

CREATOR BUSINESS GUIDE

How creators earn on VOW.

A clear guide to the subscription Creator Pool, qualified viewing, monthly statements and payout timing.

FOR APPROVED AND PUBLISHED CONTENT

Effective August 2026

THE MODEL

One shared pool. Transparent participation.

VOW reserves a defined share of eligible net subscription revenue for creators whose approved work is published and watched on the platform.

VIEWER MEMBERSHIP	CREATOR POOL	PAYOUT MINIMUM
\$9.99 / month	40% of net	\$50

THE MONTHLY FLOW

- Viewer revenue**
 Active viewer subscriptions are collected through VOW.
- Eligible net revenue**
 Taxes, refunds, chargebacks and payment-processing costs are removed.
- Creator Pool**
 Forty percent of eligible net revenue is allocated to the monthly pool.
- Creator payouts**
 The pool is divided using qualified watch time and the applicable creator multiplier.

PARTICIPATION

Approved work earns when audiences watch.

Creators do not earn merely because a title is submitted. Earnings begin only after VOW approves the title, publishes it and records qualified audience activity.

WHAT COUNTS

- **Qualified watch time**

Verified viewing minutes from active viewer accounts after the platform's minimum viewing threshold is met.

- **Published availability**

Only viewing that occurs while the title is approved, published and available in an authorized territory is eligible.

- **Valid audience activity**

Automated traffic, repeated artificial looping, account abuse, previews and fraudulent viewing are excluded.

CREATOR PARTICIPATION

STANDARD CREATOR

1.00x watch-time weight

CREATOR PRO

1.25x watch-time weight

Creator Pro also includes up to eight active published titles and \$79 additional title submissions.

ILLUSTRATIVE EXAMPLE

See the formula at work.

This example is for explanation only. Actual earnings depend on VOW's collected revenue, eligible deductions, total qualified activity and each title's weighted share.

Gross eligible subscriptions	\$100,000
Illustrative deductions	- \$8,000
Eligible net subscription revenue	\$92,000
40% Creator Pool	\$36,800

SAME WATCH TIME. DIFFERENT PARTICIPATION WEIGHT.

STANDARD: 10,000 MIN 10,000 units	PRO: 10,000 MIN X 1.25 12,500 units
--	--

If the platform records 1,000,000 total weighted units, this example would produce approximately \$368 for the Standard creator and \$460 for the Creator Pro creator.

STATEMENTS AND PAYMENT

A predictable monthly rhythm.

Creators can track qualified performance, estimated earnings and payout status inside Creator Studio. Final amounts are confirmed after the monthly close.

MONTH END



Activity closes

Qualified viewing and eligible net revenue are finalized.

BY THE 15TH



Statement issued

The creator receives a statement showing pool size, weighted units and earnings.

FINAL BUSINESS DAY



Payment issued

Approved balances of \$50 or more are sent to the creator's verified payout account.

UNDER \$50



Balance rolls forward

Smaller balances remain on the account and combine with future earnings.

IMPORTANT DETAILS

What is separate from the Creator Pool.

VOW may create additional earning opportunities. Those opportunities are documented separately so creators can understand the exact terms before participating.

- **Submission fees**

The \$99 standard review fee and \$79 Creator Pro review fee support editorial, technical, metadata and rights review. They are not added to the Creator Pool and do not guarantee approval.

- **Creator Pro membership**

The \$49 monthly membership supports creator tools and enhanced participation. Membership fees are operating revenue, not Creator Pool revenue.

- **Licensing and sponsorships**

Direct licenses, brand partnerships, advertising, rentals and commissioned productions use deal-specific written terms.

- **Payment readiness**

Identity, tax, banking, ownership and rights information must be verified before VOW can release payment.

- **No guaranteed earnings**

Approval, publication, membership or past performance does not guarantee views, placement, revenue or future earnings.

QUESTIONS ABOUT YOUR STATEMENT?

Contact VOW Creator Support through Creator Studio.

This guide is an overview. Your signed creator agreement controls if terms differ.