CONTEXT

Promoting and Professionalizing the Creator Economy

an exploratory international mapping



We mapped how governments around the world recognize and promote the digital content creator economy

Key findings:

A recent and fragmented field

Most of the mapped initiatives date from 2023 onward, and each country has acted independently, without any international agreement to coordinate these responses.

Funding and formalization

The most common approaches identified include direct financial support for creators, institutional backing and visibility, and recognition within a tax or occupational category.

Children and adolescents: the top legal priority

Most of the legally binding initiatives mapped protect child and adolescent content creators, a focus that may reflect the vulnerability of this group.

The sector's economic weight

is not yet matched by equivalent institutional recognition

Research background

We started with Brazil: we had already observed a lack of consensus in Congress on how to define a creator, an Executive Branch leveraging influencers without granting them formal legal recognition, and a Judiciary without a settled stance on their legal status. We then turned to the international landscape.

Our scope centers on recognition: we looked for initiatives that promote, professionalize or recognize creators, not those aimed at control or restriction.

Our mapping of 32 initiatives in 22 countries shows that there is not yet an established international model for recognizing content creators. Each country combines tax classification, funding, skills training and legal protection in its own way. In most cases, the state offers funding, visibility or an administrative category rather than a legally protected status. For Brazil, which still has no formal recognition of the profession, this body of experience is a starting point for a better-informed debate, not a model to be copied wholesale.



Read the full study here or scan the QR code.

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