

From Prime-Time Animation to the Creator Economy: Veteran Animator Launches Interactive TikTok Adventure to Build ‘Surf Soup’ Media Brand

Bypassing traditional studio distribution, creator Donna Kay Lau utilizes daily interactive live streams to pioneer a self-funded, direct-to-community blueprint for her multimedia brand.

Los Angeles, California

New releases



Breaking away from the constraints of traditional studio distribution, veteran television animator and author Donna Kay Lau announces the official launch of her live-streamed TikTok interactive adventure. By broadcasting daily creative sessions, Lau is pioneering a direct-to-community blueprint to scale her self-funded Surf Soup® multimedia universe, offering audiences a rare, behind-the-scenes look at independent animation production and publishing. Having spent decades lending her visual talents to beloved children's animated studio productions, Lau is pivoting to the creator economy to regain complete artistic independence. Through daily live broadcasts under her dedicated brand handle, she invites fans, aspiring artists, and families into her workspace to witness the grit, creativity, and technological agility required to build an entertainment ecosystem from the ground up with zero outside capital.

Rather than relying on traditional distribution bottlenecks, Lau's TikTok launch focuses on real-time community engagement, immediate audience feedback, and collaborative creative milestones. Her upcoming streams will offer an inside look at the production of her expanding literary line, including the highly anticipated seasonal book Surf Soup® Tanguan: A Winter Solstice Soup Story, which honors her rich Toisanese heritage.

"Traditional industry paths often distance creators from the very communities they serve," says Donna Kay Lau, creator of Surf Soup®. "Mastering real-time digital engagement allows me to connect directly with fans, teach creative processes transparently, and build a community-first media brand that inspires the next generation to observe, create, and grow alongside me."

Lau's daily streams serve as both a visual diary of an independent animator and an accessible educational framework for young creators navigating digital art, storytelling, and self-publishing. By leveraging the immediacy of the creator economy, the Surf Soup® digital ecosystem demonstrates how independent artists can