Freelance Content Creator

An individual assessing the creator economy.

Threat of New Entrants

- Zero barriers to entry; anyone with a smartphone can start.
- Generative AI tools are drastically lowering production costs for newcomers.

Supplier Power

- Platform algorithms (YouTube/TikTok) have absolute power over distribution and monetization.
- Sponsors have high leverage due to abundance of creators.

Competitive Rivalry

- Millions of creators fighting for the same algorithmic attention.
- Content shelf-life is extremely short.

Buyer Power

- Audiences have infinite choices and zero switching costs.
- High churn rate of subscribers if content format changes.

Threat of Substitutes

- Video games, streaming platforms (Netflix), and traditional media competing for leisure time.