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THE CREATOR ECONOMY

The Creator Economy Opportunity

WHERE AUTHENTICITY MEETS IMPACT



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WHERE AUTHENTICITY MEETS IMPACT



**Advertiser 1:1
Interviews**
Brands & Agencies

**5-Day Consumer
Ethnographies**
with 48-hour Deprivation

Advertiser Survey:
400 Brand & Agencies

Consumer Survey:
2,000 US Consumers

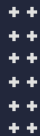
Over
1,100
Purchase
Journeys

Talk Shoppe partnered with IAB on a **first-of-its-kind, multi-phased research study** on creator content and its relationship with studio content:

- The unique roles of creator and studio video content in consumers' lives
- The distinct characteristics of creator and studio ads and their impact on the purchase journey
- Strategies for advertisers to maximize brand impact and effectiveness with studio and creator marketing

Download on iab.com or scan the QR code below





What we mean by creator vs. studio content

Creator Content

Less scripted content created by anyone, from full-time creators with a staff of editors and producers, to people experimenting with video creation for the first time.

This includes long and short form content on platforms like YouTube or TikTok.

Studio Content

Scripted videos, TV shows, or movies - content that you would usually see on broadcast TV, cable, or streaming services.



What we found



01

Creator content is fueling digital video viewership growth

02

Both creator & studio content fulfill unique roles in consumers lives

03

Advertisers recognize the opportunity with creator content...

04

...and it has a tremendous impact influencing the purchase journey

05

By taking action, advertisers can find long-term success with creator content



The Role of Video Content in Consumers' Lives

++ THE ROLE OF VIDEO CONTENT IN CONSUMERS LIVES

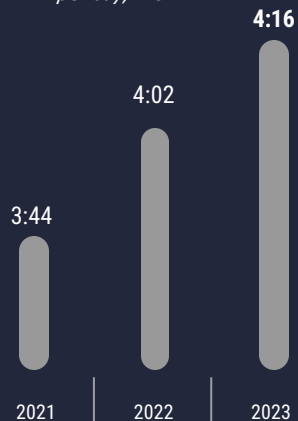
Digital video consumption is at an all-time high, propelled by creator content



While time spent with video continues to rise, **39% of consumers are watching more creator content**, compared to 22% watching more studio content.

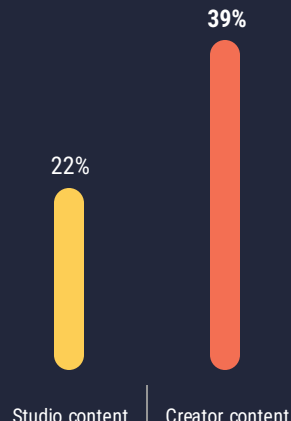
AVERAGE TIME SPENT WITH DIGITAL VIDEO BY DIGITAL US VIDEO VIEWERS²

per day, hrs:min



CONTENT CONSUMERS ARE WATCHING MORE OF OVER THE PAST YEAR³

% increase past year



*"I access more creator content than I realized, and much more often make it **part of my every day.**"*

- Consumer, Male, Gen X

Consumers find video content most valuable when it's personal & relevant



VIDEO CONTENT QUALITY ATTRIBUTES RANKED IN ORDER OF IMPORTANCE TO CONSUMERS



Comparing the two types of content, **creator content more closely aligns** with consumers top values.

*"If video content is relevant, engaging, useful, informative, and entertaining, then I would say that **this piece of video is high quality and of great value.**"*

- Consumer, Male, Gen Z

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When deprived, the lack of video content is disruptive to consumers' lives

We deprived consumers of creator and studio content for 48 hours.

There was a **broader range of intense emotions experienced when deprived of creator content** than when deprived of studio content.

Creator Content

WHAT DEPRIVATION FEELS LIKE:



Frustration, detachment, boredom, annoyance, overwhelm, anxiety

WHAT IS MISSED:



Daily habits, community/social interactions, quick entertainment, personalized content

WHAT IT MEANS:

Creator content provides connection, personal relevance, and routine comfort.

"I missed the feeling of being connected."

- Consumer, Male, Gen X



Studio Content

WHAT DEPRIVATION FEELS LIKE:



Detachment, boredom, stress

WHAT IS MISSED:



Routine entertainment, cultural connection, relaxation

WHAT IT MEANS:

Studio content provides daily unwinding, cultural engagement, and mental downtime.

"I missed having a vacation from thinking as I do all week long."

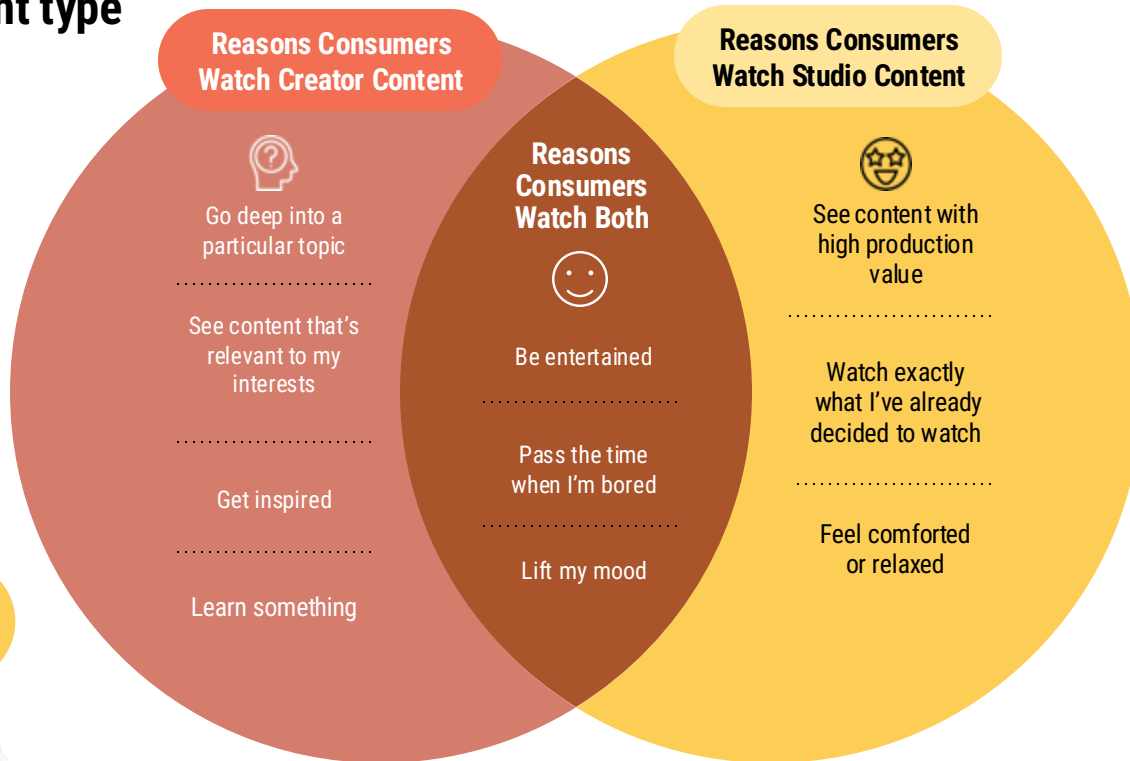
- Consumer, Male, Gen Z



Core viewing motivations transcend content type

"I look to creator content to research, become inspired, and support my favorite creators and beauty enthusiasts on my socials. I could watch skincare videos all day!"

- Consumer, Female, Gen Z



"Studio-produced content is my go-to content when I want to feel more immersed in a story because it has a longer form and more setting, effects, and storytelling."

- Consumer, Male, Millennial



Mindsets differ across content types before and after viewing

Creator Content

PRE-VIEWING MINDSET



Curious, bored,
seeking connection,
desire for learning



POST-VIEWING MINDSET



Enlightened,
entertained, connected,
motivated, happy,
inspired

"Creator content makes me feel inspired and informed because it shows me new ways to do things and products that can help me improve myself."

- Consumer, Female, Gen Z



Studio Content

PRE-VIEWING MINDSET



Tired, bored, anxious,
anticipation



POST-VIEWING MINDSET



Happy, satisfied,
entertained, relaxed

"Studio content is for when I want to feel entertained and engrossed because it takes me away from my everyday."

- Consumer, Female, Gen Z





The Advertising Opportunity



THE ADVERTISING OPPORTUNITY

Advertiser spend is following the creator viewership trend



US ANNUAL
DIGITAL VIDEO AD
SPEND (\$B)¹



I EXPECT MY BUDGET
FOR ADVERTISING
WITH CREATOR
CONTENT WILL...²

▲	Increase in 2024	44%
—	Remain the same in 2024	52%
▼	Decrease in 2024	4%

44% of advertisers are planning to increase their investment in creator content in 2024, with an average increase of 25%.

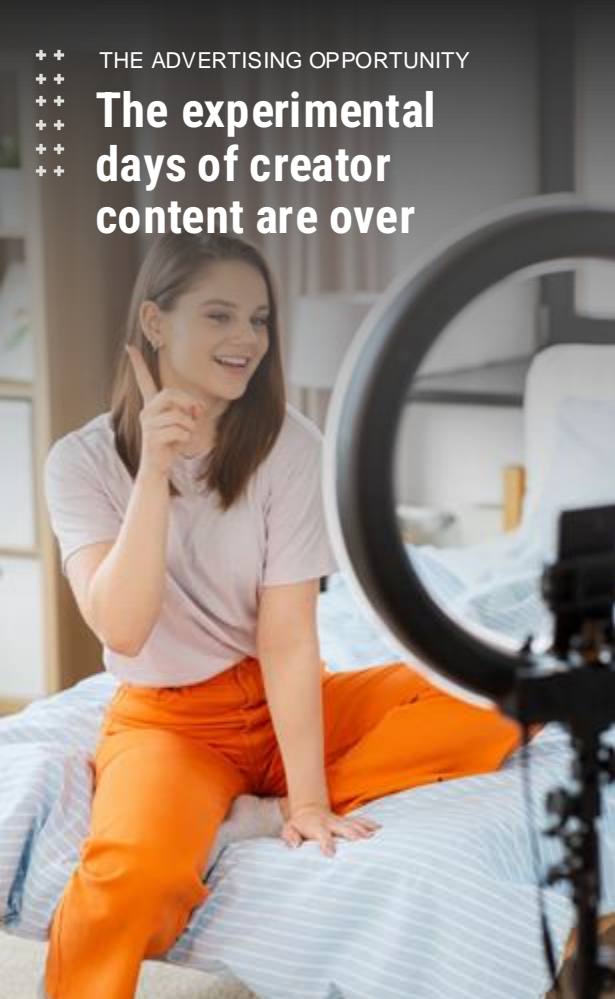
"Creator content can easily reach numerous audiences, especially among niche communities, which is helpful for business and brand promotion - we expect to increase our budget."

- Advertiser, Media Agency 



THE ADVERTISING OPPORTUNITY

The experimental days of creator content are over



TOP REASONS ADVERTISERS INVEST IN CREATOR CONTENT ADVERTISING

- 1 Delivers KPI and ROI effectiveness
- 2 Offers a brand safe & suitable environment
- 3 The authentic, honest connection it forges with audiences

89%

of advertisers report **feeling positive** about advertising alongside creator content

9/10

advertisers agree creator content can be considered **"premium"**

86%

of advertisers have confidence in the **ability to measure the effectiveness** of creator content campaigns

*"Creator content campaigns often **provide clear, trackable metrics**, making it easier for advertisers to justify higher budgets **based on demonstrated ROI.**"*

- Advertiser, Media Agency





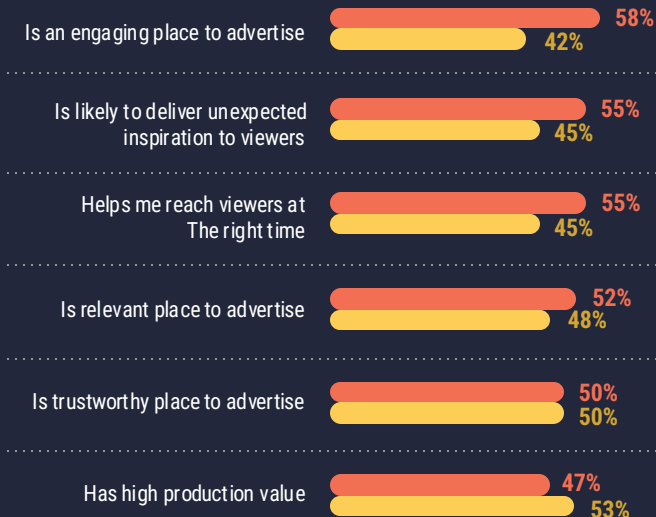
THE ADVERTISING OPPORTUNITY

Creator and studio ads have distinct value to advertisers



ADVERTISERS: TYPE OF CONTENT EACH PHRASE BEST DESCRIBES

● Describes Creator Content More ● Describes Studio Content More



Advertisers view creator content as **a more engaging and relevant place to advertise**

Studio content is described as having a **higher production value**

"You're engaged with an audience that's already engaged with that creator. It's just sometimes you hear your friend, creator, more than you hear your parent, studio, because you don't want to listen to your parents. It's the same thing."

- Advertiser, Brand





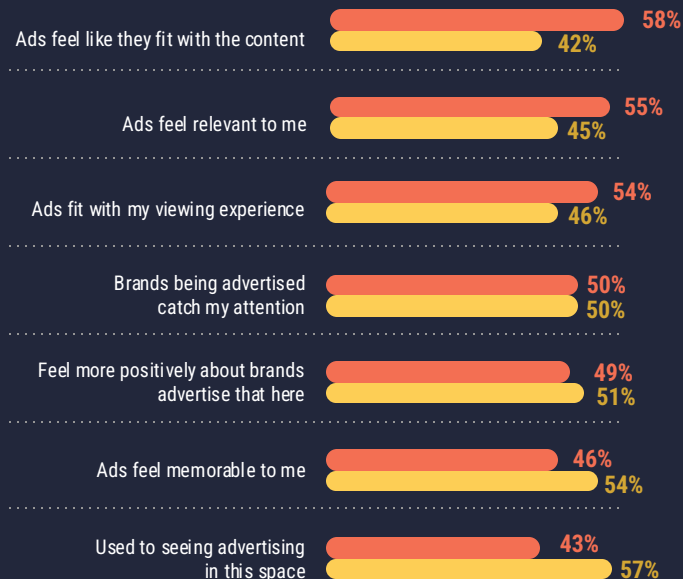
THE ADVERTISING OPPORTUNITY

Creator and studio ads have distinct value to consumers



CONSUMERS: ADVERTISING CONTENT EACH PHRASE BEST DESCRIBES

● Describes Creator Content More ● Describes Studio Content More



For consumers, ads feel like they fit better within creator content

Studio content ads are described by consumers as being memorable in a familiar environment

2/3^{rds} of consumers are open to seeing ads in both creator and studio content



THE ADVERTISING OPPORTUNITY

The unpredictable nature of creator content can be a barrier



TOP REASONS WHY MARKETERS MAY CHOOSE NOT TO INVEST IN CREATOR CONTENT ADVERTISING

- 1 Not sure what specific creators ads will be placed alongside
- 2 Is not consistent in terms of performance
- 3 Don't know where or how to add it to media plan/mix
- 4 Is confusing/complicated to buy
- 5 Lack of control over what creators will say or do

"Sometimes you have to be comfortable being a little uncomfortable, and trust the creators. Though sometimes that just doesn't happen, there is a little bit of lack of accountability."

- Advertiser, Brand





Impact on the Consumer Purchase Journey

Creator content influences action all throughout the consumer purchase journey

PURCHASE FUNNEL

CONSUMERS WHO WERE SERVED
CREATOR CONTENT ADS



AWARENESS

Discovering a brand, product, or service

87% ➡

Heard about a product or brand
mentioned that was new to them



RESEARCH & CONSIDERATION

Researching and narrowing options

81% ➡

Found objective information
from real people



PURCHASE

Buying a product or service

70% ➡

Made a decision
about what to buy faster



LOYALTY

Repeating purchases

72% ➡

Will purchase again
from new brands found and
grew to love

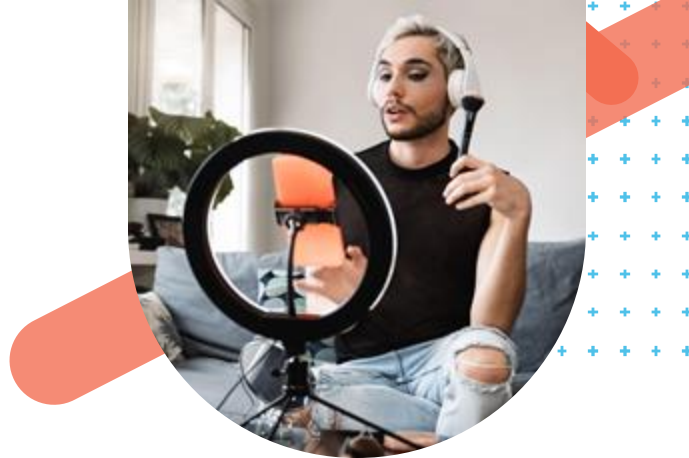


ADVOCACY

Actively recommending

68% ➡

Will recommend
a brand or product to others



“Creator videos can be a great way to learn about new products, services, and trends. Creators often have a deep understanding of their topic, and they can share their knowledge with their audience in a way that is both informative and engaging.”

- Consumer, Female, Gen Z



Creator content advertising is especially powerful at influencing consideration, loyalty, and advocacy

PURCHASE FUNNEL

IMPACT OF CREATOR VS. STUDIO CONTENT ADS



AWARENESS

Discovering a brand, product, or service

No significant variance



RESEARCH & CONSIDERATION

Researching and narrowing options

+1.23x
impact vs. studio



PURCHASE

Buying a product or service

No significant variance



LOYALTY

Repeating purchases

+1.43x
impact vs. studio



ADVOCACY

Actively recommending

+1.30x
impact vs. studio



"Something creator content can do for me that other content cannot is convince me to buy products because it is catered towards me."

- Consumer, Female, Gen Z



While both creator and studio content have a strong influence throughout, **the creator content ads have outsized impact when it comes to the research and consideration, loyalty, and advocacy stages.**



Advertising with creators inspires product consideration and speeds up the purchase journey



PURCHASE FUNNEL



AWARENESS

Discovering a brand, product, or service



RESEARCH & CONSIDERATION

Researching and narrowing options



PURCHASE

Buying a product or service



LOYALTY

Repeating purchases



ADVOCACY

Actively recommending

+1.23x

impact vs. studio

What consumers say about ads in creator content:



79%

inspires them to find out more about a product or brand they saw



76%

helps them picture a product in their lives



73%

look at a product or brand mentioned in an ad



70%

enables them to make a decision about what to buy faster

"Creator content is a fast track to conversion. For traditional brand marketers, it eliminates what you try to accomplish in awareness. Creator content will get you the sale."

- Advertiser, Media Agency



Creator content boosts consumer confidence, collapsing the funnel

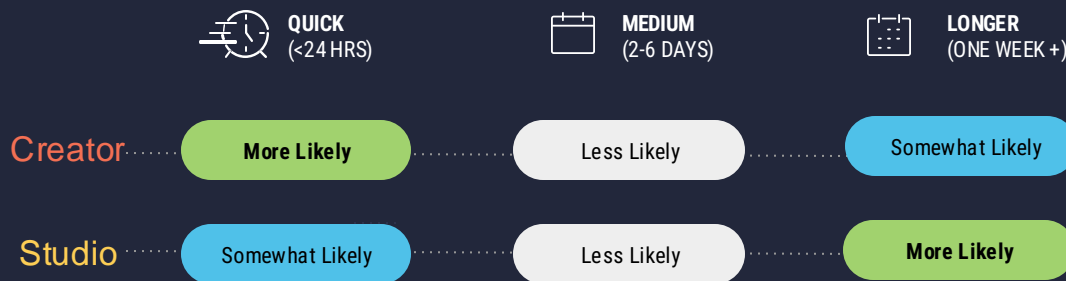


RESEARCH & CONSIDERATION

Researching and narrowing options

Creator content ads drive quicker and more decisive purchase decisions—often within a day. Studio content ads lead to decisions made over a longer period.

PURCHASE DECISION TIMEFRAME AFTER AD EXPOSURE BY CONTENT TYPE



There are fewer steps in the purchase process



RESEARCH & CONSIDERATION

Researching and narrowing options

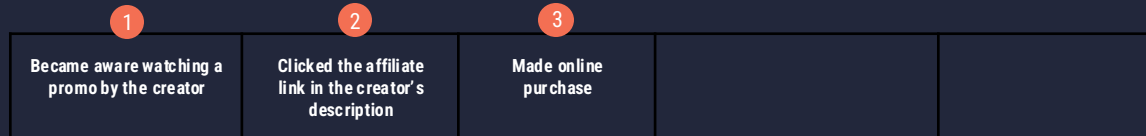
"I watched the ad because it was made by the creator in the middle of his video; **he endorsed it and had a discount code**. I followed the affiliate link to support the channel, used the code and purchased the product."

- Consumer, Male, Gen Z

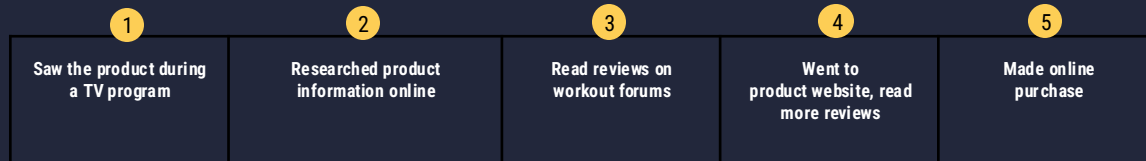


ACTUAL PURCHASE JOURNEYS FOR HEALTH SUPPLEMENTS

Creator Time Spent:  A few minutes



Studio Time Spent:  2 days



Creator content advertising drives impact post-purchase, increasing loyalty and brand advocacy

PURCHASE FUNNEL



AWARENESS

Discovering a brand, product, or service



RESEARCH & CONSIDERATION

Researching and narrowing options



PURCHASE

Buying a product or service



LOYALTY

Repeating purchases



ADVOCACY

Actively recommending

+1.43x

impact vs. studio

+1.30x

impact vs. studio

"After purchasing the product, I was proud to wear it, share it with my friends, and even got some of my friends to purchase some apparel as well."

- Consumer, Male, Millennial



What consumers say about ads in creator content:



75%

creator content helps them get more out of the products they buy



68%

after seeing an ad in creator content they're inspired to recommend a brand or product to others



67%

after seeing an ad in creator content they're motivated to talk about brands and products with others

“Many marketers still think of creator marketing as a brand awareness driver only. But as the channel has evolved, it's increasingly become a powerful tool for driving action and results at every stage of the funnel, from awareness and consideration, to conversion and even advocacy.”

- Advertiser, Media Agency





Turn Insights into Action



THE ADVERTISING OPPORTUNITY

Redefine the rules: The new barometer for video content is quality



WHAT CONSUMERS CONSIDER IMPORTANT IN QUALITY VIDEO CONTENT

1	Features a topic that personally interests me	8
2	Appeals to my personal interests	17
3	Is highly 'engaging'	1
4	Appeals to my personal identity	21
5	Video has high production quality	2
6	Features a unique style of production or storytelling	5
7	Helps me engage with others who share my interests	19
8	Is exclusive content that I can't find anywhere else	18
9	Has content I want to watch with others	13

ADVERTISER RANKING

Only **3 of the top 10**
video content attributes
for consumers align
with the top attributes
for advertisers.

*I'm trying to keep up with trends so the
production is of less value - it's the
relevant content I'm after."*

- Consumer, Female, Gen X



Seize the opportunity: Advertisers can optimize their media mix throughout the funnel

PURCHASE FUNNEL

IMPACT ON CONSUMERS:
CREATOR VS. STUDIO
CONTENT ADS



AWARENESS

Discovering a brand, product, or service

No significant
variance



RESEARCH & CONSIDERATION

Researching and narrowing down options

+1.23x
impact vs. studio



PURCHASE

Buying the product or service

No significant
variance



LOYALTY

Repeating purchases

+1.43x
impact vs. studio



ADVOCACY

Actively recommending

+1.30x
impact vs. studio

Advertisers can align their plans to effectively use creator content **by focusing on the stages where it most significantly impacts consumers: research & consideration, loyalty, and advocacy.**



"It is very effective **because it builds strong, personal connections with audiences,** fostering trust, relatability, and ongoing engagement through authentic and niche content."

- Advertiser, Media Agency





THE ADVERTISING OPPORTUNITY

Break barriers to maximize potential



TOP REASONS WHY MARKETERS MAY CHOOSE NOT TO INVEST IN CREATOR CONTENT ADVERTISING



Creator Activation



Partner with creator-driven agencies and platforms **to treat creator content just like other media channels**



Ad Placement Uncertainty



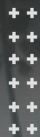
Leverage **brand safety and suitability controls** from creator-driven platforms, including AI services



Performance Variability



Evaluating campaign performance accordingly: use platform ad services which track campaign performance and optimize in real time, and work with creators on conversion tracking strategies



CALL TO ACTION

Put it to work:
Trust your partners.
Trust the creator.



Advertisers benefit by **bringing creative and media agencies** together to the table.

"With creators, you go through an agency that understands how to work with them and how they create what they create. There's a lot of due diligence that happens up front."

- Advertiser, Brand



Creators know their audience. Let them guide the best way to bring your brand into their environment.

"The creators are the people who I'm going to trust as an advertiser, since I know my consumer trusts them. At times, they will trust the creators more than my brands."

- Advertiser, Media Agency



90%

of media agency advertisers are confident in their ability to measure the effectiveness of created content in their marketing mix

Q&A

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