



Innovation > Publishing & Media > Through platform, fans commit to fund Youtube artists' every upload

## THROUGH PLATFORM, FANS COMMIT TO FUND YOUTUBE ARTISTS' EVERY UPLOAD

 PUBLISHING & MEDIA

### **Patreon enables fans to automatically donate money each time online content creators upload a new piece of work.**

Since the advent of file sharing, musicians have come up with a multitude of novel ways to fund their work, such as [Pikup](#), the app that tracks users' music listening habits and remunerates artists accordingly. Using the crowdfunding model, new startup [Patreon](#) enables fans to automatically donate money each time online content creators upload a new piece of work.

Where platforms such as Kickstarter help to fund one-off projects for artists and new businesses, they don't really help those – such as online musicians, film-makers and comedians – creating smaller pieces on a regular basis, requiring just as much time and financing. Created by Jack Conte – one half of the boyfriend-girlfriend band [Pomplamoose](#), who achieved fame through their YouTube channel – Patreon gets fans to commit to donate a small amount for each piece of work completed by the artist. Fans set the amount they want to offer – usually USD 1 to USD 5 – and are able to set a limit for the month to stop from going over budget if the artist happens to have a prolific month. This means that the content creators on Patreon get a guaranteed sum for each piece of work, enabling them to continue investing time in their ongoing project. The video below explains more about the platform:

The service enables fans to become patrons of their favorite internet-based artists, providing a unique avenue for financial support in this emerging area of the entertainment industry. Are there other ways to ensure digital content is recognized and rewarded?

Spotted by: Murray Orange

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Website: [www.patreon.com](http://www.patreon.com)

Contact: [www.patreon.com/contact](http://www.patreon.com/contact)