CONTENT MONETIZATION OP SOCIALE MEDIA

catalina goanta
universitair hoofddocent

Inhoud

Sociale media ontwikkelingen
- content monetization
- social commerce

Case study: Boekarest Rechtbank

DSA: een nieuw regime?

sociale media ontwikkelingen

internet monetization

⬆ Share

Corn Kid

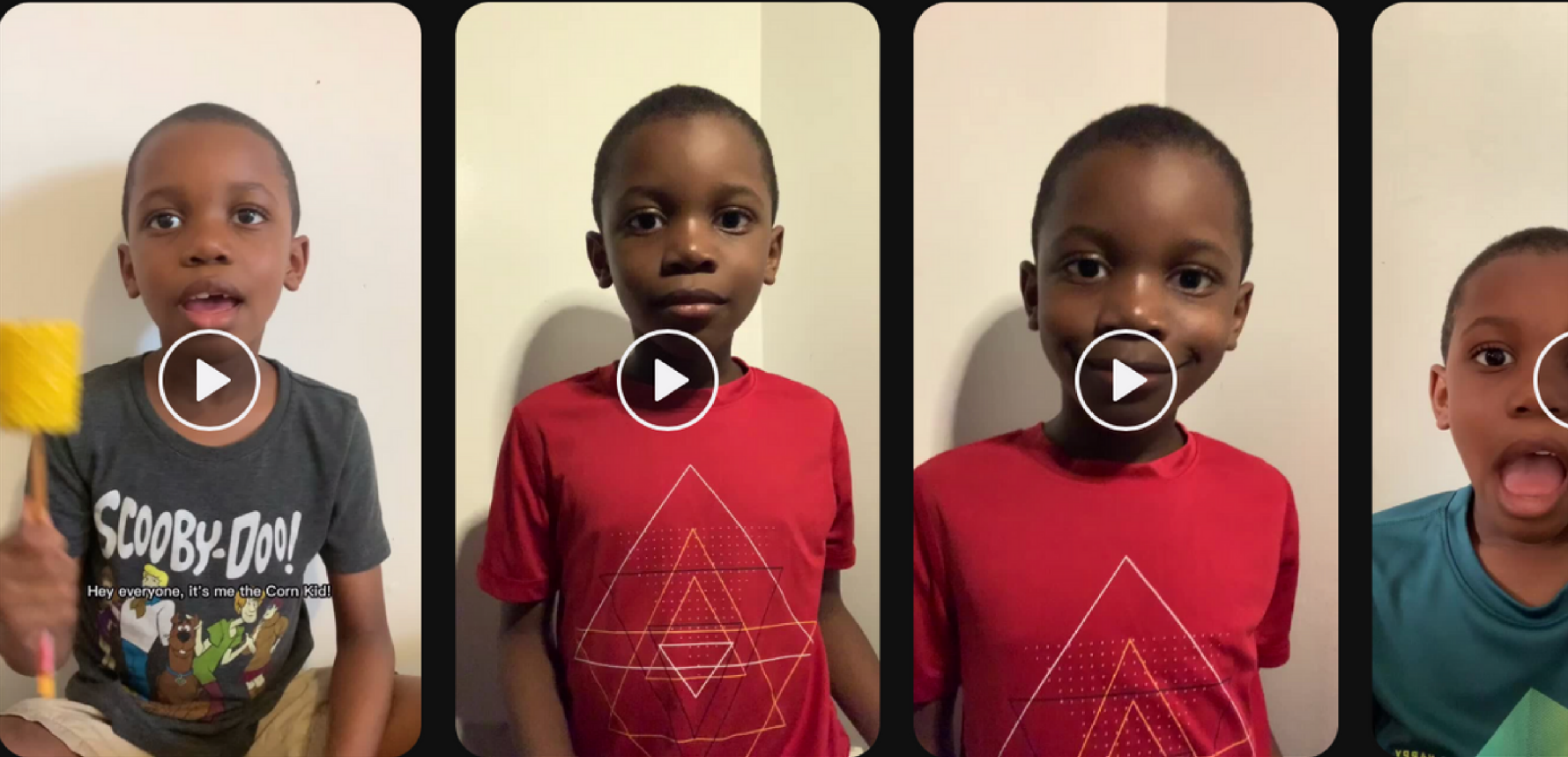★ 5.0 • 434 followers

Viral Sensation

Follow   Message €3

Personalized video

Get a personalized video you'll never forget. Learn more

Book from €220

⚡ **24hr delivery**
Available to book

🕐 **0:22**
Average video length

★ **5.0 stars**
34 reviews

Reviews

View all (34)

C***** ★★★★★
7 days ago

Thank you so much! I love the video and your awesome spirit! Have the most

Dr ★★★★★
5 days ago

Thank you, corn kid!!! This made everyone's day!!! Dr Heather cried and

C***** ★★
3 days ago

Honestly, t wife is goir

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UK ▶ UK politics Education **Media** Society Law Scotland Wales Northern Ireland

Marketing & PR

Couple auction right to name unborn baby

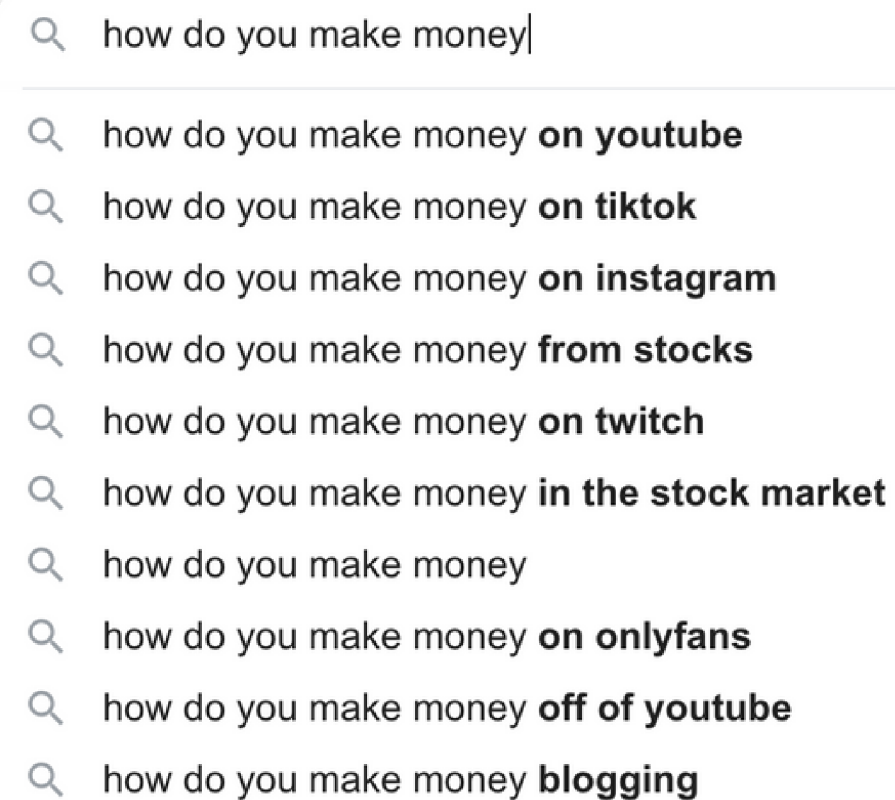**Julia Day**

Fri 27 Jul 2001 11.57 BST

In what has got to be the ultimate corporate sponsorship opportunity, a US couple are auctioning the right to name their unborn baby boy to the highest bidder.

Unabashed at the effect on a child growing up with a name like Coke, Microsoft, Nike or Pringles, Jason Black and Frances Schroeder want to

hoe verdienen mensen geld op het Internet?

Google

🔍 how do you make money| ✕ | 🎤

🔍 how do you make money **on youtube**

🔍 how do you make money **on tiktok**

🔍 how do you make money **on instagram**

🔍 how do you make money **from stocks**

🔍 how do you make money **on twitch**

🔍 how do you make money **in the stock market**

🔍 how do you make money

🔍 how do you make money **on onlyfans**

🔍 how do you make money **off of youtube**

🔍 how do you make money **blogging**

0:01 / 43:08
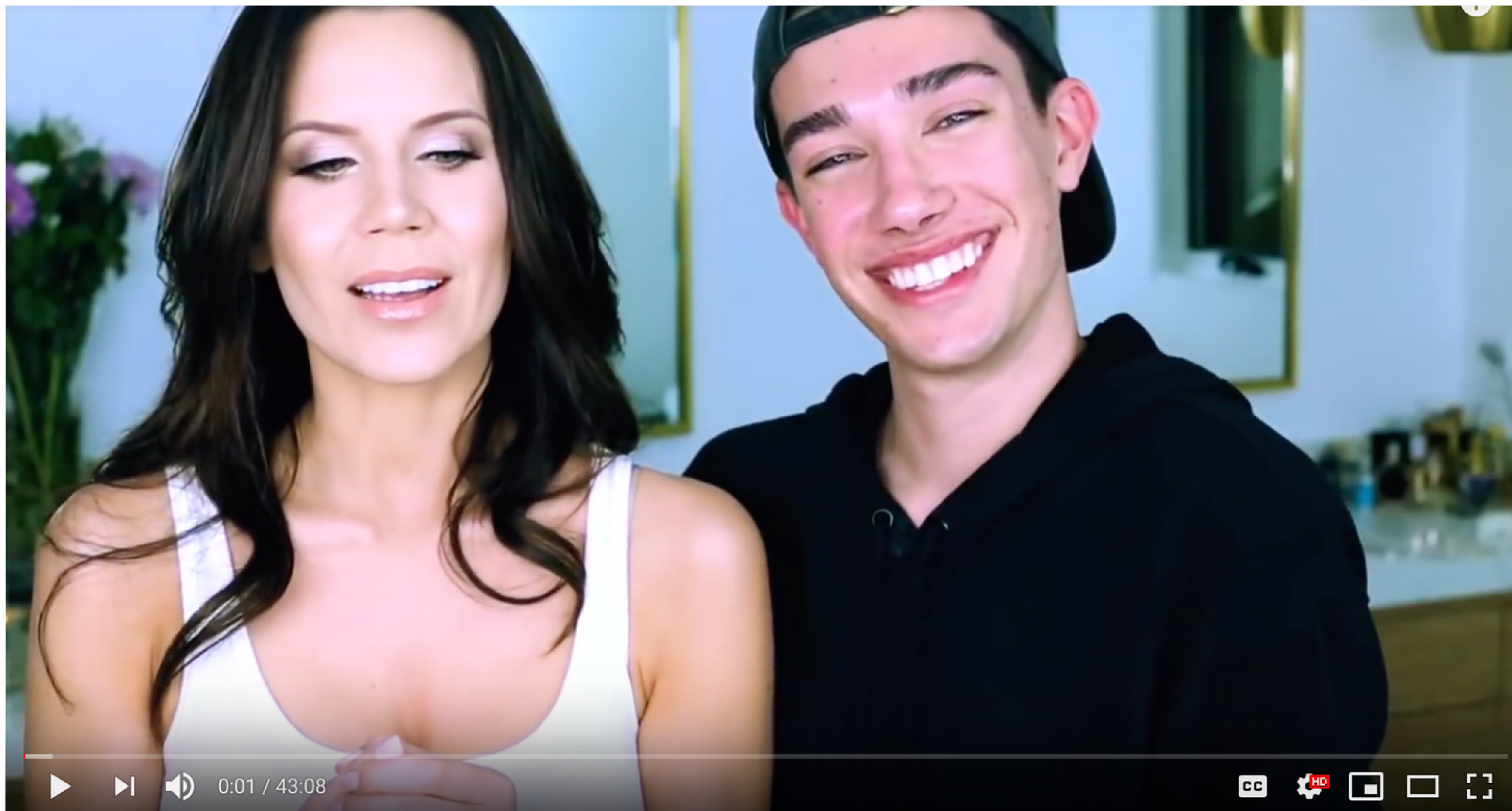
BYE SISTER ...

🔗 Unlisted

50,459,484 views

👍 3.3M   👎 208K   ➤ SHARE   ☰+ SAVE   ...

Tati ✓
Published on May 10, 2019

SUBSCRIBE 10M

This is the hardest video I've ever had to make, please try to watch the entire video before commenting. If you must comment, please keep it respectful. xo's ~ Tati
😇 HALO Before & After PHOTOS HERE » » » https://halobeauty.com/pages/halo-glow

There Are Now 50 Million Content Creators

46.7M Amateurs

2M+ Professionals–

SIGNALFIRE

Source: signalfire.com/blog/creator-economy

Amateur Creators

- 12M
- 2.7M
- Other 2M
- 30M
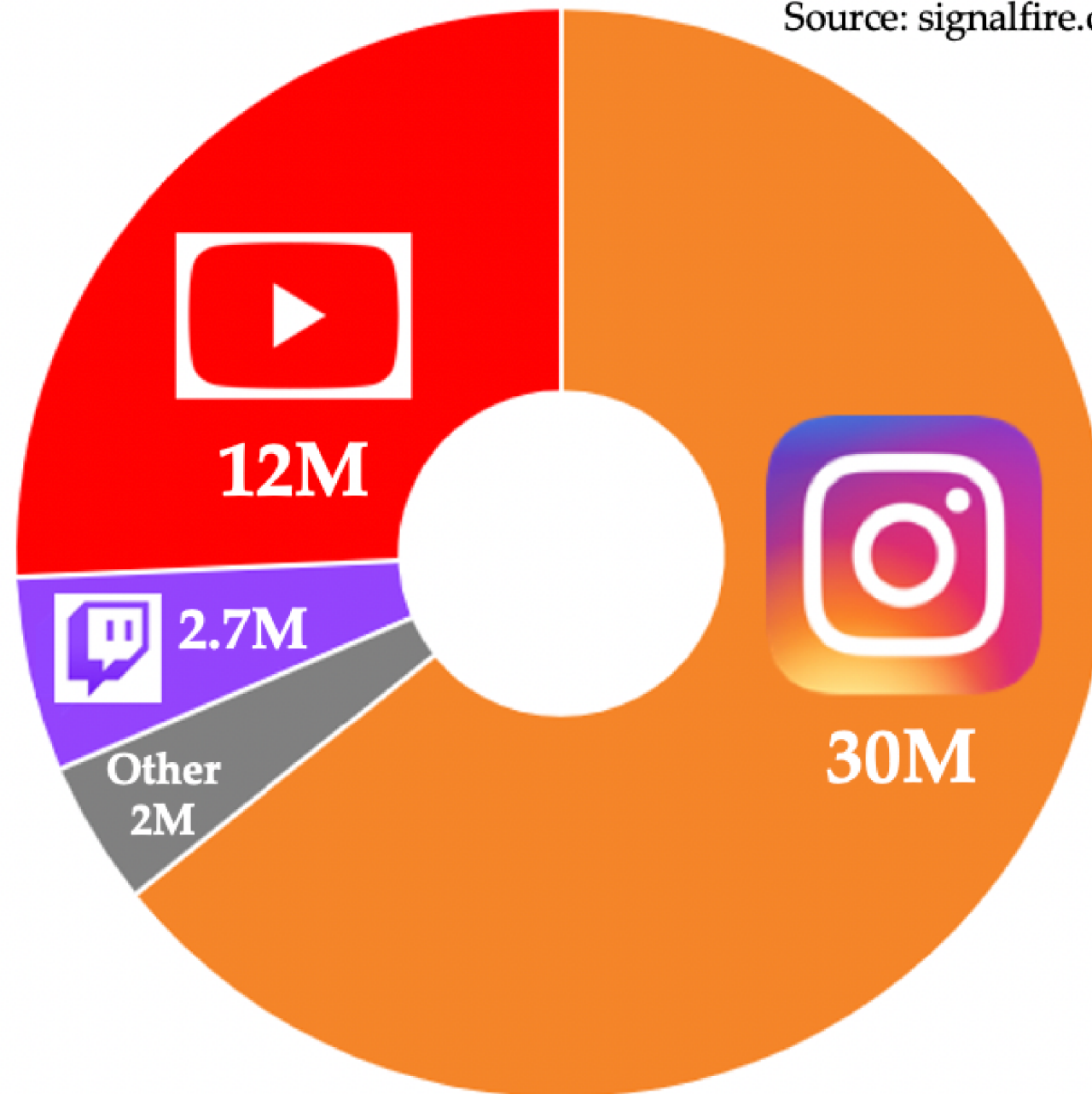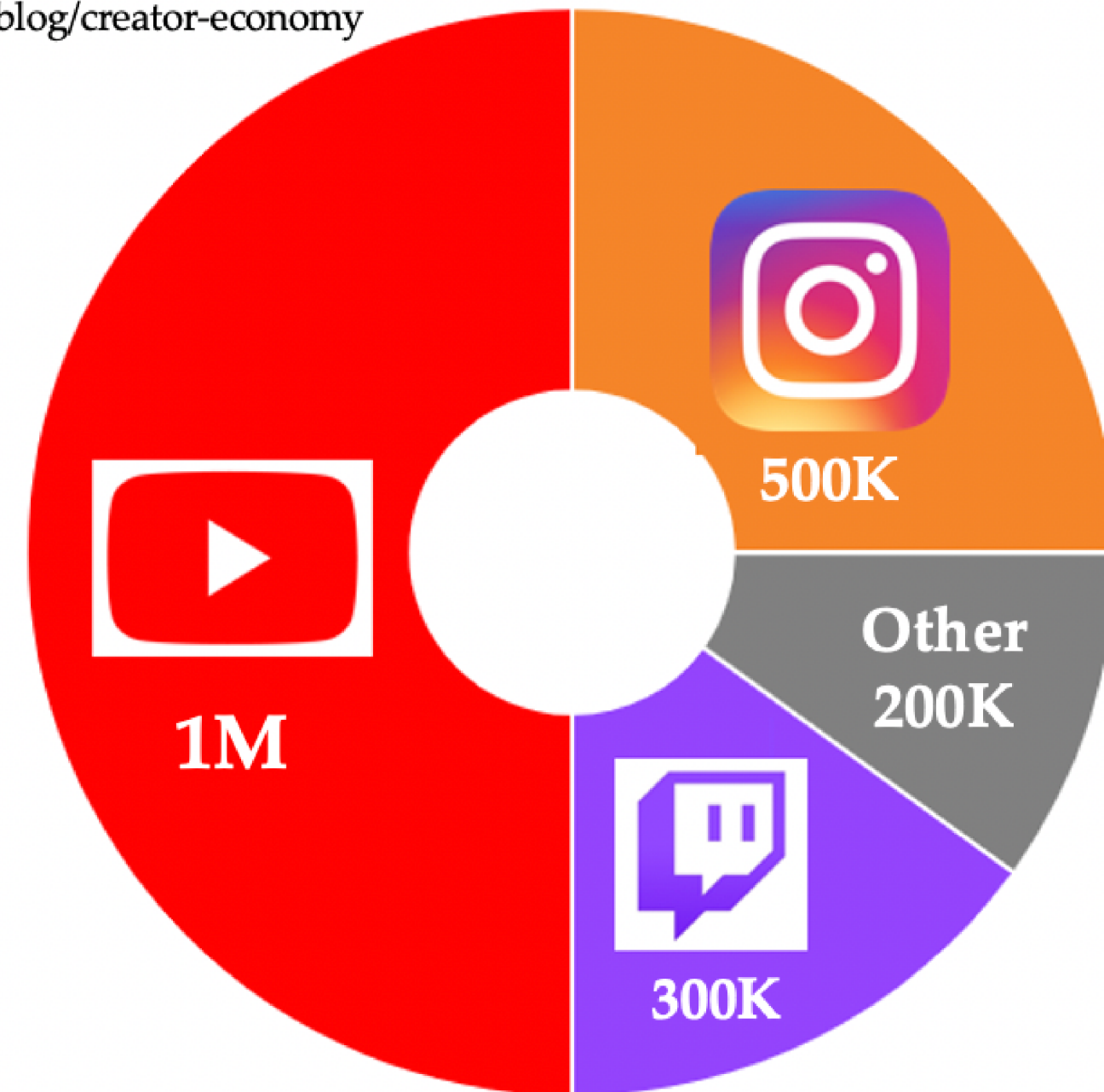
Professional Creators

- 1M
- 500K
- Other 200K
- 300K

Creator Economy Market Map

By Yuanling Yuan

SIGNALFIRE

Phase 1: Birth of Media Platforms

Media Platforms

Video / Streaming

YouTube · Tik Tok · twitch

PURE · Facebook LIVE · YOU NOW

Phot... design

Mu...

Content Creation Tools

Tik Tok · Soundtrap

Video

KAPWING · VOCHI
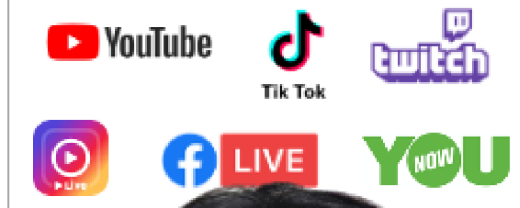
TRASH · PLAY PLAY · invideo

Photography / Graphic Design

AFFINITY · fotor · PicMonkey

Canva

PIXLR

Motion Photos

GIPHY

Mu...
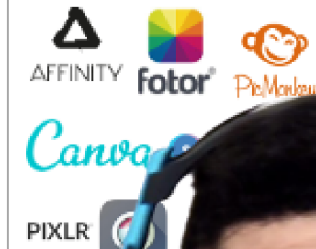
Phase 2: Emergence of Influencer Marketing

Instagram · YouTube · Facebook · Blogger

Twitter · LinkedIn · Pinterest · twitch · Snapchat

Influencer Marketing

Specialized Influencer Marketing Agencies

Influencer Marketing Platforms and Marketplaces

SaaS · Captiv8

ASPI...

k...
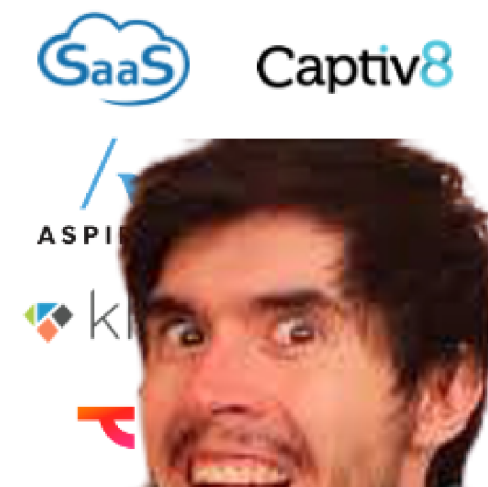
Phase 3: Creators as SMBs

Patronage Platforms

Ad Hoc Project Based Funding

KICKSTARTER

INDIEGOGO

What else can creators sell?

Selling Fan Engagement

cameo · starsona · Camelot

Selling Online Courses / Webinars

teachable · KAJABI · Q MONTHLY

MONETISATION SUPPLY CHAIN

1. INFLUENCER MARKETING
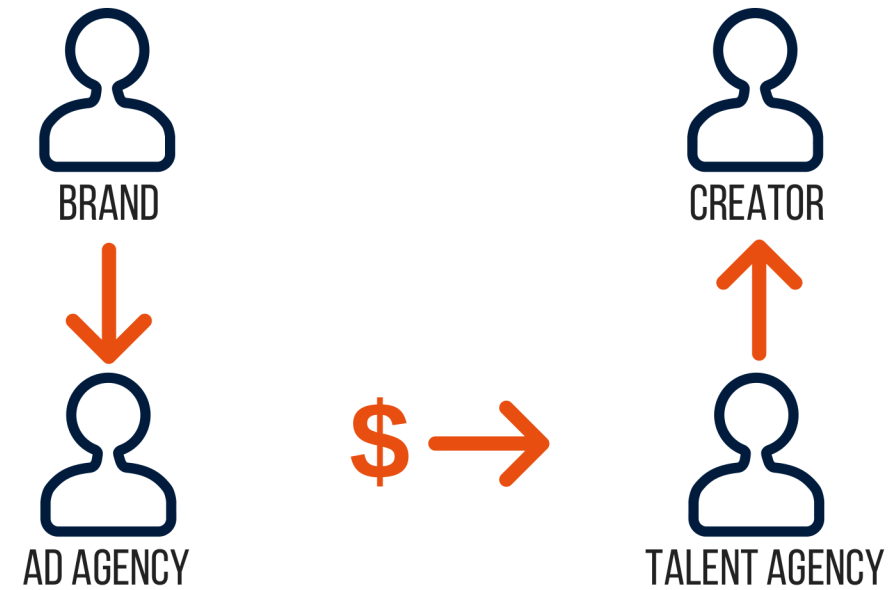
BRAND → AD AGENCY → $ → TALENT AGENCY → CREATOR

2. AD REVENUE

BRAND → $ → PLATFORM → $ → CREATOR

3. SUBSCRIPTION/TOKENIZATION/ CROWDFUNDING

USER → $ → PLATFORM → $ → CREATOR

4. DIRECT SELLING

CREATOR → $ → PLATFORM ← $ ← USER

influencer marketing

1. Sponsorship/endorsement = Brand hires influencer to produce advertising creative content, influencer gets paid lump sum. Similar to celebrity endorsements.

2. Affiliate marketing = Brand hires influencer to produce advertising creative content, influencer shares affiliate link and gets paid x% of each purchase made with the link.

chiaraferragni

683.097 likes

chiaraferragni Something awesome is happening soon 🌹 @lancomeofficial #LancomeMuse #advertising

View all 3.775 comments

valentinaferragni 😍😍😍😍😍
galagonzalez ✨✨✨

26 OCTOBER

kayla_itsines

59.369 likes

kayla_itsines Ready to train!! I have trained 3 days in a row and I'm feeling soooo good!! (And sore). My third training session was only 20 minutes but felt good to get things done! I'm going to aim to do something everyday (apart from Sunday) this week. This isn't something I can maintain forever BUT it's nice to set small goals while you are really "feeling it"!! www.kaylaitsines.com/app @stylerunner ——————— Retail brand

View all 408 comments

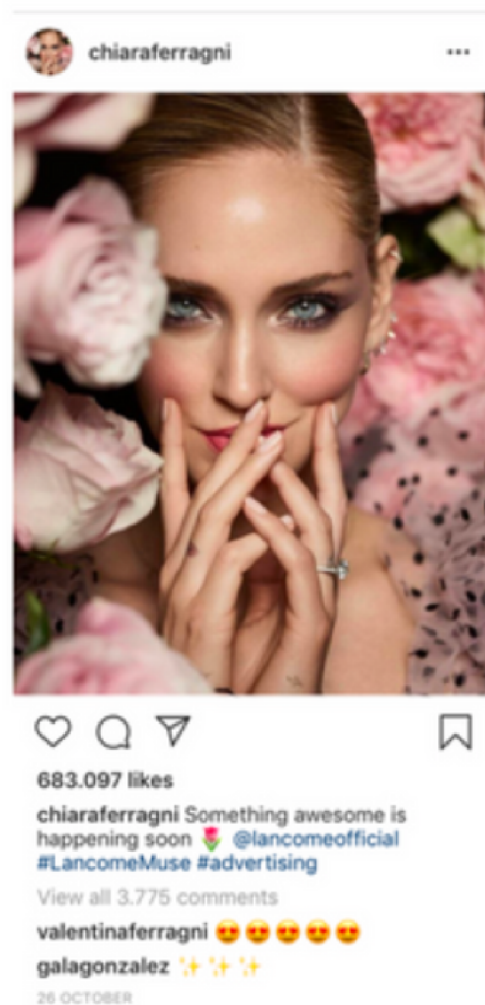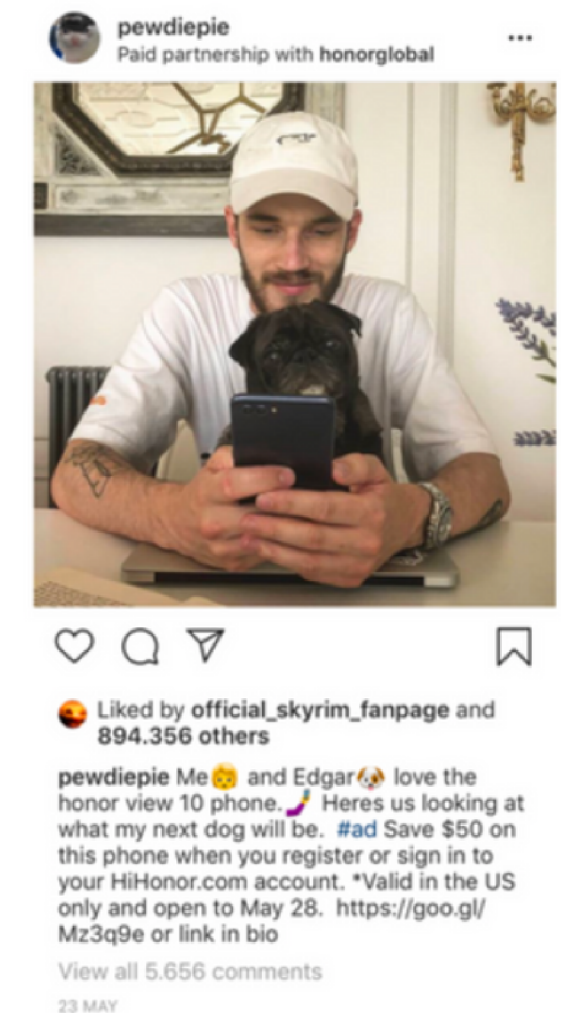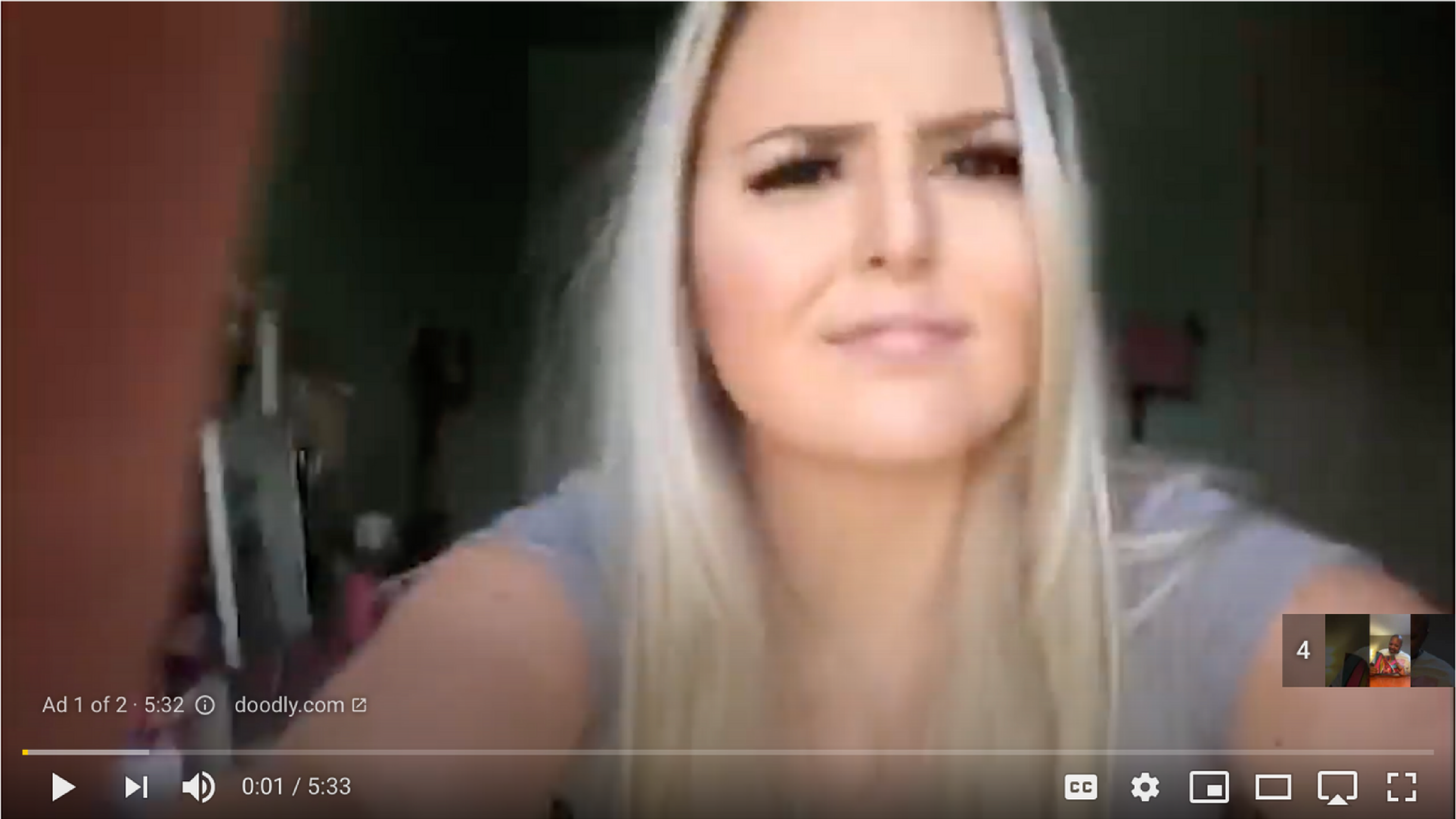sweat @raineymb13 Don't cut down on the reps, try and complete as much as you can in the allocated time! If you're unable to complete the full session, just keep repeating the week you're on until you [...]

popsugarfitness Gorg 💗

8 AUGUST

nikkietutorials

604.071 likes

nikkietutorials 🤘🔥✨ NEW video now up on my channel (link in bio) 🎃 leave a 🤘 emoji below if you're loving #halloweek
-
@juviasplace Zulu Palette on eyes (use code NIKKIE to save $$)
@vanessamooney jewelry
-
inspiration: @swayzemorgan + @atarahmayhew

View all 3.309 comments

mykie I LOVE SO MUUUUchhhHHHH 🧡🔥😍
iconic.london So cool 🔥🧛

18 OCTOBER

nikkietutorials

647.357 likes

nikkietutorials GLOW AS BRIGHT AS YOUR DIAMONDS 💎✨ want to win an @annesisteron $2,000 gift card? FOLLOW THE RULES BELOW:
-
1. LIKE this photo
2. Follow @annesisteron & @nikkietutorials
3. Tag 2 friends below
-
wearing my @ofracosmetics highlighter in CLOUD 9 ☁️ use code NIKKIE to save 30% (ends 9/10 2018)

View all 27.464 comments

monakattan 💋💋
ofracosmetics Beauty 😍😍😍

3 SEPTEMBER

pewdiepie
Paid partnership with honorglobal

Liked by official_skyrim_fanpage and 894.356 others

pewdiepie Me 🥺 and Edgar 🐶 love the honor view 10 phone. 🎤 Heres us looking at what my next dog will be. #ad Save $50 on this phone when you register or sign in to your HiHonor.com account. *Valid in the US only and open to May 28. https://goo.gl/Mz3q9e or link in bio

View all 5.656 comments

23 MAY

3. Barter = Influencer is given free products in exchange for advertising creative content (can also be considered payment in kind for an innominate contract, not necessarily a barter contract, but the obligations are clearly to exchange performances, and not money).


chiaraferragni
Aeroporto di Milano Linate

Liked by lilmiquela and 939.621 others

chiaraferragni Let #TheFerragnez wedding get started: we have a private flight #suppliedByAlitalia to bring our guests to Noto 🛒 More in stories ✈️

View all 10.210 comments

jamiejchung Congrats!!!

katebosworth OMG THIS IS AMAZING!!!

31 AUGUST

kalvijn

78.502 likes

kalvijn Fantastische tijd met mijn meisje gehad in Ibiza! Thanks @sirjoanhotel @sirhotels voor de heerlijke kamer. Echt genoten. ⭐⭐⭐⭐⭐ #sirhotels #sirjoanhotel

View all 333 comments

14 OCTOBER · SEE TRANSLATION

ad
revenue

🥰💖

Lovely Peaches Speaks On Collab With Lil Mosey & Love For 69 & Nicki 🥰💖

28,685 views • Sep 12, 2020

👍 1.1K 👎 349 ↪ SHARE ⊟ SAVE •••
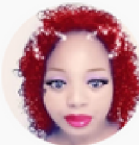
Lovelypeachesmusic 100
93K subscribers

SUBSCRIBE

Ad 1 of 2 · 5:32 ⓘ doodly.com ⬀

▶ ⏭ 🔊 0:01 / 5:33

CC ⚙ ⬓ ▢ 📺 ⛶

4

subscription/tokenization/crowdfunding

Sign up to make money and interact with your fans!

SIGN UP / LOGIN WITH TWITTER

SIGN UP / LOGIN WITH GOOGLE

OR

E-mail

Password

Forgot password?

LOGIN

Don't have an account yet?

Sign up for OnlyFans.com

– BUYING SUB TOKENS –

You may purchase various quantities of Sub Tokens at once. The easiest way to purchase Sub Tokens is to tap **Subscribe** or **Gift a Sub** on any channel that supports subscriptions. From here, you can navigate to the **Purchase Sub Tokens** tab and select the number of Sub Tokens you would like to purchase.
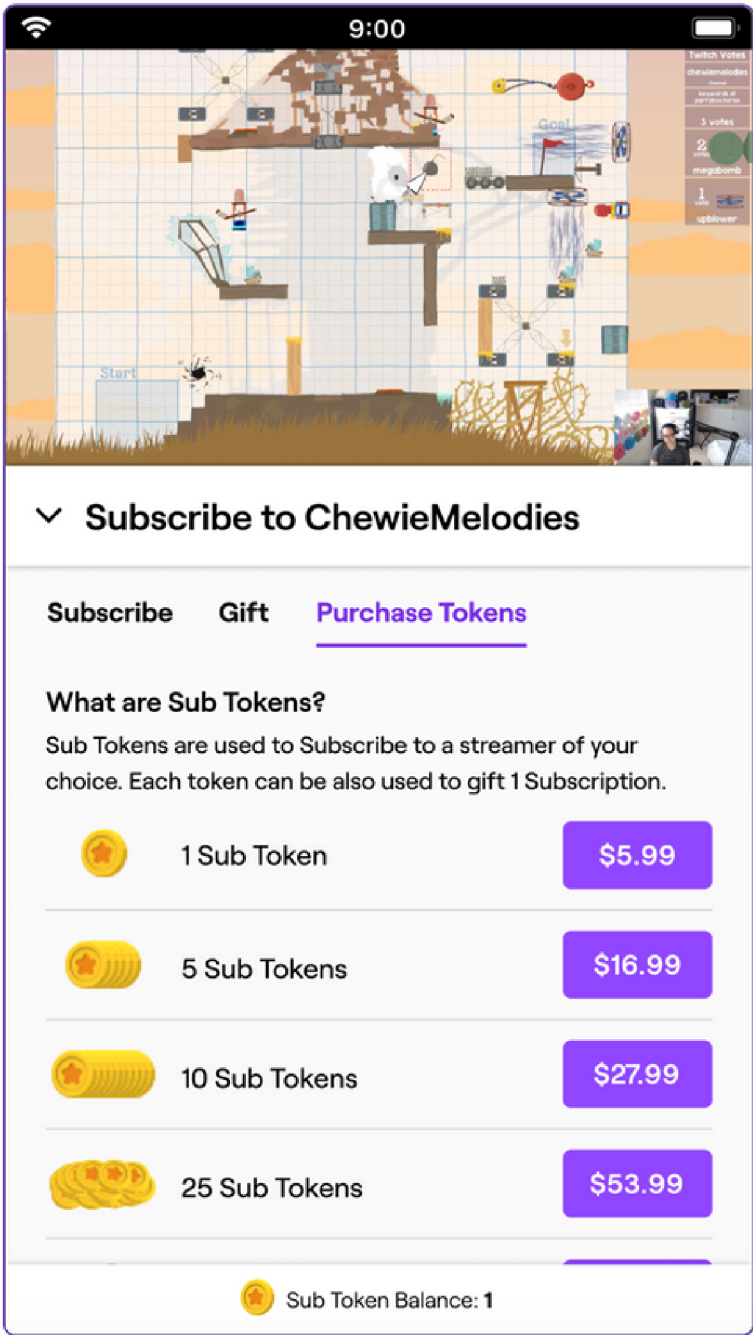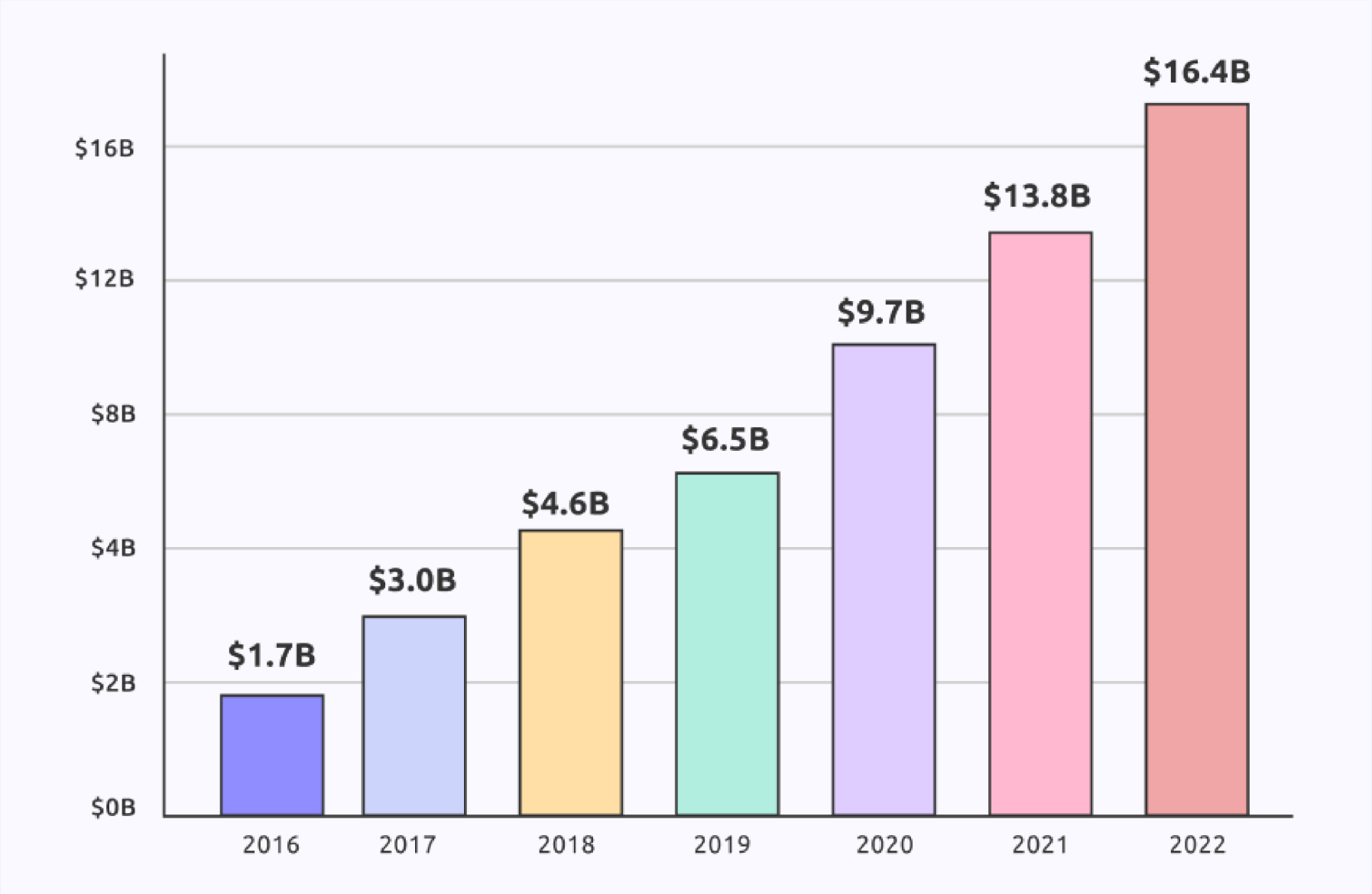
The system for creative people is broken

It puts algorithms over ideas. Quantity over quality. What's easy to sell over what's good. Money, brands, and just about everything else over the people who actually create.

People say that's just the way it is. We say, fuck that. Let's put **creativity over everything**.
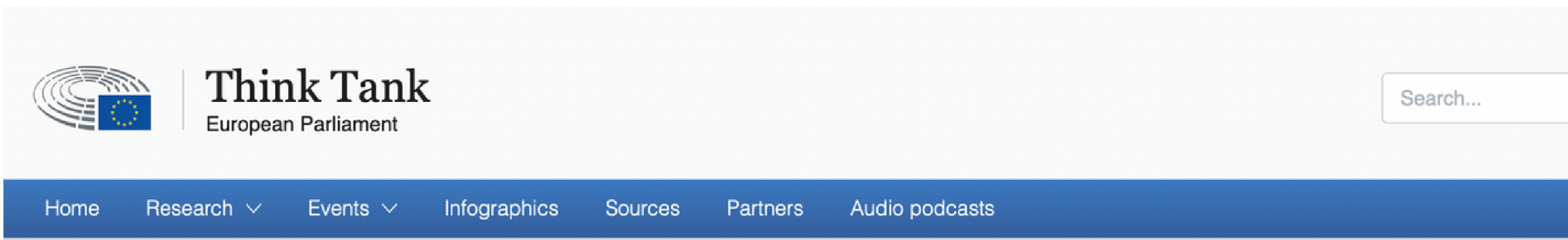
Create on Patreon

Influencer Marketing Global Market Size

Year	Market Size
2016	$1.7B
2017	$3.0B
2018	$4.6B
2019	$6.5B
2020	$9.7B
2021	$13.8B
2022	$16.4B

Influencer MarketingHub

influencer v content creator

Think Tank
European Parliament

Home   Research ⌄   Events ⌄   Infographics   Sources   Partners   Audio podcasts

Research / Advanced search / The impact of influencers on advertising and consumer protection in the Single Market

The impact of influencers on advertising and consumer protection in the Single Market

Study – 16-02-2022

Influencer marketing as part of the advertising industry has grown significantly in recent years, becoming one of the most popular and effective forms of online advertising. The fast-growing market of influencers comes with potential risks for consumers and creates several challenges for regulators. This study provides information and analysis on the impact of influencers on advertising and consumer protection in the Internal Market, identifies best practices and makes recommendations for future action. This document was provided by the Policy Department for Economic, Scientific and Quality of Life Policies at the request of the committee on Internal Market and Consumer Protection (IMCO).

**Study**   PDF EN (PDF - 2 MB)

External author

Frithjof MICHAELSEN (VVA Brussels) (Lead author) Luena COLLINI (VVA Brussels) (Lead author) Cécile JACOB (VVA Brussels) Dr Catalina GOANTA (Utrecht University) Dr Sara Elisa KETTNER (ConPolicy Institute) Dr Sophie BISHOP (University of Sheffield) Dr Pierre HAUSEMER (VVA Brussels) Prof Dr Christian THORUN (ConPolicy Institute) Dr Sevil YESILOGLU (London College of Communication)

"a content creator with a commercial intent, who builds trust and authenticity-based relationships with their audience (mainly on social media platforms) and engages online with commercial actors through different business models for monetisation purposes".

social commerce

jeffreestarcosmetics
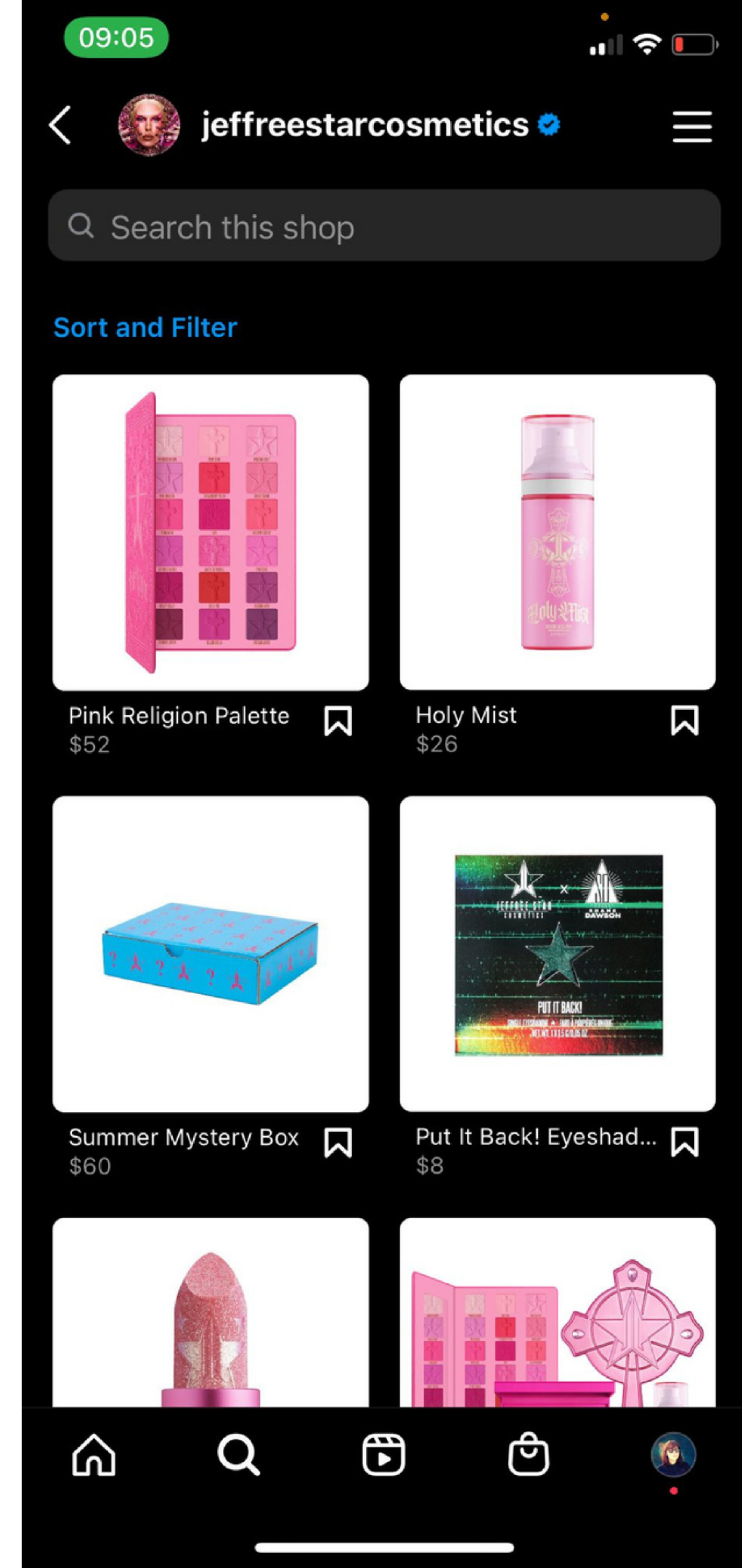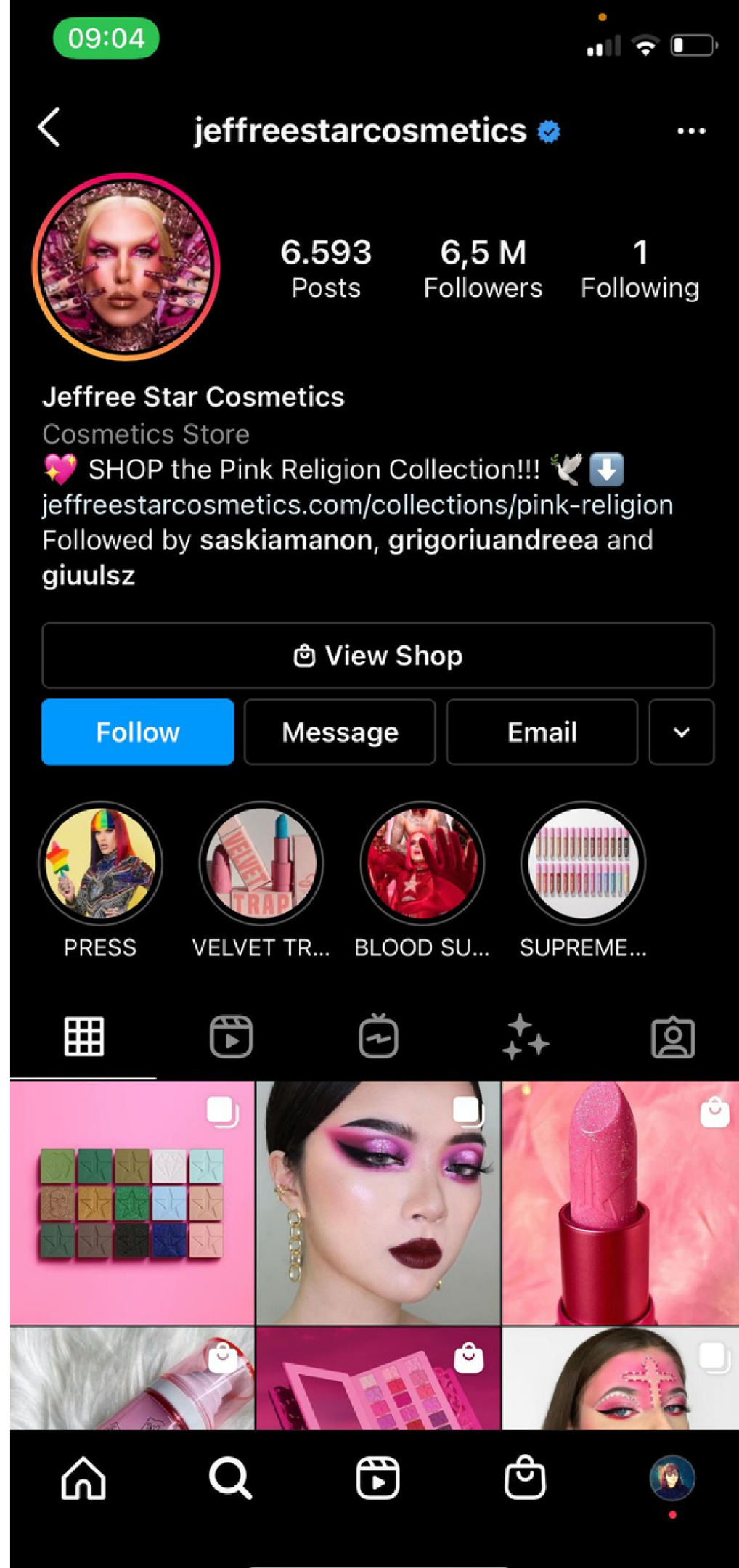
Pink Religion Palette

$52

View on Website

Description

Please welcome the Queen herself, miss "Pink Religion"! Playing with flirtatious pinks and richly luxurious metallics.

Presented in a high-end, faux-leather pink bible trunk with rich details and brushed with gold.

This palette is serving our luxury matte & metallic

Instagram

Pink Religion Palette – Jeffree Star Cos...
jeffreestarcosmetics.com

Free Domestic Shipping on orders over $125

homepage / eyes / pink religion palette

PINK RELIGION PALETTE

This website uses cookies to ensure you get the best experience on our website.
Privacy Policy

Preferences   Accept

TikTok monitoring all keyboard inputs and taps

When you open any link on the TikTok iOS app, it's opened inside their in-app browser. While you are interacting with the website, **TikTok subscribes to all keyboard inputs** (including passwords, credit card information, etc.) and every tap on the screen, like which buttons and links you click.

- TikTok iOS subscribes to every keystroke (text inputs) happening on third party websites rendered inside the TikTok app. This can include passwords, credit card information and other sensitive user data. (`keypress` and `keydown`). We can't know what TikTok uses the subscription for, but from a technical perspective, **this is the equivalent of installing a keylogger** on third party websites.
- TikTok iOS subscribes to every tap on any button, link, image or other component on websites rendered inside the TikTok app.
- TikTok iOS uses a JavaScript function to get details about the element the user clicked on, like an image (`document.elementFromPoint`)
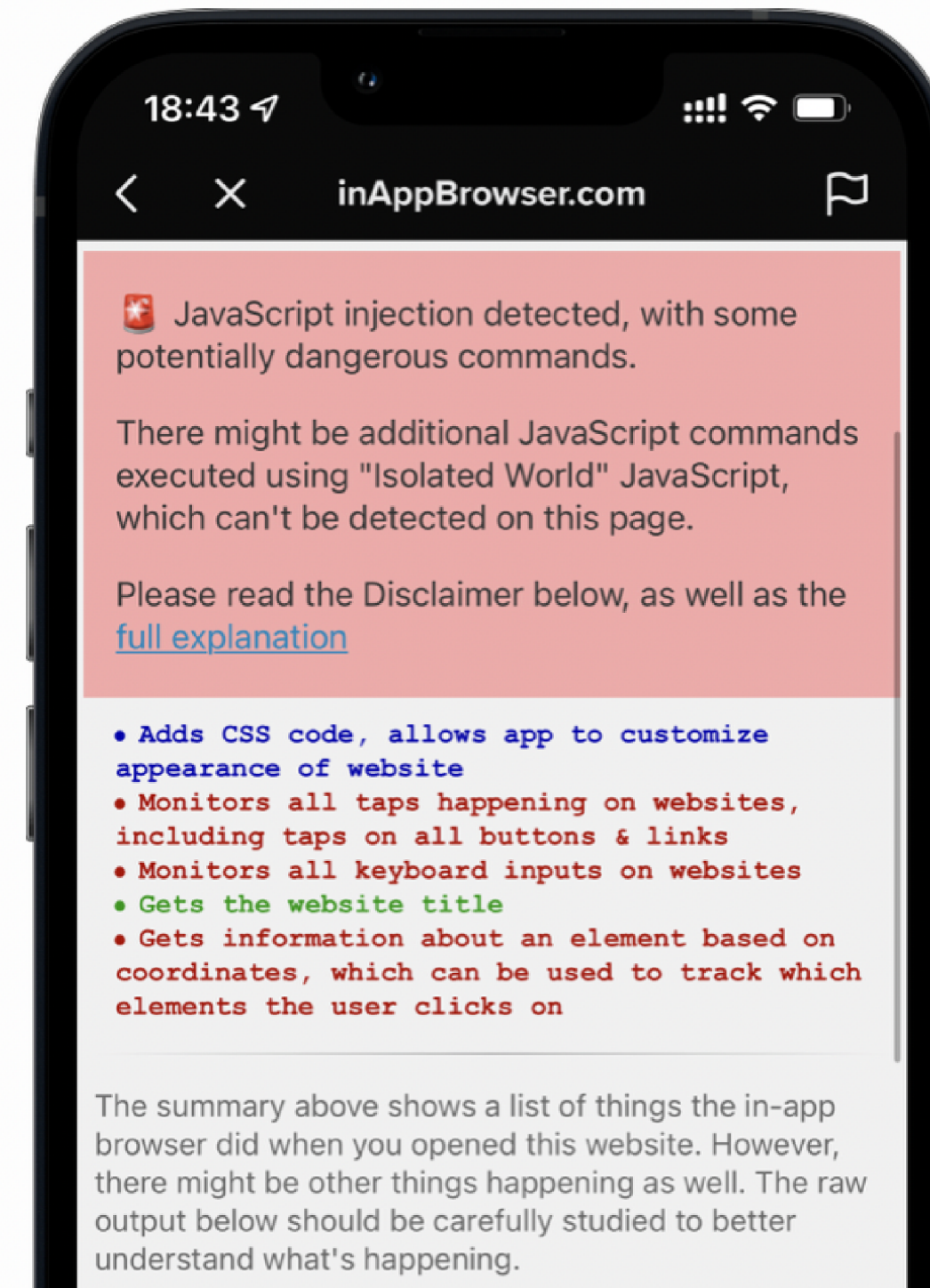
ReMote LA
for Shimano IS-AB

tosabikegarage   ✈   🔖

Wolftooth ReMote Light Action »

$64.95

Style
Shimano IS-AB ⌄

[**View Item in Cart**]

Buy Now

🏠   🔍   ▶️   🛍️   👤

Get started with Shopping on YouTube

YouTube Shopping lets eligible Creators easily promote products from their own stores across YouTube, while earning money. Through YouTube Shopping, you can set up and connect your store to YouTube to feature your own products, like merch, in your videos and live streams

YouTube Shopping features include:

- Your channel's store
- Products in the end screens of videos
- Tagged products in your videos and live streams
- Pinned products in live chat

Promote your own products across YouTube

To promote your own products, like merch, on YouTube, while earning money, you must:

1. Fit the eligibility criteria.
2. Set up and connect your store to YouTube.
3. Tag the items that you want to promote and decide where and in what order you want them to display to viewers.

Viewers in these locations can browse and buy your own products across these surfaces on YouTube:

- In your channel's store
- In end screens
- In a product shelf or overlay below your videos and live streams
- As a pinned product in live streams

WE HEBBEN TOCH NOG 1 WEEK ZOMERVAKANTiE 😂 | Bellinga Vlog #2562

5,250 views 29 Aug 2022 BELLINGA BIOSCOOP FILM DRAAIT
3AUG22 https://www.youtube.com/watch?v=RU4df... ...more

👍 285   👎 Dislike   ↗ Share   ☰+ Save   ...

DE BELLiNGA'S
598K subscribers

SUBSCRIBE

Comments
36

E   Vandaag hebben luan lucilla en luxe hebben
vandaag al wel school want jullie uploaden...   ❯

Shop the DE BELLiNGA'S store   ⋮

Bellinga Fan Kids Hoodie
€36.99
+ delivery & handling
Spring ⎘

Bellinga Fan T-Shirt
€21.98
+ delivery & handling
Spring ⎘

Bellinga MOK
€18.98
+ delivery & handling
Spring ⎘

Case study: Boekarest Rechtbank

JAMILA (1,5M) & LAURA(200K)

Tray Bake Eclaire Cake | Laura Laurentiu

624K views • 5 years ago

Laura Laurentiu ✓

Tray Bake Eclaire Cake, video recipe. Recipe for a tray bake cake with choux pastry base, vanilla cream, chocolate and whipped ...

CC

9:03

Jamila Eclair Cake Recipe | JamilaCuisine

496K views • 2 years ago

JamilaCuisine ✓

You don't have the courage to make eclairs or you tried and they didn't rise to your expectations? Well, now you have an ...

CC

4:44

Request video removal

LEARN

1. Videos requested for removal (0)

Remember that not all copyrighted content is eligible for removal. Some videos are protected by fair use and similar laws. Learn more

+ ADD A VIDEO

2. Copyright owner

Your physical address and phone number will remain confidential unless requested as part of a lawsuit. If YouTube is required to share any information, we will notify you before doing so. Keep in mind that copyright takedown requests may also be sent by a legal representative, but they'll have to submit the takedown request from their own account. Learn more

Affected party (?)
Myself ▾

Relationship to copyrighted content (required) (?)

Name of copyright owner (required) (?)

Country (required)
Select ▾

Phone (required)

Street address (required)

Request video removal

Enter the details of your copyright removal (takedown) request. We'll review each request before taking any action. This form is subject to YouTube's copyright removal terms and conditions.

Primary email (required) ⓘ

c.goanta@gmail.com

City (required)

Secondary email ⓘ

State or province (required)

Zip code (required)

3. Removal options

Removal timing for targeted videos

○ **Scheduled: Send a 7-day notice**
Once the request is validated, YouTube gives the uploader 7 days to remove the video and avoid a copyright strike. If they don't, the video is removed after 7 days.

○ **Standard: Request removal now**
These removals can lead to a copyright strike. YouTube processes the video removal after validating the request.

Copies ⓘ

☐ **Prevent copies of these videos from appearing on YouTube going forward**
If your takedown request is valid, YouTube will make its best effort to prevent new uploads from appearing on the platform. Learn more

4. Legal agreements

☐ I have a good faith belief that the use of the material in the manner complained of is not authorized by the copyright

4. Legal agreements

☐ I have a good faith belief that the use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law.

☐ The information in this notification is accurate, and under penalty of perjury, I am the owner, or an agent authorized to act on behalf of the owner, of an exclusive right that is allegedly infringed.

☐ I understand that abuse of this tool, such as submitting removal requests for content I do not own, may result in termination of my YouTube account.

Signature (required)

ⓘ Make sure your signature contains your full legal name, which is usually your first and last name as stated on a government-issued ID. YouTube won't be able to process your request without this info.

Boekarest Rechtbank, 10.12.2019

- inbreuk op het auteursrecht van het merk (video uit voor 17 dagen) - geen recht om een *Content Strike* te doen

- inbreuk op het auteursrecht van de video "Jamila cuisine - Prajitura ecler la tava"

- 700 EUR voor materiele schadevergoedeing
- 1400 EUR gederfde winst

Boekarest Rechtbank, 10.12.2019

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- 700 EUR voor materiele schadevergoeding
- 1400 EUR gederfde winst

- de rechtbank verwerpt de vordering van verweerder tot vergoeding van materiële en immateriële schade
- Het Youtube platform verhinderde dat de video gedurende 17 dagen kon worden bekeken.
- Namen, titels en recepten zijn als zodanig niet auteursrechtelijk beschermd Wet 8/1996 (artikelen 1, 4, 7 en 65).

DSA: een nieuw regime?

illegale inhoud

Artikel 2(g) DSA

'illegal content' means any information, which, in itself or in relation, which, in itself or by its reference to an activity, including the sale of products or the provision of services, is not in compliance with Union law or the law of aany Member State which is in compliance with Union law, irrespective of the precise subject matter or nature of that law.

content moderation as dispute resolution

- Onderzoek met Prof. Pietro Ortolani (Radboud University) - Unpacking content moderation: The rise of social media platforms as online civil courts
- **Actionable content** = inhoudscategorieën die aanleiding geven tot 'reporting'.
- Inzicht in wat bepaalde platforms vermeldenswaardig vinden
- Mogelijkheid tot het maken van hiërarchieën van actionable content
- Empirische studie van meldingsmechanismen op vier platforms: **Facebook, Twitch, TikTok, Twitter**
- Twitch & TikTok zijn primaire platforms voor een opkomende categorie gebruikers: makers die inhoud te gelde maken (Goanta & Ranchordas, 2020)
- Anders dan eerdere gebruikers op Facebook & Twitter - andere inhoud/prikkels

Actionable content	Facebook	Twitter	Twitch	TikTok
Criminal	Nudity Violence Hate speech Harassment Terrorism Mocking victims Bullying Child abuse Promoting drug use Non-consensual intimate images Suicide or self-injury	Suspicious or spam Abusive or harmful Self-harm or suicide It displays a sensitive photo or video	Self-harm Violence or threats to harm Harassment Impersonation Sexually explicit or sexually suggestive content Sexual violence or exploitation Extreme violence, gore, or other obscene content Terrorism or acts of mass violence	Misleading information Dangerous organizations & individuals Suicide, self-harm & dangerous acts Harassment or bullying Minor safety Violent and graphic content Animal cruelty Hate speech Pornography and nudity
Conpro	Fraud or scam Unauthorized sales		Spam, scam/malicious content Prohibited game	Illegal activities & regulated goods
IP	Intellectual property	**Separate form**	**Separate form**	**Separate form**
Personhood			Underaged user	
Procedural			Bits acceptable use policy violation Other terms of service violation Site suspension evasion Chat ban evasion	
Other	False news Spam	Suspicious or spam	Offensive username Miscategorized content or other category violation Cheating in online game	Spam Others

vragen over de DSA

- hoe zal de DSA, als knooppunt van inhoudelijke regelgeving, sectorale regelgeving met elkaar verbinden?
- wat zijn de systematische risico's van monetisatie waarvan platforms en regelgevers zich bewust moeten zijn?
- hebben we nieuwe schademaatregelen nodig? --> als youtube inhoud neerhaalt/demonetiseert op basis van misbruik van auteursrechten
- hoe beïnvloedt deze nieuwe regeling voor platformgovernance de toegang tot de rechter?

When a girl comes into your lif

TOM CRUISE
IS "OK" WITH
HIS VIRAL
DEEPFAKE

e.c.goanta@uu.nl