

THE FITTING ROOM

# ONLY FANS

MORE THAN JUST  
AN X-RATED SITE



FOR BRANDS LOOKING TO UNDERSTAND  
THE SITE AND DISCOVER ITS POTENTIAL

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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

# FUNCTION: HOW TO GET PAID

What sets OnlyFans apart is the monetary opportunity it provides creators. Users can charge a monthly fee for 'fans' to follow their account. Once the subscription fee is paid, their followers gain access to the creators' feed. Alongside this, creators can get paid from DMs and receive tips from live streams.

In total, creators keep an impressive 80% of the money generated by their account, whilst the remaining 20% goes to OnlyFans. Below is a further breakdown:

