

Tinsel Magazine Publishes 'Who Keeps the Money,' Part Three of Its 'Talent First' Series

Third Installment Traces a Gifted Dollar Through App Stores, Platforms, and Agencies, and Reviews Published Revenue Splits Across the Industry

NEW YORK CITY, NY, UNITED STATES, August 19, 2026 /EINPresswire.com/ --

Tinsel Magazine has published "Who Keeps the Money," the third installment of "Talent First," its four-part series on the economics of live performance. According to the publication, the installment traces the path of a fan's dollar from the moment it is spent on a live gift to the moment it reaches a performer's bank account. The series concludes with Part Four, "The Correction," published the same day.



“

A business does not renegotiate against itself, which is why the correction is arriving from outside the platforms entirely.”

Tinsel Magazine

The publication has disclosed that the series began with questions raised by [Kenneth W. Welch Jr.](#) and the team at [Moxie Media Marketing](#), drawn from the company's two-year review of how live-platform ecosystems treat the talent operating inside them. The magazine notes in its Editor's Note that "the reporting, sourcing, and conclusions are Tinsel's own."

The article opens with what the publication calls "an honest accounting" — one it notes nobody outside the platforms can complete, because "the arithmetic runs through several hands, some of which publish their cut and some of which have never disclosed it."

The first layer, according to the article, depends on where the dollar enters. The publication reports that coins bought inside an iPhone or Android app pass through app stores taking 30 percent as the standard commission from developers of TikTok's size, while coins bought through a web browser skip that layer entirely. Citing April 2024 TechCrunch reporting, the article

notes screenshots suggest TikTok has steered its bigger coin buyers to its website, advertising savings of around 25 percent.

The article then reviews what the major live platforms have publicly disclosed about revenue splits. Twitch has published its 50/50 default subscription split and its tiered programs announced in 2023 and 2024. YouTube has disclosed a 70 percent share on memberships, Super Chat, and Super Stickers — calculated, per YouTube's own terms, after App Store fees on iPhone purchases. Meta has published a one cent per Star rate. According to the publication, TikTok's own Virtual Items Policy states that the rate at which gifts convert to creator payouts is set by the company "in its absolute and sole discretion," without a fixed percentage appearing in the platform's public terms.

The article closes on the series' turn toward its finale, noting that the finance layer sits behind every question the series has raised in its first two installments about hours, health, and workload. "The current split is what pays for everything else," the article states. "How that split is set, and by whom, is the question the finale takes up."

The full installment is available now at <https://tinselmag.com/talent-first-part-three/>. Parts One and Two are available at <https://tinselmag.com/talent-first-part-one/> and <https://tinselmag.com/talent-first-part-two/>. Part Four, "The Correction," publishes the same day.

Sources Cited in the Tinsel Magazine Feature:

- TechCrunch, ["Screenshots suggest TikTok is circumventing Apple App Store commissions," April 2024](<https://techcrunch.com/2024/04/30/screenshots-suggest-tiktok-is-circumventing-apple-app-store-commissions/>)
- TikTok, [Virtual Items Policy](<https://www.tiktok.com/legal/page/global/virtual-items-policy/en>)
- Rest of World, ["Meet the agents teaching TikTok livestreamers how to earn big tips," September 2022](<https://restofworld.org/2022/tiktok-agencies-livestream-tips/>)
- BBC Eye investigation (October 2022), [via Business & Human Rights Resource Centre](<https://www.business-humanrights.org/en/latest-news/tiktok-profiting-from-livestreams-of-displaced-families-in-syrian-camps/>)
- FXC Intelligence, [analysis of TikTok gift payments, October 2024](<https://www.fxcintel.com/research/press-releases/new-data-analysis-shows-tiktok-takes-77-cut-of-gift-payments-sent-to-creators>)
- Twitch, ["A Letter from Twitch President Dan Clancy on Subscription Revenue Shares," September 2022](<https://blog.twitch.tv/en/2022/09/21/a-letter-from-twitch-president-dan-clancy-on-subscription-revenue-shares/>); TechCrunch, [on the expanded Plus Program, January 2024](<https://techcrunch.com/2024/01/24/twitch-announces-60-40-revenue-split-in-expanded-plus-program/>) and [Bits economics, 2016](<https://techcrunch.com/2016/06/29/twitch-makes-cheering-exchange-rate-clear-one-penny-per-bit-for-streamers/>)

- YouTube Help, [partner earnings overview](<https://support.google.com/youtube/answer/72902>) and [Super Thanks terms](<https://support.google.com/youtube/answer/10878910>)
- Meta, [Facebook Stars](<https://creators.facebook.com/tools/stars/>)
- Substack, [About](<https://substack.com/about>); Patreon, [Pricing](<https://www.patreon.com/pricing>); Variety, [OnlyFans fiscal 2024 financials](<https://variety.com/2025/digital/news/onlyfans-fiscal-2024-revenue-earnings-1236495750/>)
- Music Week, [on the DCMS Committee streaming report, July 2021](<https://www.musicweek.com/labels/read/streaming-needs-a-complete-reset-dcms-committee-report-calls-for-government-to-fix-music-industry/083703>)
- Digital Platform Observatory, [FairTube campaign](<https://digitalplatformobservatory.org/initiative/youtubers-union-and-ig-metall-fairtube-campaign/>); The Washington Post, [on #ADayOffTwitch, September 2021](<https://www.washingtonpost.com/video-games/2021/09/03/adayofftwitch-twitch-hate-raid-streamer-strike/>); OnLabor, [on the SAG-AFTRA Influencer Agreement, 2021](<https://onlabor.org/sag-aftras-new-influencer-agreement-what-it-means-for-influencers-and-for-labor/>)

About Moxie Media Marketing

Moxie Media Marketing is a media and talent company led by chief executive Kenneth W. Welch Jr. The company represents and develops independent creators and performers, with a focus on career longevity, professional oversight, and sustainable working standards across live and digital platforms. Drawing on its two-year review of how live-platform ecosystems treat the talent operating inside them, Moxie originated the questions behind the "Talent First" series.

About Tinsel Magazine

Tinsel Magazine is a digital culture publication covering entertainment, style, internet culture, and the people shaping contemporary life. Based in Los Angeles, Tinsel publishes original editorial with a focus on the creative figures, cultural movements, and industry shifts that define modern media. The magazine's Tinsel Exclusive series profiles creators, artists, and cultural figures whose work is redefining their respective fields. For more information, visit <https://tinselmag.com/>.

Broc Foerster

Moxie Media Marketing, Inc.

[email us here](#)

Visit us on social media:

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935451151>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.