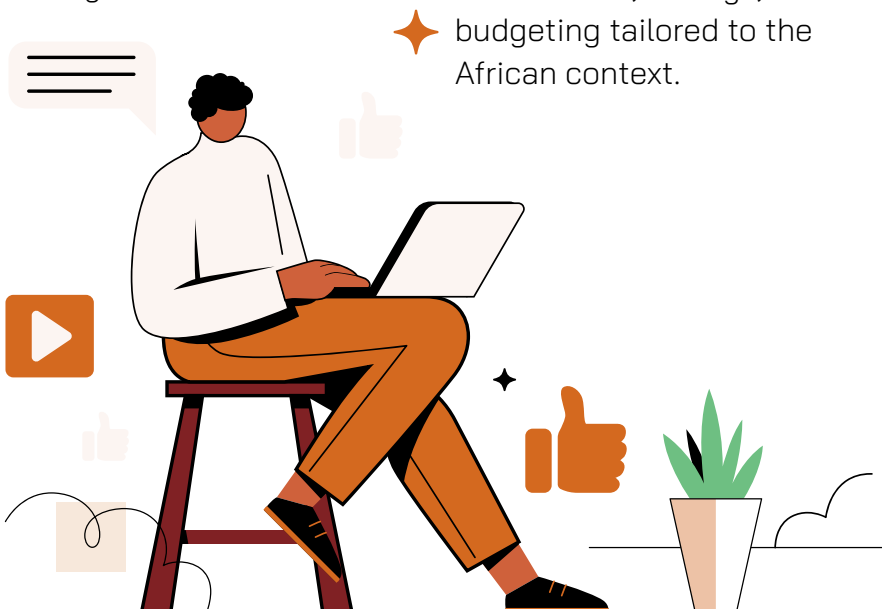
through her content, she has become a trusted voice when it comes to financial literacy and providing insights on investments, savings, and budgeting tailored to the African context.

## Tech

Tech has now become the new "cool" as we now have an influx of tech bros and tech sis. Tech creators are pivotal in educating audiences about digital tools and innovations.

We have seen people like Fisayo Fosudo become top voices in tech, regular gadget and software reviews from Kegan Tech and app reviews from Miss Techy.

With the rise of e-commerce and fintech solutions, these creators are helping bridge the gap between complex technologies and everyday users.



## Entertainment

The entertainment sector encompasses music, film, and digital content creation. African creators are gaining international recognition, showcasing local talent on platforms like YouTube and Netflix.

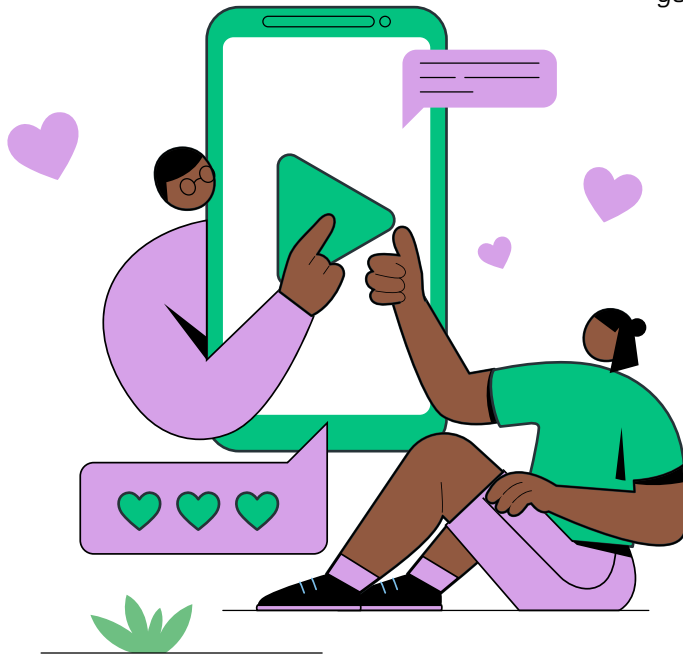
# 57.3

# %

*of African creators believe that this sector holds the most potential even in the next 5 years.*

This has been hugely influenced by the exponential rise in YouTube movies by actors who have now become producers as well. Let's not forget the increasing skit makers who are constantly innovating around their content styles.

Adebayo Ridwan also known as "Is Bae U" has been able to craft successful content around humorous interviews on YouTube with his content having over 1.4 million views.



## Food

Food creators tap into the growing interest in culinary arts through cooking shows, recipe blogs, and food reviews. This sector promotes local cuisines while fostering community engagement around food culture.

There was almost a "Buchimix Pandemic" in Nigeria where some food creators made some interesting meals from food items blended with the Buchimix blender. This stirred up conversations around the product and the creators.

On X, we find food creators infusing the use of just pictures to share meal recipes. If you have been on the streets of Instagram, X or TikTok, you would have also come across content from "Nigeria's biggest food and wine critic" Opeyemi Famakin whose content is focused on food and restaurants reviews as well as dining etiquette.



## Health and Wellness

Health and wellness creators focus on fitness, nutrition, and mental health awareness. They play a crucial role in promoting healthy lifestyles while addressing local health issues through relatable content.

Back track to January 2024, there was a huge internet awareness around fake household products, from “Amoy c” to Vaseline etc, creators on this space spoke up actively on the issue.

“Nkechi”, “Emeka” and most social media users especially in Nigeria are familiar with Aproko Doctor, a medical doctor who through humorous content sensitizes his audience on proper health and wellness practices.



# Challenges in the African Creator Economy

01.

## Access to capital

### Funding & investment landscape for creators:

Access to capital remains one of the most pressing challenges for creators across Africa. Looking at venture capital investments in African startups is directed toward the entertainment and creative sectors, with only about \$22 million allocated in 2019 compared to \$800 million in Western markets during similar periods. This goes further to highlight the struggle African creators face to secure the financial backing necessary to launch or scale their projects.



02.

## Market dynamics

### Purchasing power of the audience:

Economic instability affects consumer spending power, limiting monetization opportunities for creators. High inflation rates and unemployment levels lead to a decline in disposable income, making it challenging for audiences to invest in creators' content or products. As noted in a study, soaring inflation and economic uncertainty can diminish consumer confidence, which is crucial for the sustainability of the creator economy.

### Market size and fragmentation:

While the creator economy is expanding rapidly, it remains highly fragmented across different regions and sectors. Creators often find themselves competing not only with local creators but also with established global content producers. This competition can dilute local narratives and hinder the visibility of African creators on international platforms.

03.

## Platform restrictions and policies

### Content moderation challenges:

Creators face content moderation policies imposed by major platforms like YouTube and Facebook. These policies can stifle creativity and limit the types of content that can be produced. The risk of demonetization or account suspension due to violations of these policies creates an atmosphere of uncertainty for many creators.

### Algorithm changes:

Frequent changes in platform algorithms can drastically affect visibility for African creators. As algorithms prioritize certain types of content over others, many creators find it difficult to maintain their audience reach or grow their follower base.

### Platform-specific limitations:

Restrictions on payment methods or content types can hinder growth for local creators. Many platforms do not support local currencies or payment systems, complicating monetization efforts for creators who wish to sell products or services directly to their audience.

**Power supply issues:**

Unreliable electricity supply is a significant barrier that hampers production capabilities for many African creators. Frequent power outages disrupt content creation processes and limit the ability to produce high-quality work consistently

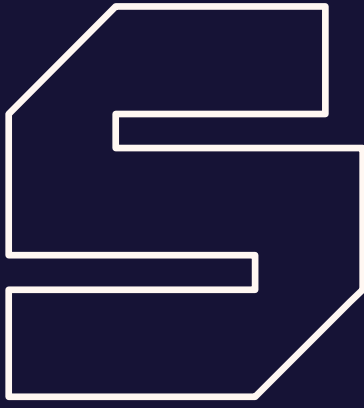
**Access to production equipment:**

The high costs associated with quality production equipment create barriers for aspiring creators who may lack the financial resources necessary to invest in essential tools. Without access to professional-grade equipment, many talented individuals are unable to produce content that meets industry standards, limiting their competitiveness in an increasingly crowded market

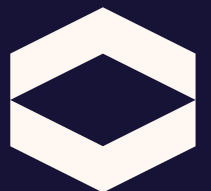
**Internet reliability and speed:**

Inconsistent internet access, particularly in rural areas, poses another challenge for content creation. Slow internet speeds can deter potential creators from engaging with digital platforms or limit their ability to upload content efficiently. The digital divide remains a critical issue that needs addressing if the creator economy is to flourish across all regions.





*Building Blocks* of  
the African Creator  
Economy



# TECHNOLOGICAL Infrastructure

## Internet penetration and accessibility

The growth of the African creator economy is closely tied to the rapid expansion of internet access. As of 2023, internet penetration in Africa stands at approximately 37%, reflecting a slight decrease from 40% the previous year. Despite this decline, the overall trend shows a steady increase in internet adoption over the past decade, growing from 16% in 2013 to 40% by 2022.

This increasing accessibility is providing more Africans with the opportunity to engage with digital platforms, contributing to the growth of the African creator economy. For example, according to YouTube, the number of Nigerian YouTube channels generating six-figure revenue grew by over 60% year-on-year as of 2021, demonstrating the expanding influence and profitability of content creation across the continent.

## Mobile technology and smartphone adoption

The rise of affordable smartphones in Africa has been necessary for content creation. With cheaper data plans and more accessible mobile devices, content creators can shoot, edit, and publish their work from anywhere.

Smartphone connections in Sub-Saharan Africa are expected to reach 678 million by 2025, up from 460 million in 2018 (GSMA, 2019). They have democratized access to content creation tools, allowing creators from diverse backgrounds and income brackets to emerge.



# Social and economic factors

## Unemployment rates and entrepreneurship

High unemployment rates, particularly among the youth, have driven many Africans to turn to digital entrepreneurship and content creation as viable sources of income. In **2024**, approximately **529.4 million** people were unemployed across Africa.

Platforms such as **YouTube**, **Instagram**, and **TikTok** have opened up new career opportunities for individuals with creative skills but limited access to traditional jobs. With **36.70 million** users aged 18 and above in Nigeria alone, many Africans are gravitating towards the digital economy, which offers low barriers to entry and high potential rewards.

# 529.4

# MILLION

In 2024, 529.4 million people were unemployed across Africa.

## Youth demographics and digital natives

As of **2022**, over **60%** of Africa's population is under the age of 25. By **2030**, young Africans are expected to make up **42%** of the global youth population. According to the UN's demographic projections, the median age in Africa was **19.8 years** in **2020**.

This young generation, growing up in the digital era, is highly skilled in using technology for social interaction and content creation. The shift toward digital media consumption has fueled a rising demand for locally relevant content, driving the **growth of digital creators** across the continent.

## Urbanization and digital hubs

Africa's rapid urbanization has concentrated talent in key digital hubs such as Lagos, Nairobi, Johannesburg, and Accra, which have emerged as centers for tech innovation, creator communities, and content production. These cities are **fostering creative ecosystems**, with coworking spaces, incubators, and startups providing an environment where creators can collaborate, share resources, and access mentorship.

According to the **United Nations**, Africa's urban population is projected to almost **triple by 2050**, reaching **1.34 billion** people. This urbanization is a key driver for digital innovation, as cities increasingly serve as **hotspots for startups and content creators**.

In **2022**, Nigeria earned a score of 2.15 on the global startup ecosystem index, ranking 61st out of 100 countries and positioning it as the **second-leading African country for startups, trailing only South Africa**.

This concentration of talent and resources in Africa's urban centers has created fertile ground for the **growth of the continent's digital and creator economy**.

### Social media platforms

According to the Digital 2023 Global Overview Report, Africa has a total of 384.8 million social media users. The leading platforms include:

#### Facebook:

With around 170 million users, Facebook remains the dominant platform, representing 44% of all social media users on the continent.

#### TikTok:

Rapidly gaining popularity, TikTok has an impressive 60% active user rate, making it one of the fastest-growing platforms in Africa, particularly among younger demographics.

### Instagram:

Close behind TikTok, Instagram maintains a **54% active user rate**, positioning itself as a key platform for visual content and influencer marketing.

### Twitter:

With a **49% active user rate**, Twitter plays a crucial role in real-time news and public discourse, connecting users through trending topics and current events.

### LinkedIn

Serving professionals, LinkedIn has a **28% active user rate**, catering to job seekers and professionals seeking networking opportunities.

Social media platforms such as YouTube, Instagram, TikTok, and Twitter have become **fundamental** to the growth of the African creator economy. They enable creators to share content, grow their audiences, and monetize through brand partnerships, sponsorships, and ad revenue, **fostering the region's rapidly evolving digital economy**.

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# 28%

LinkedIn has a 28%  
active user rate

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# 60%

TikTok has an  
impressive 60%  
active user rate

# Enabling technologies and companies

## Local players

Local players in Africa have played a key role in building the foundation of the creator economy by offering tailored platforms and services. For instance, Selar, based in Nigeria, has become a vital platform for creators to sell digital products like ebooks, courses, and music. It integrates easy payment solutions, allowing creators to reach their audiences while monetizing their content efficiently. Similarly, KreatorHQ in Kenya connects influencers with brands, offering creators tools to manage campaigns and build partnerships that drive revenue.

In the aspect of content distribution, platforms like AfroPop TV in Ghana help creators, particularly in music and video, by providing visibility on global platforms. This ensures that local African content reaches international audiences, giving creators more exposure.

“

My dream now is to build a ‘City of God’—a film city where African stories can be told authentically, without limitations, and where creatives find a haven that nurtures their growth and ambition.

**Chris Odeh**, Senior Producer Sozo Films



## Creator tools

The rise of accessible, free tools like Canva and CapCut has transformed the creator economy by making content creation far more **approachable**. These platforms have removed the need for advanced technical skills or costly software, once necessary to produce high-quality visuals and videos. Now, creators can easily design professional graphics, edit videos, and craft polished content from their smartphones or basic devices.

This ease of access has led to an explosion in content creation, **allowing diverse voices to thrive in the digital space**. As a result, the creator economy has grown rapidly, enabling individuals to build audiences and monetize their creativity with minimal barriers to entry.



“

Since I started my journey as a photographer in 2015, I have witnessed a remarkable evolution within the African creator space. When I began, there was intense competition, secrecy, and limited access to equipment. However, fast forward to today, and I am inspired by the diverse creativity, innovation, and collaboration that now defines our community.

Kunle Laniyan (Photographer)

### Payment infrastructure and financial inclusion

The rise of Africa’s creator economy has been fueled by **payment platforms** that solve **key challenges** like low banking penetration and the need for seamless cross-border transactions. Platforms like **M-Pesa** in Kenya revolutionized mobile money services, allowing creators to receive payments without needing a bank account. Many Kenyan YouTubers and influencers rely on M-Pesa for payments from local brands.

Similarly, Nigeria’s **Paystack** and **Flutterwave** have simplified online payments for creators, with **Flutterwave being particularly crucial for creators** engaged in cross-border transactions, enabling payments in multiple currencies. They reported that they have processed over **200 million** transactions worth more than **\$16 billion**.

In francophone West Africa, Wave has made mobile money more accessible by offering lower fees, benefiting creators in Senegal and Côte d’Ivoire. **Chipper Cash**, operational in multiple African countries, facilitates cross-border money transfers and cryptocurrency transactions, becoming popular among creators working across regions.

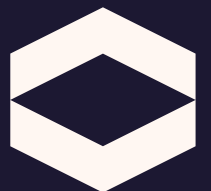
16

BILLION

Flutterwave has processed over  
200 million transactions worth  
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# *Future Projections* and Opportunities



The global creator ecosystem has witnessed rapid expansion and shows no sign of slowing down. According to Goldman Sachs Research, the global creator economy, currently valued at \$250 billion, is projected to double to \$480 billion by 2027. Also, they predict that 50 million global creators will grow at a 10-20% compound annual growth rate during the next five years.

This growth is expected to be driven by an increase in global digital advertising spend over that period, particularly in influencer marketing and platform payouts from short-form video monetisation. The influencer industry alone is estimated to grow from **\$17.4 billion today to \$22.2 billion by 2025**, reflecting a robust growth rate of 14.47%.

## Emerging trends

As we look ahead, several emerging trends are shaping the future of the creator economy:

### Micro-influencers are back and will stay for a while!

Micro and nano influencers gained more prominence in 2024 as brands recognize their ability to engage audiences more effectively as compared to macro and mega influencers who have diluted audiences. The global influencer marketing market, which was valued at \$16.4 billion in 2022, is projected to grow to \$24.1 billion by 2026, with micro-influencers leading the charge.

However, it's important to note that only about 4% of creators currently operate at a professional level, earning over \$100,000 annually.

**In Africa, the youth population (aged 15-24) is expected to double to 456 million by 2050, potentially leading to a surge of young African creators.**

With over 200 million people worldwide now identifying as creators, the creator ecosystem has moved beyond just teenagers and young adults. Professionals from various industries are increasingly embracing content creation as a means to share their wealth of experience and connect with like minds.

**200** people worldwide  
now identifying as  
creators...  
**MILLION**

Studies have shown that they have a 60% higher engagement compared to larger influencers. This trend allows brand to connect authentically with niched audience and achieve high returns on their ad spend without overspending on marketing.

Micro influencers are especially prominent in industries such as lifestyle and health & fitness where their authentic, hyper-localised influence can help drive specific messaging and brand narratives. As more brands prioritise authentic audience engagement, working with micro influencers becomes not just a budget-friendly choice but a strategic advantage.

### Specialised and niched creators will take the spotlight

As social media platforms become saturated, the creator economy will see a shift towards specialisation. Niche creators who focus on hobbies, industries and expertise will thrive as they carve out distinct **value proposition**. This aligns with TikTok's 'What's Next **Trend Report 2024**', which highlights the value of creative bravery – taking bold risks, being vulnerable and standing out.

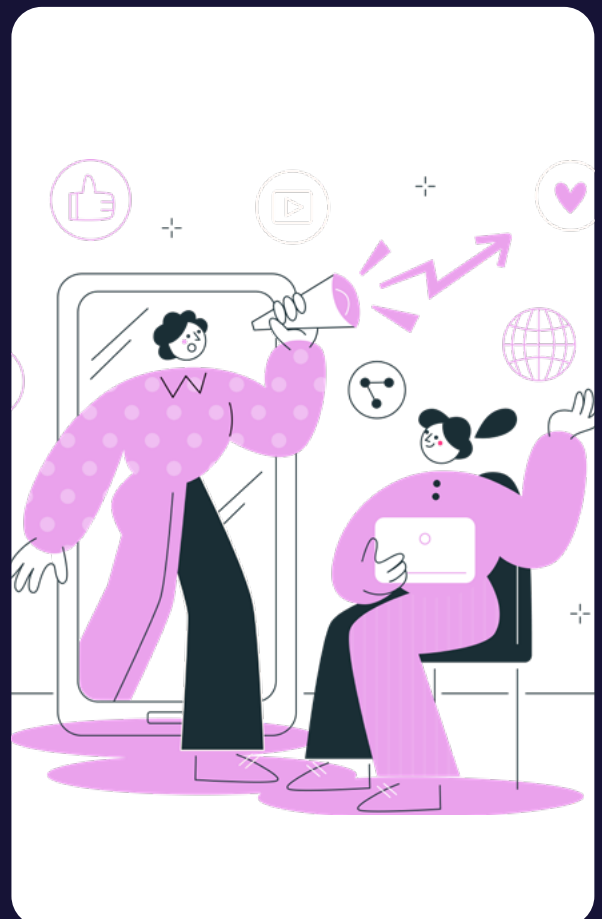
By honing in on specific topics, these creators will attract more engaged followers and be more appealing to brands looking for creators who align with their marketing campaigns. The outcome is **hyper-relevant** and impactful content that **drives meaningful connections** and audience engagement.

## The outcome is hyper-relevant and impactful content that drives meaningful connections and audience engagement.

### Long-form video content will resurge

Surprisingly, **59%** of **GenZs** turn to short-form video apps like TikTok to discover content that they can later watch in longer formats. In recent years, short form content has dominated platforms such as TikTok, IG and YouTube shorts. Yet as the landscape evolves, there is **a resurgence of long-form content**, particularly in the form of podcasts, live streams and YouTube videos.

TikTok's decision to expand its video length to **10 minutes** and the rise of streaming platforms like Twitch prove that long form content is here to stay. Brands are now realising the value that each type of content brings and instead of competing, they are blending short form content for discovery and long form content for **deeper audience engagement**.





### Creators are moving their top fans off social networks

We will see a major shift as creators move their most loyal fans off social media and onto their platforms. Websites, apps, and monetization **tools like Substack** are becoming popular as creators take ownership of their fan base.

This way, they escape the algorithm restrictions and build deeper relationships with fans who are willing to pay for exclusive content.

According to recent reports, **68% of creators** are looking to develop their own **monetization platforms** by **2025**. This trend also reflects creators' desire for independence, as they gain control over their audience data and content distribution.

**68% of creators are looking to develop their own monetization platforms by 2025.**

### Creators becoming founders

Creators are becoming entrepreneurs, building their own teams and using their personal brands as the **foundation for new businesses**.

This shift allows creators to build sustainable revenue models, create merchandise, launch businesses or even develop tech products, further expanding the creator ecosystem. Platforms like **Shopify and Selar** are empowering creators to **monetize** their influence beyond sponsorship deals.

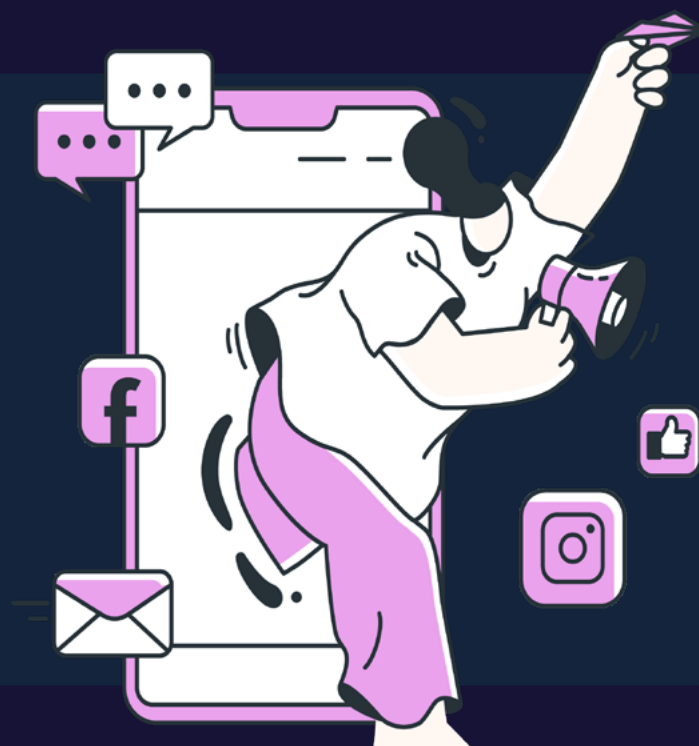


## Creators are gaining more power in the media ecosystem

People are increasingly seeking to **connect with individual personalities** rather than faceless companies and publishers. This is disrupting traditional companies with individual creators outperforming established media brands in engagement and influence.

Platforms are adapting by offering more **creator-centric features** and revenue-sharing models. **By 2025**, creators are projected to hold over **25% of all advertising budgets**, as brands and advertisers shift their focus from large media conglomerates to individual influential creators.

By 2025, creators are projected to hold over 25% of all advertising budgets...



## Cross-promotion opportunities

As creators adapt to **social media** saturation and **Google's** declining search quality, they are **diversifying their strategies** through cross-platform promotions and collaborations. Creators are working with others who have complimentary skills, creating content that **spans multiple platforms**.

This **cross-promotion** allows creators to tap into new audiences while expanding their reach beyond a single platform. **By 2025**, **80%** of creators are expected to engage in **cross-platform** collaborations, recognising the importance of **multi-channel visibility** in sustaining growth.

## The creator economy solidifies as a viable career path

In 2024, the creator economy will continue to gain legitimacy as a recognized career path. Already a significant percentage of GenZs are exploring careers in content creation. Universities in other parts of the world like UCLA and USC are even offering courses on the creator economy, focusing on the business side of content creation.

With the rise of monetisation tools and platforms, creators can build sustainable careers by producing content that resonates with their audience fostering a unique connection that's often lost in traditional forms of media.

## Technological advancements

### AI will play a more significant role in content creation

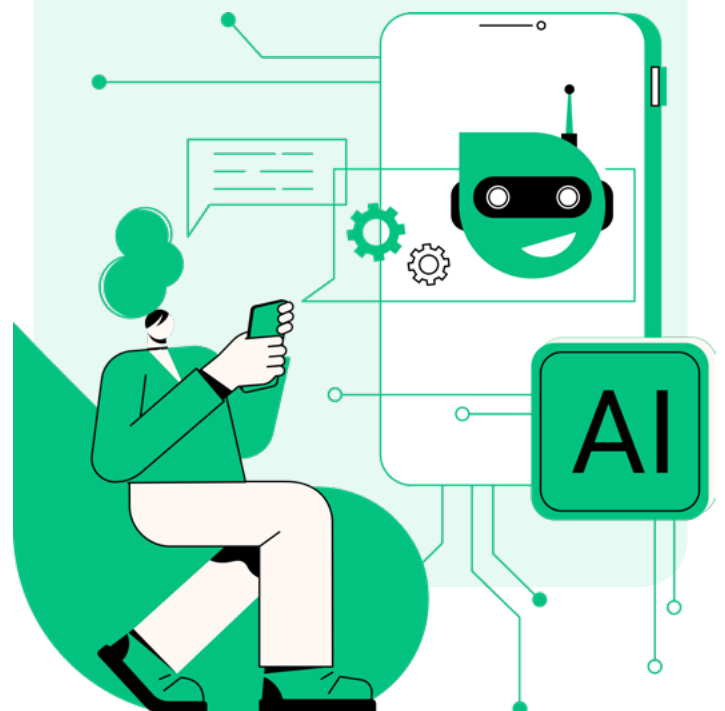
The emergence of **AI technology** is reshaping the creator economy and as AI becomes democratised, its impact will enhance creative performance, efficiency, and innovation mainly **through automation and data analysis**. No longer a futuristic concept, AI is transforming content creation through AI-powered tools that assist in content production such **as video editing and script writing**.

Brands, on the other hand, are urged to embrace AI not as a replacement for creators but as a tool to augment and amplify **their creativity**. According to data, AI driven content tools are expected to contribute to **35%** of all influencer marketing work flows by **2025**.

AI can assist in creator discovery, performance analysis, **content optimisation** and more. However, it is important to remember that AI cannot replace vision, **voice and value that creators bring** to the table.

# 35%

*AI driven content tools are expected to contribute to 35% of all influencer marketing work flows by 2025.*



## 5G adoption

In Sub-Saharan Africa, mobile connectivity continues to be a major catalyst for ecosystem progress. While **3G technology** remains dominant, the region is witnessing a **rapid shift** toward 4G, driven by the demand for faster speeds, particularly among younger, tech-savvy consumers. Over the next **5 years, 4G adoption** is projected to more than double, reaching 45% as mobile usage deepens its penetration.

But the momentum doesn't stop with 4G. **5G technology** is on the rise, with its deployment initially concentrated in urban areas and industrial zones where the demand for **high-speed**, low-latency connectivity is critical.

By **2029, 5G** subscriptions are projected to surpass **320 million**, representing **28% of all mobile** subscriptions in Sub-Saharan Africa.



AI driven content tools are expected to contribute to 35% of all influencer marketing work flows by 2025.

## AR/VR

Augmented Reality (AR) and Virtual Reality (VR) will become increasingly important as the **creator economy** embraces immersive content. **Creators** will offer audiences engaging experiences through **3D environments**, interactive games, and virtual shopping experiences.

Brands that tap into this technology will benefit from increased viewer **retention** and deeper engagement.

## Policy and regulation

As the **creator economy** continues to expand, establishing robust policy and **regulatory frameworks** is essential for fostering its growth and sustainability. In **Africa**, particularly **Nigeria**, significant strides have been made toward recognizing and **supporting this emerging sector**.

### Nigeria's ministry of creator economy

In a landmark move, Nigeria established the **Ministry of Creator Economy** to promote and regulate the burgeoning creator ecosystem. This ministry aims to provide a structured approach to **support creators** through various initiatives, including funding opportunities, training programs, and partnerships with **private sector stakeholders**.

By formalising the creator economy within **government structures**, Nigeria is taking the first step to ensure that they have the resources to thrive.

On a **broader scale**, international collaborations are becoming increasingly important for shaping policies in the creator economy. Countries are beginning to **share best practices** regarding regulation, **monetization strategies**, and content protection. For example:

#### Global partnerships:

**Collaborations** with organizations like **UNESCO** aim to promote **cultural diversity** and support creators in developing countries.

#### Standardization efforts:

As the creator economy matures **globally**, there is a growing need for standardized regulations that **protect creators' rights** while ensuring **fair** practices across borders

there is a growing need for standardized regulations that protect creators' rights ...



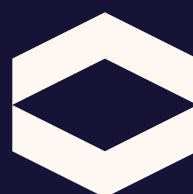
As we look ahead, several anticipated legal frameworks may emerge:

**Intellectual property rights:** Strengthening **IP laws** will be crucial for **protecting creators' work** from infringement and ensuring they receive **fair compensation**.

**Data protection regulations:** With the rise of **digital platforms**, regulations governing data privacy will be essential to **safeguard both creators and consumers**.



*Recommendations*





**“To anyone starting out, remember: always start from where you are. Evaluate your resources, lean into your strengths, and build from there. A big dream without a small step is just a bad dream”**

Chris Odeh (Senior Producer, Sozo Films.)



# FOR CREATORS

**Don't overthink it. Just create. You have a pen, a paper, a phone, a dress... whatever...just go ahead and create.**

Favour Ogazi (Marketing and Communications specialist)



## Specialize and niche down

Focus on developing expertise in a specific area to stand out in the saturated market. This aligns with the trend of specialized creators taking the spotlight.

## Collaborate across platforms

Engage in cross-platform promotions and collaborations to expand your reach and tap into new audiences.

## Diversify content formats

Blend short-form content for discovery with long-form content for deeper engagement. Experiment with podcasts, live streams, and longer YouTube videos.

## Upskill in AI and new technologies

Learn to use AI-powered tools for content production and editing to enhance your efficiency and creativity.

## Build direct relationships with fans

Explore ways to move your most loyal fans off social media onto your own platforms. Consider developing a website, app, or using tools like Substack for more control and deeper fan relationships.

## Explore AR/VR content creation

As immersive technologies grow, consider how you can incorporate AR/VR elements into your content to offer unique experiences to your audience.

# FOR POLICYMAKERS

## **Develop comprehensive creator economy**

**frameworks:** Following Nigeria's example, consider establishing dedicated departments or ministries to support and regulate the creator economy.

## **Implement data protection**

**regulations:** Establish clear guidelines for data privacy and protection in the digital content space.

**Invest in digital infrastructure:** Prioritize the development and expansion of 5G networks to support high-speed, low-latency connectivity for creators and consumers.

## **Foster international**

**collaborations:** Engage in global partnerships to share best practices and work towards standardized regulations across borders.

## **Strengthen intellectual property laws:**

Develop robust IP protection mechanisms to safeguard creators' work and ensure fair compensation.

## **Support creator education:**

Collaborate with educational institutions to develop courses and programs focused on the business aspects of content creation.

## **Strengthen intellectual property laws:**

Develop robust IP protection mechanisms to safeguard creators' work and ensure fair compensation.

## **Create funding opportunities:**

Establish grants, loans, or other financial support systems specifically for creators and creative startups.



Prioritize initiatives such as **partnerships with streaming services**, cultural exchanges, and funding for international marketing campaigns that highlight the richness of African stories and creativity.



# FOR INVESTORS

## and Brands

**Invest in micro-influencer marketing:** Allocate more resources to collaborations with micro and nano influencers, given their higher engagement rates and authentic connections with niche audiences.

**Invest in AI-powered creator tools:** Develop or fund AI technologies that can assist creators in content production, editing, and performance analysis.

**Support creator-founded businesses:** Look for investment opportunities in startups and products developed by established creators who are expanding beyond content creation.

**Diversify influencer partnerships:** Work with a mix of creators across various platforms and content formats to maximize reach and engagement.

**Invest in creator discovery platforms:** Support or develop tools that can help identify emerging talent and niche creators aligned with specific brand values.

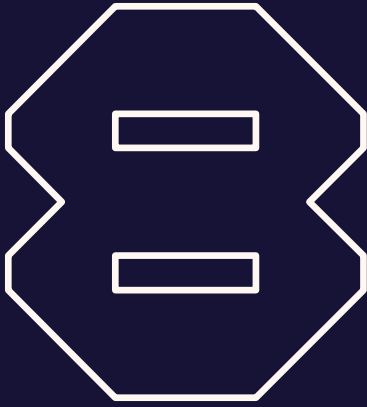


**Explore AR/VR marketing opportunities:** Allocate resources to develop immersive brand experiences and collaborations with creators in the AR/VR space.

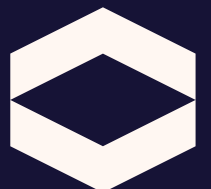


**Adapt to the shift in advertising budgets:** Be prepared to allocate a larger portion of advertising budgets directly to creators, as they are projected to hold over 25% of all advertising budgets by 2025.

**Support creator independence:** Invest in or partner with platforms that allow creators to monetize their content directly, aligning with the trend of creators seeking more control over their revenue streams.



*Conclusions*



# METHODOLOGY

## Creator Economy Survey

**WE**

conducted an anonymous African Creators' Survey from 18th of September

2024 to the 19th of September 2024.

Presented in English, the survey leveraged multiple choice questions to ask 23 total questions that covered their demographics, their challenges, their dreams, aspirations and monetization experiences.

**Publicly Available Data:** We also researched into the ecosystem through publicly available data which we have listed in our references.

**Creators' Interviews:** We spoke to small creators who are just starting and top creators who have made a name for themselves in the industry to get a wholesome perspective to work with. Some of these interviews have been placed across this report.



23  
QUESTIONS

# ABOUT US



## About TM Global

Technology Media Global is an agile and innovative full-service technology and media company trusted by top brands to help them achieve their business goals and objectives.

We are the powerhouse driving innovative tech and media solutions through its suite of specialized companies. With a deep understanding of evolving industries, TM Global equips clients to tackle complex challenges, seize market opportunities, and

unlock their full potential through a seamless integration of design, technology, media, and strategic insights.

Behind our full-service solutions is a dynamic portfolio of brands, each a powerhouse in its own right. Allow us to introduce our innovative SBUs that make up TM Global:



Takeout Media - A data-driven communications & advertising agency crafting campaigns that command attention through brand research, content & digital marketing, PR, and more.

Ingene Studios - Leverages video, animation, and commercial production to create culture-shaping narratives.



Design.teem is a strategy-led creative agency illuminating brand stories through authentic, human-centered design across branding, motion design, UI/UX, and more.

TM Labs is our digital product company helping businesses and individuals accelerate growth through digital innovation solutions



TM Africa is our launchpad for nurturing African creative talent via TM CON, TM internships, skills training, and a global support network.





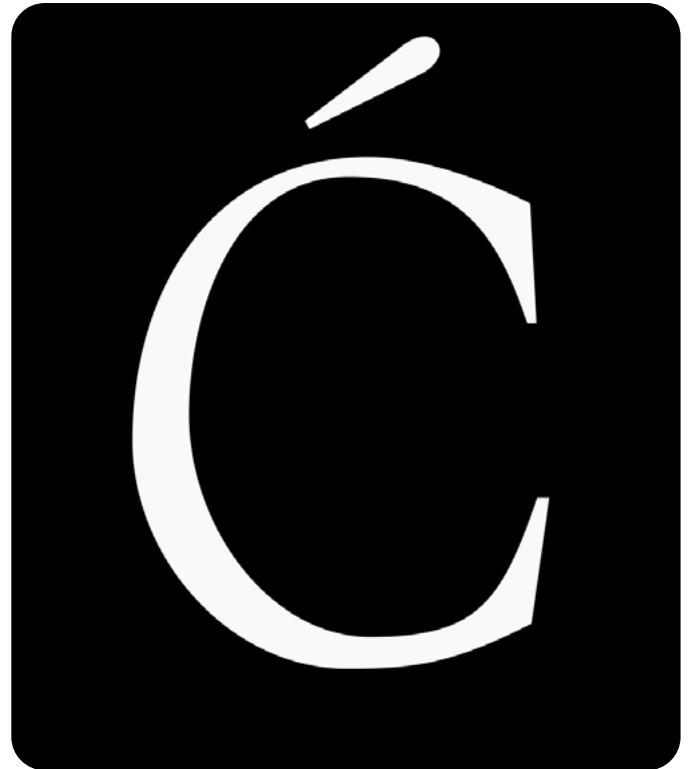
# ABOUT

## About Communiqué

**C**ommuniqué is a publication that analyses Africa's creative economy. It's the perfect resource for entrepreneurs, investors, scholars, and operators looking to make sense of the opportunities within the African media, tech, and creative ecosystem.

Over the years, Communiqué readers have learned how African countries can effectively export their culture, the opportunities in Africa's creator economy, and how Netflix is approaching its market in Africa.

In a noisy world, Communiqué brings you analysis crafted with care and attention to detail, expert reporting, and research.



# ABOUT TM CON

TM CON is an experiential conference that connects and empowers African creatives to become the trendsetters of the future.

At the heart of TM CON is the mission to empower African creatives. We believe in breaking barriers and building bridges—connecting our continent’s creative talent with the global stage.

TM CON is a movement dedicated to connecting the continent’s leaders, doers, thinkers, innovators, and spirited misfits ready to ride the next wave of global influence.

# TMCON



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