

IMDb and IMDbPro Introduce "Digital Creator" as New Professional Category, Empowering Creators to Represent Their Work and Be Discovered by Industry Decision-Makers

New professional category now available to IMDbPro Premium members

LOS ANGELES — September 9, 2026 — IMDb (www.imdb.com), the world's most popular and authoritative source for information on movies, TV shows, and celebrities, and IMDbPro (www.imdbpro.com), the essential resource for entertainment industry professionals, today announced the introduction of "Digital Creator" as a new professional category on both IMDb and IMDbPro.

Digital creators already work across film, TV, streaming, and branded entertainment. The new "Digital Creator" professional category on IMDb and IMDbPro gives them a dedicated way to represent that work and connect with audiences, industry peers, and potential employers. The category also includes sub-professions to further specify their work, including Streamer, Vlogger, Video Essayist, Video Creator, Gaming Creator, and Influencer. IMDb will continue to expand professional categories based on industry feedback.

"IMDbPro empowers entertainment professionals with tools that help them get discovered, build their reputation, and advance their careers," said Nikki Santoro, CEO of IMDb. "Digital creators and their representatives need that same infrastructure, and producers, casting directors, studio executives, and brand partners need a reliable way to find them. We're excited to add a category that bridges that gap and gives creators a discoverable industry profile."

The "Digital Creator" designation functions as a professional category on IMDb and IMDbPro. Creators can feature multiple professions on their page, so someone who is both a Digital Creator and an Actor can represent the full scope of their work in one place. No existing film or television credits are required to establish a profile as a Digital Creator. As creators continue to move between social channels, branded content, and traditional entertainment, any earned credits on film, television, and streaming projects will appear on their page alongside their professions, building a comprehensive professional profile across their entire career.

"Digital Creator" is now available as a professional category for IMDbPro Premium members. Creators can sign up for IMDbPro Premium at imdbpro.com, select "Digital Creator" (and any applicable sub-profession) as their profession, and immediately feature it on their IMDb and IMDbPro pages.

The launch will be celebrated at the Toronto International Film Festival (TIFF), where IMDb will host an invite-only industry cocktail party on September 14. The event will mark the debut of the Digital Creator professional category and spotlight IMDb's expanding collaboration with Canadian guilds.

About IMDbPro

[IMDbPro](#) is the essential resource for entertainment industry professionals. This membership service empowers professionals with information and features designed to help them achieve success throughout all stages of their career. IMDbPro Premium membership includes the following: detailed contact and representation information; tools for members to manage and showcase their IMDb profile, including selecting their primary images, professions, and the credits they are best “known for”; exclusive STARMeter rankings determined by page views on IMDb; the IMDbPro app for [iPhone](#), [iPad](#), and [Android](#); IMDbPro Track, which empowers members to receive personalized entertainment industry news and notifications on the people and film and TV projects they want to follow; and a convenient feature that generates custom digital assets to promote their work on social media and other platforms. IMDbPro is a division of [IMDb](#), the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Industry professionals can join IMDbPro today at <http://www.imdbpro.com/>. Follow IMDbPro on [Facebook](#), [Instagram](#), and [X](#).

About IMDb

IMDb is the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Hundreds of millions of customers all over the world rely on IMDb to discover and decide what to watch, advance their professional entertainment careers through IMDbPro, and grow their businesses using IMDb data and trending insights. Products and services to help fans discover and decide what to watch and where to watch it include: the IMDb website for [desktop](#) and [mobile devices](#); [apps](#) for iOS and Android; and X-Ray on Prime Video. For entertainment industry professionals, IMDb provides [IMDbPro](#) and [Box Office Mojo](#). IMDb licenses information from its vast and authoritative database to third-party businesses worldwide; learn more at developer.imdb.com. IMDb is an Amazon company. For more information, visit <https://www.imdb.com/press> and follow @IMDb.

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