

FANLLY – WHITE PAPER — 14th September 2026

What's Possible for African Creators

2026 and beyond.

A world where creators can earn a living from day one, making the need to scale before earning obsolete.

01 ONE SIMPLE IDEA

For most of the twentieth century, long before the rise of the internet and digital streaming, the music and entertainment industry ran on one simple idea: the direct creator-to-fan relationship that existed, where creative works, particularly music, were sold as physical objects, usually in disc or tape form.

During this period, a creator could sell these objects to their immediate community for cash and eat that week.

02 THE DISRUPTION

The rise of the internet and digital streaming platforms ("DSPs") disrupted this model.



What they did well

While they did much good by taking power away from the record companies/labels that had long gatekept creators' works, giving audiences greater freedom, and making creative works completely accessible to everyone, they also fundamentally changed how creators earn a living.



The real problem

Despite this change, the streaming model came with a real problem: creators who own their creative work capture little to no value from it from day one until they scale or generate a significant number of plays.

For creators, especially African creators, unlocking the real value of their creative work can take a very long time. DSPs largely reward creators at scale, while their earnings can also vary depending on factors such as the location of their fan base and the purchasing power of those markets.

DSPS PAY

< \$0.01

Creators often need a significant number of plays before their work generates meaningful income, with DSPs paying less than a cent per stream.

The scale of this problem becomes clearer when we look at what it takes for African creators to earn a living today.

56.45%

of Nigerian creators earn less than US\$100 a month from their creative work.

IN NIGERIA TODAY, APPROXIMATELY

₦132,700

BY 2030

\$17.8B

The African creator economy is projected to be worth US\$17.8 billion by 2030.

ACROSS AFRICA

4.8M+

More than 4.8 million creators across Africa.

04 OUR MISSION AND VISION

At Fanlly, we are building the technology to give every African creator a way to monetise their audience at a profit from day one.



Our mission is to "enable every African creator to earn a living from day one."

We want to help more creators unlock and capture the true uncapped financial value of their existing fan base. In doing so, we aim to restore the direct creator-to-community relationship that existed long before the rise of the internet and DSPs.

OUR VISION

Our vision is to build the "**monetisation infrastructure for African creators**": a world where creators can earn a living from day one, making the need to scale before earning obsolete.

Fanlly is making that future possible.

Today marks a new dawn for creators. Welcome on board.



Oladayo

Co-founder, Fanlly



Chris

Co-founder, Fanlly



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Monetisation infrastructure for African creators.

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