



Universität
Basel

Wirtschaftswissenschaftliche
Fakultät



«Creator Economy: Big Business or Big Bubble?»

Mittwoch, 21. Mai 2025 | 18.15 Uhr
WWZ Auditorium | Peter Merian-Weg 6, Basel



Referat

«Creator Economy: Big Business or Big Bubble?»



Prof. Dr. Andreas U. Lanz

Professor für Digital Marketing Analytics

mit anschließendem Apéro

Anmeldung:

Bis zum 15. Mai 2025:

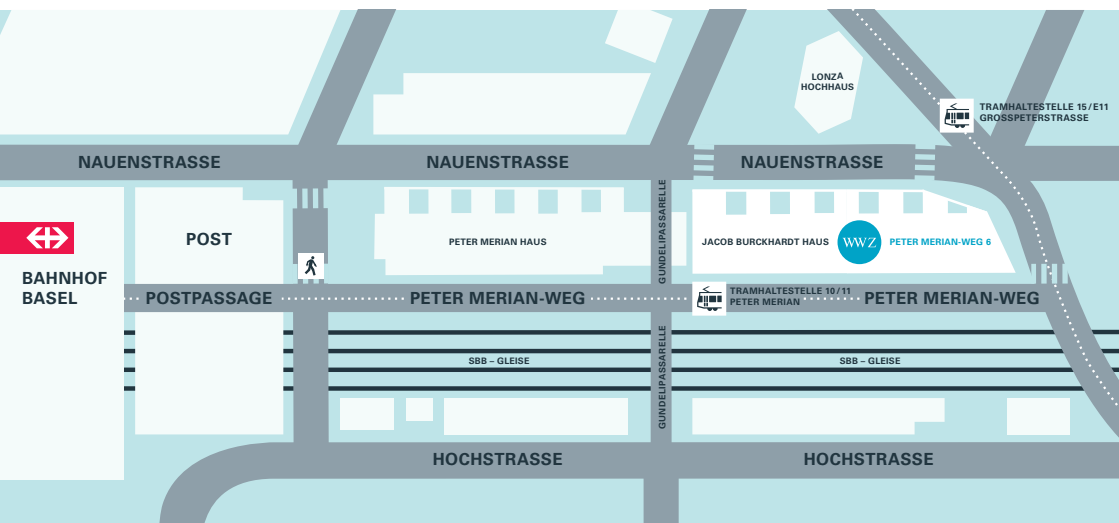
Anmeldung

Abstract

The creator economy is a booming industry with around 200 million people considering themselves creators; they follow their passion and share with their online community on the variety of user-generated content networks such as Instagram and SoundCloud their latest creations – from audio to pictures to videos. According to a recent study, the kids of today don't aspire anymore to become astronauts, they want to become Youtubers. Firms quickly realized that behind this booming industry is an untapped potential: the creators' social influence capabilities, meaning creators can act as influencers and endorse products and services on their behalf. The global influencer market with its paid endorsements is now valued at \$24 billion and Andreas Lanz will provide an overview of it, from unpaid endorsements – or follow-for-follow approach, which represents the basic form of influencer marketing – to paid endorsements.

via SBB
Bahnhof Ausgang Innenstadt/City,
nach rechts durch die Post-Passage,
vorbei am Peter Merian-Haus (grün)
zum Jacob Burckhardt Haus 6 (silberfarben)
ca. 7 Gehminuten

Mit dem Tram Nr. 10 (Richtung Dornach)
oder Tram Nr. 11 (Richtung Aesch) eine Station
bis Haltestelle Peter Merian.



**Educating
Talents**
since 1460.

Universität Basel
Wirtschaftswissenschaftliche Fakultät
Peter Merian-Weg 6
4002 Basel
Switzerland
www.unibas.ch