

UPSC

Answer Questions in NOT MORE THAN the Word Limit specified for each in the Parenthesis.
(Specimen Answer Booklet - For Practice Purpose Only)

Q. What is Creators economy and explain possible advantages of the creator economy. 10 marks/150 words

Creator Economy is an Internet-based economy that allows Content Creators & Influencers to earn revenue from their Creators. This economy driven by digital Platforms, social media etc e.g. Youtube, Facebook, Instagram, Twitch etc.

Advantages of Creator Economy

- ① Self employment: Rather than working as a traditional jobs they work independently or as freelancers influence the gig Economy, e.g. dancers, singers & delivery Boys.
- ② Revenue generation: This industry generate significant revenue through advertising, Sponsorship & e-commerce about 200 Bn in 2025.
- ③ Technology driven: With diverse opportunity & ideas can be monetize through technology which contributes more than it ever. e.g. singers, dancers & other talents or hobbies can be used to generate revenue also.

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④ Scalability and Flexibility → Flexible & Scalable opportunities enable creators to adapt to changing trends and grow their audiences.

⑤ Boosts Existing Businesses ||

→ Creator platform can help traditional businesses or gig workers to grow & helps to generate secondary income.

Global Creator economy market size is \$189.74, which is significantly very high and contribute to a Country's GDP. Therefore Indian Govt invest \$1 billion to support those creators which will upgrade production quality & ~~global~~ facilitate global market expansion.