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# **THE FITTING ROOM**

**ONLY  
FANS**

**MORE THAN JUST  
AN X-RATED SITE**

**FOR BRANDS LOOKING TO  
UNDERSTAND THE SITE AND  
DISCOVER ITS POTENTIAL**

**THE  
FITTING  
ROOM**

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**WHAT  
IS ONLY  
FANS?**



# WHAT IS ONLYFANS?

OnlyFans describes itself as a social network, where anyone who creates content can set a monthly subscription fee for their followers. Although a large number of users are using the platform to sell X-rated content, many different sectors from fitness and fashion, to beauty and glamour, are identifying its potential.

We believe OnlyFans has the ability to evolve into a platform that can quickly become a global sensation. As a result, this report serves as a breakdown of our prediction on the direction OnlyFans is headed towards, along with how your brand can be at the forefront of its evolution.

# ITS AUDIENCE



# ITS AUDIENCE

According to estimates from Business Insider, the influencer marketing industry will be worth USD \$15 billion by 2022. With over 40 million registered users, OnlyFans presents a lucrative opportunity for influencers and brands with an influential voice.

## 40M+

registered users

## 500K+

content creators

As it stands, the site is positioned with an obvious output in mind: to allow well-known people to sell V.I.P. access to their personal lives. This means that the demographic could range anywhere from Gen-Z, right through to Gen X.

## 80%

of the sub\* fee is kept  
by the content creator

## 563M+

has been paid out to  
creators so far