

By PwC Deutschland | 15 August 2025

Influencing the influencers: the fight against tax evasion

The North Rhine-Westphalia (NRW) tax authorities have now compiled all the important information on the tax obligations of influencers and published it on a central website.

The **new information page** targets people generating income from activities on social networks such as Instagram, TikTok, YouTube or Twitch. The page provides practical advice for influencers on all tax-related topics, from income tax and trade tax to value added tax and the various types of income such as sponsorship, product placement, merchandise sales and prize money. It is aimed at both newcomers and content creators who are already active in the business. The stated aim is to support the industry at an early stage, create legal certainty and thus accompany a successful career path.

The information page contains text, explanatory videos, links to further resources.

The press release comes shortly after a **press release of 15 July 2025** from the NRW Federal State Office for Combating Financial Crime. The tax investigation department is currently analysing a data package from several social media platforms containing 6,000 data records and involving tax offences amounting to around €300 million in NRW. According to the press release, the investigation is targeting professional influencers who are evading their tax obligations with a high degree of criminal energy.

Since 1 January 2025, the State Office for Combating Financial Crime has been coordinating all tax investigations in NRW with around 1,200 experts in the field of combating tax fraud, money laundering and cybercrime and is the first state authority of its kind in the Federal Republic of Germany.

Source: Press Release of 14 August 2025

Keywords

Income Tax Act, Tax evasion, VAT, trade tax