

Andrew Tate Speaks at Dubai Event About His ‘Clipping’ Strategy That Changed Social Media Landscape

Andrew Tate has claimed that he pioneered one of the most influential growth strategies in modern social media during a keynote appearance at the JetStream event in Dubai.



Dubai, United Arab Emirates Jul 9, 2026 ([IssueWire.com](https://www.issuewire.com)) - Speaking to an audience of over 1000 entrepreneurs, creators and digital marketers, Tate reflected on the early growth of his online presence, arguing that his decision to actively encourage supporters to share clips of his content fundamentally changed how personal brands could scale across multiple platforms.

During his address, Tate said:

“I invented clipping.”

He continued:

“Everyone would copyright strike everyone’s stuff. I did the opposite.”

The comments referred to a strategy of encouraging fans and content creators to repost and redistribute short clips of longer videos across social media platforms, allowing content to spread organically through thousands of independent accounts rather than relying solely on official channels.

Andrew’s videos were watched billions of times in a matter of months due to this method when he became the most googled person of that year.

At the time, many people online sought to remove unauthorised uploads of their content through copyright enforcement. Tate explained that he deliberately adopted the opposite approach, believing widespread redistribution would significantly increase reach, audience growth and brand awareness.

A spokesperson for Andrew Tate said:

“Andrew has long believed that distribution is one of the most valuable assets in the digital economy. His approach was to encourage people to engage with and share his content rather than restrict it, helping it reach audiences that traditional marketing simply couldn’t.”

The strategy has since become widely used throughout the creator economy, with countless influencers, podcasters, businesses and media organisations encouraging audiences to produce and share clips or reels across platforms including X, TikTok, Instagram and YouTube.

Digital marketing experts have increasingly recognised clipped content as one of the most effective methods of expanding organic reach, allowing creators to generate millions of additional impressions through independent accounts.

Andrew Tate’s keynote formed part of a wider discussion on entrepreneurship, digital influence and modern content distribution, where he spoke about audience building, branding and the changing landscape of online media.

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