Viewer Economy™

EXECUTIVE OVERVIEW

The next evolution of media is participatory

The Viewer Economy is an emerging model in which audiences move from passive viewers to active participants — discovering, curating, voting, referring — and share in the value they help create. A primer for leadership teams evaluating the shift.

Why now

~$480B
CREATOR ECONOMY BY 2027 (GOLDMAN SACHS)

56%
OF GEN Z FIND SOCIAL CONTENT MORE RELEVANT THAN TV/MOVIES (DELOITTE)

77%
MORE LIKELY TO BUY A PRODUCT FOUND VIA UGC (BAZAARVOICE)

Three eras of media

ERA	WHO CAPTURES THE VALUE	THE AUDIENCE IS...
Attention Economy	Platforms reselling attention	A resource to be captured
Creator Economy	Individual creators as businesses	A market to be monetized
Viewer Economy	Audiences who help create value	A participant who shares the upside

The model in three parts

Participation — productive audience action (discovery, curation, voting, referral) that generates value; **Participatory Value** — that contribution made quantifiable across reach, signal, and durability; **Audience Equity** — the mechanisms that return the upside to participants.

What this means for leaders

- **Measure participation, not just reach.** The audiences who discover, vouch for, and govern your product compound its value — and today they are largely uncounted.
- **Design for upside-sharing.** Products that return value to participants build durable, lower-churn audiences that are expensive to replicate.
- **Move early.** The category is forming now; the frameworks, language, and standards are being set this year.

Go deeper — the *State of the Viewer Economy* report and *PVI methodology* at viewereconomy.com/resources. Sources: Goldman Sachs, “The creator economy could approach half-a-trillion dollars by 2027” (2023); Deloitte, “2024 Digital Media Trends”; Bazaarvoice Shopper Experience Index (2022).