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Leonid Radvinsky, owner of OnlyFans, dies aged 43

Ukrainian-American billionaire who owned subscription service for adult content died of cancer, the company says



In recent months, Leonid Radvinsky had engaged in talks to sell a 60% stake in OnlyFans in a sale that would have valued the company at about \$8bn. Photograph: Facebook

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Northwestern University. According to the [Wall Street Journal](#), he began running pornography sites as a teenager.

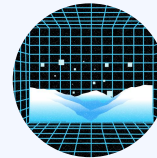
In recent months, Radvinsky had engaged in talks to sell a 60% stake in OnlyFans in a sale that would have valued the company at about **\$8bn**. According to OnlyFans, Radvinsky had moved his ownership to a trust in 2024.

OnlyFans, founded in 2016 and best known for pornographic material, allows adult film actors and sex workers to make money from posting content on the subscription-based platform. The company typically takes a 20% cut of payments, leaving the remaining 80% for creators, which resulted in **dividends** of hundreds of millions of dollars for Radvinsky. The UK-based company grew in popularity during the pandemic and has established itself as a way to generate a significant income online. In addition to superstar adult content creators, its creators also include **Olympians** and **teachers** who said their day jobs failed to pay them enough to make ends meet. OnlyFans has said it is focused on empowering women and content creators to post sexually explicit content in a safe online environment.

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Though OnlyFans has tried to expand beyond sexually explicit content, pornographic material remains its best-known product. In 2021, it briefly announced that it would ban sexually explicit content **before** quickly **reversing course**, and some creators on the website promote various interests such as photography, fitness and makeup. Radvinsky's company was not without controversy as well. A [2024 Reuters investigation](#) reported on women who said they had been sexually enslaved to make money from the site.

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