

Sarah Jayne Dunn left her job to stay with OnlyFans

Kerry: what a bird

heat news

Megan has been raking it in

Is there really more to ONLYFANS THAN SEX?

With safe-for-work streaming platform OFTV on the rise, creators are breaking barriers

Witnessing Kerry Katona launch a bird off her arm while asking if falconry is a sex position wasn't what we'd expected when we sat down to watch OFTV's *In Real Life* – but, as the platform proves, anything can happen.

The words “safe-for-work” and “OnlyFans” might not seem the most natural link. Having launched back in 2016 as the brainchild of British entrepreneur Timothy

Stokely, the platform skyrocketed during the pandemic. Much like traditional social media, anyone can set up a profile – but to access content, your followers have to cough up. All creators' accounts sit behind a paywall, with people over 18 paying for the privilege of some one-on-one contact and behind-the-scenes perks.

While the platform is home to chefs, athletes, and wellness coaches, it's become synonymous with explicit material. Celebs

like Lottie Moss and Megan Barton-Hanson have flocked to the platform, sharing saucy snaps with their followers to raise heart rates and money. It's one of many reasons OnlyFans is so popular, and there's less censorship than social media once you pay. So, unlike Instagram, a cheeky nipple won't see your account shut down.

But now, OnlyFans is changing the narrative again. Enter OFTV, or OnlyFans TV, a free-to-view streaming platform

that features no X-rated content. In fact, all videos must be classed as “safe for work”, meaning no nudity, implied or otherwise. From workouts to comedy, the platform includes an abundance of content – with one show in particular, *In Real Life*, seeing the likes of OnlyFans faves Kerry Katona and Sarah Jayne Dunn giving an insight into their day-to-days. The premise of OFTV seems to be to promote OnlyFans content creators, shut down misconceptions,

and challenge anyone who believes OF can't be mainstream. Cue Kerry and her birds.

BOOM TIME

Opening up about her episode – which sees her dip her toes into the world of figure skating with a *Dancing On Ice* professional – former *Hollyoaks* star Sarah Jayne Dunn, 42, tells *heat*, “*In Real Life* was a chance to be authentically me. Not me as an actress or a creator, but me as Sarah, doing something fun.”

Since setting up her OnlyFans account in 2021, Sarah's success has boomed. Paying a £10 subscription fee will gain you exclusive access to her private content, made up of tasteful shots and lingerie shoots, as well as the chance to interact with her via private messaging.

“When I set up my account, it was obviously a conversation I had with my husband and family,” Sarah says. The star has been married to husband Jonathan since 2018, with the pair sharing

son Stanley, seven. “When I launched it, the general public were incredibly supportive – and because of what then happened with my job, that elevated the support.”

Known for playing Mandy Richardson, Sarah spent over two decades on the Channel 4 soap, until bosses caught wind of her OnlyFans foray. Given the choice of deleting her account or leaving the show, Sarah's exit from *Hollyoaks* caused shockwaves – with many fans slamming the soap for

“misogyny and hypocrisy”. “A lot of creators reached out to me online after that,” shares Sarah. “Kerry Katona reached out, I'd met her a few times over

about the platform itself. “OnlyFans is a really safe space,” she says. There's little trolling, as the paywall brings a crew of fans who want to be

‘I get requests for foot selfies’

the years, and Megan Barton-Hanson also messaged me. They said starting their accounts was the best thing they ever did.” And Sarah has only positive things to say

there and are paying for the privilege, while images sent via DMs are automatically pixelated to cut back on the risk of viral flashing. Creators are given the choice on how

much of themselves to share – and some do share more than others.

Atomic Kitten star Kerry, 43 – who in her *In Real Life* episode revealed that OnlyFans has helped her become a millionaire – has previously said, “I just send sexy messages and pictures, but nothing more than topless,” adding, “I've had loads of requests for foot selfies from people with foot fetishes. Some men and women text me their sex issues and I'm like a therapist for them.”



ADAM COLLARD

Well known for one too many *Love Island* stints, Adam, 28, is one of the many celebs who have set up an OnlyFans side hustle. According to experts, his account could see him take home around £272k per month.



DJ KHALED

The 48-year-old hitmaker set up a joint account with BFF Fat Joe – but there was nothing salacious. No longer active, the pair used the platform to share motivational talks to help guide fans to “the light” (his words, not ours).



TONY BELLEW

It's not what you think! Back in 2021, the *I'm A Celebrity...* favourite and boxing champ, 41, partnered up with OnlyFans to offer ringside tips and unseen training footage.

Only Fans model Ellie Brook (left) in her *In Real Life* episode



Kerry's made THIS much money from the platform

I've got a great rapport with my fellas.”

But for others, the stakes are a lot higher. One anonymous celeb creator previously revealed, “The monthly subscription fee only generates so much. You make the most money by engaging with fans one-on-one once they've subscribed, and creating custom content for them. You chat with them, flirt with them, make them feel special, and then create content for them, all at a price.” The star also revealed that she hired a team to help her run her account – leaving employees handling her flooded inbox. While her subscribers assumed they were paying for some one-on-one time, it wasn't quite the case.

MONEY MAKER

There's no denying that OnlyFans can be a lucrative business, with those in the top one per cent of creators taking home millions (see right). Creators receive 80 per

cent of their subscription revenue, as well as tips from their subscribers for interaction and extra content. “The financial freedom is a big plus,” says Sarah. “Being an actor, you don't know when the next job will come.”

‘The financial freedom is a plus’

But don't be fooled. Behind every successful creator is some good old graft. “It is a full-time job,” Sarah adds. “People don't always appreciate how much time and effort goes into shooting and editing content, replying to messages, and doing lives. I feel like I've got a duty to the people that subscribe to me – it's what they're paying for.”

EMPOWERING

While OnlyFans might have more risqué content

tucked away, OFTV proves there's plenty of stuff to watch with your mum, and a quick click on their app reveals cooking, fitness and comedy videos, all made by creators who are getting the chance to promote what they do, with any judgement left behind.

Sarah says, “There's still this misconception that OnlyFans only offers a certain type of content. OFTV is an opportunity for people to explore the platform without signing

up, and it has given me a space to talk openly about my experience and what I do. We're quite prudish within every sense of women taking control, and it's about time that we caught up.”

When asked to sum up her journey – from setting up on the platform to joining forces with OFTV – the answer is instant. “Empowering,” Sarah beams. “Honestly, it's the most empowering thing ever.”

Clearly, then, there's way more to OnlyFans than meets the eye. ■

The OnlyFans RICHLIST



IGGY AZALEA

The Aussie-born rapper has reportedly taken home over £38m. Iggy, 33, shared, “Once I looked beyond the surface-level chatter about what it means to have an OnlyFans, I realised it was the perfect platform.”



BELLA THORNE

From Disney darling to millionaire, Bella, 26, broke records back in 2020 after setting up her account. In the first 24 hours of debuting her account, the star reportedly earned over \$1m.



CARDI B

Amassing over 81million subscribers, Cardi B, 31, utilises the platform to share exclusive content with her followers – and it's a big hit. The *WAP* singer is a big earner, allegedly bringing in over £7m a month.



MEGAN BARTON-HANSON

Megan has reportedly earned over £1m since launching her profile, previously revealing, “Doing the site has helped me buy my dream house, and it's given me all the money for new furniture.”



CHLOE KHAN

TV personality Chloe, 33, makes it very clear what to expect, writing in her bio, “18+, join the mad house”. Charging around £15 a month, it's been reported her earnings could be a comfortable £1.2m a month.



DANNIELLA WESTBROOK

Insisting she doesn't upload raunchy snaps, Danniella, 50, recently hit back at trolls, writing, “I'm not making or posting anything dirty, so why hate on me?”



LAUREN GOODGER

TOWIE star Lauren, 37, has grown quite the following with her underwear snaps since joining in 2020. One of the platform's most popular stars, she gets away with charging £42 a month.



TYGA

Rapper Tyga, 34, was once the platform's fourth top earner for his sexually explicit content. However, the star quit his side hustle back in 2021 to launch Myystar, a dedicated platform for sex workers.



LOTTIE MOSS

After once claiming she earned £30,000 a month with her account, *Celebs Go Dating* star Lottie, 26, has revealed she “makes a great living”, insisting the platform is “happier and healthier” than traditional modelling.



HARRY JOWSEY

Too Hot To Handle's Harry, 26, was once the platform's highest-earning male, admitting he's already made “a few million” from his content. Curious to know how he spent his hard-earned pennies? Multiple Rolaxes, of course.