**Why Some Influencers are Becoming Content Creators**

Social media influencers, who are expected to represent a $15 billion industry by 2022, are reaching a point where supply surpasses demand and consumers are experiencing influencer fatigue, Kian Bakhtiari writes. He notes other issues such as fraud costs and measurement inaccuracies, but sees a positive transition of influencers becoming creators of genuine and creative content.

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<https://www.forbes.com/sites/kianbakhtiari/2020/04/06/influencer-fatigue-sets-the-stage-for-a-new-generation-of-creators/#703859aa2535>

<https://skift.com/wp-content/uploads/2014/10/Screen-Shot-2014-10-01-at-6.40.29-PM.png>