

What agency websites don't tell creators

Before a creator signs, the agency's website is often the only thing she can check. We read 2,144 websites of creator agencies, TikTok LIVE networks and webcam studios, page by page, to see what they disclose about who runs them and what they charge.

86%

don't name the
company behind them

87%

don't state their
commission or payout

50%

disclose no company,
commission or terms

32

of 2,000 disclose all
three

Percentages are of the 2,000 sites we could read in full. 2,290 sites were found; 146 were offline or blocked automated reading, and 144 responded but could not be read in full.

Findings

1. Most agencies are anonymous

Only 289 of 2,000 sites (14%) name a registered company, such as an LLC, Ltd, S.A.S. or S.R.L., as the business behind the brand. A creator handing over her account and income usually can't tell from the website who she would be contracting with, or in which country.

2. Price is almost never published

Only 268 sites (13%) state their own commission, split or payout. Reporting by Rolling Stone found agency cuts of 34% to 70%, and Human Rights Watch documented Colombian webcam studios keeping up to 70%, so the difference between two offers can be most of a creator's income.

3. Basic paperwork is missing

39% publish terms of service or a privacy policy, and 46% publish a working contact such as an email address. Just 32 of 2,000 sites name a company, state a commission and publish terms or a privacy policy.

4. Webcam studios state pay more often, but rarely name the company

22% of the 888 webcam studio sites state a payout percentage, against 6% of fan-platform agencies and 7% of TikTok LIVE networks. Yet only 5% of studios name the company behind them.

Share of sites that...

publish a contact		46%
publish terms or privacy		39%
name a legal company		14%
state their commission		13%

By type of business

	Fan- platform agencies	TikTok LIVE networks	Webcam studios
Sites read	596	516	888
Name a company	20%	24%	5%
State commission or payout	6%	7%	22%
Terms or privacy	49%	38%	32%

How we did it

- **Which sites.** 2,290 websites of creator agencies, TikTok LIVE networks and webcam studios, found through public agency lists, directories and search in October 2026, in English, Spanish, Portuguese, Romanian, Japanese, Russian and other languages.
- **What we read.** Each homepage plus the pages it links to for terms, privacy, pricing, about and contact. Only what the business itself publishes.
- **How we read.** An automated reader that respects each site's robots.txt rules and waits between requests. Sites that block automated reading were left out, not marked down.
- **What counts.** A company counts only when the site names its own registered entity, not a payment processor or platform. A commission counts only when the site states its own rate, split or payout. Every automated commission match and a sample of company matches were checked by hand, and false matches (tax rates, referral bonuses, articles about other agencies) were removed.
- **What we never do.** We don't log in, fill in forms, contact agencies or collect anything about creators.

Limits

- A website is not a contract. A business may disclose more privately, or less.
- Sites built entirely in JavaScript can hide text from automated reading; where too little could be read, the site is excluded from the percentages.
- Agencies that recruit only through social media or apps have no website and are not in this sample.
- This is a snapshot. Sites change, and we will repeat the read.

What it means for creators

Ask any agency or studio, in writing, for its registered company name, its commission or payout and what it is calculated on, and a copy of the contract before any call. A business with nothing to hide will answer all three.

About Above Board

Above Board is the independent standard for creator agencies, TikTok LIVE networks and webcam studios. Businesses that pass an evidence-based audit earn a seal that anyone can verify, recorded on a public blockchain. Audits are paid by a flat fee, the same whether the business passes or fails; creators never pay. We publish aggregate findings only, never findings about individual businesses.

Aggregate data: aboveboardstandard.com/data/research-aggregate-2026-10.json · Contact: hello@aboveboardstandard.com