

THE MUSIC CITIES™ AND BUSINESSFLARE® · REFERENCE

THE CREATOR ECONOMY MAP

How attention becomes brand partnerships, owned products, retail shelves, factories, jobs and places, 2005 to 2026, with the failures mapped at the same standing as the successes

Companion to the interactive map and the node and edge dataset

463 creators, companies, brands, places and funds · 664 documented connections, each with a date, a date range or a timing note · 5 layers · 25 metro clusters · 47 failures

Compiled September 2026

VALUE MOVES, AND IT LEAVES A TRAIL

The Japanese Heavy Metal Family Tree traces people, because a scene reproduces through musicians moving between bands. The creator economy reproduces through attention and money, so this map traces value. A creator builds an audience on a platform that pays a share of advertising, a brand pays for access to that audience, the creator turns the relationship into a product of their own, the product needs a factory, a co packer, a warehouse and a shelf, and at each of those steps a company may create employment, supplier demand, taxable sales, property use and other local economic activity. The location and scale of that activity depend on where the operations, the manufacturing, the distribution and the headquarters functions actually sit, which is rarely one place. The chains from a bedroom channel to a bottling line are the lineages here. Unlike a lineage of bands they are paths a reader can take, which is why every node's panel reads as a method: what the creator or company started with, which platform paid first, who intermediated, when the product came, where it is made and sold, and how long each step took.

Every node sits in one of five layers of the economy. Attention holds the platforms and the creators and collectives who make audiences. Intermediaries holds the agencies, multi channel networks, media companies, tools and payment rails that turn audiences into contracts. Goods holds the brands, manufacturers and co packers. Places holds the retailers, venues, studios, headquarters and events where goods and people physically land. Capital holds the investors and acquirers who buy in and, often, buy out. The interactive map stacks the layers top to bottom on a timeline, so pressing Play shows the stack building downward over twenty years: platforms first, then intermediaries, then a wave of owned goods after 2019, then the plants, stores and headquarters those goods require.

Connections come in three weights. Solid lines are money and goods moving: sponsorships, affiliate income, creator owned brands, retail placement, manufacturing, licensing, platform payouts, investment, acquisition, and the spawning of a company or a solo career out of a house or a network. Dashed lines are influence, used only where the copier or the press has said a format or business model was copied. Dotted lines are institutional: representation, events and venues, and the software a brand runs on. Trace the path follows the solid lines upstream and downstream from any node. Edges carry a type and a date, a date range or a timing note, never a dollar weight; figures appear in the notes only where they are publicly disclosed or reported.

Failures have the same standing as successes. The 47 closed, dissolved, bankrupt or wound down nodes wear a red ring, and every one of their notes names the rung that broke. A map of winners teaches survivorship; the failures are where the transferable lessons sit and where a city can see which rungs of the ladder are weakest.

125

ATTENTION

129

INTERMEDIARIES

85

GOODS

47

PLACES

77

CAPITAL

The five layers

ATTENTION

25 platforms, 73 creators, 25 collectives and 3 channels, 125 nodes in all. YouTube, Twitch, TikTok, Instagram, Patreon and Substack are the paying platforms; Vine, Mixer, Vessel, Quibi and Byte are the ones that did not pay, or paid the wrong people. MrBeast, Logan Paul and KSI, the D'Amelios, Emma Chamberlain, Michelle Phan, Kai Cenat, Dude Perfect and the Sidemen anchor the creator side; Hype House, Sway House, Team 10, FaZe Clan and 100 Thieves are the collectives.

INTERMEDIARIES

18 multi channel networks, 36 agencies and managers, 35 media companies, 37 tools and rails, 1 consulting firm and 1 executive who moved between institutions, 129 nodes in all. Maker, Fullscreen, Machinima, Defy, StyleHaul and Awesomeness are the MCN era; UTA, WME, CAA, Night, DBA, Influential, Viral Nation and Whalar the agency era; Spotter, Jellysmack, LTK, Shopify, Honey, Karat and Fanjoy the rails.

GOODS

70 brands and 15 manufacturers and co packers, 85 nodes in all. Feastables, Prime, Chamberlain Coffee, Happy Dad, Kylie Cosmetics, Morphe, Jeffree Star Cosmetics, Item Beauty and Selfless by Hiram on the brand side; Congo Brands, Seed Beauty, Machu Picchu Foods, Refresco, Minhas, Virtual Dining Concepts and Creator Warehouse on the making side.

CAPITAL

29 investors and 48 acquirers, 77 nodes in all. Disney, AT&T, Comcast, Viacom, ProSieben, RTL and Warner Bros. bought the MCNs; Coty, Unilever, Celsius and Monster bought the brands; SoftBank, Tiger Global, a16z, Chernin, Highmount, Bitmine and Slow Ventures write the growth checks.

PLACES

16 retailers, 19 venues and 12 events, 47 nodes in all. Walmart, Target, Sephora, Ulta, 7-Eleven and TikTok Shop are where the goods land; VidCon, Playlist Live, TwitchCon and the Streamys are where the people land; the Greenville campus, the Frisco headquarters, the Cash App Compound, the Moorpark mansion and Stage 5 in Austin are the real estate.

SIX RUNGS FROM ATTENTION TO A LOCAL ECONOMY

The same six rungs recur in every complete path on the map. A platform pays first, usually the YouTube Partner Program from 2007, the Twitch Partner Program from 2011, or nothing at all on Vine, Instagram and early TikTok, which is why the Vine generation moved to YouTube and why LTK and the Amazon Influencer Program exist at all. A brand pays second, and the first sponsorship is the moment a creator becomes a business: Quidd's 10,000 dollars to MrBeast in June 2017, Lancome's contract with Michelle Phan in 2010, Louis Vuitton's ambassadorship for Emma Chamberlain in 2019. An intermediary appears third, a manager on commission, a talent agency, or in the earlier decade a multi channel network taking a share of AdSense. The owned product comes fourth, and the gap between first payout and first product is the most useful number on the map: ten years for MrBeast, four to six for Michelle Phan, three and a half for Emma Chamberlain, and about four for Charli D'Amelio, whose first sponsorship came within a year but whose first owned product, D'Amelio Footwear, came in 2023. Manufacturing and retail come fifth, and that is where the map leaves the creator's metro: Feastables is made in Lima and sold from Bentonville, Prime is run from Louisville and was meant to be bottled in Truesdale, Missouri, Happy Dad is canned in Monroe, Wisconsin, Kylie Cosmetics and ColourPop come out of Oxnard. Capital arrives sixth, either as a growth round or as an exit, and the exit is where the physical economy is priced: Celsius paid 1.8 billion dollars for Alani Nu, Coty paid 600 million for half of Kylie Cosmetics, Unilever paid a reported 1.5 billion for Dr. Squatch, and Bitmine put 200 million into Beast Industries at a 5 billion dollar valuation in January 2026.



Figure 1. The MrBeast path. Ten years from first AdSense to first owned product, and the documented jobs land in Greenville, North Carolina and Lima, Peru rather than in Los Angeles.

MrBeast: attention to chocolate

Jimmy Donaldson uploads his first video in February 2012 at age 13 and spends five years on Let's Plays before I Counted to 100,000 breaks through in January 2017. AdSense pays first; the first brand deal comes in June 2017 when the app Quidd pays \$10,000 that he gives away on camera, which becomes the format. Night Media manages him from January 2019. MrBeast Burger launches in November 2020 as a ghost kitchen deal with Virtual Dining Concepts, reaches 2,000 locations and ends in a 2023 lawsuit. Feastables, the first product he fully owns, launches chocolate in January 2022 and sits in Walmart and 7 Eleven. Beast Industries raises \$45 million in 2022, \$105 million in 2024 and a reported \$500 million in January 2026 at \$5 billion. Beast Games season two airs from January 2026 and he passes 500 million subscribers in June 2026, all run from Greenville, North Carolina.

Jimmy Donaldson incorporates Feastables on July 8, 2021 and launches MrBeast Bar chocolate in January 2022 with Walmart as first retailer, selling about 10 million dollars in the first months. The bars are manufactured in Peru by Machu Picchu Foods SAC. Distribution reaches 7-Eleven and Speedway in May 2023, the UK in July 2023, Canada in April 2024 and India in November 2024. A February 2024 relaunch replaces the logo and formulation and drops the MrBeast Bar name. Gross revenue is a reported 251 million dollars with 20 million profit in 2024, making Feastables the profitable division inside a Beast Industries that lost about 80 million on content the same year. Alexandre Zigliara, formerly of Mondelez and Coca-Cola, is chief executive, and chef Nick DiGiovanni becomes a brand partner in July 2025. Beast Industries is the Greenville, North Carolina holding company for MrBeast's channels, Feastables, Lunchly, merchandise and new ventures, with over 250 employees by 2023 and a single balance sheet under chief executive Jeffrey Housenbold, formerly of SoftBank. Combined sales are a reported 400 million dollars in 2024, with the content arm losing about 80 million while Feastables earned 20 million. Bloomberg reports in February 2025 that the company seeks about 200 million at a 5 billion dollar valuation, and in January 2026 it raises 200 million from Bitmine at that valuation. It acquires the youth fintech app Step in February 2026 and Housenbold talks publicly about an eventual public listing. Its Beast Games contestants sue in September 2024 and a former employee sues in April 2026.

The intermediary on this path is Night. Reed Duchscher founds Night Media in 2015 while running brand deals at Dude Perfect, taking a management commission on sponsorships and later equity in the businesses it helps build. He begins working with MrBeast in February 2018 and signs him in January 2019; Night partners on MrBeast Burger in 2020 and co creates Feastables in January 2022. It forms the 100 million dollar Night Capital with The Chernin Group in September 2022, acquires LFM Management with Kai Cenat and AMP in August 2023, buys The Roost podcast network from Warner Bros. Discovery in April 2024 and Bottle Rocket Management in November 2024. MrBeast ends the exclusive relationship in May 2024 after Duchscher declines to move to Greenville and run Feastables full time. Night buys Experiential Supply Co in October 2025 and raises 70 million dollars in February 2026 to build, operate and acquire businesses in internet culture. It starts in Dallas, sits in Austin during the MrBeast years and lists Santa Monica as its office by 2026.

Prime: the manufacturing rung



Figure 2. The Prime path. The fastest documented climb in this map and the clearest documented break at the manufacturing rung: a dedicated bottling line in Missouri that never received an order.

Logan Paul and KSI announce Prime on January 4, 2022 as a hydration drink built with Congo Brands of Louisville, Kentucky, which holds a reported 60 percent while the two creators split the rest. Target signs in March 2022, Asda in June 2022, Walmart takes the Hydration+ sticks exclusive in September 2022 and Aldi UK lists it on December 29, 2022. Sales are about 250 million dollars in 2022 and a reported 1.2 billion in 2023. Refresco builds a dedicated line at Truesdale, Missouri under a 2023 contract, then sues Congo for 67 million dollars in 2024 when no orders arrive. UK sales fall 48 percent in 2024 and 71 percent by mid 2025, US sales fall about 40 percent, and 2025 revenue is projected near 300 million. Congo cuts staff in January 2026, its Australian arm enters administration in July 2026, and the brand pushes Prime Protein and ZERO Hydration to hold shelf space.

Congo Brands is the Louisville, Kentucky company co founded by Max Clemons and Trey Steiger that operates Prime Hydration and until 2025 operated Alani Nu, the energy drink founded in 2018 with fitness creator Katy Hearn. Congo handles formulation, co packing contracts, distribution and retail sales for creator fronted beverage brands, which is why Louisville rather than Los Angeles is where Prime's jobs sit. Celsius agrees in February 2025 to buy Alani Nu for 1.8 billion dollars including tax assets and closes on April 1, 2025, with Clemons and Steiger among the sellers. Congo dissolves its field sales organization, cuts jobs across the UK and other countries in January 2026, and its Australian arm enters voluntary administration in July 2026 with about 85,000 Australian dollars in cash against 7.9 million in liabilities. The founding year is not confirmed in a retrieved source. Refresco is a Dutch owned contract bottler whose Truesdale, Missouri plant becomes the documented co packer for Prime Hydration. Under a 2023 three year agreement Congo Brands commits to at least 18.5 million twelve pack cases a year and Refresco installs a dedicated line for Prime's custom bottle, finished in March 2024. Congo never submits orders and Refresco files a 67 million dollar suit in Delaware Chancery Court in 2024. The case shows how a creator brand's demand collapse lands as idle capital equipment in a Missouri town.

The comparison inside the same operator is Alani Nu. Alani Nu is founded in Louisville in 2018 by fitness creator Katy Hearn, now Katy Schneider, and her husband Haydn Schneider with Congo Brands as operator. It reaches about 595 million dollars of net revenue in 2024, partners with Addison Rae on a Berry Pop flavor in 2022, and is sold to Celsius Holdings in a deal announced February 20, 2025 at 1.8 billion dollars including tax assets, a net 1.65 billion in cash, stock and earn out, closing April 1, 2025. It is one of the largest publicly reported exits for a creator founded beverage and the outcome of the Congo model that Prime does not repeat.

Michelle Phan, Kylie Cosmetics and the beauty template

Michelle Phan posts makeup tutorials from May 2007 and her Lady Gaga tutorials pass a million subscribers by 2010, when Lancome makes her its official video makeup artist, widely reported as the first major brand deal for a YouTube beauty creator. She co founds MyGlam in 2011, which becomes Ipsy in September 2012 and raises \$100 million in 2015 at a valuation above \$500 million. L'Oreal launches Em Cosmetics with her in August 2013; she buys the stake back in 2015 and relauches Em independently in April 2017 after leaving Ipsy. Endemol Beyond builds the Icon network with her in 2015. Em Cosmetics is her business today. Michelle Phan co founds MyGlam in 2011 with Marcelo Camberos and Jennifer Goldfarb in San Mateo, California, launching the monthly bag in September 2012 and renaming it Ipsy. TPG Growth and Sherpa Capital lead a 100 million dollar round in September 2015 at about 800 million, Phan leaves in 2017 to run EM Cosmetics, and Ipsy buys BoxyCharm for 500 million in October 2020 to form BFA Industries, which raises 96 million from TPG in February 2022. Camberos steps down as chief executive in January 2023 for Scott Gilbertson of TPG, the incubator Madeby Collective is closed the same year, and the two boxes are consolidated under the Ipsy name. No sale or new ownership is confirmed through 2026.

Kylie Jenner is a celebrity rather than a creator, but Kylie Cosmetics is the chain every creator beauty brand copied. Seed Beauty of Oxnard manufactures the first Lip Kits, which sell 15,000 units in under a minute on November 30, 2015 and crash the site, with a company of about twelve employees. Ulta carries the brand from November 2018 in over 1,100 stores, worth an estimated 54.5 million dollars in six weeks. Coty buys 51 percent in November 2019 for 600 million dollars, Coty filings then show trailing revenue of 177 million rather than the claimed 360 million, Seed Beauty sues over trade secrets in 2020, Coty relauches the line in July 2021 and records 31.4 million in impairments in 2022. Jenner explores buying back Coty's stake in 2023 without a deal, and estimated 2024 revenue is about 339 million. Seed Beauty is founded by siblings Laura and John Nelson in Oxnard, California, and develops, manufactures and ships beauty products from its own plant, launching ColourPop in 2014 and manufacturing Kylie Cosmetics from 2015 and KKW Beauty from 2017. It sues Coty and Kylie Cosmetics in 2020 over trade secrets after Coty's purchase and later drops the case. Seed is the proof that a fast manufacturer near Los Angeles can turn a social following into a shelf product in months, and its Oxnard plant is where the beauty jobs from that model land.

Emma Chamberlain: the small brand that shows the middle rungs

Emma Chamberlain starts her channel in June 2016 in the Bay Area, moves to Los Angeles in June 2018 and signs with UTA that July, about two years in. Louis Vuitton makes her an ambassador in 2019 after a YouTube sponsored trip to Paris Fashion Week in March 2019. Chamberlain Coffee launches online in December 2019, raises close to \$20 million over several rounds including \$4.6 million in 2024, reaches roughly \$22 million revenue in 2024 while losing money on co packer stockouts, and opens cafes in Century City in January 2025 and Venice in May 2025. She becomes co CEO with Gustav Langberg Hossy after Christopher Gallant exits. The podcast Anything Goes runs from April 2019 through Ramble, goes Spotify exclusive in February 2023 and pauses indefinitely in April 2026. Emma Chamberlain launches Chamberlain Coffee in December 2019 as a mail order bag business and grows it into cold brew packets, canned lattes and matcha sold through Target, Walmart and Costco, with roughly 20 million dollars raised from investors. Revenue is 19 million dollars in 2023 and nearly 22 million in 2024 with a loss blamed on co packer stock shortages and executive turnover, and a fall 2024 fundraise draws investor descriptions of desperation. Chief executive Christopher Gallant leaves and Chamberlain becomes co chief executive with Gustav Langberg Hossy. The company opens its first cafe at Westfield Century City in Los Angeles on January 28, 2025 and a second in Venice in May 2025, forecasting 33 million dollars for 2025 while pulling back from some retail. The roaster is not publicly named.

Dude Perfect and the Sidemen: collectives that became companies

Five Texas A&M roommates post Backyard Edition on April 9, 2009, draw 200,000 views in a week and incorporate on September 9, 2009. A CMT series in 2016 moves to Nickelodeon, live tours start in 2019 and the channel passes 60 million subscribers. Highmount Capital announces an investment of more than \$100 million on April 9, 2024, and former NBA executive Andrew Yaffe becomes the first CEO in October 2024. An 80,000 square foot, reported \$5 million headquarters opens at The Star in Frisco, Texas in January 2025 with the first Trick Shot World Championship in February 2025. Yaffe departs on September 3, 2026 after disagreeing with the founders on the next phase, and investor Patrick Hurley becomes interim CEO. Dude Perfect announces in October 2024 a headquarters at 15900 Gateway Drive off the Dallas North Tollway in Frisco, Texas, described at announcement as a 3 million dollar, 36,000 square foot building with a production studio that chief executive Andrew Yaffe, hired from the NBA that month, says will be open to other creators. Forbes reports the opened headquarters in January 2025 at 5 million dollars and 80,000 square feet, and the first Trick Shot World Championship follows in February 2025. The building is the physical form of the group's shift from a YouTube channel to a company with a hired chief executive, paid for out of Highmount Capital's 2024 investment of more than 100 million dollars. The two sets of figures are both reported and are not reconciled in a company statement.

Seven British YouTubers form the Sidemen as a GTA Online crew in October 2013 in London, with revenue split equally among members. Sidemen Clothing earns £5 million to £7 million a year, Sides fried chicken opens as a delivery brand, XIX Vodka launches in October 2022, Best cereal reaches Tesco in 2024 and Side+ sells subscriptions. The Wembley charity match raises £4.7 million, Netflix airs Inside, and Victor Bengtsson becomes the first outside CEO in January 2026. KSI leaves on May 31, 2026 and the remaining six continue.

THE MCN ERA AND WHAT REPLACED IT

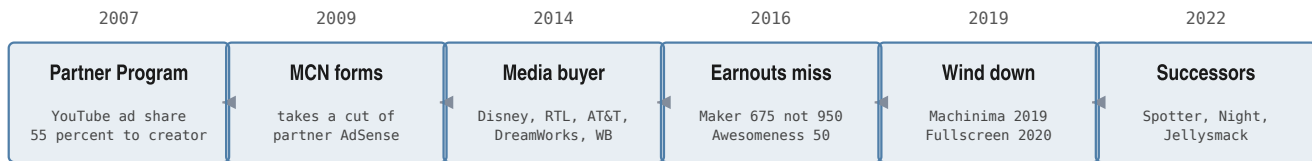


Figure 3. The multi channel network cycle, 2007 to 2022. A share of YouTube money, a media buyer, a missed earnout, a wind down, and a new generation of intermediaries that pay creators cash up front or take equity instead.

Between 2009 and 2014 the multi channel network was the creator economy's main intermediary layer. Maker Studios, Fullscreen, Machinima, StyleHaul, Big Frame, Collective Digital Studio, BroadbandTV and AwesomenessTV signed thousands of channels, took a share of each channel's YouTube ad revenue in exchange for sales, rights management and production help, and sold themselves to media companies that wanted a foothold with the audience television was losing. Disney agreed to pay 500 million dollars for Maker in March 2014 with earnouts to 950 million; DreamWorks paid 33 million for Awesomeness in 2013; RTL paid a reported 107 million for StyleHaul in 2014; Warner Bros. bought Machinima outright in 2016; ProSieben bought Collective Digital Studio in 2015 and merged it into Studio71; the Chernin Group and then AT&T's Otter Media took Fullscreen.

Maker Studios starts in 2009 in Culver City among YouTube creators including Danny Zappin, Lisa Donovan, Ben Donovan, Scott Katz, Kassem Gharaibeh and Philip DeFranco as a network taking a cut of partners' YouTube ad revenue. By June 2012 it reports 1.1 billion monthly views across more than 1,000 channels and closes a 36 million dollar round led by Time Warner Investments. Disney agrees on March 24, 2014 to pay 500 million dollars with earnouts to 950 million; Maker misses the targets and the final price settles at a reported 675 million. Digiday reports 370 million dollars of 2015 ad revenue with only 70 million sold directly, which is the rung that breaks: the business is YouTube's, not Maker's. Disney cuts the roster from tens of thousands of channels to about 300, drops PewDiePie in February 2017 and folds Maker into Disney Digital Network on May 2, 2017.

Defy Media forms in October 2013 by merging Alloy Digital, owner of Smosh and Clevver, with Break Media, with ABS Capital, Wellington, Lionsgate and Viacom as shareholders. It runs a roughly 50 channel network that keeps ten percent of partners' AdSense, sells brand deals and produces originals, employing about 400 people at its peak. Screen Junkies and The Escapist are sold in July 2018, and on November 6, 2018 creditors freeze the accounts and the Beverly Hills office is closed the same day, with about 80 staff receiving WARN notices as they are laid off. Creators including MatPat, Chris Stuckmann and Ryland Adams report September and October ad payments never arrive; MatPat later puts the total owed at 1.7 million dollars. Smosh goes to Mythical in February 2019 and Clevver to Hearst. The rung that breaks is the pass through of platform money, which the network spent before paying out.

Machinima starts in January 2000 as Hugh Hancock's site for game engine films and becomes, under Allen DeBevoise in Los Angeles, the first gaming multi channel network on YouTube, passing one billion monthly views in December 2011 with more than 5,000 partner channels paid from a share of YouTube advertising. Google takes a 35 million dollar equity stake in May 2012, Warner Bros. leads 18 million in 2014 and adds 24 million in 2015, then buys the company outright on November 17, 2016. AT&T's purchase of Time Warner puts Machinima under Otter Media, which sets every video on the channel to private on January 18, 2019, laying off 81 staff and moving partner contracts to Fullscreen. The rung that breaks is the ad share model: perpetual contracts, an FTC settlement over undisclosed paid endorsements in 2015 and a catalogue that a corporate parent judged worthless. The archive is never restored.

George Strompolos leaves the YouTube Partner Program team he helped build and founds Fullscreen in Los Angeles in January 2011 as a network that pairs ad share with software for channel management. The Chernin Group invests in May 2011, and in the autumn of 2014 Chernin's Otter Media joint venture with AT&T takes control; the same year Fullscreen buys Rooster Teeth and ScrewAttack. The roster includes Grace Helbig, the Fine Brothers and Tyler Oakley. A subscription app launched in 2016 closes in January 2018, Otter Media absorbs the remaining equity and Strompolos steps back in September 2018. Machinima's partners are handed to Fullscreen in January 2019, then WarnerMedia's November 2020 layoffs remove most of the team and end Fullscreen as an operating company; the brand disappears from AT&T's portfolio over the following year. The rung that breaks is ownership by a telecom that does not want an MCN.

Stephanie Horbaczewski founds StyleHaul in Los Angeles in 2011 with Allen and Aaron DeBevoise of Machinima as a beauty and fashion network that pools women creators' YouTube ad inventory and sells it to cosmetics brands. RTL Group buys a majority for about 107 million dollars in 2014 and the rest in June 2017. The network claims about 5,000 creators including Cameron Dallas and Ashley Tisdale, yet in March 2019 RTL announces the closure of the US office with about 65 layoffs, scraps a plan to run the roster from Europe and shuts the company entirely in May 2019, releasing creators on July 31. In July 2019 its former finance vice president Dennis Bliden is indicted for embezzling 22 million dollars, part of it spent on poker. The rung that breaks is thin margin on resold ad inventory under a parent that no longer wants the exposure.

Brian Robbins and Joe Davola launch AwesomenessTV in July 2012 as a YouTube channel and network for teen audiences, paid at first by YouTube ad share and brand integrations. DreamWorks Animation buys it in May 2013 for 33 million dollars plus earnouts, and the company buys Big Frame for 15 million in April 2014. Hearst pays 81.25 million for 25 percent in December 2014 and Verizon pays 159 million for 24.5 percent in April 2016, a 650 million dollar valuation tied to a 180 million dollar content commitment for the go90 app. When go90 fails and Comcast absorbs DreamWorks, Viacom buys the whole company in July 2018 for a reported 50 million dollars with layoffs. Robbins leaves in February 2017 and later runs Nickelodeon and Paramount Pictures. Awesomeness merges with Nickelodeon's live action unit in 2021 and, after the Skydance merger, is folded into Paramount Television Studios in October 2025.

The successors do not take a share of AdSense. Spotter pays creators cash up front for the future revenue of their back catalogue and has raised 762 million dollars to do it. Night takes a management commission and then equity in the businesses it helps build, which is how it came to co create Feastables. Jellysmack re edited back catalogues for Facebook and Snapchat, scaled that back in 2024 and now owns cable news channels. UTA, WME and CAA absorbed the management companies, DBA into UTA in 2019, and the marketing side consolidated into holding companies: Publicis bought Influential for a reported 500 million dollars in 2024 and Captiv8 in 2025, Accenture bought Whalar's agency in 2026, WPP bought Obviously in 2023, Dentsu bought Gleam. The intermediary layer did not disappear; it moved from the platform's revenue line to the brand's marketing budget and the creator's cap table.

Every acquisition on the map

YEAR	ACQUIRER	TARGET	TERMS AS DISCLOSED OR REPORTED
2006	Google	YouTube	Google agrees to buy YouTube for 1.65 billion dollars in stock on October 9, 2006 and closes the purchase on November 13, 2006, both announced in press releases filed with the SEC.
2006	IAC	CollegeHumor	IAC buys CollegeHumor in 2006 for 26 million dollars.
2012	Facebook	Instagram	Facebook announces on April 9, 2012 that it will buy Instagram for approximately 1 billion dollars in cash and Facebook shares, closing in September 2012.
2012	IZEA Worldwide	FeaturedUsers	IZEA acquires FeaturedUsers on December 10, 2012 in a cash and stock transaction with terms undisclosed.
2012	X (Twitter)	Vine	Twitter buys Vine for a reported 30 million dollars in October 2012 and shuts the app in January 2017.
2013	DreamWorks Animation	AwesomenessTV	DreamWorks Animation announces the AwesomenessTV purchase on May 1, 2013 for 33 million dollars plus up to 117 million dollars in earnouts, closing that month.
2014	Amazon	Twitch	Amazon announces on August 25, 2014 that it will buy all Twitch shares for about 970 million dollars in cash, closing in the second half of 2014.
2014	AwesomenessTV	Big Frame	AwesomenessTV announces on April 2, 2014 that it will buy Big Frame for 15 million dollars in cash plus assumed debt.
2014	Blue Ant Media	Omnia Media	Blue Ant Media invests in Omnia in April 2014, renames its production arm Blue Ant Digital Studios in February 2018 and sells Omnia to Enthusiast Gaming in August 2020.

YEAR	ACQUIRER	TARGET	TERMS AS DISCLOSED OR REPORTED
2014	Fullscreen	Rooster Teeth	Fullscreen buys Rooster Teeth in November 2014 for an undisclosed sum.
2014	Otter Media	Fullscreen	Otter Media takes control of Fullscreen in the autumn of 2014 in a deal reported at 200 million to 300 million dollars and completes the buyout in 2018.
2014	RTL Group	StyleHaul	RTL Group takes control of StyleHaul in November 2014 for a reported 107 million dollars and winds it down in 2019, closing US operations in March and confirming a full shutdown in May.
2014	The Walt Disney Company	Maker Studios	Disney agrees on March 24, 2014 to buy Maker for 500 million dollars with earnouts to 950 million; the final price is reported at 675 million after missed targets.
2015	ProSiebenSat.1 Media	Collective Digital Studio	ProSiebenSat.1 takes 20 percent of Collective Digital Studio in March 2014, then on July 8, 2015 pays a reported 83 million dollars for 75 percent of the company merged with Studio71 at a 240 million dollar valuation.
2015	ProSiebenSat.1 Media	Studio71	ProSiebenSat.1 merges Collective Digital Studio into Studio71 in July 2015 and the combined network takes the Studio71 name on January 27, 2016.
2016	CNN	Beme	CNN buys Beme on November 28, 2016 for a reported 25 million dollars, shuts the app in January 2017 and closes the Beme News unit on January 25, 2018 when Casey Neistat and Matt Hackett leave.
2016	Comcast NBCUniversal	DreamWorks Animation	Comcast announces on April 28, 2016 that it will buy DreamWorks Animation for 3.8 billion dollars, bringing AwesomenessTV with it.
2016	Custom Ink	Represent	Custom Ink of Fairfax, Virginia announces on February 4, 2016 that it is acquiring the Los Angeles celebrity merch platform Represent; Cameo buys Represent in October 2021 with Custom Ink staying on for production and fulfilment.
2016	Google	FameBit	Google buys FameBit on October 11, 2016 for an undisclosed price and renames it YouTube BrandConnect on June 16, 2020, closing the self service marketplace.
2016	Group Nine Media	The Dodo	The Dodo is one of the founding brands of Group Nine in October 2016 and passes to Vox Media when Vox acquires Group Nine in early 2022.
2016	Hearst	Complex Networks	Hearst co owns Complex through the Verizon joint venture from April 2016 until the 2021 sale to BuzzFeed.
2016	Microsoft	LinkedIn	Microsoft acquires LinkedIn for 26.2 billion dollars, closing on December 8, 2016.
2016	Microsoft	Mixer	Microsoft announces the Beam purchase on August 11, 2016 for an undisclosed sum, runs it as Mixer from May 2017, announces the closure on June 22, 2020 and shuts the service on July 22, 2020, moving users to Facebook Gaming.
2016	The Chernin Group	Barstool Sports	The Chernin Group buys 51 percent of Barstool in January 2016 at a valuation of 10 million to 15 million dollars and sells its remaining 36 percent to Penn by 2023.
2016	Verizon	Complex Networks	A Verizon and Hearst joint venture buys Complex in April 2016 for a reported 250 million to 300 million dollars.
2016	Verizon	Vessel	Verizon acquires Vessel on 26 October 2016 and shuts the service on 31 October 2016.
2016	Warner Bros. Discovery	Machinima	Warner Bros. buys Machinima outright in November 2016 after 42 million dollars of investment and closes it on February 1, 2019 with 81 layoffs.
2017	ByteDance	musical.ly	ByteDance buys musical.ly in November 2017 for a reported price of up to 1 billion dollars and merges it into TikTok on August 2, 2018.
2017	Dallas Cowboys (Jerry Jones)	Complexity Gaming	Jerry Jones and John Goff buy a majority of Complexity in November 2017 and move it to The Star in Frisco; GameSquare buys the company from the Jones and Goff families in 2021 and sells it back to founder Jason Lake's Global Esports Properties on March 1, 2024 for 10.36 million dollars.
2017	Dentsu	Gleam Futures	Dentsu Aegis buys a majority stake in Gleam on June 20, 2017 and becomes sole owner in 2020.
2018	AT&T	Otter Media	AT&T buys The Chernin Group's half of Otter Media in August 2018 for a sum believed to be about one billion dollars.
2018	Otter Media	Machinima	Otter Media takes over Machinima in the 2018 AT&T reorganisation and closes it in January 2019, laying off 81 staff.
2018	Otter Media	Rooster Teeth	Rooster Teeth is consolidated directly under Otter Media in 2018 alongside Crunchyroll before Otter dissolves into WarnerMedia in May 2019.
2018	Paramount Skydance	AwesomenessTV	Viacom buys AwesomenessTV in July 2018 for about 50 million dollars and Paramount folds it into Paramount Television Studios in October 2025.

YEAR	ACQUIRER	TARGET	TERMS AS DISCLOSED OR REPORTED
2018	Paramount Skydance	VidCon	Viacom buys VidCon in February 2018 for an undisclosed sum and Paramount sells it to Informa in August 2024.
2018	Select Management Group	Flip Management	Select Management Group and Flip Management merge on August 10, 2018 under the Select name and the Third Act parent.
2019	Coty Inc.	Kylie Cosmetics	Coty buys 51 percent of Kylie Cosmetics for 600 million dollars in November 2019.
2019	Hearst	Clevver	Hearst Magazines buys Clevver's channels in February 2019 after Defy's collapse.
2019	Logitech	Streamlabs	Logitech announces on September 26, 2019 that it will buy San Francisco based Streamlabs for about 89 million dollars in cash plus up to 29 million dollars in Logitech stock tied to revenue growth targets.
2019	Mythical Entertainment	Smosh	Mythical Entertainment buys Smosh in February 2019 after Defy Media collapses and keeps a minority after 2023.
2019	Spotify	Gimlet Media	Spotify announces on February 6, 2019 that it will buy Gimlet for 230 million dollars.
2019	Spotify	Spotify for Creators (Anchor)	Spotify buys Anchor in February 2019 alongside Gimlet for a combined 337 million dollars and turns it into Spotify for Creators.
2019	United Talent Agency (Digital)	Digital Brand Architects (DBA)	UTA acquires Digital Brand Architects in February 2019 for undisclosed terms and keeps it as a standalone management unit.
2019	Vobile Group	Zefr	Vobile Group buys Zefr's RightsID and ChannelID businesses on July 19, 2019 for a reported 90 million dollars.
2020	Amazon	Wondery	Amazon announces the Wondery purchase on December 30, 2020 without a price; the 300 million dollar figure is reported, not filed. The August 2025 fold into Audible with about 110 layoffs is reported.
2020	Hotmart	Teachable	Hotmart acquires Teachable on 16 March 2020 for a reported price of about 250 million dollars.
2020	Latido Networks	mitú	Latido Networks buys mitú in February 2020 on undisclosed terms.
2020	Penn Entertainment	Barstool Sports	Penn closes its 163 million dollar purchase of 36 percent on February 20, 2020, pays about 388 million dollars for the rest in February 2023, then returns the company to Portnoy on August 8, 2023 for non compete covenants and half of any future sale proceeds.
2020	Spotify	The Ringer	Spotify agrees on February 5, 2020 to buy The Ringer for up to 196 million dollars in cash.
2020	Stadiumred Group	Mediakix	Stadiumred Group announces on March 25, 2020 that it has acquired Mediakix; the agency suspends campaigns later in 2020 amid unpaid creator fees.
2021	100 Thieves	Higround	100 Thieves announces the Higround acquisition on October 13, 2021 with a capsule drop two days later; terms undisclosed.
2021	BuzzFeed	Complex Networks	BuzzFeed buys Complex in June 2021 for 300 million dollars and sells it in February 2024 for 108.6 million.
2021	BuzzFeed	First We Feast (Hot Ones)	BuzzFeed keeps First We Feast after selling Complex and sells it in December 2024 for 82.5 million dollars in cash.
2021	Cameo	Represent	Cameo acquires Represent from Custom Ink in 2021 for undisclosed terms to bundle merch with video shout outs.
2021	CreatorIQ	Tribe Dynamics	CreatorIQ acquires Tribe Dynamics on September 21, 2021 for approximately 70 million dollars in cash and stock.
2021	DAZN	Team Whistle	Eleven Sports buys Team Whistle in March 2021 and DAZN completes its takeover of both in February 2023.
2021	Electric Monster Media (ZATV)	Fine Brothers (React Media)	Electric Monster Media buys React Media on November 18, 2021 without the Fine brothers; Brat TV later buys Electric Monster in January 2025 and renames the group ZATV.
2021	Envy Gaming	OpTic Gaming	Envy Gaming and OpTic Gaming merge in November 2021 to form OpTic Texas, and Envy retires its own brand on June 27, 2022, keeping the Dallas Fuel name, with Hector Rodriguez as president and Mike Rufail as chief gaming officer.
2021	GameSquare Holdings	Complexity Gaming	GameSquare buys Complexity from the Jones and Goff families in 2021 and sells it to Jason Lake's Global Esports Properties on March 1, 2024 for 10.36 million dollars, 750,000 dollars at closing and a 9.61 million dollar three year seller note.
2021	Trusted Media Brands	Jukin Media	Trusted Media Brands buys Jukin Media on August 12, 2021 for an undisclosed price.

YEAR	ACQUIRER	TARGET	TERMS AS DISCLOSED OR REPORTED
2021	Vox Media	Group Nine Media	Vox Media buys Group Nine in an all stock deal announced December 13, 2021 and closed February 22, 2022.
2022	Amaze Holdings	Spring (Teespring)	Amaze Software acquires Spring and its 5.5 million creator stores on 8 November 2022 for undisclosed terms.
2022	Creative Artists Agency (Creators)	ICM Partners	CAA closes its acquisition of ICM Partners in late June 2022 at a reported value of about 750 million dollars; the Crestview release records the completed deal.
2022	Kartoon Studios (Genius Brands)	Frederator Networks	Genius Brands, now Kartoon Studios, announces the purchase of Wow Unlimited Media and Frederator on October 27, 2021 for a reported 53 million dollars and closes it on April 7, 2022.
2022	Mavrck	Later	Mavrck acquires Later on April 29, 2022 using part of the Summit round; the combined company later adopts the Later name.
2022	SiriusXM	Team Coco	SiriusXM announces the acquisition of Team Coco on May 23, 2022 for a price reported at 150 million dollars; the release does not disclose it.
2022	Warner Bros. Discovery	Rooster Teeth	Rooster Teeth passes to Warner Bros. Discovery in the April 2022 merger, which closes it in March 2024 with about 150 layoffs.
2023	Fortress Investment Group	Vice Media	A Fortress led lender group buys Vice's assets out of Chapter 11 for 350 million dollars in June 2023.
2023	Jefferies and Cerberus	Forma Brands	Jefferies and Cerberus acquire Forma Brands out of Chapter 11 for 690 million dollars.
2023	Monster Beverage	Bang Energy	Monster completes the purchase of the Bang Energy brand and the Phoenix, Arizona production plant from Vital Pharmaceuticals on July 31, 2023 for about 362 million dollars, subject to adjustments.
2023	Night	LFM Management	Night acquires LFM Management in August 2023, adding Kai Cenat and AMP to its roster.
2023	Sprout Social	Tagger Media	Sprout Social acquires Tagger Media on August 3, 2023 for approximately 140 million dollars in cash.
2023	WPP	Obviously	WPP acquires Obviously on March 27, 2023 for undisclosed terms and places it within VMLY&R.
2024	GameSquare Holdings	FaZe Clan	GameSquare buys FaZe Holdings for about 17 million dollars in stock, closing March 8, 2024, and divests its last 25.5 percent of FaZe Media as of April 1, 2025 at a 39.2 million dollar valuation.
2024	Informa	VidCon	Informa buys VidCon from Paramount Global in August 2024 through Fan Expo HQ for an undisclosed price.
2024	Loaded	GG Talent Group	Loaded acquires GG Talent Group and its 90 gaming creators in March 2024 for undisclosed terms.
2024	NTWRK	Complex Networks	NTWRK buys Complex from BuzzFeed for 108.6 million dollars in cash on February 21, 2024.
2024	Night	Bottle Rocket Management	Night acquires Bottle Rocket Management on November 25, 2024.
2024	Night	The Roost Podcast Network	Night buys The Roost podcast network from Warner Bros. Discovery in April 2024 after the Rooster Teeth shutdown.
2024	Publicis Groupe	Influential	Publicis Groupe announces the purchase of Influential on July 26, 2024 for a reported 500 million dollars and closes in late August 2024.
2024	Sprecher Brewing	Juvee	Sprecher Brewing of Milwaukee buys Juvee from 100 Thieves in January 2024 for undisclosed terms and moves production to its own plant.
2024	The Gersh Agency	A3 Artists Agency (Abrams Artists)	Gersh buys A3's digital and alternative divisions in January 2024, taking 25 agents and 45 staff.
2024	The Team (formerly Wasserman)	Long Haul Management	Wasserman acquires Long Haul Management on September 4, 2024 after a fifteen month sale process advised by RockWater.
2024	Viz Media	Rooster Teeth	Viz Media announces on July 5, 2024 that it has acquired the RWBY franchise from Warner Bros. Discovery after Rooster Teeth's closure and will explore new chapters.
2025	Box Canyon Productions	Rooster Teeth	Box Canyon Productions buys the Rooster Teeth brand and remaining assets from Warner Bros. Discovery in February 2025.
2025	Celsius Holdings	Alani Nu	Celsius announces the purchase of Alani Nu for 1.8 billion dollars in cash and stock in February 2025.
2025	DarkZero Esports	NRG Esports	DarkZero acquires NRG's esports assets in an undisclosed cash deal that closes on December 1, 2025 and is announced on December 19, 2025; Full Squad Gaming stays with Andy Miller.

YEAR	ACQUIRER	TARGET	TERMS AS DISCLOSED OR REPORTED
2025	Night	Experiential Supply Co	Night acquires Experiential Supply Co on October 13, 2025.
2025	Publicis Groupe	Captiv8	Publicis Groupe acquires Captiv8 on May 21, 2025 for undisclosed terms to pair with Influential.
2025	Silver Lake	WME (WME Group)	Silver Lake takes Endeavor private at 27.50 dollars a share, closing March 24, 2025, and renames the representation businesses WME Group the same day.
2025	Unilever	Dr. Squatch	Unilever announces on June 23, 2025 that it will buy Dr. Squatch from Summit Partners for undisclosed terms, reported by the Financial Times at 1.5 billion dollars, and completes the deal on November 16, 2025.
2025	Wonder	Tastemade	Wonder buys Tastemade for about 90 million dollars on March 12, 2025.
2026	Accenture (Accenture Song)	Whalar	Accenture announces the purchase of the Whalar agency on June 8, 2026 and closes it on July 31, 2026 for undisclosed terms.
2026	Allen Media Group	BuzzFeed	Byron Allen's family office buys about 51 percent of BuzzFeed for 120 million dollars, closing May 27, 2026.
2026	Beast Industries	Step	Beast Industries acquires the fintech app Step in February 2026 for undisclosed terms.
2026	Fixated	Studio71	Fixated buys Studio71's North American business from ProSiebenSat.1 on April 21, 2026 for an undisclosed sum.
2026	Razer	StreamElements	Razer acquires StreamElements' assets from Live Momentum on 31 July 2026 for undisclosed terms after the platform warns of shutdown.

WHERE THE RUNGS BREAK

Each layer has a characteristic failure. Platforms fail at the payout rung: Vine built the first short form stars and never paid them, so they left; Mixer paid Ninja and Shroud a reported 30 million dollars each and had no audience to sell them to; Quibi paid studios instead of creators and produced content nobody shared; Vessel asked audiences to follow creators behind a paywall and they did not. Intermediaries fail at the pass through: Defy Media spent the platform money it owed to creators and collapsed in a day; Fanjoy and Spring ran out of working capital and left screen printers and creators unpaid; StreamElements carried a SoftBank sized cost base on creator tip jar margins; A3 sold its profitable digital division and the rest of the agency ceased to exist within a month. Goods fail at sell through and at concentration: Item Beauty and Selfless by Hiram both left Sephora in January 2023 because the audience followed the creator once and did not repurchase; Morphe's parent Forma Brands built its revenue on collaborators whose scandals in 2020 and 2021 took the sales with them and filed Chapter 11 in January 2023; MrBeast Burger licensed a name to kitchens the creator did not operate and the reputation absorbed the complaints; Prime's demand collapsed onto a dedicated bottling line that had never shipped a case. Collectives fail at rent and at the exit of the biggest names: the Hype House lost the D'Amelios and Addison Rae within six months, was sued for 300,000 dollars in back rent and dissolved in 2024; the Sway House closed after fourteen months; Team 10 emptied out as members cited treatment in the house; FaZe Clan listed at 725 million dollars in July 2022, fell under a dollar a share by January 2023 and was bought for about 17 million in stock. Places fail when the parent changes: Rooster Teeth's Stage 5 closed with about 150 jobs when Warner Bros. Discovery measured a subscription studio against streaming scale; Playlist Live cancelled its 2023 edition and its trademark; the Streamys have not held a ceremony since 2023.

The pattern across the 47 failures is that the rung that breaks is almost never the audience. It is the rung where someone other than the creator holds the money or the lease or the contract: the network holding AdSense, the operator holding the co packer agreement, the landlord holding the mansion, the conglomerate holding the studio. For a city, that is the useful reading. The creators are mobile and the platforms are elsewhere; the rungs a city can strengthen are the co packers, the warehouses, the studios and the retail relationships that sit in the physical economy and outlive any single channel.

Every failure on the map

NODE	KIND	YEARS	METRO	STATUS	THE RUNG THAT BROKE
■ Bethany Mota for Aéropostale	brand	2013 to 2016	New York	Closed	The end year is not confirmed in a retrieved source.
■ Vessel	platform	2015 to 2016	San Francisco Bay Area	Closed	The rung that breaks is audience: creators cannot carry viewers to a paywall.
■ Revelmode	media company	2016 to 2017	Los Angeles	Closed	When Disney drops PewDiePie on February 13, 2017 over videos widely described as antisemitic, Maker closes Revelmode with him, ending the only creator led label Disney ever ran.
■ Vine	platform	2012 to 2017	New York	Closed	The rung that breaks is the payout rung: attention with no rail to income.

NODE	KIND	YEARS	METRO	STATUS	THE RUNG THAT BROKE
■ Beme	platform	2014 to 2018	New York	Closed	The rung that breaks is product: a creator's audience does not transfer to a corporate news product.
■ Clout Gang	collective	2017 to 2018	Los Angeles	Dissolved	Founding and end dates are not confirmed.
■ Defy Media	MCN	2013 to 2018	Los Angeles	Closed	The rung that breaks is the pass through of platform money, which the network spent before paying out.
■ TanaCon	event	2018 to 2018	Los Angeles	Closed	Shane Dawson's three part documentary makes it a case study and VidCon features Mongeau in July 2019.
■ Machinima	MCN	2000 to 2019	Los Angeles	Closed	The rung that breaks is the ad share model: perpetual contracts, an FTC settlement over undisclosed paid endorsements in 2015 and a catalogue that a corporate parent judged worthless.
■ Otter Media	acquirer	2014 to 2019	Los Angeles	Dissolved	Crunchyroll is later sold to Sony's Funimation for 1.175 billion dollars in August 2021, the one asset in that portfolio that, on the reported figures, returned more than it cost.
■ StyleHaul	MCN	2011 to 2019	Los Angeles	Closed	The rung that breaks is thin margin on resold ad inventory under a parent that no longer wants the exposure.
■ Team 10 house	venue	2017 to 2019	Los Angeles	Closed	The collective dissolves through 2018 and its accounts go quiet by September 2019.
■ Clout House	venue	2017 to 2020	Los Angeles	Closed	The Clout House era ends in March 2020 when FaZe consolidates into a single 10 bedroom mansion once rented by Justin Bieber at a reported 80,000 dollars a month.
■ FaZe House, Hollywood Hills	venue	2016 to 2020	Los Angeles	Closed	Exact lease dates for the first house are not in a fetched source.
■ Fullscreen	MCN	2011 to 2020	Los Angeles	Wound down	The rung that breaks is ownership by a telecom that does not want an MCN.
■ Mixer	platform	2016 to 2020	Seattle	Closed	The rung that breaks is distribution: paying stars without an audience to sell them to.
■ Quibi	platform	2020 to 2020	Los Angeles	Closed	The rung that breaks is audience: paying studios instead of creators produces content nobody shares.
■ Clubhouse BH	collective	2020 to 2021	Los Angeles	Wound down	Its 10-K for 2022 states that it closed the physical Clubhouses in 2021 and in 2022 chose to focus only on its digital agency and the creator platform Honeydrip, with a going concern warning from its auditor.
■ Sway House	collective	2020 to 2021	Los Angeles	Dissolved	Members leave by December 2020 and the house closes in February 2021, leaving Sway Fitness supplements and a Facebook reality show.
■ Sway House, Bel Air	venue	2020 to 2021	Los Angeles	Closed	Sway LA formally disbands in February 2021, and ReKTGlobal buys TalentX in March 2021, folding Gruen, Richards and about 17 staff into a new ReKTX division.
■ Team 10	collective	2016 to 2021	Los Angeles	Dissolved	Exit years of the last members are not confirmed.
■ YouTube Space LA	venue	2013 to 2021	Los Angeles	Closed	The Hughes hangar detail is not in a retrieved source.
■ YouTube Space New York	venue	2014 to 2021	New York	Closed	It offers the same free stages and workshops as Los Angeles and closes permanently under the February 18, 2021 announcement.
■ Ani Energy	brand	2020 to 2022	Los Angeles	Closed	It reaches 400 Walmart stores by August 2021 after smaller retailers sold out, then fades within about two years without a national footprint, the rung that broke being the step from a first Walmart placement to sustained shelf sales, which Prime later managed with Congo Brands.
■ Bang Energy	brand	2012 to 2022	Miami	Bankrupt	Monster buys the assets on July 31, 2023 for 362 million dollars.
■ FTX	investor	2019 to 2022	Miami	Bankrupt	TSM keeps the money already paid and drops the FTX name from its brand.

NODE	KIND	YEARS	METRO	STATUS	THE RUNG THAT BROKE
■ Byte	platform	2020 to 2023	New York	Closed	The rung that breaks is audience: TikTok already owns the format by the time Byte launches.
■ Fanjoy	tool or rail	2014 to 2023	Los Angeles	Bankrupt	The rung that breaks is the creator payment rung, as creators move to their own Shopify stores after the pandemic.
■ Gimlet Media	media company	2014 to 2023	New York	Closed	The rung that breaks is a narrative studio whose costs the platform would not carry once exclusives stopped adding subscribers.
■ Item Beauty	brand	2020 to 2023	San Francisco Bay Area	Closed	The rung that broke was retail sell through: the audience followed Rae but did not repurchase, and an incubator built on subscription box sampling could not carry a standalone shelf brand.
■ Madeby Collective	manufacturer	2019 to 2023	San Francisco Bay Area	Closed	BFA Industries disbands it by October 2023, closing Complex Culture and Item Beauty while Treslúce continues at Ulta.
■ Playlist Live	event	2011 to 2023	Orlando	Closed	The 2022 edition is the last: the 2023 Orlando event is cancelled and the organisers say the event will not continue.
■ RTX	event	2011 to 2023	Austin	Closed	Discovery announces on March 6, 2024 that it is closing Rooster Teeth and its roughly 150 staff.
■ Stir	tool or rail	2020 to 2023	San Francisco Bay Area	Closed	Stir winds down in 2023 as creator fintech demand proves thin; the rung that breaks is distribution to enough paying creators.
■ Vice Media	media company	1994 to 2023	New York	Bankrupt	The rung that breaks is venture priced growth on branded content revenue that never matched the valuation.
■ A3 Artists Agency (Abrams Artists)	agency	1977 to 2024	Los Angeles	Closed	The rung that breaks is the sale of the profitable digital business apart from the rest of the agency.
■ CryptoZoo	brand	2021 to 2024	Puerto Rico	Closed	A judge dismisses all 27 claims against him in October 2025 and Paul sues his former partners.
■ Gleam Futures	agency	2010 to 2024	Outside the United States	Wound down	The rung that breaks is the management business itself, as the creators it made famous outgrow a commission model inside an advertising holding company.
■ Hype House	collective	2019 to 2024	Los Angeles	Dissolved	The rung that breaks is rent and property: former landlord Daniel Fitzgerald sues in January 2023 for more than \$300,000 in damage and unpaid rent on the earlier Hollywood Hills home, the Moorpark mansion lists for \$5.
■ Hype House mansion, Moorpark	venue	2020 to 2024	Los Angeles	Closed	The Netflix series filmed there premieres January 7, 2022.
■ MrBeast Burger	brand	2020 to 2024	Orlando	Wound down	The rung that broke was quality control: the creator lent a name to kitchens he did not operate, and the licensing model let VDC collect revenue while his reputation absorbed the complaints.
■ Rooster Teeth	media company	2003 to 2024	Austin	Closed	The rung that breaks is a conglomerate parent measuring a subscription studio against streaming scale.
■ Rooster Teeth Stage 5, Austin Studios	venue	2014 to 2024	Austin	Closed	Night buys The Roost podcast network, with 47 shows and 20 million monthly downloads, on April 9, 2024; RWBY goes to Viz Media in July 2024 and Burnie Burns's Box Canyon Productions revives the brand in February 2025.
■ Midnight Society	media company	2021 to 2025	Los Angeles	Closed	The rung that broke is the founder's exit, which cut off the audience the studio was built to sell to.
■ Wondery	media company	2016 to 2025	Los Angeles	Dissolved	In August 2025 Amazon breaks the company up: narrative shows go to Audible, video to Amazon's creator group, about 110 people are laid off and Sargent leaves, with the Wondery name kept only for celebrity shows such as Armchair Expert and New Heights.
■ Triller	platform	2015 to 2026	Los Angeles	Wound down	The rung that breaks is honest audience data followed by unpaid partners.
■ Unwell Hydration	brand	2025 to 2026	Los Angeles	Closed	The rung that broke is the crowded functional drink shelf rather than the podcast audience, and the closure is reported rather than confirmed by the company.

WHERE THE GOODS, JOBS AND EVENTS LAND

Los Angeles holds 197 of the 463 nodes, and the reason is the intermediary layer rather than the creators: Maker, Fullscreen, Machinima, StyleHaul, Collective Digital Studio, Spotter and Jellysmack, the talent agencies, TikTok's US headquarters in Culver City, the Burbank studios of Mythical and Smosh, the creator houses of 2017 to 2021, and VidCon and the Streamys in Anaheim. New York holds the buyers: Coty, SiriusXM, Hearst, Verizon, Tiger Global, Thrive and Vox Media, with BuzzFeed, Complex, Group Nine and Vice built there. The Bay Area supplies the rails, YouTube, Twitch, Patreon, Substack, Google and Andreessen Horowitz, and also the layoffs of the downturn, about 900 at Twitch across 2023 and 2024.

The payoff of the geographic view is the places that are not Los Angeles. Greenville, North Carolina, a city of about 90,000, is the headquarters of the highest valued creator company on the map, with more than 250 employees in warehouses and offices. Louisville is where Congo Brands turns creator names into beverage companies, one of which sold for 1.8 billion dollars and one of which is shrinking. Dallas and Frisco hold Dude Perfect's headquarters, GameSquare, Night's origin and LTK. Austin lost Rooster Teeth's 150 jobs and gained Joe Rogan's Comedy Mothership and the OTK collective. Orlando runs the ghost kitchens behind MrBeast Burger and ran Playlist Live until 2022. South Florida, mapped here as the Miami metro, built Bang Energy on paid creator posts before its 2022 bankruptcy and is where Celsius closed the Alani Nu purchase. The plants sit further out still: Truesdale, Missouri; Monroe, Wisconsin; Oxnard, California; Lima, Peru. A creator's audience is placeless, but the factory that makes the product and the shelf that sells it are not, and those are the assets a city can compete for.

Nodes by metro and layer

METRO	NODES	ATTENTION	INTERMEDIARIES	GOODS	PLACES	CAPITAL
Los Angeles	197	62	71	32	16	16
Outside the United States	54	10	9	14	4	17
New York	48	6	18	6	1	17
San Francisco Bay Area	40	10	12	4	4	10
Miami	17	6	3	6	0	2
Austin	16	6	3	1	5	1
Dallas	11	4	1	0	3	3
Seattle	7	2	2	0	2	1
Greenville, NC	6	1	0	3	2	0
Las Vegas	6	2	2	0	1	1
Boston	6	2	1	1	1	1
Orlando	6	0	3	2	1	0
Atlanta	5	2	0	1	0	2
Chicago	5	1	1	0	2	1
Puerto Rico	4	2	1	1	0	0
Louisville	3	0	0	3	0	0
Philadelphia	2	0	0	0	0	2
Detroit	2	1	0	0	0	1
Minneapolis	2	0	0	0	2	0
San Diego	2	1	0	0	1	0

METRO	NODES	ATTENTION	INTERMEDIARIES	GOODS	PLACES	CAPITAL
Tampa	2	2	0	0	0	0
Phoenix	1	0	0	1	0	0
Portland	1	0	0	1	0	0
Raleigh	1	0	0	1	0	0
Columbus	1	0	0	1	0	0

What each metro holds

METRO	WHAT THE CREATOR ECONOMY LANDED THERE
Los Angeles	Los Angeles is where the creator economy's intermediaries concentrate: Maker, Fullscreen, Machinima, StyleHaul and Collective Digital Studio all form and are absorbed here, Disney Digital Network sits in Culver City, YouTube Space LA in Playa Vista, TikTok in Culver City, the Streamys and VidCon in Anaheim. The creator houses of 2017 to 2021 and the Burbank studios of Mythical, Smosh and Rooster Teeth's owners are here too.
Outside the United States	Foreign capital and events that shape the US creator economy: ProSiebenSat.1 in Munich, RTL in Luxembourg, L'Oreal and Publicis in Paris, Unilever and Informa in London, SoftBank in Tokyo, ByteDance in Beijing, Logitech in Lausanne, BBTv in Vancouver, musical.ly in Shanghai, TwitchCon Europe in Rotterdam, Summer in the City in London and Creator Ventures in London. Beast Games is shot outside the United States.
New York	New York holds the buyers rather than the creators: Coty, SiriusXM, Hearst, Verizon, Tiger Global, Thrive, Vox Media and Trusted Media Brands write the checks, and BuzzFeed, Complex, Group Nine and Barstool in its Chernin years are built here. YouTube Space New York occupied 20,000 square feet of Chelsea Market from 2014 to 2021.
San Francisco Bay Area	The Bay Area supplies the rails: YouTube in San Bruno, Twitch at 350 Bush Street, Patreon, Substack and Clubhouse in San Francisco, Google and Andreessen Horowitz on the Peninsula, Streamlabs and Index Ventures. Twitch's 2023 and 2024 layoffs of about 900 people and Patreon's 2022 cuts are the local job losses of the creator downturn.
Miami	Miami stands here for South Florida, from Weston and Pembroke Pines, where Bang Energy was built on paid creator posts before its 2022 bankruptcy, to Boca Raton in Palm Beach County, where Celsius closed its 1.8 billion dollar Alani Nu purchase in 2025. Creators including Alix Earle and Dave Portnoy have based themselves here, and the metro is the goods and capital side of the map rather than the studio side.
Austin	Austin hosts Rooster Teeth at Stage 5 of Austin Studios from 2014 until Warner Bros. Discovery closes it in May 2024 with about 150 jobs lost, Joe Rogan's Comedy Mothership from March 2023, the OTK streaming collective, and Box Canyon Productions, which buys the Rooster Teeth brand back in February 2025.
Dallas	Dallas and its northern suburbs hold Dude Perfect's 3 million dollar DPHQ3 in Frisco, unveiled January 2025 after Highmount Capital's 100 million dollar investment, GameSquare's Frisco headquarters that bought FaZe Clan for 17 million dollars, AT&T's headquarters that funded Otter Media, and the talent agency Night and shopping platform LTK, which other clusters map.
Seattle	Seattle is where Amazon and Microsoft decide creator platform fates: Amazon paid 970 million dollars for Twitch in 2014 and about 300 million dollars for Wondery in 2020 and restructured Wondery with 110 layoffs in August 2025, while Microsoft bought Seattle startup Beam in 2016, ran it as Mixer, signed Ninja and Shroud in 2019 and closed it on July 22, 2020.
Greenville, NC	Greenville, a city of about 90,000 in eastern North Carolina, is the headquarters of Beast Industries, where MrBeast's studios, Feastables and Beast Games teams employ more than 250 people as of 2023 in warehouses and offices rather than a Los Angeles lot. The January 2026 Bitmine round values the company at 5 billion dollars, making this the highest valued creator company in this dataset outside a major metro.
Las Vegas	Las Vegas is the base of Influential, the creator marketing platform Publicis bought in 2024 for a reported 500 million dollars, the current site of ComplexCon under NTRK, and an occasional TwitchCon host city. Its convention space makes it the fallback venue for creator events that outgrow Anaheim and San Diego.
Boston	Boston is where Dave Portnoy started Barstool Sports as a free newspaper in 2003 before The Chernin Group moved it to New York in 2016, and it holds one of Slow Ventures' offices. No creator studio or manufacturing site in this cluster is anchored there.
Orlando	Orlando hosted Playlist Live from March 2011, the East Coast creator convention that peaked above 13,000 attendees in 2020 and ended after its 2022 edition when the 2023 event was cancelled and the trademark lapsed in May 2023. Virtual Dining Concepts, mapped by the goods cluster, is also based here.
Atlanta	Atlanta is the origin of the AMP collective around Kai Cenat and the listed home of Bitmine, whose 200 million dollar investment in Beast Industries in January 2026 at a 5 billion dollar valuation is the largest single creator holding company check on the map. Film tax credits make it a production base but no creator studio campus is verified here.
Chicago	Chicago is home to Cameo, founded in March 2017 and valued at 1 billion dollars by SoftBank in 2021 before shrinking to 33 staff by July 2023, to Sprout Social, which bought Tagger Media for about 140 million dollars in 2023, and to Barstool Sports' current listed headquarters after Dave Portnoy bought it back from Penn for 1 dollar in August 2023.

METRO	WHAT THE CREATOR ECONOMY LANDED THERE
Puerto Rico	Logan Paul and Jake Paul base themselves in Dorado and San Juan, Puerto Rico, where Act 60 tax incentives apply, and Most Valuable Promotions is founded in San Juan in 2021. The creators are here; Prime is run from Louisville and the boxing lands in Texas, New York, Miami and on Netflix.
Louisville	Louisville is where Congo Brands turns creator names into beverage companies: Alani Nu with Katy Hearn from 2018, sold to Celsius for 1.8 billion dollars in 2025, and Prime with Logan Paul and KSI from January 2022, which reached a reported 1.2 billion dollars of sales in 2023 before falling. The jobs are in brand management, logistics and co packing coordination rather than in a bottling plant of Congo's own.
Philadelphia	Philadelphia is the headquarters of Comcast, which put 400 million dollars into BuzzFeed in 2015 and 2016 and completed the Versant cable spin off in January 2026, and the nearest metro to Wyomissing, Pennsylvania, where Penn Entertainment ran its 551 million dollar Barstool purchase and 1 dollar resale between 2020 and 2023.
Detroit	Detroit is on the map through Dan Gilbert, the Cleveland Cavaliers owner and Detroit developer whose November 2017 investment seeded 100 Thieves, and through automotive brand sponsorships of creators. No capital or places node in this cluster is headquartered there, and the metro is defined so other clusters can attach nodes to it.
Minneapolis	Minneapolis is the headquarters of Target, the retailer that carries creator brands mapped by the goods cluster. No capital or places node in this cluster is anchored there; the metro is defined so other clusters can attach nodes to it.
San Diego	San Diego Convention Center is the main North American home of TwitchCon, hosting it repeatedly since 2016 including the 2024 edition with 23,000 attendees and the 2025 edition. Dr. Squatch, sold to Unilever for a reported 1.5 billion dollars in 2025, was founded here in 2013 before moving to Los Angeles.
Tampa	Tampa appears through Florida based creators and sports media rather than through an acquirer or venue in this cluster. No capital or places node in this file is headquartered there, and the metro is defined so that other clusters can attach creator and goods nodes to it.
Phoenix	Phoenix holds the manufacturing plant that Vital Pharmaceuticals opened in 2019 to make Bang Energy, the creator marketed drink that went bankrupt in October 2022. Monster Beverage acquired the plant with the brand on July 31, 2023 for 362 million dollars, so the jobs stayed in Phoenix under a new owner.
Portland	Portland appears through apparel and footwear brands and the creators they sponsor rather than through an acquirer or venue in this cluster. No capital or places node in this file is headquartered there, and the metro is defined so that other clusters can attach goods and creator nodes to it.
Raleigh	Raleigh is the state capital and research hub nearest to Greenville, North Carolina, and the metro where Beast Industries' logistics and hiring spill over as the company grows past 250 employees. No node in this cluster is headquartered there.
Columbus	Columbus appears through retail and logistics companies that carry creator goods rather than through an acquirer or venue in this cluster. No capital or places node in this file is headquartered there, and the metro is defined so that other clusters can attach goods and retail nodes to it.

WHAT A CITY CAN CAPTURE

The map's practical lesson is that a city does not compete for creators in the abstract. The creators are mobile, the platforms are elsewhere and the audience is placeless, so the durable local value is the operating infrastructure that remains after the audience moves: the co packer, the warehouse, the studio, the retail relationship, the working capital and the people who know how to run a consumer brand. Each rung of the ladder maps to an asset a city either has or can build, and the metros that hold the most value on this map are the ones that hold a rung rather than a name. Greenville holds an operating company, Louisville holds beverage operations, Oxnard holds a plant, Frisco holds a headquarters, Austin held a studio until its parent changed course.

The second lesson is about risk. The failures on this map cluster at the rungs where someone other than the creator holds the money, the lease or the contract, and a city that invests public money or land against a creator brand is taking on exactly that exposure. The Refresco line in Truesdale, built under a three year commitment and never used, is the case to keep in mind before any incentive is tied to influencer driven demand. Demand testing before plant investment, diversified tenants in any creator facility, contract protections on payment and offtake, and working capital due diligence on the operator are the controls that separate a rung a city can hold from a rung that breaks on it.

City assets by rung

CITY ASSET	RUNG SERVED	WHAT IT LOOKS LIKE IN PRACTICE
Affordable filming and editing space, broadband, permitting	Attention	Creator studios, production facilities and residencies of the kind Greenville built around one company and Los Angeles built around many
Creator facing local services	Intermediaries	Management, licensing, legal, accounting, marketing, translation, fulfilment and analytics firms that take a commission or a fee rather than a share of a platform's revenue
Food, beverage and beauty manufacturing	Goods	Co packing, pilot production, formulation, packaging and quality control; Oxnard and Louisville hold this rung, Truesdale shows its risk
Warehouse and fulfilment capacity	Goods and places	E commerce logistics, returns and creator merchandise fulfilment, as at Chatsworth and Casper
Retail and distribution relationships	Places	Regional retail launches, market testing and local shelf access before a national listing
Event infrastructure	Places	Creator conventions, fan events, live shows and brand activations; Anaheim, Orlando and Austin hold this rung
Capital and finance	Capital	Revenue based financing, inventory finance, working capital products and creator business funds; New York and the Bay Area hold this rung, no smaller metro on the map does
Workforce and education	Every rung	Production, e commerce, brand operations and media technology programmes that supply the operating companies

Local capture on the major paths

Each question is answered from the documented facts on the map, and Not documented means the map has no source on the point rather than a negative finding.

PATH	METRO	HEADQUARTERS	OPERATING JOBS	MANUFACTURING	LOGISTICS	RETAIL	CAPITAL	EVENTS	RESILIENCE
Beast Industries and Feastables	Greenville, North Carolina	Yes	Yes, more than 250 documented	No, Peru	Partly, warehouses in Greenville	No local flagship	No, Bitmine and SoftBank	No, Beast Games shot abroad	Low, one creator
Prime Hydration and Congo Brands	Louisville	Yes	Yes, cut in January 2026	No, contract bottlers	Partly, coordination only	National	No	No	Low, two creators and a demand collapse

PATH	METRO	HEADQUARTERS	OPERATING JOBS	MANUFACTURING	LOGISTICS	RETAIL	CAPITAL	EVENTS	RESILIENCE
Alani Nu and Congo Brands	Louisville	Yes	Yes	No	Partly	National	No, exit to Celsius in Boca Raton	No	Medium, sold as a going concern
Dude Perfect	Frisco, Texas	Yes, Frisco headquarters	Yes	No physical product line documented	No	Merchandise store at HQ	No, Highmount Capital	Yes, Trick Shot World Championship and tours	Medium, five founders and a hired chief executive
Chamberlain Coffee	Los Angeles	Yes	Yes, two cafes	No, unnamed roaster and co packer	Not documented	Yes, cafes plus national retail	Not documented locally	No	Low, one creator
Kylie Cosmetics and Seed Beauty	Oxnard, Los Angeles metro	Yes	Yes	Yes, Oxnard plant	Yes, Seed ships	National through Ulta	No, Coty	No	Medium, the plant also makes ColourPop
Happy Dad	Orange County, Los Angeles metro	Yes, Newport Beach	Yes	No, Monroe, Wisconsin	No	National	Not documented	No	Medium, a crew rather than one creator
Rooster Teeth	Austin	Yes, Stage 5 until 2024	Yes, about 150 lost in 2024	Not applicable	No	No	No, Fullscreen, AT&T, then WBD	Yes, RTX	Low, a conglomerate parent
MrBeast Burger and Virtual Dining Concepts	Orlando	Yes, the operator	Partly, kitchens nationwide	Not applicable	No	No	No	No	Low, a licensed name

Failure modes and the response

FAILURE MODE	RUNG	EARLY WARNING ON THIS MAP	LOCAL OR BUSINESS RESPONSE
Platform payout change	Attention	Revenue concentrated on one platform's programme	Owned audience, a second rail such as memberships or commerce, and diversified revenue before any fixed investment
Network or agency insolvency	Intermediaries	Delayed payouts and opaque accounting, as at Defy Media and Fanjoy	Escrow or direct payment terms, payment audits, and contracts that let the creator leave with the channel
Product sell through failure	Goods	Low repeat purchase and promotional dependence, as at Item Beauty and Selfless	Pilot runs, phased retail and inventory discipline before a national listing
Co packer mismatch	Goods and manufacturing	Dedicated line commitments made before demand is proven, as at Refresco and Prime	Demand guarantees, staged capital spending and contract safeguards for the plant
Creator house failure	Places	Lease burden and dependence on one or two star members, as at Hype House and Sway House	Flexible space, business governance and ownership clarity before the lease is signed
Parent company exit	Capital and intermediaries	Strategic fit deteriorates, layoffs and divestiture, as at Rooster Teeth and Machinima	Local retention of intellectual property, employee transition support and a redevelopment plan for the studio

THE MANUFACTURING AND RETAIL RUNGS, EDGE BY EDGE

These two tables are the physical economy of the map: every documented relationship between a brand and the company that makes it, and every documented placement of a creator brand on a retailer's shelf.

Manufacturing

YEARS	MAKER	BRAND	NOTE
2014 to present	Killer Merch	Jeffree Star Cosmetics	Killer Merch's Chatsworth warehouses house and fulfill Jeffree Star Cosmetics with about 125 staff.
2014 to present	Seed Beauty	ColourPop	Seed Beauty makes ColourPop at Spatz Labs in Oxnard, the family contract manufacturer that now produces only for Seed's brands.
2015 to 2019	Seed Beauty	Kylie Cosmetics	Seed Beauty manufactures Kylie Cosmetics from the November 2015 Lip Kit launch through the Coty deal.
2018 to 2025	Congo Brands	Alani Nu	Congo Brands operates and produces Alani Nu from its 2018 founding until the Celsius sale.
2018 to present	Killer Merch	Ninja (Tyler Blevins)	Killer Merch produces Ninja merchandise; the start year is not confirmed in a retrieved source.
2018 to present	Creator Warehouse	LTTStore	Creator Warehouse engineers and sources the screwdriver, backpack and merchandise sold at LTTStore.
2019 to present	Killer Merch	Shane Dawson	Killer Merch produces Shane Dawson merchandise including the Conspiracy collection.
2020 to 2024	Virtual Dining Concepts	MrBeast Burger	VDC operates MrBeast Burger out of partner restaurant kitchens, reaching about 1,700 locations by end of 2022.
2020 to 2023	Madeby Collective	Item Beauty	Ipsy's incubator develops and supplies Item Beauty until it is disbanded in 2023.
2021 to present	Minhas Craft Brewery	Happy Dad Hard Seltzer	Minhas Craft Brewery in Monroe, Wisconsin cans the first Happy Dad runs in April 2021.
2021 to present	Reef	Sides	Reef Technology's delivery only kitchens cook Sides from its November 2021 launch across London and the UAE, reaching over 80 UK sites by September 2022; the end of the Reef arrangement as Sides moves to restaurants is not confirmed.
2021 to 2024	The Inkey List	Selfless by Hiram	The Inkey List develops and produces Selfless by Hiram as a joint venture from June 2021 until Yarbro takes full ownership in March 2024.
2022 to present	Congo Brands	Prime Hydration	Congo Brands formulates Prime and manages its contract bottlers and distribution.
2022 to present	Machu Picchu Foods	Feastables	Peruvian business press identifies Machu Picchu Foods as the maker of Feastables chocolate in June 2025; the company's own site does not name the client.
2023 to 2024	Refresco	Prime Hydration	Refresco sues Congo Brands and Prime Hydration in Delaware Chancery in July 2024 for at least 67.7 million dollars over a three year take or pay deal to bottle Prime Hydration in custom 16.9 ounce bottles at its Truesdale, Missouri plant, at least 18.5 million cases a year, alleging Congo refused a final test run after the line was finished in March 2024; Congo says the agreement terminated on November 15, 2023. Chancery dismisses for lack of equity jurisdiction on January 16, 2025 and transfers the case to Delaware Superior Court, which on August 28, 2025 dismisses the declaratory count but lets the breach of contract and promissory estoppel claims proceed.
2024 to present	Mornflake	Best Cereal	Mornflake manufactures Best in Crewe.
2024 to present	Congo Brands	Lunchly	Congo Brands is reported to handle Lunchly's beverage component and logistics; the co packer for the kits is unconfirmed.

Retail placement

YEARS	BRAND	RETAILER	NOTE
2015 to 2020	Target	Shane Dawson	Target carries Dawson's two Simon & Schuster books until removing them in late June 2020, reported by WWD alongside Morphe's pause on the Conspiracy collection.
2017 to present	ColourPop	Sephora	Sephora announces ColourPop in August 2017 and stocks it from November 2017, the brand's first retail partner after three years online only.
2018 to 2020	Morphe	Jeffree Star	Morphe stocks Jeffree Star Cosmetics from 2018 and drops the brand in July 2020.
2018 to 2020	Jeffree Star Cosmetics	Morphe	Morphe stores carry Jeffree Star Cosmetics from 2018, about 22 percent of wholesale, until Morphe drops him in July 2020.
2018 to present	Kylie Cosmetics	Ulta Beauty	Kylie Cosmetics launches in over 1,100 Ulta stores in November 2018.
2018 to present	ColourPop	Ulta Beauty	ColourPop enters Ulta in 2018 according to brand president Vivian Weng.
2019 to present	G Fuel	GameStop	G Fuel's 2026 store locator does not list GameStop among its retailers; the placement is unconfirmed in any retrieved source.
2020 to present	One/Size	Sephora	One/Size launches as a Sephora exclusive online on July 17, 2020 and in 523 stores on July 30, 2020, and remains Sephora exclusive in the United States in 2025.
2020 to present	Chamberlain Coffee	Amazon	Chamberlain Coffee sells on Amazon; not confirmed in a retrieved source.
2020 to 2023	Item Beauty	Ipsy	Item Beauty samples through Ipsy bags, the incubator's built in distribution.
2021 to 2026	Morphe	Target	Morphe sells through the Ulta Beauty at Target shop in shop, which ends in August 2026.
2021 to 2023	Item Beauty	Sephora	Item Beauty enters Sephora in summer 2021 and exits in January 2023.
2021 to 2023	Selfless by Hiram	Sephora	Sephora exclusive in nearly 700 stores from June 2021 until the January 2023 exit.
2021 to present	First Media	Amazon	First Media sells So Yummy and Blossom branded products through Amazon and Target alongside its shoppable video.
2021 to present	Forvr Mood	Sephora	Forvr Mood enters Sephora stores and online on July 22, 2021.
2022 to present	Prime Hydration	Target	Target announces a Prime distribution deal in March 2022.
2022 to present	Prime Hydration	Walmart	Prime Hydration+ stick packs arrive first at Walmart in September 2022 at 8.98 dollars a box, with Vitamin Shoppe following; BevNET reports about 500,000 dollars of Walmart sales in the first week. Walmart also lists the bottles.
2022 to present	Prime Hydration	Asda	Asda becomes Prime's first UK retailer in June 2022 and the site of the sellouts; Aldi, Sainsbury's and Spar follow within weeks, so the deal is first mover rather than exclusive.
2022 to present	Prime Hydration	Aldi	Aldi UK lists Prime on December 29, 2022 at 1.99 pounds as a Special Buy.
2022 to present	Prime Hydration	Kroger	Prime reaches about 20,000 US doors by late 2022 including Kroger.
2022 to present	Prime Hydration	Amazon	Prime's ZERO Hydration line launches on Amazon US in December 2025.
2022 to present	Feastables	Walmart	Walmart.com carries the MrBeast Bar at 2.98 dollars from the January 29, 2022 launch alongside feastables.com and Gopuff; store shelves follow in September 2022 with a vegan cookie at 4.48 dollars.
2022 to present	Prime Hydration	7-Eleven	Prime reaches convenience chains including 7-Eleven during its 2022 US rollout; not confirmed in a retrieved source.
2022 to present	Feastables	Amazon	Feastables sells on Amazon alongside its own site; not confirmed in a retrieved source.
2023 to present	Feastables	7-Eleven	Feastables is on shelves in every 7-Eleven and Speedway from May 25, 2023, and its November 2025 sweepstakes rules list 7-Eleven, Speedway and Stripes as participating retailers.
2023 to present	Feastables	Target	Feastables reaches Target and other mass retailers after the Walmart launch; the placement year is not confirmed in a retrieved source.
2023 to present	Chamberlain Coffee	Target	Target carries Chamberlain Coffee; the year is not confirmed in a retrieved source.
2023 to present	Chamberlain Coffee	Walmart	Chamberlain Coffee launches a four flavour canned oat and almond latte line as a Walmart exclusive in April 2023 at 2.98 dollars a can, in stores and on Walmart.com.

YEARS	BRAND	RETAILER	NOTE
2023 to present	Morphe	Ulta Beauty	Ulta and direct sales carry Morphe after the 2023 US store closures.
2023 to present	ColourPop	Target	ColourPop enters every Target store in 2023 through the Ulta Beauty at Target shops; Target lists the brand online in 2026.
2023 to present	XIX Vodka	Tesco	XIX holds a national Tesco listing; the start year is not confirmed in a retrieved source.
2023 to present	Be Happy Snacks	Walmart	D'Amelio Foods launches Be Happy Snacks popcorn on October 26, 2023 exclusively at Walmart stores and Walmart.com at 3.98 dollars, with Albertsons banners added in June 2024.
2023 to present	Happy Dad Hard Seltzer	7-Eleven	Happy Dad reports Nielsen data placing it fourth in United States convenience store hard seltzer for the 13 weeks to September 6, 2025; the release does not name 7-Eleven and the placement rests on third party delivery listings.
2023	Lunar Beauty	Ulta Beauty	Ulta carries Lunar Beauty online in 2026 with about 20 products; the start year of the placement is not confirmed.
2023 to present	Prime Hydration	Walgreens	Walgreens.com carries Prime Hydration bottles in at least five flavours as live product listings; the start date is not announced.
2024 to present	Prime Hydration	Costco	Costco carries exclusive Prime flavors through 2026.
2024 to present	Lunchly	Walmart	Lunchly launches in late September 2024 with Kroger and Albertsons named as first stockists and Walmart and Target announced to follow; Walmart.com lists ten Lunchly kits, snack kits and Lil Sammies frozen sandwiches at 2.96 to 6.84 dollars by 2026. The co packer is not identified.
2024 to present	Chamberlain Coffee	Costco	Costco carries Chamberlain Coffee.
2024 to present	Best Cereal	Tesco	Best launches exclusively at Tesco at 2 pounds a box.
2024 to present	W	Walmart	W, co founded by Jake Paul and Geoffrey Woo with chief executive Woodie Hillyard, launches June 12, 2024 exclusively at Walmart and Walmart.com priced under 10 dollars an item after rolling onto shelves from early June.
2024 to present	Feastables	Kroger	Feastables reaches grocery chains including Kroger after the 2024 relaunch; not confirmed in a retrieved source.
2024 to present	Happy Dad Hard Seltzer	Walmart	Walmart.com lists Happy Dad hard seltzer packs, and the brand cites Nielsen four week data to February 7, 2026 showing 436,384 dollars of Walmart sales, up 15 percent on the year.
2024 to present	Higround	Best Buy	Best Buy lists 31 Higround products including 100 Thieves Team Issue keyboards as live listings; the start date of the placement is not announced.
2025	Jeffree Star Cosmetics	Ulta Beauty	A reported 2025 Ulta placement for Jeffree Star Cosmetics is unconfirmed.
2025 to present	Tone	Target	Target introduces Tone in stores and on Target.com on July 7, 2025.
2026 to present	POV Beauty	Sephora	POV Beauty makes its retail debut at Sephora on September 3, 2026.

CONFIDENCE, DATES AND SOURCES

Every node and edge was checked against at least one reference source in September 2026. 404 of 463 nodes are verified against a source retrieved during compilation, 58 are partly verified, meaning the core facts were confirmed and one or more details rest on a general reference or on the owner's own statement, and 1 could not be confirmed and are kept on the map with that status shown in their panel. Where sources disagree the map takes the company's own filing or announcement over a press report, and a press report over a general reference. Dollar figures are given only where disclosed or reported, and the word reported marks the latter. Edges are never weighted by money. The dataset has 151 partly verified and 18 unverified edges, all flagged in the workbook. Superlatives in this document describe this dataset, not the industry: the largest, the first or the clearest means the largest, first or clearest among the paths documented here.

How connections are dated

Every one of the 664 connections carries a timing field. The field is one of five types, and the workbook records the type on every edge so that undated or approximate connections can be filtered out of any analysis.

TIMING TYPE	MEANING	EDGES
date range	A start year and an end year or the word present, used for representation, retail presence, membership and ongoing production	408
year	A single year, used where the relationship is documented to a year but not a month	248
year, approximate	A year with qualifying words, used where only a general period is known	4
exact date	A day, month and year, used for closings, launches and announced signings, and recorded in the note where known	0
undated	A relationship documented without a usable year; these edges are counted and flagged, and are shown with an empty timing field	4

Source tiers

Sources are classed in three tiers. Primary and company sources are filings, court documents, press releases and the company's own pages. Trade and financial press are the publications that report the creator economy and its deals. General reference means an encyclopaedia entry, used for discovery and for uncontested history. 151 nodes carry a primary or company source, 235 rest on trade or financial press as their strongest source, 72 on another web source such as a company profile or a product listing, and 5 nodes rest on a general reference alone. The source upgrade pass of September 2026 checked every node that had rested on a general reference against filings, court records, releases, live listings and trade reporting, in the priority order of acquisitions and ownership, valuations and financing, bankruptcies, lawsuits and layoffs, manufacturing and retail placement, and current status. It corrected 164 node notes and 205 edges and left 79 discrepancies it could not resolve, which are listed below and in the workbook. The map is a research map and reference draft: every fact carries its source and its tier, and the flagged items are the open questions.

STRONGEST SOURCE TIER	NODES
trade or financial press	235
primary or company	151
other web	72
general reference	5

Flagged discrepancies

Items where sources disagree, or where nothing above a general reference exists, as recorded by the source upgrade pass. Each is shown on the node's panel.

NODE	DISCREPANCY
100 Thieves	Nadeshot's CEO end date is unresolved: a March 15, 2024 leadership announcement still names him founder and CEO, while Esports Insider in September 2025 reports he has not served as CEO for nearly two years and attends only quarterly board meetings, so the edge's December 2024 date is unconfirmed.

NODE	DISCREPANCY
100 Thieves Cash App Compound	The Culver City location, the December 2021 valuation and the dated layoff rounds are not in a retrieved source.
7-Eleven	Prime's presence in 7-Eleven is not confirmed; BevNET's October 2022 report names Walmart, Kroger and Target for its 20,000 doors and 7-Eleven's own site says 1925 rather than 1927 for its founding.
Adidas	The 2021 end year of the Adidas and Ninja partnership has no retrieved source.
Alissa Violet	The Hot 100 entry for It's Every Night Sis (June 9, 2017 release, peak of 80 in September 2017) appears only in chart aggregator and fan sites, and no trade or financial source covers her Vine start or later career.
Amazon	The 100 million dollar Beast Games licence figure, the Prime ZERO Amazon launch in December 2025, the Tastemade Series E and the Chamberlain and Feastables marketplace listings could not be checked against a retrieved source.
Anaheim Convention Center	Visit Anaheim states over 1 million square feet of exhibit space and the center's own site 1.6 million, against the prior note's 813,000; the 2015 to 2017 expansion dates are not in a retrieved source.
Andreessen Horowitz	The Stir Series A (February 2021) and Teespring Series A (January 2014) edges were not confirmed against any primary or trade page in this pass; the Substack 65 million dollar Series B date and round also rest on the encyclopaedia.
Ani Energy	No source confirms when Ani Energy stopped selling; the 2022 end year rests on the brand's silence rather than an announcement.
Asda	The prior note's 48 percent 2024 fall and 71 percent by mid 2025 do not match the Companies House accounts reported by Marketing Week and Grocery Gazette, which put the 71 percent fall in calendar 2024; the 1949 founding date is the Associated Dairies origin rather than Asda's stated 1960s formation.
Beast Games	The prior note's 15 million dollar season two prize pool and Wilmington, Las Vegas, Fiji and Riyadh filming sites are not in the Amazon releases, which state a 5 million dollar pool and do not name locations.
Beautycon	The Essence Ventures acquisition year, the 2022 relaunch and any 2024 to 2026 festival could not be confirmed; the site's last listed event is 2023.
Bethany Mota	The claim that Forbes reported the Aeropostale line underperforming by mid 2014 was not retrieved; only the launch release and WWD launch coverage were found.
Bethany Mota for Aéropostale	Aeropostale's December 6, 2013 release and Tubefilter's December 2014 anniversary collection report describe the line as a success, while the note's claim that it underperformed rests on a Forbes report and a June 2014 remark not retrieved; the end year remains unconfirmed.
Bitmine Immersion Technologies	The 5 billion dollar valuation appears only in press coverage; Bitmine's 8-K press release states the 200 million dollar amount but no valuation.
Blue Ant Media	The 2018 Blue Ant release renames only Omnia's production arm, not the whole network, and no primary source was found for when Blue Ant moved from minority to controlling ownership.
Clout Gang	No trade or financial source covers Clout Gang's formation or end; Teen Vogue confirms only that Alissa Violet moved into FaZe Banks's Clout House in 2017, and founding and end dates stay unconfirmed.
Comedy Mothership	The club's own history page gives 2023 for the opening but not the March date; purchase price and capacity are undisclosed.
ComplexCon	The Long Beach years and the exact year of the Las Vegas move are not in a retrieved source.
Corridor Digital	Tubefilter confirms the Battlefield series Rush with Studio71 and Go90 in 2016, but the October 9, 2009 incorporation date, the 2019 headcount of nine, the Puget Systems deal and the subscriber and view figures were not confirmed above encyclopaedia grade in this pass.
Dan Gilbert	The only sources found for the November 2017 Gilbert investment in 100 Thieves (cleveland.com, February 2018; Polygon, December 2017) could not be retrieved through the proxy, so nothing above encyclopaedia grade was confirmed.
Dave Portnoy	The barstool_sports edge gave a 2003 founding while the node gives 2004; the 8-K does not date the founding, so the edge is set to 2004 to match the node pending a better source.
Dragun Beauty	A Dragun Beauty site is live in 2026 but no source confirms whether the brand is trading or dormant after 2022.
Dude Perfect HQ, Frisco	The October 2024 announcement (Tubefilter) gives 3 million dollars and 36,000 square feet; Forbes reports the opened headquarters in January 2025 at 5 million dollars and 80,000 square feet, and the DPHQ3 name and the sports features are not in a retrieved source.
Epic Games	No source above a business directory confirms that Killer Merch of Chatsworth produces Fortnite merchandise or when that began.
Evolved Talent Agency	No retrieved source confirms Evolved's 2016 founding year or its status after CAA absorbed ICM in 2022.
Full Send	No company, filing or financial press source found for Full Send's launch year or the reported 100 million dollar annual apparel revenue; only aggregator net worth sites repeat the figure.

NODE	DISCREPANCY
G Fuel	No source confirms a GameStop placement for G Fuel; Target's site lists G Fuel cans in 2026 while the GameStop edge remains unverified.
GameStop	The 2019 GameStop sponsorship of Complexity's Frisco performance centre and any G Fuel shelf placement could not be checked against a retrieved source.
Google	The Kin Community edge (YouTube original channels funding, October 2011) could not be checked because the Tubefilter original channels list did not load; it rests on the encyclopaedia.
Hype House	The Moorpark mansion listed in February 2024 and the queue's April 2023 sale date conflict; the August 2024 sale and dissolution date rests on the encyclopaedia entry only.
Hype House mansion, Moorpark	The January 2023 landlord suit for 300,000 dollars, Thomas Petrou's April 6, 2023 exit announcement and the August 2024 sale could not be checked; only the 5 million dollar mansion and the January 7, 2022 Netflix premiere are confirmed.
Hyram Yarbro	Selfless by Hiram's current retail status could not be confirmed; the Sephora brand page returned no product content.
Joe Rogan	The 2020 Spotify fee is given as \$100 million in the edge and \$200 million in the node; both are press reports and Spotify discloses no figure.
Kinda Funny	The figure of about 35,000 dollars a month on Patreon within weeks of launch is not confirmed in a retrieved source; Polygon and GamesIndustry.biz confirm only that the January 2015 launch was Patreon funded.
LinkedIn	The Creator Accelerator 15,000 dollar grant programme is not confirmed in any retrieved primary or trade source.
Linus Sebastian	The creator_warehouse edge carries years 2016 to present but its own note gives a September 17, 2018 founding; no registry filing was retrieved to settle the date.
Liza Koshy	Her role in The Naked Gun is confirmed only by the IMDb cast listing; the Deadline casting report could not be retrieved.
Manny MUA (Manuel Gutierrez)	Lunar Beauty's company page confirms the founder and a live store but not the 2018 launch date or the Maybelline 2017 ambassadorship; no trade source retrieved.
Matthew Yglesias	The reported 250,000 dollar Substack Pro advance and the 1.4 million dollar annual figure could not be confirmed in a retrieved source; Business Insider reports only more than 1 million dollars a year.
Mediakix	BuzzFeed News and Business Insider report the 2020 payment dispute and suspension of campaigns, but the exact suspension date and whether Mediakix has since dissolved or paid the creators could not be confirmed.
Meta creator bonuses and Reels Play	Meta's July 14, 2021 announcement confirms the 1 billion dollar pledge through the end of 2022 and the Reels bonus, but the 35,000 dollar monthly cap, the March 2023 wind down of Reels Play, the 2024 and 2025 invitation only rounds and the October 2024 Content Monetization consolidation rest on the encyclopaedia alone in this pass.
Mogul Moves	Mogul Money Live in July 2022 at YouTube Theater and the chessboxing event of December 11, 2022 at the Galen Center are confirmed by Tubefilter, but no trade source retrieved confirms Ludwig's Streamer Games in August 2024 or its Streamer Award, and the 2020 founding year rests on the encyclopaedia alone.
Most Valuable Promotions	The company site names Jake Paul and Nakisa Bidarian as its leaders and lists a November 8, 2026 card, and Tubefilter confirms the Netflix partnership for Paul vs Tyson, but no retrieved source confirms the 2021 founding in San Juan, the Taylor vs Serrano III date or Paul vs Joshua in December 2025.
MrBeast studios, Greenville	The 250 employee figure and the 5 billion dollar valuation for the Bitmine round are reported, not filed; Bitmine's release gives no valuation.
Nelk	The reported figure of near 100 million dollars in annual Full Send apparel sales appears only in net worth aggregator sites, and no trade or financial source was found; the SteveWillDoIt 15 percent Happy Dad stake is also unsourced above encyclopaedia grade.
Ninja (Tyler Blevins)	The killer_merch and adidas edges remain unconfirmed by any retrieved source, and the Mixer fee is reported at \$20 to \$30 million by GameSpot but at \$50 million by VGC.
Omnia Media	The map needs an enthusiast_gaming to omnia_media acquisition edge for the August 30, 2020 purchase from Blue Ant Media Solutions, confirmed by the Enthusiast Gaming closing release.
Patreon headquarters, San Francisco	The 80 million user figure for April 2026 is not in a retrieved source.
PayPal Honey	The 2025 and 2026 developments (Google policy change in March 2025, loss of about 8 million Chrome users, dismissal in November 2025, refiling in January 2026, Rakuten dropping Honey) could not be verified against a filing, docket or trade article within this pass.
PewDiePie (Felix Kjellberg)	The 110 million subscriber figure for 2026 and the November 2025 end of gaming content rest on general and fan press only; no trade source retrieved.
Playlist Live	The 2023 cancellation, the May 19, 2023 trademark cancellation and the Rapid Cat organiser name could not be checked; Tubefilter names AKT Enterprises as organiser.

NODE	DISCREPANCY
ProSiebenSat.1 Media	The TF1 and Mediaset 30 percent purchase in January 2017 and the Red Arrow to Seven.One Studios rename rest on the encyclopaedia; no primary release was retrieved in this pass.
RTX	Sydney and London editions and peak attendance figures are not in a retrieved source.
Reef	No primary or trade source retrieved for Reef Technology's founding year or for when its Sides kitchen arrangement ended as Sides moved to physical restaurants.
Rogue Rocket	Tubefilter reports the Rogue Rocket YouTube channel going live on July 1, 2019 with more than 30 staff, while the note gives April 22, 2019 as the launch; the Patreon figure of about 50,000 dollars a month and the Fourthwall role were not confirmed above encyclopaedia grade.
Rooster Teeth Stage 5, Austin Studios	The May 15, 2024 final day and the two year lease detail are not in a retrieved source.
SXSW	The 1994 film and interactive start and the Penske Media stake are not on the fetched SXSW page.
Shopify	Shopify's February 11, 2026 results release and 8-K confirm about 11.6 billion dollars of 2025 revenue and investment in the Universal Commerce Protocol, but the 292 billion dollar 2024 GMV, the 57 percent US share, the 5 million merchant count and the January 2026 protocol launch date were not confirmed in a retrieved page.
SipMargs	The 3 million dollar 2025 round and the brand's founding year and location have no source above encyclopaedia grade.
SiriusXM	The Team Coco 150 million dollar price and the 2022 Crooked Media ad sales deal rest on reported figures no retrieved primary or trade page confirmed in this pass.
Sisters Apparel	No press or company source above encyclopaedia grade found for Sisters Apparel's November 2018 launch or its current status; a Shopify store using the name is online but its official standing is unverified.
Starforge Systems	The claim that Starforge is the largest OTK venture by revenue has no source above encyclopaedia grade; no revenue figure is disclosed.
Summer in the City	No source above encyclopaedia grade was retrieved; site-event.co.uk now redirects to megaconlive.com, which lists no Summer in the City edition for 2025 or 2026.
Sway House, Bel Air	Tubefilter describes the mansion as Hollywood Hills while the prior note and other press say Bel Air; the 7,800 square foot figure is not in a retrieved source.
TPG Capital	The CAA stake edge (53 percent, sold to Groupe Artemis in September 2023 for a reported 7 billion dollars) was not checked against a primary or trade source in this pass.
TanaCon	Crowd size is reported as 4,000 to 5,000 in some accounts and as roughly 15,000 waiting outside in Tubefilter and Newsweek; no primary count exists.
Team 10 house	Tubefilter places the rented house in West Hollywood while the prior note says Beverly Grove; the Calabasas price is reported, not filed.
The Chernin Group	The Night Capital and Night Media edges (100 million dollar commitment, September 2022) were not confirmed against a primary or trade source in this pass.
The Dodo	Vox Media's May 2026 sale to James Murdoch and the later sale of other Vox brands to Penske Media are reported by Aftermath, which does not say where The Dodo lands; the brand's current owner needs confirmation.
Thomas Petrou	Nothing above encyclopaedia grade was found for the 2023 mansion sale, the \$300,000 landlord claim or the August 2024 dissolution; Tubefilter coverage stops in 2022.
Tiger Global Management	No page confirming the April 2021 Patreon Series F (155 million dollars at 4 billion dollars) could be retrieved in this pass; the figures rest on press reports cited by the encyclopaedia.
TikTok US headquarters, Culver City	The prior note's 35.1 percent combined Dell and Vastmere share is not in the joint venture release, which lists those holders without percentages.
Twitch headquarters, 350 Bush Street	The 185,000 square feet and August 2019 move in date are not in a retrieved source; Twitch's own blog blocks retrieval.
TwitchCon	The 2015 and 2024 attendance figures rest on the prior note; the 11,500 Rotterdam figure is not in a retrieved source.
Walmart	Chamath Palihapitiya's September 2024 post says Lunchly opened at Kroger and Albertsons with Walmart due by January; no release dates the Walmart arrival precisely.
YouTube Space New York	The 2014 opening, 20,000 square feet and Chelsea Market sixth floor location are not in a retrieved source; only the February 18, 2021 permanent closure is confirmed.

NODE	DISCREPANCY
Zach King	The 25 person staff and 43 million YouTube subscriber figures are not on the company page, which cites 105 million combined followers; no trade source retrieved.
musical.ly	The up to 1 billion dollar purchase price is press reported only; retrieved trade sources confirm the November 2017 acquisition and the August 2, 2018 merger into TikTok but not the price.

Unverified nodes

NODE	WHAT IS UNCONFIRMED
Clout Gang	Founding and end dates are not confirmed.

Unverified edges

CONNECTION	TYPE	NOTE
Team 10 to Hype House	influence	The Hype House follows the Team 10 model of a rented Los Angeles house and shared audience, a lineage the founders and press acknowledge.
Team 10 to Clout Gang	spawned	Clout Gang forms around Alissa Violet and RiceGum after their split from Team 10.
FaZe Clan to Clout Gang	spawned	FaZe Banks hosts Clout Gang at the FaZe Clout House in Los Angeles.
MrBeast (Jimmy Donaldson) to Ryan Trahan	influence	Trahan's charity challenge series follow the MrBeast format of stunt plus giveaway, which the press notes; Trahan's own statement is not confirmed.
Virtual Dining Concepts to Dave Portnoy	licensing	VDC runs Pardon My Cheesesteak with Barstool Sports; the year is not confirmed in a retrieved source.
Feastables to Kroger	retail placement	Feastables reaches grocery chains including Kroger after the 2024 relaunch; not confirmed in a retrieved source.
Jeffree Star Cosmetics to Ulta Beauty	retail placement	A reported 2025 Ulta placement for Jeffree Star Cosmetics is unconfirmed.
Congo Brands to Lunchly	manufacturing	Congo Brands is reported to handle Lunchly's beverage component and logistics; the co packer for the kits is unconfirmed.
Maker Studios to Epic Rap Battles of History	representation	Epic Rap Battles of History is produced and sold through Maker Studios in its early years.
Collective Digital Studio to Rhett & Link	representation	Rhett and Link are represented by Collective Digital Studio in the years before Mythical grows into a studio.
Collective Digital Studio to Lilly Singh	representation	Lilly Singh is a Collective Digital Studio partner in its ProSieben years.
Collective Digital Studio to Epic Rap Battles of History	representation	Epic Rap Battles of History moves to Collective Digital Studio after Maker.
Fullscreen to Dropout	influence	Dropout's paid subscription follows Fullscreen's failed 2016 to 2018 subscription app and succeeds where it did not; the comparison is the press's, not Reich's.
WME (WME Group) to Addison Rae	representation	WME signs Addison Rae in January 2020 as her TikTok following passes 10 million; the signing date is not confirmed in a retrieved source.
MrBeast (Jimmy Donaldson) to Spotter	licensing	MrBeast licenses back catalog ad revenue to Spotter for an upfront payment whose size is not disclosed.
Dude Perfect to Spotter	licensing	Dude Perfect is among the creators that sell back catalog revenue rights to Spotter for upfront cash.
Zoella (Zoe Sugg) to Summer in the City	event or venue	Zoella appears at Summer in the City in London in its 2013 and 2014 editions.
FaZe Clan to FaZe House, Hollywood Hills	event or venue	FaZe Clan members live and film in a rented Hollywood Hills house in the late 2010s.

Partly verified nodes

The core facts of each are confirmed. The sentence shown is the detail that rests on a general reference or is not publicly disclosed.

NODE	WHAT IS UNCONFIRMED
100 Thieves Cash App Compound	Whether the organisation still occupies the building is unconfirmed.
Adidas	The end of the partnership is not confirmed in a retrieved source.
Alissa Violet	Her Vine start and later career details are not confirmed here.
Ani Energy	The closure date is not confirmed in a retrieved source.
Beautycon	Facts rest on a general reference rather than a primary document.
Best Buy	Facts rest on a general reference rather than a primary document.
Bethany Mota for Aéropostale	The end year is not confirmed in a retrieved source.
Bitmine Immersion Technologies	Facts rest on a general reference rather than a primary document.
BusinessFlare®	Facts rest on a general reference rather than a primary document.
Collective Digital Studio	Facts rest on a general reference rather than a primary document.
ComplexCon	Facts rest on a general reference rather than a primary document.
Creator Gold	Founding year and format are as stated by the owner and are not confirmed in a retrieved source.
Dragun Beauty	The brand goes quiet after Dragun's 2022 arrest and its formal closure is not confirmed, so it is marked dormant.
Envy Gaming	Founding details are not confirmed here.
Evolved Talent Agency	Its founding year and current roster are not confirmed in a retrieved source.
Fixated	Facts rest on a general reference rather than a primary document.
Forvr Mood	The manufacturing chain is not disclosed.
Full Send	Facts rest on a general reference rather than a primary document.
GameStop	G Fuel's own store locator names Target, Walmart, CVS, Amazon, iHerb and Ingles Markets rather than GameStop, so the gaming energy placement here rests on past promotions rather than a current listing, and specific creator brand placements are not confirmed.
Google	Facts rest on a general reference rather than a primary document.
Hyrax Yarbro	The line's current status and his base are not confirmed.
Jackie Aina	Facts rest on a general reference rather than a primary document.
Jellysmack	Founding and SoftBank details are not confirmed in a retrieved source.
Kevin Crowder	Facts rest on a general reference rather than a primary document.
Killer Merch	Its 2024 to 2026 status is not confirmed in a retrieved source.
Kin Community	It operates in 2024 with celebrity led series for Tia Mowry and Adrienne Bailon; whether it still trades in 2026 is unconfirmed.
Kroger	Facts rest on a general reference rather than a primary document.
LinkedIn	The grant programme details are not confirmed in a retrieved source and unconfirmed.
Lunar Beauty	The start of the Ulta placement and 2025 sales are not confirmed in a retrieved source.
Machu Picchu Foods	The start date of the Feastables contract is not confirmed.
Mavrck	The 2023 date for the rename is not confirmed.
Meta creator bonuses and Reels Play	The end date for the current Instagram bonus rounds is unconfirmed.
Mogul Moves	Facts rest on a general reference rather than a primary document.
MrBeast studios, Greenville	Facts rest on a general reference rather than a primary document.
Music Cities Radio	Facts rest on a general reference rather than a primary document.
Omnia Media	Facts rest on a general reference rather than a primary document.

NODE	WHAT IS UNCONFIRMED
ProSiebenSat.1 Media	The 2015 price is from press coverage and is not confirmed in a primary filing.
Publicis Groupe	Facts rest on a general reference rather than a primary document.
Reef	The founding year is not confirmed in a retrieved source.
Seek Discomfort	Revenue is not disclosed.
SipMargs	The founding year, Miami location, co packer and the size of Earle's round are not confirmed.
Sisters Apparel	Its formal closure is not confirmed.
Street Economics®	Facts rest on a general reference rather than a primary document.
Street Economics® Television	Facts rest on a general reference rather than a primary document.
Summer in the City	Facts rest on a general reference rather than a primary document.
Team 10 house	Facts rest on a general reference rather than a primary document.
Teddy Fresh	Facts rest on a general reference rather than a primary document.
Tether	Facts rest on a general reference rather than a primary document.
The Dodo	Vox Media itself is sold in May 2026 to James Murdoch for a reported sum above 300 million dollars, and The Dodo's place in the split up group is unconfirmed.
The Inkey List	Facts rest on a general reference rather than a primary document.
The Lighthouse	The opening year is not confirmed.
The Music Cities™	Facts rest on a general reference rather than a primary document.
Thomas Petrou	Facts rest on a general reference rather than a primary document.
Tiger Global Management	Facts rest on a general reference rather than a primary document.
TikTok US headquarters, Culver City	Facts rest on a general reference rather than a primary document.
Walgreens	Facts rest on a general reference rather than a primary document.
Zoella Beauty	The range is no longer on shelves by the mid 2020s and its end date is not confirmed.
musiccitiesconcerts.com	Facts rest on a general reference rather than a primary document.

Sources by domain

Counts are the number of node source citations from each domain. The full URL list sits in the workbook's Nodes and Edges sheets and at the foot of every panel on the interactive map.

DOMAIN	CITATIONS
en.wikipedia.org	442
tubefilter.com	168
variety.com	72
prnewswire.com	33
techcrunch.com	33
forbes.com	23
hollywoodreporter.com	20
businesswire.com	18
deadline.com	14
dexerto.com	13
beautyindependent.com	12
cnn.com	10

DOMAIN	CITATIONS
esportsinsider.com	9
cosmeticsbusiness.com	8
sec.gov	8
wwd.com	7
axios.com	7
bloomberg.com	6
glossy.co	6
about.fb.com	6
bevnet.com	5
newsroom.spotify.com	5
globenewswire.com	5
femfounded.org	5
adweek.com	5
wearerockwater.com	5
digiday.com	5
x.com	4
brewbound.com	4
investors.gamesquare.com	4
fortune.com	4
nytimes.com	4
night.co	4
izea.com	4
youtube.com	4
businessoffashion.com	3
beautymatter.com	3
gamesbeat.com	3
businessinsider.com	3
dallasinnovates.com	3

Written for The Music Cities™ and BusinessFlare®. Version 1.2, September 2026. Street Economics® is a registered mark of its owner. The interactive map, the workbook and the JSON dataset accompany this document.

INDEX OF NODES

All 463 nodes, grouped by layer and ordered by the year each entered the creator economy. The swatch is the layer. Connections is the node's embeddedness, the count of edges it carries. The last column is blank where the node is fully verified.

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Anthony Padilla	creator	2005	Los Angeles	Smosh co founder, interviewer	Active	2	
■ Dave Portnoy	creator	2004	New York	Barstool Sports founder, pizza reviewer	Active	3	
■ Ian Hecox	creator	2005	Los Angeles	Smosh co founder and co owner	Active	2	
■ Smosh	collective	2005	Los Angeles	Sketch comedy channel and studio	Active	11	
■ YouTube	platform	2005	San Francisco Bay Area	Video platform, Google owned	Active	39	
■ Jeffree Star	creator	2006	Casper, Wyoming	Beauty creator, cosmetics founder	Active	4	
■ OpTic Gaming	collective	2006	Dallas	Esports organisation	Active	2	
■ Rhett & Link	creator	2006	Los Angeles	Comedy duo, Mythical Entertainment founders	Active	6	
■ Ryan Higa	creator	2006	Las Vegas	YouTube creator, streamer	Active	1	
■ Spotify	platform	2006	Outside the United States	Audio and video streaming platform, Stockholm with US office in New York	Active	8	
■ X (Twitter)	platform	2006	Austin	Social platform, xAI and SpaceX owned	Active	2	
■ Envy Gaming	collective	2007 to 2022	Dallas	Esports organisation	Rebranded	1	partial
■ Fine Brothers (React Media)	creator	2007 to 2021	Los Angeles	React franchise creators	Acquired	2	
■ Michelle Phan	creator	2007	Los Angeles	Beauty creator, Ipsy co founder	Active	5	
■ Tyler Oakley	creator	2007	Los Angeles	YouTube creator, activist	Dormant	1	
■ Colleen Ballinger (Miranda Sings)	creator	2008	Los Angeles	Comedy creator, touring performer	Active	1	
■ Grace Helbig	creator	2008	Los Angeles	Comedy creator, author	Active	2	
■ Linus Sebastian	creator	2008	Outside the United States	Tech creator, Linus Media Group founder	Active	3	
■ Shane Dawson	creator	2008	Los Angeles	YouTube creator, documentarian	Active	6	
■ Zach King	creator	2008	Los Angeles	Video effects creator	Active	1	
■ Bethany Mota	creator	2009	Los Angeles	Haul creator, jewelry founder	Active	3	
■ Dude Perfect	collective	2009	Dallas	Sports entertainment group	Active	7	
■ Jackie Aina	creator	2009	Los Angeles	Beauty creator, candle brand founder	Active	1	partial
■ Joe Rogan	creator	2009	Austin	Podcaster, comedy club owner	Active	5	
■ KSI (Olajide Olatunji)	creator	2009	Outside the United States	Creator, musician, boxer, beverage co founder	Active	4	
■ Marques Brownlee (MKBHD)	creator	2009	New York	Tech reviewer, studio owner	Active	3	
■ TSM	collective	2009	Los Angeles	Esports organisation	Active	1	
■ Zoella (Zoe Sugg)	creator	2009	Outside the United States	Lifestyle creator, author	Active	4	
■ Casey Neistat	creator	2010	New York	Filmmaker, vlogger, app founder	Active	4	
■ Epic Rap Battles of History	creator	2010	Los Angeles	YouTube series	Active	2	
■ FaZe Clan	collective	2010	Los Angeles	Esports and creator organisation	Active	9	
■ Instagram	platform	2010	San Francisco Bay Area	Photo and short video platform, Meta owned	Active	3	
■ Jenna Marbles	creator	2010 to 2020	Los Angeles	YouTube creator, retired	Dormant	1	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Lilly Singh	creator	2010	Los Angeles	YouTube creator, television host, producer	Active	1	
■ Nadeshot (Matthew Haag)	creator	2010	Los Angeles	Former Call of Duty pro, 100 Thieves founder	Active	2	
■ Nelk	collective	2010	Miami	Prank and lifestyle crew, beverage owners	Active	2	
■ PewDiePie (Felix Kjellberg)	creator	2010	Outside the United States	YouTube creator	Active	5	
■ Tati Westbrook	creator	2010	Los Angeles	Beauty creator, supplement and beverage founder	Active	2	
■ Ethan Klein (h3h3)	creator	2011	Los Angeles	Podcaster, apparel co founder	Active	1	
■ MatPat	creator	2011	Los Angeles	Game Theory creator, Theorist Media	Active	1	
■ Ninja (Tyler Blevins)	creator	2011	Detroit	Streamer	Active	11	
■ Snapchat	platform	2011	Los Angeles	Messaging and short video platform, Snap Inc	Active	3	
■ Twitch	platform	2011	San Francisco Bay Area	Live streaming platform, Amazon owned	Active	10	
■ Facebook	platform	2004	San Francisco Bay Area	Social network, Meta Platforms	Active	3	
■ Jacksepticeye (Sean McLoughlin)	creator	2012	Outside the United States	YouTube creator, coffee brand founder	Active	4	
■ Markiplier (Mark Fischbach)	creator	2012	Los Angeles	YouTube creator, filmmaker	Active	5	
■ MrBeast (Jimmy Donaldson)	creator	2012	Greenville, NC	YouTube creator, holding company founder	Active	20	
■ Vine	platform	2012 to 2017	New York	Six second looping video platform, Twitter owned	Closed	8	
■ Cameron Dallas	creator	2013	Los Angeles	Vine and YouTube creator	Active	1	
■ Cloud9	collective	2013	Los Angeles	Esports organisation	Active	2	
■ Cody Ko	creator	2013	Los Angeles	Comedian, podcaster	Dormant	1	
■ David Dobrik	creator	2013	Los Angeles	Vlogger, Vlog Squad founder, app co founder	Active	5	
■ Jake Paul	creator	2013	Puerto Rico	Creator, boxer, promoter, betting co founder	Active	10	
■ Kevin Crowder	creator	2013	Miami	Economic development consultant and creator	Active	4	partial
■ Liza Koshy	creator	2013	Los Angeles	Vine and YouTube creator turned actor	Active	1	
■ Logan Paul	creator	2013	Puerto Rico	Creator, WWE wrestler, beverage co founder	Active	8	
■ Nikita Dragun	creator	2013	Los Angeles	Beauty creator, cosmetics founder	Active	1	
■ Patreon	platform	2013	San Francisco Bay Area	Membership platform, creator subscriptions	Active	7	
■ Patrick Starr	creator	2013	Los Angeles	Beauty creator, One/Size founder	Active	2	
■ Pokimane (Imane Anys)	creator	2013	Los Angeles	Streamer, snack brand founder	Active	2	
■ Rumble	platform	2013	Tampa	Video platform, Nasdaq listed	Active	3	
■ Ryan Trahan	creator	2013	Sugar Land, Texas	YouTube creator, candy brand co owner	Active	2	
■ Sidemen	collective	2013	Outside the United States	YouTube group and holding company	Active	8	
■ Asmongold (Zack Hoyt)	creator	2014	Austin	Streamer, OTK co founder	Active	2	
■ Beme	platform	2014 to 2018	New York	Video sharing app and news studio, Casey Neistat co founded	Closed	2	
■ Manny MUA (Manuel Gutierrez)	creator	2014	Los Angeles	Beauty creator, cosmetics founder	Active	3	
■ Shroud	creator	2014	Los Angeles	Streamer, former Counter Strike pro	Active	4	
■ Tfue (Turner Tenney)	creator	2014	Tampa	Streamer	Active	1	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ The Try Guys	collective	2014	Los Angeles	Comedy group, independent studio owners	Active	3	
■ musical.ly	platform	2014 to 2018	Outside the United States	Lip sync video app, merged into TikTok	Acquired	2	
■ xQc	creator	2014	Austin	Streamer, former Overwatch pro	Active	2	
■ Alissa Violet	creator	2015	Los Angeles	Creator, model	Active	1	partial
■ Bryce Hall	creator	2015	Los Angeles	TikTok creator, boxer	Active	3	
■ Dr Disrespect (Guy Beahm)	creator	2015	San Diego	Streamer, former game studio co founder	Active	2	
■ James Charles	creator	2015	Los Angeles	Beauty creator	Active	4	
■ Kinda Funny	collective	2015	San Francisco Bay Area	Creator owned games media company	Active	2	
■ NRG Esports	collective	2015	Los Angeles	Esports and content organisation	Acquired	1	
■ Tana Mongeau	creator	2015	Las Vegas	YouTube creator, podcaster	Active	4	
■ Triller	platform	2015 to 2026	Los Angeles	Short video app and events group, delisted	Wound down	2	
■ Vessel	platform	2015 to 2016	San Francisco Bay Area	Early access subscription video platform	Closed	4	
■ Vlog Squad	collective	2015	Los Angeles	Vlog ensemble	Dormant	1	
■ Yes Theory	collective	2015	Los Angeles	Travel and challenge crew, apparel owners	Active	3	
■ 100 Thieves	collective	2016	Los Angeles	Esports and lifestyle brand	Active	7	
■ Chase Hudson (Huddy)	creator	2016	Los Angeles	TikTok creator, musician, Hype House co founder	Active	2	
■ Emma Chamberlain	creator	2016	Los Angeles	YouTube creator, coffee company co CEO	Active	5	
■ IShowSpeed (Darren Watkins Jr.)	creator	2016	Cincinnati	Streamer	Active	2	
■ LinkedIn	platform	2003	San Francisco Bay Area	Professional network, Microsoft owned	Active	1	partial
■ Mixer	platform	2016 to 2020	Seattle	Live streaming platform, Microsoft	Closed	4	
■ Team 10	collective	2016 to 2021	Los Angeles	Creator collective and management company	Dissolved	6	
■ Cameo	platform	2017	Chicago	Personalised celebrity video marketplace	Active	2	
■ Clout Gang	collective	2017 to 2018	Los Angeles	Creator house	Dissolved	2	unverified
■ Complexity Gaming	collective	2003	Dallas	Esports organisation	Active	3	
■ Hiram Yarbro	creator	2017	Honolulu	Skincare creator	Active	2	partial
■ Substack	platform	2017	San Francisco Bay Area	Newsletter and subscription publishing platform	Active	4	
■ TikTok	platform	2017	Los Angeles	Short form video platform, ByteDance and TikTok USDS joint venture	Active	15	
■ Alex Cooper	creator	2018	Los Angeles	Podcaster, network and beverage founder	Active	6	
■ Dear Media	collective	2018	Los Angeles	Podcast network for female creators, DBA spinout	Active	1	
■ Josh Richards	creator	2018	Los Angeles	TikTok creator, producer, investor	Active	6	
■ Kai Cenat	creator	2018	Atlanta	Streamer, AMP member	Active	8	
■ Ludwig Ahgren	creator	2018	Los Angeles	Streamer, events and media founder	Active	6	
■ AMP (Any Means Possible)	collective	2019	Atlanta	Streaming crew, skincare owners	Active	6	
■ Addison Rae	creator	2019	Los Angeles	TikTok creator turned pop musician	Active	6	
■ Airrack (Eric Decker)	creator	2019	Los Angeles	YouTube creator	Active	2	
■ Amazon Live	platform	2019	Seattle	Live shopping platform inside Amazon	Active	1	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Charli D'Amelio	creator	2019	Los Angeles	TikTok creator, dancer, Broadway performer	Active	10	
■ Dixie D'Amelio	creator	2019	Los Angeles	TikTok creator, singer, snack brand founder	Active	7	
■ Heather Cox Richardson	creator	2019	Boston	Historian and newsletter writer, Letters from an American	Active	1	
■ Hype House	collective	2019 to 2024	Los Angeles	TikTok content house	Dissolved	10	
■ Thomas Petrou	creator	2019	Los Angeles	Hype House co founder and manager	Active	1	partial
■ Bella Poarch	creator	2020	Los Angeles	TikTok creator, musician	Active	1	
■ Byte	platform	2020 to 2023	New York	Six second video app, Vine successor	Closed	1	
■ Clubhouse	platform	2020	San Francisco Bay Area	Social audio app	Dormant	2	
■ Clubhouse BH	collective	2020 to 2021	Los Angeles	TikTok content house, publicly traded parent	Wound down	1	
■ Khaby Lame	creator	2020	Outside the United States	TikTok creator	Active	2	
■ Matthew Yglesias	creator	2020	Washington, DC	Writer, Slow Boring newsletter	Active	1	
■ Mikayla Nogueira	creator	2020	Boston	Beauty creator, cosmetics co founder	Active	1	
■ OTK (One True King)	collective	2020	Austin	Streaming organisation	Active	3	
■ Quibi	platform	2020 to 2020	Los Angeles	Mobile short form streaming service	Closed	1	
■ Sway House	collective	2020 to 2021	Los Angeles	TikTok content house	Dissolved	7	
■ The Roost Podcast Network	collective	2020	Austin	Podcast network, formerly Rooster Teeth, owned by Night	Active	2	
■ Alix Earle	creator	2022	Miami	TikTok creator, beverage and skincare investor	Active	4	
■ Kick	platform	2022	Outside the United States	Live streaming platform, Easygo and Stake.com founders, Melbourne	Active	2	
■ Music Cities Radio	channel	2025	Miami	YouTube channel, music discovery station	Active	3	partial
■ The Music Cities™	channel	2025	Miami	YouTube channel and media entity, heavy metal and economic development	Active	9	partial
■ Street Economics® Television	channel	2026	Miami	YouTube channel, economic development audience	Active	4	partial
■ Amazon Associates	tool or rail	1996	Seattle	Affiliate programme, the oldest commission rail	Active	2	
■ BBTV (BroadbandTV)	MCN	2005	Outside the United States	Multi channel network and rights management	Active	2	
■ Barstool Sports	media company	2003	Chicago	Sports and comedy media company, podcasts	Active	9	
■ Google AdSense	tool or rail	2003	San Francisco Bay Area	Ad network and the payment rail behind YouTube payouts	Active	1	
■ BuzzFeed	media company	2006	New York	Digital media company	Acquired	6	
■ Clevver	media company	2006	Los Angeles	Pop culture news channels	Acquired	2	
■ CollegeHumor	media company	1999 to 2023	Los Angeles	Comedy website and video studio	Rebranded	2	
■ First Media	media company	2006	Los Angeles	Social video publisher, So Yummy and Blossom	Active	1	
■ IZEA Worldwide	tool or rail	2006	Orlando	Creator sponsorship marketplace, public company	Active	3	
■ Shopify	tool or rail	2006	Outside the United States	E commerce platform, Ottawa	Active	2	
■ TYT Network	media company	2002	Los Angeles	Online news network	Active	1	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Ted Murphy	agency	2006	Orlando	Executive, founder of IZEA	Active	2	
■ Dan Weinstein	agency	2007	Los Angeles	Executive, co founder of Collective Digital Studio and Underscore Talent	Active	2	
■ Reza Izad	agency	2007	Los Angeles	Executive, co founder of Collective Digital Studio and Underscore Talent	Active	2	
■ YouTube Partner Program	tool or rail	2007	San Francisco Bay Area	Ad revenue share programme, the original creator payout rail	Active	1	
■ Corridor Digital	media company	2009	Los Angeles	Creator owned visual effects studio	Active	1	
■ Jukin Media	MCN	2009	Los Angeles	User generated video licensing and channels	Acquired	2	
■ Maker Studios	MCN	2009 to 2017	Los Angeles	Multi channel network	Acquired	9	
■ Mythical Entertainment	media company	2009	Los Angeles	Creator owned studio, Rhett and Link	Active	6	
■ The Joe Rogan Experience	media company	2009	Austin	Podcast	Active	2	
■ Zefr	tool or rail	2009	Los Angeles	Rights management and brand safety software	Active	1	
■ Digital Brand Architects (DBA)	agency	2010	New York	Creator management company, UTA subsidiary	Acquired	5	
■ Dominic Smales	agency	2010	Outside the United States	Executive, founder of Gleam Futures	Active	2	
■ Gleam Futures	agency	2010 to 2024	Outside the United States	UK creator management company, Dentsu owned	Wound down	4	
■ Team Coco	media company	2010	Los Angeles	Conan O'Brien digital media company	Acquired	1	
■ Big Frame	MCN	2011 to 2014	Los Angeles	Multi channel network and talent management	Acquired	1	
■ Collective Digital Studio	MCN	2011 to 2017	Los Angeles	Multi channel network	Rebranded	5	partial
■ Fullscreen	MCN	2011 to 2020	Los Angeles	Multi channel network and creator tools	Wound down	8	
■ Kin Community	MCN	2011	Los Angeles	Women's lifestyle creator network	Active	1	partial
■ LTK (rewardStyle)	tool or rail	2011	Dallas	Creator affiliate commerce platform	Active	1	
■ Machinima	MCN	2000 to 2019	Los Angeles	Multi channel network, gaming	Closed	9	
■ Mediakix	agency	2011 to 2020	Los Angeles	Influencer marketing agency, acquired by Stadiumred	Dormant	1	
■ Rooster Teeth	media company	2003 to 2024	Austin	Digital studio, animation and podcast network	Closed	12	
■ Select Management Group	agency	2011	Los Angeles	Creator management company	Active	2	
■ Spring (Teespring)	tool or rail	2011	San Francisco Bay Area	Creator merch platform, Amaze owned	Acquired	3	
■ StyleHaul	MCN	2011 to 2019	Los Angeles	Fashion and beauty multi channel network	Closed	5	
■ AwesomenessTV	MCN	2012 to 2025	Los Angeles	Teen focused multi channel network and studio	Acquired	6	
■ Complex Networks	media company	2002	New York	Youth culture media company, ComplexCon	Acquired	7	
■ FeaturedUsers	tool or rail		Orlando	Creator marketing tool, acquired by IZEA	Acquired	1	
■ First We Feast (Hot Ones)	media company	2012	New York	Food video studio, Hot Ones	Acquired	2	
■ Frederator Networks	MCN	2012	New York	Animation multi channel network	Acquired	1	
■ PayPal Honey	tool or rail	2012	Los Angeles	Browser coupon extension, PayPal, biggest YouTube sponsor of the 2010s	Active	2	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Tastemade	media company	2012	Los Angeles	Food and travel video network	Acquired	2	
■ Tribe Dynamics	tool or rail	2012 to 2021	San Francisco Bay Area	Earned media value measurement, acquired by CreatorIQ	Acquired	1	
■ mitú	MCN	2012 to 2020	Los Angeles	Latino digital media company and network	Acquired	2	
■ BusinessFlare®	firm	2013	Miami	Economic development consulting firm	Active	2	partial
■ Defy Media	MCN	2013 to 2018	Los Angeles	Digital studio and multi channel network	Closed	5	
■ FameBit	tool or rail	2013 to 2020	Los Angeles	Creator sponsorship marketplace, acquired by Google	Rebranded	3	
■ Later	tool or rail	2013	Outside the United States	Social scheduling and influencer marketing platform	Active	2	
■ Long Haul Management	agency	2013 to 2024	Los Angeles	Creator management company, acquired by Wasserman	Acquired	2	
■ Omnia Media	MCN	2013 to 2020	Los Angeles	Gaming multi channel network	Acquired	1	partial
■ Studio71	MCN	2013	Los Angeles	Multi channel network and podcast network	Acquired	7	
■ Teachable	tool or rail	2013	New York	Online course platform, Hotmart owned	Acquired	1	
■ Bottle Rocket Management	agency	2014 to 2024	Los Angeles	YouTube talent management company, absorbed by Night	Acquired	3	
■ Chas Lacaille	agency	2014	Los Angeles	Executive, founder of Bottle Rocket Management	Active	1	
■ Creative Artists Agency (Creators)	agency	1975	Los Angeles	Talent agency, creators division	Active	4	
■ CreatorIQ	tool or rail	2014	Los Angeles	Enterprise creator marketing software	Active	1	
■ Fanjoy	tool or rail	2014 to 2023	Los Angeles	Creator merch company	Bankrupt	3	
■ Gimlet Media	media company	2014 to 2023	New York	Narrative podcast studio	Closed	1	
■ Influential	agency	2014	Las Vegas	Influencer marketing company, Publicis subsidiary	Acquired	2	
■ Mavrck	tool or rail	2014 to 2023	Boston	Influencer marketing platform, merged into Later	Rebranded	2	partial
■ Obviously	agency	2014	New York	Influencer marketing agency, WPP subsidiary	Acquired	1	
■ Represent	tool or rail	2014	Los Angeles	Celebrity merch campaign platform	Acquired	2	
■ Ryan Detert	agency	2014	Las Vegas	Executive, founder of Influential	Active	1	
■ Streamlabs	tool or rail	2014	San Francisco Bay Area	Streaming software and tipping rail, Logitech owned	Acquired	1	
■ Team Whistle	MCN	2014	New York	Sports creator network and media company	Acquired	2	
■ The Dodo	media company	2014	New York	Animal video publisher	Acquired	1	partial
■ Vice Media	media company	1994 to 2023	New York	Youth media company	Bankrupt	3	
■ Viral Nation	agency	2014	Outside the United States	Influencer marketing agency and talent firm	Active	1	
■ Captiv8	tool or rail	2015 to 2025	San Francisco Bay Area	Influencer marketing platform, Publicis subsidiary	Acquired	1	
■ Night	agency	2015	Los Angeles	Creator management and holding company	Active	16	
■ Reed Duchscher	agency	2015	Los Angeles	Executive, founder of Night	Active	2	
■ Spotify for Creators (Anchor)	tool or rail	2015	New York	Podcast hosting and monetisation rail, formerly Anchor	Rebranded	1	
■ Tagger Media	tool or rail	2015 to 2023	Los Angeles	Influencer marketing software, acquired by Sprout Social	Acquired	1	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Electric Monster Media (ZATV)	media company	2016 to 2025	Los Angeles	Digital media roll up	Acquired	1	
■ Evolved Talent Agency	agency	2016	Los Angeles	Esports and gaming talent agency	Active	1	partial
■ Group Nine Media	media company	2016 to 2022	New York	Digital publisher holding company	Acquired	4	
■ Jellysmack	MCN	2016	Los Angeles	Creator catalog licensing and media company	Active	2	partial
■ Linktree	tool or rail	2016	Outside the United States	Link in bio platform, Melbourne	Active	2	
■ Revelmode	media company	2016 to 2017	Los Angeles	Creator sub network within Maker Studios	Closed	3	
■ StreamElements	tool or rail	2016 to 2026	Outside the United States	Streamer tools and sponsorship platform, Tel Aviv, sold to Razer	Acquired	2	
■ The Ringer	media company	2016	Los Angeles	Sports and culture site and podcast network	Acquired	1	
■ Whalar	agency	2016	New York	Creator and social agency, Accenture subsidiary	Acquired	4	
■ Wondery	media company	2016 to 2025	Los Angeles	Podcast network	Dissolved	1	
■ Amazon Influencer Program	tool or rail	2017	Seattle	Creator storefront and shoppable video programme	Active	1	
■ Brandon Freytag	agency	2017	Los Angeles	Executive, founder of Loaded	Active	2	
■ Crooked Media	media company	2017	Los Angeles	Political podcast network	Active	2	
■ Flip Management	agency	2017 to 2018	Los Angeles	Creator management company, merged into Select	Acquired	2	
■ Grin	tool or rail	2017	Sacramento	Creator management software for direct to consumer brands	Active	1	
■ Loaded	agency	2017	Los Angeles	Gaming and streamer management company	Active	5	
■ 2nd Try LLC	media company	2018	Los Angeles	Creator owned production company and streaming service	Active	1	
■ Call Her Daddy	media company	2018	Los Angeles	Podcast	Active	4	
■ Dropout	media company	2018	Los Angeles	Creator owned comedy streaming service	Active	3	
■ ICM Partners	agency	1975 to 2022	Los Angeles	Talent agency, merged into CAA	Acquired	2	
■ Step	tool or rail	2018	San Francisco Bay Area	Youth fintech app, acquired by Beast Industries	Acquired	1	
■ United Talent Agency (Digital)	agency	1991	Los Angeles	Talent agency, digital and creators division	Active	9	
■ Beacons	tool or rail	2019	San Francisco Bay Area	Creator storefront and link in bio platform	Active	1	
■ Dispo	tool or rail	2019	Los Angeles	Photo sharing app	Active	2	
■ Fourthwall	tool or rail	2019	Los Angeles	Creator storefront and merch platform	Active	1	
■ Nebula	platform	2019	New York	Creator owned subscription video platform	Active	1	
■ Rogue Rocket	media company	2019	Los Angeles	Creator owned news company, Philip DeFranco	Active	3	
■ Sixteenth	agency	2019	Outside the United States	Creator management company, Whalar Group	Active	1	
■ Spotter	MCN	2019	Los Angeles	Creator catalog financing and monetisation	Active	10	
■ TalentX Entertainment	agency	2019	Los Angeles	Talent management, Sway House operator	Dormant	6	
■ Watcher Entertainment	media company	2019	Los Angeles	Creator owned digital studio	Active	2	
■ Creative Juice	tool or rail	2020 to 2024	Austin	Creator banking and funding startup	Acquired	2	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ GG Talent Group	agency	2020 to 2024	Naperville, Illinois	Gaming talent management, acquired by Loaded	Acquired	1	
■ Michael Gruen	agency	2020	Los Angeles	Executive, founder of TalentX Entertainment	Active	1	
■ Mogul Moves	media company	2020	Los Angeles	Creator owned events and content company	Active	1	partial
■ Stan Store	tool or rail	2020	Los Angeles	Creator storefront for digital products and coaching	Active	1	
■ Stir	tool or rail	2020 to 2023	San Francisco Bay Area	Creator revenue splitting and payments tool	Closed	3	
■ WME (WME Group)	agency	1898	Los Angeles	Talent agency, digital department, Endeavor's core agency	Active	5	
■ YouTube BrandConnect	tool or rail	2020	San Francisco Bay Area	YouTube's in house brand deal program	Active	2	
■ Meta creator bonuses and Reels Play	tool or rail	2021	San Francisco Bay Area	Bonus programmes on Facebook and Instagram	Active	2	partial
■ Midnight Society	media company	2021 to 2025	Los Angeles	Game studio	Closed	1	
■ Most Valuable Promotions	media company	2021	Puerto Rico	Boxing promoter, creator owned	Active	1	
■ Underscore Talent	agency	2021	Los Angeles	Creator management company	Active	4	
■ Whop	tool or rail	2021	New York	Digital product and community marketplace	Active	1	
■ Offbrand	media company	2022	Los Angeles	Creator owned production company, closed	Active	1	
■ LFM Management	agency		New York	Streamer management company, absorbed by Night	Acquired	4	
■ Street Economics®	tool or rail	2023	Miami	AI economic intelligence platform	Active	2	partial
■ Unwell	media company	2023	Los Angeles	Creator owned podcast and media network, Alex Cooper	Active	4	
■ A3 Artists Agency (Abrams Artists)	agency	1977 to 2024	Los Angeles	Talent agency with digital division, closed	Closed	2	
■ Monica Khan	person		San Francisco Bay Area	Creator economy executive and advisor	Active	5	
■ The Gersh Agency	agency	1949	Los Angeles	Talent agency, buyer of A3's digital division	Active	2	
■ The Team (formerly Wasserman)	agency	2002	Los Angeles	Sports, music and entertainment agency with creators division	Rebranded	2	
■ Experiential Supply Co	agency		Los Angeles	Experiential and live events agency, acquired by Night	Acquired	1	
■ Versant Media Group	media company	2026	New York	Cable network spin off from Comcast	Active	1	
■ musiccitiesconcerts.com	media company	2026	Miami	Web property, concert listings and scene references	Active	1	partial
■ CeraVe	brand	2005	New York	Skincare brand, L'Oréal, New York	Active	1	
■ Morphe	brand	2008	Los Angeles	Cosmetics brand and retailer, creator collaboration model	Active	8	
■ Lancome	brand	1935	Outside the United States	Cosmetics brand, L'Oreal	Active	1	
■ Ipsy	brand	2011	San Francisco Bay Area	Beauty subscription company, creator founded, BFA Industries	Active	5	
■ Bang Energy	brand	2012 to 2022	Miami	Energy drink brand, creator marketing driven	Bankrupt	2	
■ G Fuel	brand	2012	New York	Gaming energy drink, Gamma Labs, Long Island New York	Active	4	
■ Nike	brand	1964	Portland	Athletic apparel	Active	2	
■ Bethany Mota for Aéropostale	brand	2013 to 2016	New York	Licensed apparel line at Aéropostale, early creator retail	Closed	2	partial

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Dr. Squatch	brand	2013	Los Angeles	DTC brand built on creator advertising	Acquired	1	
■ EM Cosmetics	brand	2013	Los Angeles	Cosmetics brand, creator owned, formerly L'Oréal	Active	3	
■ Ridge	brand	2013	Los Angeles	Wallet and everyday carry brand, creator equity partner	Active	2	
■ ColourPop	brand	2014	Los Angeles	Cosmetics brand, Seed Beauty house brand built on creator collaborations	Active	5	
■ Jeffree Star Cosmetics	brand	2014	Los Angeles	Cosmetics brand, creator owned, direct to consumer	Active	6	
■ Killer Merch	manufacturer	2014	Los Angeles	Merchandise producer and fulfillment, Chatsworth Los Angeles	Active	5	partial
■ Seed Beauty	manufacturer	2014	Los Angeles	Vertically integrated beauty manufacturer, Oxnard California	Active	2	
■ Sidemen Clothing	brand	2014	Outside the United States	Apparel brand, creator collective owned, London	Active	1	
■ Zoella Beauty	brand	2014	Outside the United States	Bath and beauty brand, creator licensed, UK	Dormant	1	partial
■ Kylie Cosmetics	brand	2015	Los Angeles	Cosmetics brand, celebrity owned, the creator brand template	Active	6	
■ Quidd	brand	2015	New York	Digital collectibles app	Active	1	
■ Congo Brands	manufacturer	2016	Louisville	Beverage brand operator and manufacturer, Louisville	Active	6	
■ CoverGirl	brand	1961	New York	Cosmetics brand, Coty	Active	1	
■ Custom Ink	manufacturer	2000	Fairfax, Virginia	Custom apparel printer, Fairfax, Virginia	Active	1	
■ Full Send	brand	2017	Miami	Apparel and drop merchandise brand, Nelk	Active	2	partial
■ Maverick by Logan Paul	brand	2017	Los Angeles	Apparel brand, creator owned	Active	2	
■ Maybelline	brand	1915	New York	Mass cosmetics brand, L'Oréal, New York	Active	1	
■ Teddy Fresh	brand	2017	Los Angeles	Apparel brand, creator owned	Active	1	partial
■ Alani Nu	brand	2018	Louisville	Energy drink and supplement brand, fitness creator founded	Acquired	5	
■ Cloak	brand	2018	Los Angeles	Gaming apparel, creator owned	Active	2	
■ Creator Warehouse	manufacturer	2018	Outside the United States	Product design and merchandise subsidiary, Linus Media Group, Surrey BC	Active	2	
■ Halo Beauty	brand	2018	Los Angeles	Beauty supplement brand, creator co founded	Active	1	
■ LTTStore	brand	2018	Outside the United States	Creator merchandise and tools brand, Linus Tech Tips	Active	2	
■ Lunar Beauty	brand	2018	Los Angeles	Cosmetics brand, creator owned	Active	2	partial
■ Red Bull	brand	1987	Outside the United States	Energy drink, creator sponsor	Active	3	
■ Reef	manufacturer	2018	Miami	Dark kitchen operator, Miami, produced Sides	Active	1	partial
■ Seek Discomfort	brand	2018	Los Angeles	Apparel brand, Yes Theory	Active	1	partial
■ Sisters Apparel	brand	2018	Los Angeles	Apparel brand, creator owned	Dormant	1	partial
■ The Inkey List	manufacturer	2018	Outside the United States	Skincare company, London, developed Selfless by Hynam	Active	1	partial
■ Adidas	brand	1949	Outside the United States	Athletic apparel, Germany, US HQ Portland	Active	1	partial
■ Chamberlain Coffee	brand	2019	Los Angeles	Coffee brand, creator owned	Active	6	
■ Chipotle	brand	1993	Los Angeles	Restaurant chain, Newport Beach California	Active	1	
■ Dragun Beauty	brand	2019	Los Angeles	Cosmetics brand, creator owned	Dormant	1	partial
■ Epic Games	brand	1991	Raleigh	Game developer, Fortnite, Cary North Carolina	Active	2	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Forma Brands	brand	2019 to 2023	San Francisco Bay Area	Beauty holding company for Morphe, bankrupt 2023	Acquired	2	
■ Hollister	brand	2000	Columbus	Apparel brand, Abercrombie & Fitch, Columbus Ohio	Active	3	
■ Madeby Collective	manufacturer	2019 to 2023	San Francisco Bay Area	Brand incubator inside Ipsy and BFA Industries	Closed	2	
■ Ani Energy	brand	2020 to 2022	Los Angeles	Energy drink brand, creator co founded	Closed	2	partial
■ Beast Industries	brand	2020	Greenville, NC	Creator holding company, Greenville North Carolina	Active	7	
■ Forvr Mood	brand	2020	Los Angeles	Candle and self care brand, creator owned	Active	2	partial
■ Higround	brand	2020	Los Angeles	Gaming keyboard brand, acquired by 100 Thieves	Active	3	
■ Invisalign	brand	1997	Phoenix	Clear aligner brand, Align Technology, Tempe Arizona	Active	1	
■ Item Beauty	brand	2020 to 2023	San Francisco Bay Area	Cosmetics brand, creator fronted, incubated by Ipsy	Closed	4	
■ MrBeast Burger	brand	2020 to 2024	Orlando	Virtual restaurant brand, licensed creator name	Wound down	6	
■ One/Size	brand	2020	Los Angeles	Cosmetics brand, creator co founded with Luxury Brand Partners	Active	2	
■ Top of the Mornin' Coffee	brand	2020	Los Angeles	Coffee brand, creator owned	Active	1	
■ Virtual Dining Concepts	manufacturer	2020	Orlando	Virtual restaurant operator, Orlando	Active	3	
■ CryptoZoo	brand	2021 to 2024	Puerto Rico	NFT game, failed	Closed	1	
■ Feastables	brand	2021	Greenville, NC	Snack brand, creator owned, Beast Industries	Active	11	
■ Happy Dad Hard Seltzer	brand	2021	Los Angeles	Hard seltzer brand, creator co owned	Active	6	
■ Minhas Craft Brewery	manufacturer	1845	Monroe, Wisconsin	Contract brewery, Monroe Wisconsin, first producer of Happy Dad	Active	1	
■ Scorpio Logistics	manufacturer	2021	Casper, Wyoming	Fulfillment company, Casper Wyoming	Active	1	
■ Selfless by Hiram	brand	2021	Honolulu	Skincare brand, creator co owned with The Inkey List	Dormant	3	
■ Sides	brand	2021	Outside the United States	Chicken restaurant brand, creator collective owned, UK	Active	4	
■ XIX Vodka	brand	2021	Outside the United States	Vodka brand, creator collective owned, UK	Active	2	
■ Betr	brand	2022	Miami	Sports betting and media company, creator co founded	Active	1	
■ D'Amelio Brands	brand	2022	Los Angeles	Creator family holding company	Active	4	
■ Hugo Boss	brand	1924	Outside the United States	Fashion house, Metzingen Germany	Active	1	
■ Joyride Sweets	brand	2022	Sugar Land, Texas	Low sugar candy, creator co owned	Active	1	
■ Juвеe	brand	2022	Los Angeles	Energy drink brand, spun out of 100 Thieves	Acquired	3	
■ Machu Picchu Foods	manufacturer	2000	Outside the United States	Chocolate manufacturer, Lima Peru, makes Feastables bars	Active	1	partial
■ Prime Hydration	brand	2022	Louisville	Beverage brand, creator co owned, operated by Congo Brands	Active	17	
■ SipMargs	brand	2022	Miami	Canned margarita brand, creator investor	Active	1	partial
■ Starforge Systems	brand	2022	Austin	Prebuilt gaming PCs, creator owned	Active	1	
■ Be Happy Snacks	brand	2023	Los Angeles	Flavored popcorn brand, creator fronted, D'Amelio Brands	Active	3	
■ D'Amelio Footwear	brand	2023	Los Angeles	Footwear brand, creator family owned	Dormant	2	
■ Myna Snacks	brand	2023 to 2025	Los Angeles	Snack brand, creator owned	Dormant	1	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Refresco	manufacturer	1999	Truesdale, Missouri	Contract beverage bottler, Truesdale Missouri plant	Active	1	
■ Best Cereal	brand	2024	Outside the United States	Breakfast cereal, creator collective owned, UK	Active	3	
■ Lunchly	brand	2024	Greenville, NC	Packaged lunch kit, creator co owned	Active	8	
■ Mornflake	manufacturer	1675	Outside the United States	Cereal manufacturer, Crewe England, makes Best cereal	Active	1	
■ Sprecher Brewing	manufacturer	1985	Milwaukee	Brewery and beverage maker, Milwaukee	Active	1	
■ W	brand	2024	Los Angeles	Men's body care brand, creator owned, Walmart line	Active	3	
■ POV Beauty	brand	2025	Boston	Cosmetics, creator co founded	Active	2	
■ Tone	brand	2025	Atlanta	Skincare, AMP owned	Active	2	
■ Unwell Hydration	brand	2025 to 2026	Los Angeles	Electrolyte drink, creator owned	Closed	1	
■ Reale Actives	brand	2026	Miami	Skincare, creator owned	Active	1	
■ Amazon	retailer	1994	Seattle	E commerce and streaming, Seattle	Active	12	
■ SXSW	event	1987	Austin	Festival and conference, Austin	Active	1	
■ YouTube headquarters, San Bruno	venue	2006	San Francisco Bay Area	Corporate headquarters	Active	1	
■ Streamy Awards	event	2009	Los Angeles	Online video awards show	Dormant	1	
■ Summer in the City	event	2009	Outside the United States	YouTube convention, London	Dormant	1	partial
■ VidCon	event	2010	Los Angeles	Online video convention, Anaheim	Active	10	
■ Playlist Live	event	2011 to 2023	Orlando	Creator fan convention, Orlando	Closed	1	
■ RTX	event	2011 to 2023	Austin	Rooster Teeth fan convention	Closed	1	
■ Anaheim Convention Center	venue	1967	Los Angeles	Convention venue, Anaheim	Active	1	
■ Beautycon	event	2013	Los Angeles	Beauty creator festival	Active	1	partial
■ Patreon headquarters, San Francisco	venue	2013	San Francisco Bay Area	Corporate headquarters	Active	1	
■ YouTube Space LA	venue	2013 to 2021	Los Angeles	Free production studio for creators, Playa Vista	Closed	1	
■ Rooster Teeth Stage 5, Austin Studios	venue	2014 to 2024	Austin	Production studio	Closed	1	
■ YouTube Space New York	venue	2014 to 2021	New York	Free production studio for creators, Chelsea Market	Closed	1	
■ Target	retailer	1962	Minneapolis	Mass retailer, Minneapolis	Active	8	
■ TwitchCon	event	2015	San Diego	Twitch creator and fan convention	Active	1	
■ ComplexCon	event	2016	Las Vegas	Streetwear and culture festival	Active	2	partial
■ FaZe House, Hollywood Hills	venue	2016 to 2020	Los Angeles	Esports and creator house	Closed	1	
■ Mythical Entertainment studio, Burbank	venue	2016	Los Angeles	Production studio and headquarters	Active	2	
■ Clout House	venue	2017 to 2020	Los Angeles	FaZe Clan creator house, Los Angeles	Closed	1	
■ Sephora	retailer	1970	San Francisco Bay Area	Prestige beauty retailer, LVMH, US HQ San Francisco	Active	6	
■ Team 10 house	venue	2017 to 2019	Los Angeles	Creator house, Beverly Grove then Calabasas	Closed	2	partial
■ MrBeast studios, Greenville	venue	2018	Greenville, NC	Production campus and headquarters	Active	2	partial
■ TanaCon	event	2018 to 2018	Los Angeles	Creator convention, failed	Closed	5	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Ulta Beauty	retailer	1990	Chicago	Beauty retailer, Bolingbrook Illinois	Active	6	
■ GameStop	retailer	1984	Dallas	Video game retailer, Grapevine Texas	Active	2	partial
■ Twitch headquarters, 350 Bush Street	venue	2019	San Francisco Bay Area	Corporate headquarters	Active	1	
■ 100 Thieves Cash App Compound	venue	2020	Los Angeles	Esports and apparel headquarters, Culver City	Active	1	partial
■ Dunkin'	retailer	1950	Boston	Coffee and doughnut chain, Canton Massachusetts	Active	1	
■ Hype House mansion, Moorpark	venue	2020 to 2024	Los Angeles	Creator house	Closed	1	
■ Sway House, Bel Air	venue	2020 to 2021	Los Angeles	TikTok creator house	Closed	1	
■ TikTok US headquarters, Culver City	venue	2020	Los Angeles	US headquarters	Active	1	partial
■ 7-Eleven	retailer	1927	Dallas	Convenience chain, Irving Texas	Active	3	
■ Aldi	retailer	1946	Outside the United States	Discount grocer, Germany, US HQ Batavia Illinois	Active	1	
■ Asda	retailer	1965	Outside the United States	UK supermarket, Leeds	Active	1	
■ Kroger	retailer	1883	Cincinnati	Grocery chain, Cincinnati Ohio	Active	2	partial
■ Walmart	retailer	1962	Bentonville, Arkansas	Mass retailer, first shelf for creator food and beverage brands	Active	7	
■ Comedy Mothership	venue	2023	Austin	Comedy club, creator owned	Active	2	
■ Tesco	retailer	1919	Outside the United States	UK supermarket, Welwyn Garden City	Active	2	
■ The Lighthouse	venue	2023	Los Angeles	Creator campus, Whalar Group	Active	1	partial
■ TikTok Shop	retailer	2023	Los Angeles	In app marketplace with creator affiliate commissions	Active	1	
■ Walgreens	retailer	1901	Chicago	Drugstore chain, Deerfield Illinois	Active	1	partial
■ Beast Games	event	2024	Greenville, NC	Streaming competition series, Prime Video	Active	1	
■ Best Buy	retailer	1966	Minneapolis	Electronics retailer, Richfield Minnesota	Active	1	partial
■ Costco	retailer	1983	Seattle	Warehouse club, Issaquah Washington	Active	2	
■ Dude Perfect HQ, Frisco	venue	2025	Dallas	Headquarters and studio, DPHQ3	Active	1	
■ Creator Gold	event		Austin	Creator gathering at SXSW	Active	3	partial
■ Founders Fund	investor	2005	San Francisco Bay Area	Venture capital firm	Active	1	
■ Google	acquirer	1998	San Francisco Bay Area	YouTube owner	Active	5	partial
■ Razer	acquirer	2005	Los Angeles	Gaming hardware company, Irvine and Singapore	Active	1	
■ Spark Capital	investor	2005	San Francisco Bay Area	Venture capital firm	Active	1	
■ Vobile Group	acquirer	2005	Outside the United States	Content protection company, Hong Kong listed	Active	1	
■ Vox Media	acquirer	2005	New York	Digital publisher, Group Nine acquirer	Active	1	
■ IAC	acquirer	1995	New York	Internet holding company	Active	2	
■ Kartoon Studios (Genius Brands)	acquirer	2006	Los Angeles	Children's animation company	Active	1	
■ Stadiumred Group	acquirer	2007	New York	Marketing holding company	Active	1	
■ TPG Growth	investor	2007	San Francisco Bay Area	Growth equity arm of TPG, San Francisco	Active	1	
■ SiriusXM	acquirer	2008	New York	Satellite radio and podcast company	Active	5	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ Andreessen Horowitz	investor	2009	San Francisco Bay Area	Venture capital firm	Active	4	
■ Thrive Capital	investor	2009	New York	Venture capital firm, Patreon Series B lead	Active	1	
■ Sprout Social	acquirer	2010	Chicago	Social media management software, Tagger owner	Active	1	
■ The Chernin Group	investor	2010	Los Angeles	Media investment firm, TCG	Active	8	
■ Blue Ant Media	acquirer	2011	Outside the United States	Toronto media company	Active	1	
■ Hotmart	acquirer	2011	Outside the United States	Brazilian digital product platform, Belo Horizonte	Active	1	
■ Slow Ventures	investor	2011	San Francisco Bay Area	Venture capital firm with a dedicated creator fund	Active	1	
■ ByteDance	acquirer	2012	Outside the United States	TikTok parent, Beijing	Active	2	
■ DreamWorks Animation	acquirer	1994 to 2016	Los Angeles	Studio, acquirer of AwesomenessTV	Acquired	3	
■ L'Oreal	investor	1909	Outside the United States	Beauty conglomerate, Em Cosmetics launch partner	Active	2	
■ RTL Group	acquirer	2000	Outside the United States	European broadcaster, MCN investor	Active	2	
■ Hearst	investor	1887	New York	Media conglomerate, digital minority investor	Active	5	
■ Index Ventures	investor	1996	San Francisco Bay Area	Venture capital firm, Patreon Series A lead	Active	1	
■ Otter Media	acquirer	2014 to 2019	Los Angeles	Digital media holding company, Chernin and AT&T joint venture	Dissolved	5	
■ TPG Capital	investor	1992	San Francisco Bay Area	Private equity firm	Active	2	
■ Tether	investor	2014	Outside the United States	Stablecoin issuer turned investor, El Salvador	Active	2	partial
■ The Walt Disney Company	acquirer	1923	Los Angeles	Media conglomerate, Maker Studios acquirer	Active	3	
■ Amaze Holdings	acquirer	2015	Los Angeles	Creator commerce software company, owner of Spring	Active	1	
■ Comcast NBCUniversal	investor	1963	Philadelphia	Cable and media conglomerate, BuzzFeed investor	Active	3	
■ CuriosityStream	investor	2015	New York	Documentary streaming service	Active	1	
■ Eldridge Industries	investor	2015	Greenwich, Connecticut	Holding company, Todd Boehly	Active	1	
■ ProSiebenSat.1 Media	acquirer	2000	Outside the United States	German broadcaster, Collective Digital Studio acquirer	Active	2	partial
■ CNN	acquirer	1980	Atlanta	News network, acquirer	Active	1	
■ DAZN	acquirer	2016	Outside the United States	Sports streaming group, London	Active	1	
■ Latido Networks	acquirer	2016	Los Angeles	Latino digital media group	Active	1	
■ Microsoft	acquirer	1975	Seattle	Xbox owner, Mixer acquirer	Active	3	
■ Verizon	investor	1983	New York	Telecom, go90 era digital media investor	Active	4	
■ Dallas Cowboys (Jerry Jones)	investor		Dallas	NFL franchise, esports owner	Active	1	
■ Dan Gilbert	investor		Detroit	Investor, Cleveland Cavaliers owner	Active	1	
■ Dentsu	acquirer	1901	Outside the United States	Advertising holding company	Active	1	
■ SoftBank Vision Fund	investor	2017	Outside the United States	Growth investor, Tokyo	Active	5	
■ AT&T	acquirer	1983	Dallas	Telecom, Otter Media joint venture partner then owner	Active	2	
■ DarkZero Esports	acquirer	2018	Las Vegas	Esports organisation, acquirer	Active	1	

NAME	KIND	YEARS	METRO	ROLE	STATUS 2026	CONNECTIONS	CONFIDENCE
■ NTWRK	acquirer	2018	Los Angeles	Livestream shopping company, Complex owner	Active	2	
■ Wonder	acquirer	2018	New York	Food delivery company, Marc Lore	Active	1	
■ Coty Inc.	acquirer	1904	New York	Beauty conglomerate, Kylie Cosmetics majority owner	Active	2	
■ FTX	investor	2019 to 2022	Miami	Crypto exchange, esports sponsor	Bankrupt	1	
■ Logitech	acquirer	1981	Outside the United States	Peripherals maker, Streamlabs owner	Active	1	
■ Paramount Skydance	acquirer	2019	New York	Media conglomerate, Viacom successor	Active	3	
■ Bitmine Immersion Technologies	investor	2020	Atlanta	Cryptocurrency treasury company, Beast Industries investor	Active	1	partial
■ GameSquare Holdings	acquirer	2020	Dallas	Gaming and esports holding company, Frisco	Active	2	
■ Penn Entertainment	acquirer	1972	Philadelphia	Casino operator, Barstool owner 2020 to 2023	Active	2	
■ Anti Fund	investor	2021	Los Angeles	Venture firm, Jake Paul and Logan Paul	Active	3	
■ Highmount Capital	investor	2021	New York	Private investment firm, Dude Perfect backer	Active	1	
■ Lone Pine Capital	investor	1997	Greenwich, Connecticut	Hedge fund and growth investor	Active	1	
■ Summit Partners	investor	1984	Boston	Growth equity firm	Active	2	
■ Tiger Global Management	investor	2001	New York	Hedge fund and growth investor	Active	1	partial
■ Trusted Media Brands	acquirer	1922	New York	Reader's Digest parent, Jukin owner	Active	1	
■ Breeze	investor	2022	Los Angeles	Creator financing firm	Active	1	
■ Fixated	acquirer	2022	Los Angeles	Creator management and production company	Active	1	partial
■ Night Capital	investor	2022	Los Angeles	Venture fund, Night and The Chernin Group joint venture	Active	2	
■ Warner Bros. Discovery	acquirer	2022	New York	Media conglomerate, inherited Rooster Teeth and Machinima	Active	5	
■ Box Canyon Productions	acquirer	2023	Austin	Burnie Burns's production company, Rooster Teeth brand owner	Active	2	
■ Fortress Investment Group	acquirer	1998	New York	Credit investor, owner of Vice	Active	1	
■ Jefferies and Cerberus	acquirer	2023	New York	Lender group that bought Forma Brands out of bankruptcy	Active	1	
■ Monster Beverage	acquirer	2002	Los Angeles	Energy drink company, Corona, California	Active	1	
■ WPP	acquirer	1985	Outside the United States	Advertising holding company	Active	1	
■ Informa	acquirer	1998	Outside the United States	Events and publishing group, London, VidCon owner	Active	1	
■ Publicis Groupe	acquirer	1926	Outside the United States	Advertising holding company, Influential acquirer	Active	2	partial
■ Viz Media	acquirer	1986	San Francisco Bay Area	Anime and manga publisher	Active	1	
■ Celsius Holdings	acquirer	2004	Miami	Energy drink company, Alani Nu acquirer, Boca Raton	Active	1	
■ Silver Lake	acquirer	1999	San Francisco Bay Area	Private equity firm, owner of Endeavor and WME	Active	1	
■ Unilever	acquirer	1929	Outside the United States	Consumer goods conglomerate, London	Active	1	
■ Accenture (Accenture Song)	acquirer	1989	Outside the United States	Consulting group, buyer of Whalar	Active	2	
■ Allen Media Group	acquirer	1993	Los Angeles	Byron Allen's media company	Active	1	
■ Compound Creative Holdings	investor	2026	Los Angeles	Creator business holding company, CAA and TPG	Active	2	