

There was no day you founded a company. But there is a day it starts to count.

Taxes, business registration, legal imprint, ad disclosure, copyright and AI labels – everything that quietly turns your channel into a business, sorted in one afternoon. With the two free Creator Basics courses by Tribelume.
Written for creators in the EU.



The slide nobody notices.

Nobody founds a channel. You upload a video, then another one — and at some point the first ad cent arrives, the first affiliate link, the first gifted product. None of those days feels like founding a business. Legally, every one of them counts.



Since 2023 digital platforms report their sellers' earnings to tax authorities automatically across the EU (**DAC7**). "The tax office doesn't know about my channel" is no longer reassurance — it is a time bomb: back taxes plus interest, and in bad cases a proceeding.

2 Feb 2025 the **AI literacy duty (Art. 4 EU AI Act)** applies to everyone using AI professionally — and almost every creator does.

2 Aug 2026 the **transparency duties of Art. 50 EU AI Act** kick in: deceptively real AI content must be disclosed — which touches thumbnails, voiceovers and B-roll directly.

**The difference to a coach or consultant: they found on purpose.
A creator slides in — and often only notices with the first official letter.**

The good news: for a one-person channel, the entire core of duties is one afternoon of work — no tax-advisor subscription, no lawyer on standby. This paper shows the two maps; the two free courses walk you all the way through. Where national rules differ (business registration, social insurance), the courses name the German specifics and the EU-wide principle.

This document is general information as of August 2026, not legal or tax advice.

Six construction sites. That's all.

REGISTRATION

1 · The business moment.

With monetization you are legally running a business almost everywhere — the amount does not matter. Register with your local trade office, file the tax questionnaire, declare profit from the first euro. Tax is only DUE above your basic allowance — declaring is mandatory anyway.

DAC7

2 · The platform reports you.

Since 2023, platforms report seller data and earnings automatically across the EU; the small-scale exemption only covers goods (under 30 sales AND under €2,000/year). Silence is not a strategy.

BOOKKEEPING

3 · The cash-flow zoo.

Ad revenue shares, sponsorships, affiliate, merch, community payments — all business income ("donations" and superchats included). Separate account, a 30 % tax-reserve rule, receipts kept for the statutory period: the classic creator accident is year two, not year one.

VAT · REVERSE CHARGE

4 · VAT with a foreign twist.

Small-business VAT schemes protect you at home. Platform payouts usually come from foreign group companies — cross-border B2B under the reverse-charge mechanism, which in practice requires a VAT ID. And the overlooked trap: for services you BUY from abroad (software, ads), even small businesses owe domestic VAT via their filings.

SOCIAL INSURANCE

5 · Insured, with deadlines that punish delay.

Health insurance is on you now; some countries offer creators favourable schemes (in Germany, the artists' social fund covers roughly half the contributions for publicist work). Voluntary unemployment insurance and accident-insurance registration have short windows after the start.

IMPRINT DUTY



Tribelume — Creator Basics

6 · A legal imprint without your home address.

Monetized profiles need a provider identification with a serviceable address — THE safety issue

Five rules you live from today.

AD DISCLOSURE

1 · The consideration question.

Money, gifted products, trips, discount codes — received or firmly promised — make a post commercial: label it clearly, at the top, not buried in hashtags. And note: the law PRESUMES consideration; if you don't label, you carry the burden of showing there was none.

COPYRIGHT

2 · Third-party material — no fair-use myth.

The EU has narrow exceptions instead of a balancing clause: quotation only with evidentiary function, pastiche only with genuine engagement, freedom of panorama without drone perspectives (German Federal Court, 2024). Music is the expensive mistake: platform libraries license that one platform only.

ART. 50 EU AI ACT · SINCE 2 AUG 2026

3 · Label AI content.

Disclose deceptively real AI images, videos and voices; make chatbots identify themselves. The platform's upload disclosure covers much of it in practice — the note still belongs in your description. Voice clones of real people without consent are off limits.

MARKETING & DATA

4 · Community formats, set up cleanly.

Giveaways need terms and platform rules; newsletters need double opt-in with proof; young audiences trigger stricter limits (parental consent below the digital age of consent).

ENFORCEMENT

5 · When the legal letter arrives.

Don't ignore it (the deadlines are real), never sign the enclosed cease-and-desist unread (routinely too broad), bring in a media-law professional, and fix the issue everywhere — archive and reposts included. Prevention stays cheaper than any single case.

**Live these rules and you have cleared
the vast majority of real-world creator disputes.**

Two free courses. With certificates.

Both learning paths walk once through the maps of this paper — told as the story of a small channel, not as a lecture on statutes. In English and German.

PATH A · APPROX. 45 MINUTES

From Hobby to Business

The business moment · DAC7 · the cash-flow zoo · social insurance & deadlines · an imprint without your home address · the seven-step launch routine.

PATH B · APPROX. 45 MINUTES

Content Without the Cease-and-Desist

Ad disclosure · third-party material & the music trap · AI labels under Art. 50 · giveaways, newsletters, young audiences · the enforcement playbook.



Why we give this away

Tribelume turns strong channels into learning products of their own — courses that look and feel like what you experience here: story instead of slide deserts, a certificate at the end. Creator Basics is our contribution to a more professional creator ecosystem — and, admittedly, the most honest product demo we have. If you catch yourself thinking "THIS is how my knowledge should look", we both win.

For creator networks and communities: both courses are available as a member benefit — with your logo on the course page and certificate if you like. Contact: kontakt@tribelume.com

NEXT STEP

One afternoon. Both certificates.

Start with the path that touches you most right now — the AI labeling duty has been live since this month. Free, no forced sign-up, certificate included.

tribelume.com/en/creator-basics

And if your channel should be the next course: Your audience. Your course. Your revenue. — tribelume.com