THE TEFL INSTITUTE · IAN O'SULLIVAN AND THE RESEARCH TEAM

The State of TEFL 2027

Teaching English Online

Online edition · Pay and platforms · Published November 2026

Teaching English online in 30 pages and 17 charts: what eight platforms publish about pay, what a teacher keeps after commission, what the trial lesson costs, who asks for a certificate, and when the tax office needs to know. Every figure dated and sourced. Where a platform publishes nothing, the report says so.

1 in 8
platforms publish the rate they pay teachers

US$10.20
Cambly's published hourly rate for adult lessons

100%
Preply's commission on a new student's trial lesson

48%
of English teaching is delivered online, by method

Published by The TEFL Institute · teflinstitute.com
Cambly and Preply figures read 19 November 2026 · Other platforms read 17 September 2026
Qualification references confirmed against the Ofqual register 1 September 2026
How to cite this report is on the last page.

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How to read the charts

Every chart and table carries its source and its basis. Three colours are used throughout, and a figure is never shown in a colour it has not earned.

Official
Published by the platform itself, a government or a regulator, and dated. Green.

Market estimate
Compiled from market research for the global edition in March 2026; not re-verified. Blue.

Secondary or derived
A third-party report of a platform figure, or arithmetic on a published figure, and labelled as such. Amber.

Dates that matter

What	When it was checked
Cambly pay rates and payment day	19 November 2026, Cambly tutor page and help centre
Preply commission: trial lesson, 33%, 28% after 20 hours, 18% from 400 hours	19 November 2026, Preply teacher page and help centre
italki, AmazingTalker, Lingoda, Engoo, Novakid and LatinHire	17 September 2026, each platform's own pages (The Hire Wire, Edition 4)
Minimum wages: United States, United Kingdom, Ireland	19 November 2026; UK regulations and Irish government pages
UK and Irish tax thresholds and dates	17 September 2026, HMRC and Revenue pages (The Hire Wire, Edition 4)
Qualification references (Ofqual register)	1 September 2026, by hand (global edition)
Market size and growth	Global edition, checked 1 November 2026; forecasts compiled March 2026

Pay is shown in US dollars because the platforms that publish a figure publish it in dollars. Conversions use euro reference rates of 20 October 2026 (Bank of Lithuania table of European Central Bank rates, as republished): 1 euro = US$1.1225 = £0.84205.

SECTION 1

Executive summary

What does teaching English online pay in 2027? One platform in eight publishes a rate: Cambly, at US$10.20 an hour for adults and US$12.00 for children. On marketplaces the teacher sets the price and the platform takes a share: Preply takes all of a new student's first lesson, then 33% falling to 18%. Four platforms publish no figure at all.

1 in 8
platforms publish what a teacher is paid
Hire Wire count, 17 Sep 2026

US$10.20
Cambly's published hourly rate for adult lessons
Cambly, 19 Nov 2026

100%
Preply's commission on a new student's trial lesson
Preply, 19 Nov 2026

48%
of English language teaching is delivered online, by method
Market.us, 2024

What the report finds

- **Disclosure is the story.** Of eight platforms checked on their own pages, one names a rate, two publish a full commission schedule, one says only that its fee is variable, and four publish nothing.
- **The published rate is below two of three minimum wages.** Cambly's US$10.20 is 141% of the US federal minimum wage, 64% of Ireland's and 60% of the United Kingdom's, before tax and with no pay for unbooked time.
- **The trial lesson is the largest cost on Preply.** A student who takes five lessons costs the teacher 46% of what that student paid, not 33%.
- **The headline price is not the pay.** To clear US$15 an hour as a new Preply tutor, the listed price has to be US$22.39.
- **The lower commission is a long way off.** Preply's 18% band starts at 400 taught hours: 40 weeks at ten hours a week.
- **Requirements vary more than pay does.** Two platforms state that no certificate is needed. Three name a teaching certificate, and one of those accepts a TEFL or CELTA certificate in place of a degree.
- **Online teachers are self-employed.** In the UK, trading income above £1,000 a year must be declared. In Ireland, the tests are €5,000 net or €30,000 gross of non-PAYE income.

What the report does not claim

It gives no average online teacher income, because no platform publishes one and no official statistic exists. It gives no pay figure for Lingoda, Engoo, Novakid or LatinHire, because none is published. Figures in circulation for those four are third-party and are left out.

How to teach online is a different question. This is a pay and platforms data report. The Institute's guide to getting started is at teflinstitute.com/teach-english-online.

SECTION A

At a glance, and ten findings to quote

US$12.00
Cambly Kids hourly rate
Official, 19 Nov 2026

33% to 18%
Preply commission after the trial lesson
Official, 19 Nov 2026

21%
italki commission on a single lesson
Official, 17 Sep 2026

400 hours
taught before Preply's 18% band applies
Official, 19 Nov 2026

46%
effective Preply commission on a five-lesson student
Derived

US$22.39
price a new Preply tutor must list to clear US$15
Derived

60%
Cambly's adult rate as a share of the UK minimum wage
Derived

4 of 8
platforms publish no pay figure of any kind
Hire Wire count

Ten findings, each written to be quoted on its own

1. Of eight online English teaching platforms checked on 17 September 2026, one, Cambly, publishes the rate it pays teachers (The TEFL Institute, The Hire Wire, Edition 4).
2. Cambly pays US$0.17 a minute, or US$10.20 an hour, for adult lessons and US$0.20 a minute, or US$12.00 an hour, for Cambly Kids (Cambly, read 19 November 2026).
3. Preply's commission on every trial lesson with a new student is 100%; on later lessons it starts at 33% and falls to 18% (Preply, read 19 November 2026).
4. Preply's commission falls to 28% after 20 taught hours and reaches 18% at 400 hours (Preply help centre, read 19 November 2026).
5. italki takes 21% of a single lesson, 19% to 15% on packages, nothing on a trial lesson and 30% of a group class (italki, read 17 September 2026).
6. A new Preply tutor must list a lesson at US$22.39 to keep US$15.00 after the 33% commission (derived from Preply's published rate).
7. Because the first lesson is unpaid, a Preply student who takes five lessons costs a new tutor 46% of the fees paid, and one who takes ten costs 40% (derived).
8. Cambly's US$10.20 an hour is 141% of the US federal minimum wage, 64% of Ireland's and 60% of the United Kingdom's adult rate (derived; rates in force 19 November 2026).
9. Three of eight platforms name a teaching certificate in their entry requirements; Novakid accepts a TEFL or CELTA certificate as an alternative to a degree in education (platform pages, 17 September 2026).
10. Online delivery accounted for 48% of the English language teaching market by method in 2024 (Market.us).

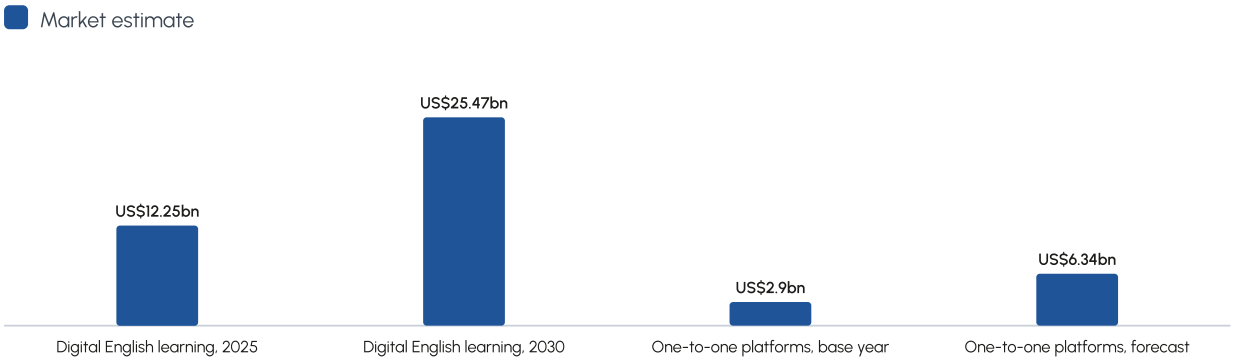
SECTION 2

Online in the global market

How big is online English teaching? By one market estimate, online delivery was 48% of English language teaching by method in 2024. Digital English learning is forecast to grow from US$12.25 billion in 2025 to US$25.47 billion in 2030. These are market research estimates, not official statistics, and they count learner spending, not teacher pay.

Digital English learning, forecast

US$ billion. Market research estimates carried forward from the global edition.



Source: Research and Markets, compiled March 2026 for the global edition and not re-verified. One-to-one platform forecast period as published.

Measure	Figure	Basis	Source and date
Online share of English language teaching, by method	48%	Estimate	Market.us, 2024 base year; checked 1 November 2026
Digital English learning, 2025	US$12.25 billion	Estimate	Research and Markets; compiled March 2026
Digital English learning, 2030	US$25.47 billion	Estimate	Research and Markets; compiled March 2026
Implied growth, 2025 to 2030	About 15.8% a year	Derived	Arithmetic on the two figures above
Online one-to-one platforms	US$2.9 billion to US$6.34 billion, 16.9% a year	Estimate	Research and Markets; compiled March 2026

What these figures are, and are not

- They measure what learners and institutions spend. None of them measures what teachers earn.
- They come from commercial market research. Different publishers define the market differently and their totals do not reconcile.
- The 15.8% growth rate is the Institute's arithmetic on two published figures, not a published forecast.

SECTION 2

What is not counted: teachers, hours and pay

> **How many people teach English online?** Nobody publishes a count. No government classifies online English tutors as an occupation, and the platforms publish learner numbers far more readily than teacher numbers. Any figure for the number of online English teachers, or their average income, is an estimate without an official source.

Question	Is there a published answer?	What exists instead
How many people teach English online?	Not published	Platform marketing figures, which are not audited and overlap, because teachers list on several platforms
What does the average online teacher earn?	Not published	One published rate (Cambly) and two commission schedules (Preply, italki)
How many hours does a teacher get booked?	Not published	No platform publishes an average booked share of available time
What do learners pay on marketplaces?	Partly	Preply states that English tutors charge US$15 to US$25 an hour on average (read 8 September 2026)
What share of the fee reaches the teacher?	Yes, on two platforms	Preply and italki commission schedules, Section 5

One rule changed the market: China, 2021

China's 2021 "double reduction" rule ended for-profit tutoring of school-age children in curriculum subjects and stopped teachers based abroad from being hired to tutor those children online. The platforms that had paid fixed hourly rates to teach Chinese children lost that market. The global edition records the rule; this edition records its effect on disclosure. The platforms that publish a commission today are marketplaces serving adults worldwide, and the one that publishes a rate pays by the minute.

Why this matters for pay. A fixed-rate employer competes for teachers and so advertises a wage. A marketplace competes for learners and so advertises tutors' prices. That is the structural reason a pay figure is now hard to find.

Where the Institute covers the Chinese market today

The rules for teaching Chinese students online, adults included, are set out in the Institute's guide at teflinstitute.com/blog/teach-english-online-chinese-students.

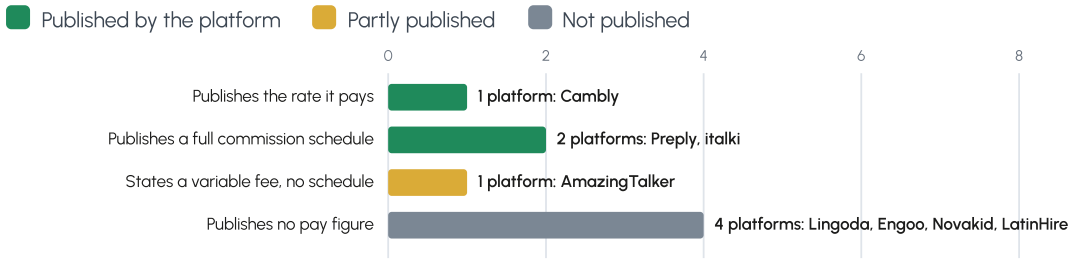
SECTION 3

Disclosure: one platform in eight publishes a rate

Which online teaching platforms say what they pay? Of eight platforms the Institute checked on 17 September 2026, only Cambly publishes a rate. Preply and italki let teachers set a price and publish the commission they deduct. AmazingTalker describes a variable fee without a schedule. Lingoda, Engoo, Novakid and LatinHire publish no pay figure.

What eight platforms publish about teacher pay

Number of platforms, by what their own pages state.



Source: The TEFL Institute, The Hire Wire, Edition 4. Read on each platform's own site or help centre on 17 September 2026 for The Hire Wire, Edition 4; Cambly and Preply re-read 19 November 2026.

How the count was made

- Eight platforms were chosen because they recruit English teachers internationally and have a public page for applicants.
- Only the platform's own site or help centre was read. Job boards, review sites and teacher forums were not used.
- Where a platform publishes nothing, the cell is left empty. No figure was borrowed to fill it.
- A phrase such as "competitive pay" is counted as no figure.

Two kinds of platform

Model	Who sets the price	What the teacher receives	Platforms in this report
Fixed rate	The platform	A stated amount per minute or per lesson	Cambly; Lingoda, Engoo, Novakid and LatinHire (rate not published)
Marketplace	The teacher	The listed price less the platform's commission	Preply, italki, AmazingTalker

A standing version of the table is kept current between editions on The Hire Wire's Online Desk: teflinstitute.com/the-hire-wire/online-desk.

SECTION 3

The eight platforms, in their own words

CANONICAL DATA BLOCK · WHAT EIGHT PLATFORMS PUBLISH

Platform	Model	What it publishes about pay	Commission	Entry bar, as published
Cambly	Fixed rate	US$0.17 a minute (US$10.20 an hour); Cambly Kids US$0.20 a minute (US$12.00 an hour)	None: fixed rate	No teaching certificate, degree or experience needed
Preply	Marketplace	Teacher sets the price; no rate paid by Preply	100% of each new student's trial lesson, then 33% falling to 18%	No specific certification or teaching experience required
italki	Marketplace	Teacher sets the price; no rate paid by italki	21% single lesson; 19% to 15% on packages; 0% on a trial; 30% group	Tiers not published on a readable page
AmazingTalker	Marketplace	Teacher sets the price, with no upper limit	Not published: a variable service fee, as low as 0%	Relevant teaching experience or language teaching certificates
Lingoda	Fixed classes	No figure	Not applicable	C2 in the language, a teaching certificate and 2 to 3 years of experience
Engoo	Fixed lessons	No figure	Not published	18 or over, proficient in English, headset, webcam, fast internet
Novakid	Fixed lessons	No figure; described as competitive	Not applicable	C1 or above, and a degree in education or an international certificate such as TEFL or CELTA, plus online experience
LatinHire	Fixed, per minute	No figure; paid for every minute taught or waited	Not published	Generic wording, plus the client's own evaluation

Read on each platform's own site or help centre on 17 September 2026 for The Hire Wire, Edition 4; Cambly and Preply re-read 19 November 2026. Entry-bar wording is quoted or closely paraphrased from each platform's applicant page.

Reading the table

- **"Set your own rate" is not a pay figure.** The platforms that let teachers set a price are also the ones that publish the percentage they remove.
- **"No figure" is a finding.** Lingoda, Engoo, Novakid and LatinHire recruit teachers publicly and do not state what the work pays before an application is made.
- **LatinHire publishes a principle, not a number.** It states that teachers are paid for every minute they teach or wait, which is a better term than Cambly's, but gives no rate.

Cambly Pro. On 17 September 2026 Cambly's pages also listed a Cambly Pro rate of US$0.25 a minute (US$15 an hour). The pages read on 19 November 2026 list two rates only, Cambly Private+ and Cambly Kids. Cambly Pro is therefore left out of this edition's calculations.

SECTION 4

Fixed-rate pay: the one published rate

How much does Cambly pay in 2027? Cambly pays US$0.17 for each minute of completed lesson time on its adult product, which is US$10.20 for a full hour of lessons, and US$0.20 a minute, US$12.00 an hour, on Cambly Kids. Earnings are processed on Tuesdays through PayPal or Stripe. Time spent waiting for a booking is not paid.

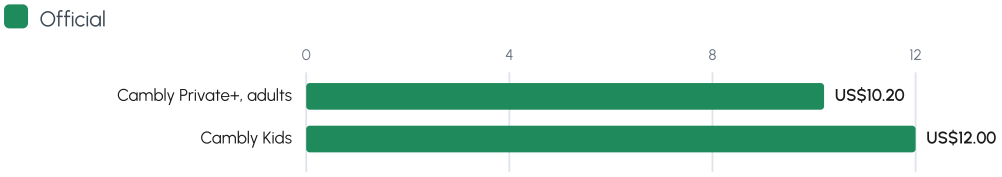
CANONICAL DATA BLOCK · CAMBLY PUBLISHED RATES

Product	Per minute	Per full hour of lessons	Learners	Basis
Cambly Private+ (formerly Cambly Classic)	US$0.17	US$10.20	Mostly adults	Official
Cambly Kids	US$0.20	US$12.00	Children	Official

Source: Cambly tutor page and help centre, read 19 November 2026.

Cambly's two published rates

US dollars for a full hour of completed lessons.



Source: Cambly, read 19 November 2026.

The terms around the rate

Term	What Cambly publishes
What is paid	Each minute of completed lesson time
What is not paid	Time online without a lesson
When a learner disconnects	Disconnection pay, capped at five minutes a lesson
Payment	Processed on Tuesdays; PayPal or Stripe
Minimum hours	None
Certificate, degree or experience	None required

The hourly figure is a ceiling. US$10.20 is what an hour pays only if all sixty minutes are spent in lessons. Cambly publishes no average for the share of online time that is booked.

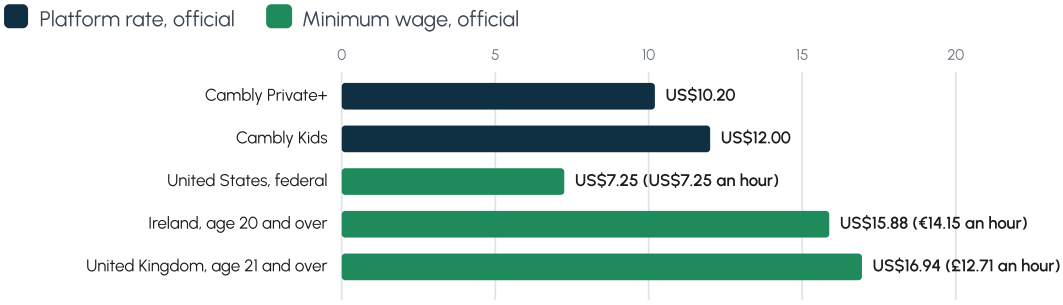
SECTION 4

The published rate against three minimum wages

> **Is Cambly's rate above the minimum wage?** It depends on the country. US$10.20 an hour is 141% of the US federal minimum wage of US$7.25. It is 64% of Ireland's €14.15 and 60% of the United Kingdom's £12.71 adult rate. Minimum wage law does not apply: platform tutors are independent contractors, not employees.

Cambly's hourly rates and three statutory minimum wages

US dollars an hour. Minimum wages converted at 20 October 2026 reference rates.



Sources: Cambly, 19 November 2026; UK National Minimum Wage (Amendment) Regulations 2026; Government of Ireland; US federal rate. Conversions use euro reference rates of 20 October 2026 (Bank of Lithuania table of European Central Bank rates, as republished): 1 euro = US$1.1225 = £0.84205.

Minimum wage	Local rate	In US dollars	Cambly Private+ as a share	Cambly Kids as a share	Basis
United States, federal	US$7.25 an hour, in force since July 2009	US$7.25	141%	166%	Derived
Ireland, age 20 and over	€14.15 an hour, from 1 January 2026	US$15.88	64%	76%	Derived
United Kingdom, age 21 and over	£12.71 an hour, from 1 April 2026	US$16.94	60%	71%	Derived

Why the comparison is generous to the platform

- A minimum wage is paid for every hour at work. The platform rate is paid only for minutes in a lesson.
- An employee's wage comes with employer social insurance and paid leave. A contractor's does not.
- A contractor pays for equipment and connection, and files a tax return (Section 8).
- Many US states set a minimum above the federal US$7.25; the federal rate is the lowest comparison available.

For a teacher living where costs are lower, a dollar rate can be worth much more than these comparisons suggest. The three countries shown are those for which the Institute read an official rate for this edition.

SECTION 4

What the published rate adds up to in a month

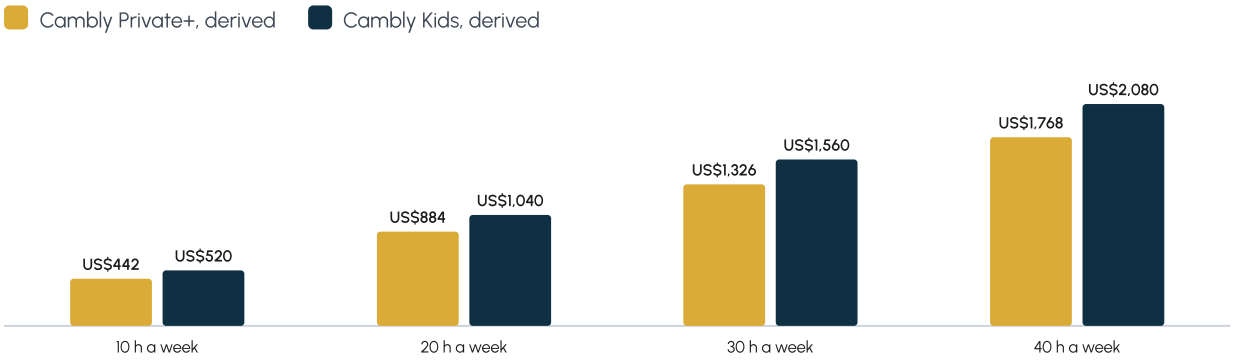
How much can you earn a month on Cambly? At ten fully booked hours a week, Cambly's adult rate comes to about US$442 a month and Cambly Kids to US$520. At twenty hours it is US$884 and US$1,040. These are derived ceilings: they assume every online minute is a paid lesson, which Cambly does not promise.

Paid lesson hours a week	Cambly Private+, a month	Cambly Kids, a month	Basis
5 hours	US$221	US$260	Derived
10 hours	US$442	US$520	Derived
15 hours	US$663	US$780	Derived
20 hours	US$884	US$1,040	Derived
25 hours	US$1,105	US$1,300	Derived
30 hours	US$1,326	US$1,560	Derived
40 hours	US$1,768	US$2,080	Derived

Derived: hourly rate x hours x 52 weeks / 12 months. Before tax and payment-processor fees.

Monthly pay at Cambly's published rates

US dollars a month, by paid lesson hours a week.



Derived from Cambly's published rates, read 19 November 2026.

Working backwards from a target

Monthly target	Paid lesson hours a week, Private+	Paid lesson hours a week, Kids
US$500	11.3	9.6
US$1,000	22.6	19.2
US$1,500	33.9	28.8
US$2,000	45.2	38.5

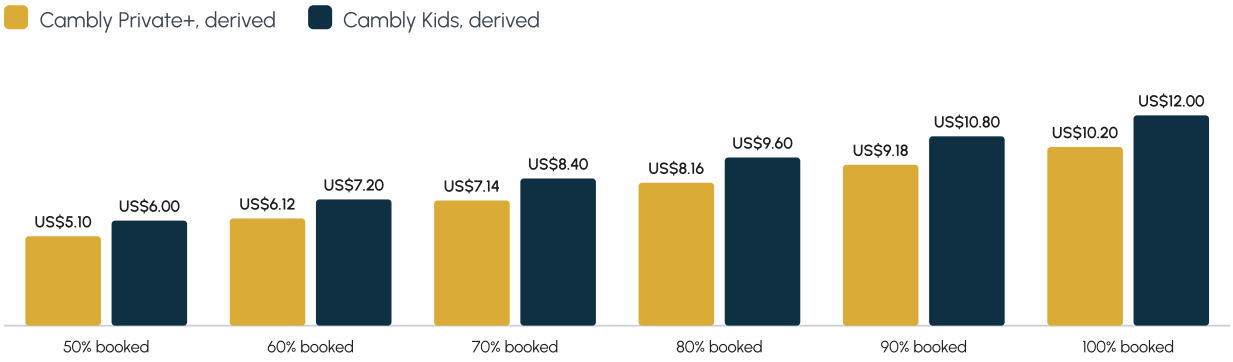
SECTION 4

The number nobody publishes: booked time

What does Cambly pay per hour online, not per hour taught? It depends on how much of the hour is booked, and Cambly does not publish that. If half of an online hour is spent in lessons, US$10.20 becomes US$5.10. At 70% it is US$7.14 and at 90% it is US$9.18. These are illustrations, not measurements.

Effective pay per hour online, by share of time in lessons

US dollars. Illustrative shares; no platform publishes an average.



Derived from Cambly's published rates. The booked shares are assumptions chosen to show the range.

Share of online time in lessons	Private+ per hour online	Kids per hour online	Private+ against the US federal minimum
50%	US$5.10	US$6.00	Below
60%	US$6.12	US$7.20	Below
70%	US$7.14	US$8.40	Below
80%	US$8.16	US$9.60	Above
90%	US$9.18	US$10.80	Above
100%	US$10.20	US$12.00	Above

What this means in practice

- Cambly's adult rate falls below the US federal minimum wage when less than 71% of online time is spent in lessons.
- Scheduled lessons raise the booked share; waiting for unscheduled calls lowers it.
- A platform that pays for waiting time, as LatinHire says it does, removes this risk, but LatinHire publishes no rate.

A question worth asking any fixed-rate platform before applying: is waiting time paid, and what share of available hours does a new teacher typically have booked? If neither answer is published, the hourly rate cannot be compared with a wage.

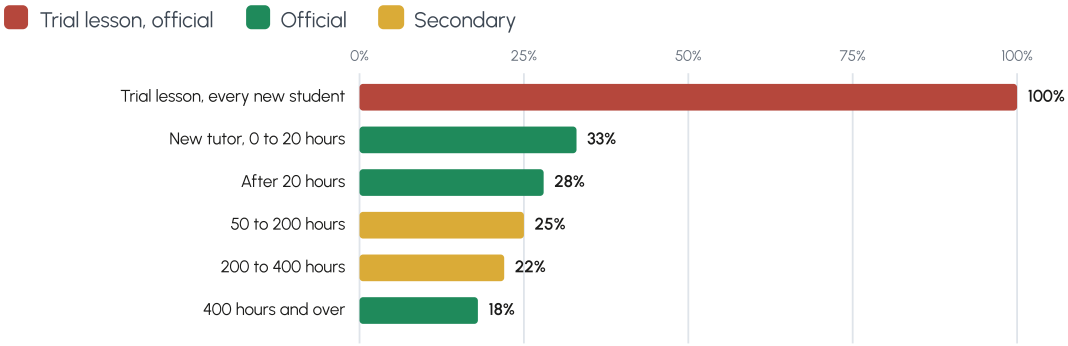
SECTION 5

Marketplace pay: how Preply's commission works

How much commission does Preply take? Preply takes 100% of the first lesson with every new student. On later lessons it takes 33% from a new tutor, 28% after 20 taught hours, and 18% once a tutor has taught 400 hours. Hours are counted across all students, and trial lessons count towards the total.

Preply commission by hours taught

Share of the lesson price kept by Preply after the trial lesson.



Sources: Preply teacher page and help centre, read 19 November 2026 (trial, 33%, 28%, 18%). The 25% and 22% bands are as reported by a third party in 2026; Preply's own table could not be read on the day.

CANONICAL DATA BLOCK · PREPLY COMMISSION

Stage	Commission	Teacher keeps from a US$20 lesson	Basis
Trial lesson with a new student	100%	US$0.00	Official
New tutor, 0 to 20 hours	33%	US$13.40	Official
After 20 hours	28%	US$14.40	Official
50 to 200 hours	25%	US$15.00	Secondary
200 to 400 hours	22%	US$15.60	Secondary
400 hours and over	18%	US$16.40	Official

How long the bands take to reach

Taught hours a week	Weeks to 20 hours (28%)	Weeks to 400 hours (18%)
5	4	80
10	2	40
20	1	20
30	1	13

Derived. Preply's own example: a tutor with 400 or more completed hours charging US$10 receives US$8.20 for each lesson that is not a trial.

SECTION 5

What a Preply lesson pays after commission

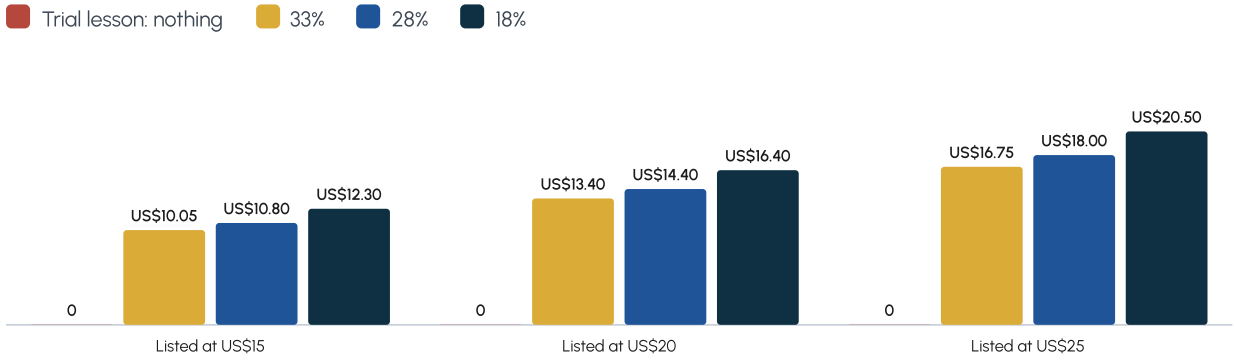
> **How much do Preply tutors actually keep?** A new tutor keeps 67% of the listed price after the trial lesson. On a US$20 lesson that is US$13.40, rising to US$14.40 after 20 hours and US$16.40 after 400 hours. Preply states that English tutors charge US$15 to US$25 an hour on average.

Listed price	Trial lesson	New tutor, 33%	After 20 hours, 28%	After 400 hours, 18%
US$10.00	US$0.00	US$6.70	US$7.20	US$8.20
US$15.00	US$0.00	US$10.05	US$10.80	US$12.30
US$20.00	US$0.00	US$13.40	US$14.40	US$16.40
US$25.00	US$0.00	US$16.75	US$18.00	US$20.50
US$30.00	US$0.00	US$20.10	US$21.60	US$24.60
US$40.00	US$0.00	US$26.80	US$28.80	US$32.80

Derived from Preply's published commission rates, read 19 November 2026. Before tax and withdrawal fees. Preply's statement of average prices was read on 8 September 2026.

What the teacher keeps at Preply's stated average prices

US dollars from one lesson, by listed price and commission band.



Derived from Preply's published commission rates.

Against the one published fixed rate

- To match Cambly's US$10.20 an hour, a new Preply tutor has to list at US$15.22; after 400 hours, US$12.44.
- A marketplace lesson is paid for the full booked time. There is no per-minute clock, but there is no pay between bookings either.
- Preply states that its most popular tutors earn up to US$550 a week (read 8 September 2026). That is a ceiling for the most booked, not an average.

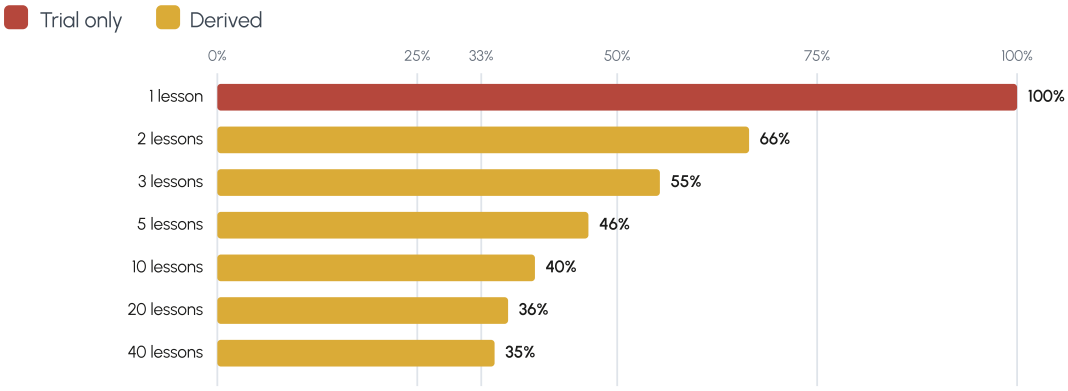
SECTION 5

The trial lesson: the cost that is quoted least

What does Preply's trial lesson cost a teacher? The whole of the first lesson's fee. For a new tutor, a student who stops after the trial costs 100%. A student who takes five lessons costs 46% of the fees paid, and one who takes ten costs 40%. The 33% commission is only approached with students who stay for many lessons.

Effective Preply commission by how long a student stays

Share of all fees paid by one student that Preply keeps. New tutor, 33% band.



Derived: one trial lesson at 100% plus later lessons at 33%, all at the same price and length. Preply rates read 19 November 2026.

Lessons one student takes	Fees paid at US$20	Kept by Preply	Kept by the teacher	Teacher's pay per lesson taught
1	US$20	US$20.00	US$0.00	US$0.00
2	US$40	US$26.60	US$13.40	US$6.70
3	US$60	US$33.20	US$26.80	US$8.93
5	US$100	US$46.40	US$53.60	US$10.72
10	US$200	US$79.40	US$120.60	US$12.06
20	US$400	US$145.40	US$254.60	US$12.73
40	US$800	US$277.40	US$522.60	US$13.06

What follows

- **Retention is pay.** Two tutors with the same price and the same hours earn different amounts if one keeps students longer.
- **Every new student starts with an unpaid hour.** A tutor who takes ten new students in a month has taught ten lessons for nothing.
- **Preply's stated reason** is that the trial fee funds marketing and a free replacement trial for learners who are not satisfied.
- **italki does the opposite:** it takes no commission on a trial lesson (read 17 September 2026).

The sum to do before setting a price: expected lessons per student. If most students take about five lessons, plan on keeping 54% of the listed price, not 67%.

SECTION 5

A worked example: the first 50 hours on Preply

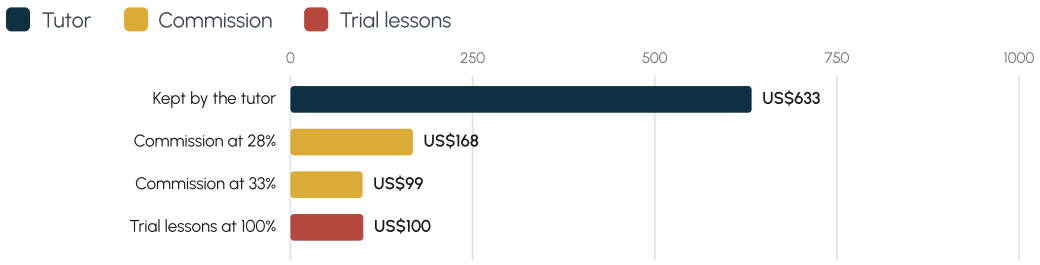
> **What does a new Preply tutor earn in the first 50 hours?** On a US$20 listed price, 50 taught hours bring in US$1,000 from students. If five of those hours are trial lessons, Preply keeps US$367 and the tutor keeps US$633, which is US$12.66 for each hour taught. The assumptions are stated below.

Hours	What they are	Fees paid by students	Commission	Kept by Preply	Kept by the tutor
5	Trial lessons with five new students	US$100	100%	US$100	US$0
15	Paid lessons within the first 20 hours	US$300	33%	US$99	US$201
30	Paid lessons from hour 21 to hour 50	US$600	28%	US$168	US$432
50	**Total**	**US$1,000**	**37% blended**	**US$367**	**US$633**

Derived. Assumptions: every lesson is one hour at US$20; five students, each with one trial lesson, all trials falling in the first 20 hours; no cancellations. Preply counts trial lessons towards taught hours.

Where US$1,000 of lesson fees goes in the first 50 hours

US dollars.



Derived from Preply's published rates, read 19 November 2026.

The same 50 hours on other terms

Terms	Tutor keeps	Per hour taught
Preply, as above	US$633	US$12.66
Preply, with ten trial lessons instead of five	US$566	US$11.32
italki, single lessons at 21%, trials free of commission	US$790	US$15.80
Cambly Private+, 50 hours of completed lessons	US$510	US$10.20

italki line assumes trial lessons are charged at the same US$20; on italki a trial is usually priced lower by the teacher.

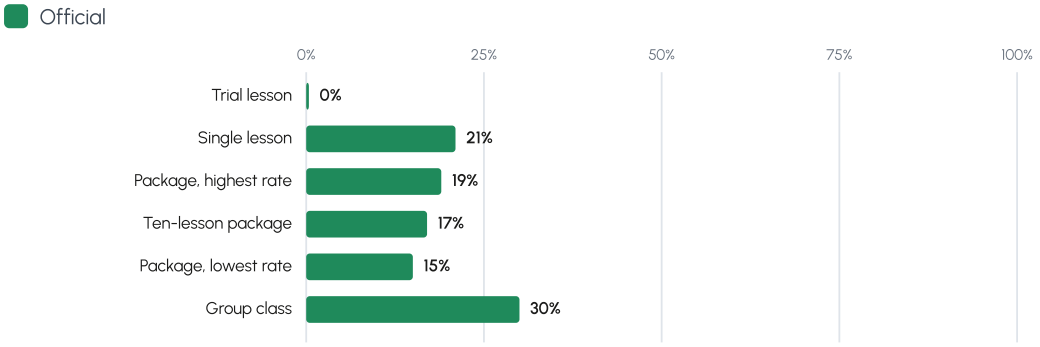
SECTION 5

Marketplace pay: italki's commission

How much commission does italki take? italki takes 21% of a single lesson, between 19% and 15% of lessons sold in packages, and 30% of a group class. It takes nothing from a trial lesson. The rate does not change with hours taught, so a new teacher and an established one pay the same.

italki commission by type of lesson

Share of the lesson price kept by italki.



Source: italki help centre, read 17 September 2026 for The Hire Wire, Edition 4. Not re-read for this edition.

CANONICAL DATA BLOCK · ITALKI COMMISSION

Lesson type	Commission	Teacher keeps from US$20	Basis
Trial lesson	0%	US$20.00	Official
Single lesson	21%	US$15.80	Official
Package, highest rate	19%	US$16.20	Official
Ten-lesson package	17%	US$16.60	Official
Package, lowest rate	15%	US$17.00	Official
Group class	30%	US$14.00	Official

What italki does not publish

- No rate paid by italki: the teacher sets the price.
- The requirements for its teacher tiers were not on a page that could be read on 17 September 2026.
- No average price or average earnings for English teachers.

Packages lower the commission and raise retention. A ten-lesson package at 17% leaves the teacher US$16.60 from a US$20 lesson, against US$15.80 for the same lesson sold singly.

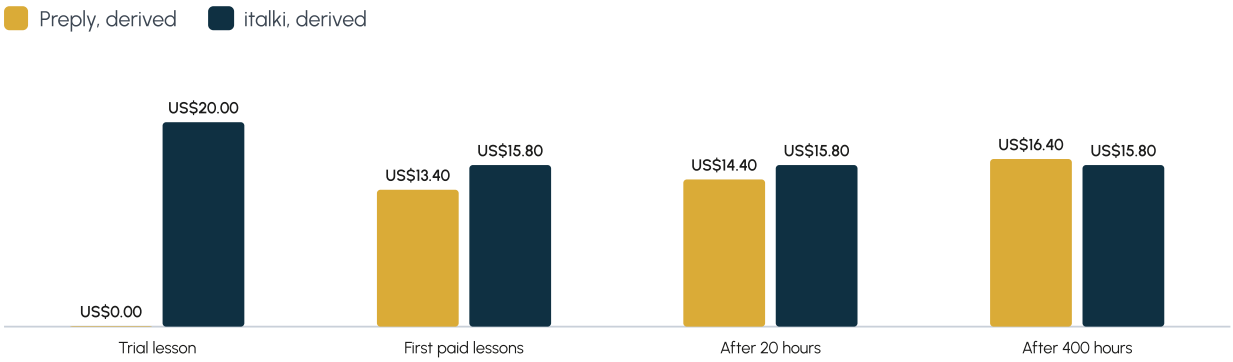
SECTION 5

Preply and italki, side by side

Which takes less commission, Preply or italki? italki, until a tutor has taught 400 hours on Preply. italki's 21% on single lessons is lower than Preply's 33% and 28% bands, and italki takes nothing from a trial lesson. Preply's 18% band is lower than italki's 21%, but only applies from 400 taught hours.

What the teacher keeps from a US$20 lesson

US dollars, by stage.



Derived from published commission rates: Preply read 19 November 2026; italki read 17 September 2026, single lessons.

	Preply	italki
Who sets the price	The teacher	The teacher
Trial lesson	100% commission	0% commission
Starting commission	33%	21% on a single lesson
Lowest commission	18%, from 400 taught hours	15%, on the largest packages
Does commission fall with hours taught?	Yes	No
Certificate required, as published	No	Tiers not published on a readable page
Average price published	US$15 to US$25 an hour for English (8 September 2026)	Not published

The comparison covers commission only. It does not measure how many bookings a teacher receives on either platform, which neither publishes.

Commission is one half of the sum. A lower commission is worth nothing without bookings, and no marketplace publishes how many lessons a new teacher can expect. The honest comparison stops where the published figures stop.

SECTION 5

The price to list for the pay you want

What should you charge to earn US$15 an hour online? Divide the pay you want by the share you keep. A new Preply tutor keeps 67%, so US$15 needs a listed price of US$22.39. After 400 hours the same US$15 needs US$18.29. On italki at 21% it needs US$18.99. None of these includes the unpaid trial lesson.

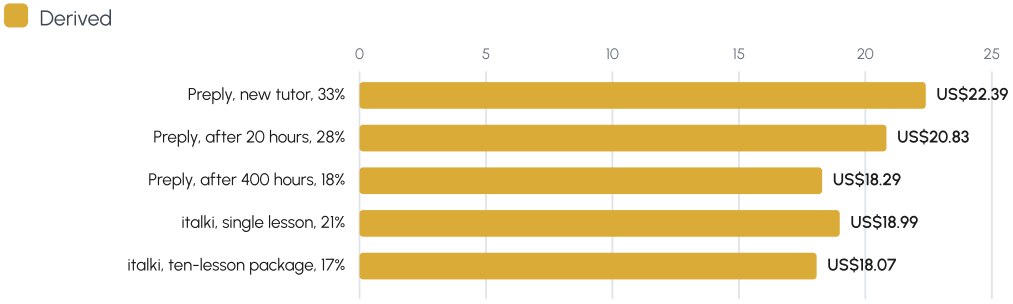
DERIVED TABLE · LISTED PRICE NEEDED TO KEEP A TARGET AMOUNT

Commission band	To keep US$10.20	To keep US$12.00	To keep US$15.00	To keep US$20.00	To keep US$25.00
Preply, new tutor, 33%	US$15.22	US$17.91	US$22.39	US$29.85	US$37.31
Preply, after 20 hours, 28%	US$14.17	US$16.67	US$20.83	US$27.78	US$34.72
Preply, after 400 hours, 18%	US$12.44	US$14.63	US$18.29	US$24.39	US$30.49
italki, single lesson, 21%	US$12.91	US$15.19	US$18.99	US$25.32	US$31.65
italki, ten-lesson package, 17%	US$12.29	US$14.46	US$18.07	US$24.10	US$30.12

Derived: target / (1 - commission). US$10.20 and US$12.00 are Cambly's two published rates, shown for comparison. Before tax.

Listed price needed to keep US$15 a lesson

US dollars.



Derived from published commission rates.

Allowing for the trial lesson on Preply

If a typical student takes	Share of fees a new tutor keeps	Price to list to average US$15 a lesson taught
3 lessons	45%	US$33.58
5 lessons	54%	US$27.99
10 lessons	60%	US$24.88
20 lessons	64%	US$23.57

Derived, 33% band. With five-lesson students, a new Preply tutor needs to list at about US$28 to average US$15 for each lesson taught, trial included.

Prices are set by the market as well as by the sum. Preply states that English tutors charge US$15 to US$25 on average. A price above that range needs a reason a learner can see: a specialism, an exam, or reviews.

SECTION 6

Entry requirements: what each platform asks for

> **Do you need a TEFL certificate to teach English online?** It depends on the platform. Cambly and Preply state that no certificate is required. Lingoda requires a teaching certificate plus two to three years of experience. Novakid asks for a degree in education or an international certificate such as TEFL or CELTA. AmazingTalker asks for experience or certificates.

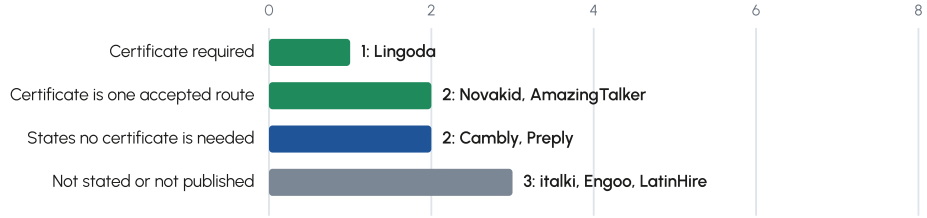
CANONICAL DATA BLOCK · PUBLISHED ENTRY REQUIREMENTS

Platform	Teaching certificate	Degree	Experience	Language level	Entry bar, as published
Cambly	Not required	Not required	Not required	Not stated	No teaching certificate, degree or experience needed
Preply	Not required	Not stated	Not required	Not stated	No specific certification or teaching experience required
italki	Not published	Not published	Not published	Not published	Tiers not published on a readable page
AmazingTalker	One route	Not stated	One route	Not stated	Relevant teaching experience or language teaching certificates
Lingoda	**Required**	Not stated	2 to 3 years	C2	C2 in the language, a teaching certificate and 2 to 3 years of experience
Engoo	Not stated	Not stated	Not stated	Proficient	18 or over, proficient in English, headset, webcam, fast internet
Novakid	**Accepted in place of a degree**	In education, or a certificate	Online experience	C1 or above	C1 or above, and a degree in education or an international certificate such as TEFL or CELTA, plus online experience
LatinHire	Not published	Not published	Not published	Not published	Generic wording, plus the client's own evaluation

Read on each platform's own applicant page on 17 September 2026 for The Hire Wire, Edition 4. "Not stated" means the page read did not mention it; it does not mean the platform has no rule.

Platforms naming a teaching certificate

Of eight platforms, by what the applicant page states.



Source: platform applicant pages, 17 September 2026.

What the pattern shows

- The two platforms with no entry bar are the two with the lowest published floor: Cambly's fixed rate, and Preply's 33% band with an unpaid trial.
- The platforms that ask for a certificate or experience are the ones that publish no pay figure, so the return on meeting the bar cannot be read in advance.
- No platform in the eight names a number of course hours. The 120-hour figure common in classroom hiring abroad does not appear on these pages.

SECTION 7

Platform profiles: Cambly and Preply

Cambly

Fixed rate, paid by the minute. The only published rate of the eight.

PAY PUBLISHED	CAMBLY KIDS	COMMISSION
US$0.17 a minute; US$10.20 an hour	US$0.20 a minute; US$12.00 an hour	None: fixed rate
PAYMENT	**MINIMUM HOURS**	**ENTRY BAR**
Tuesdays; PayPal or Stripe	None	No certificate, degree or experience

- **What is clear:** the rate, the payment day and the absence of any entry bar.
- **What is not published:** the share of online time a tutor can expect to have booked, and any average weekly earnings.
- **The sum to do:** the rate times the minutes actually taught, not the hours online (Section 4).
- **Checked:** 19 November 2026, Cambly tutor page and help centre. The Institute's guide: teflinstitute.com/teach-english-online.

Preply

Marketplace. The teacher sets the price; Preply publishes what it deducts.

PAY PUBLISHED	TRIAL LESSON	COMMISSION
None paid by Preply; teacher sets the price	100% commission	33%, 28% after 20 hours, 18% from 400 hours
AVERAGE PRICE	**TOP EARNERS**	**ENTRY BAR**
US$15 to US$25 an hour for English, as stated by Preply	Up to US$550 a week, as stated by Preply	No certification or experience required

- **What is clear:** the commission at the start and at 400 hours, and the trial lesson rule, stated on Preply's own pages.
- **What is not published:** how many bookings a new tutor receives, or what share of trial lessons become regular students.
- **The sum to do:** expected lessons per student, then the price needed to clear the target (pages 15 and 19).
- **Checked:** 19 November 2026 for commission; 8 September 2026 for average price and top earnings.

The two easiest platforms to join are the two that disclose most. That is not a coincidence: a platform with no entry bar recruits on its terms, so it has to print them.

SECTION 7

Platform profiles: italki, AmazingTalker and Lingoda

italki

Marketplace. A flat commission that does not depend on hours taught.

PAY PUBLISHED	TRIAL LESSON	COMMISSION
None paid by italki; teacher sets the price	0% commission	21% single; 19% to 15% packages; 30% group
FALLS WITH HOURS	**ENTRY BAR**	**CHECKED**
No	Tiers not published on a readable page	17 September 2026

- **What is clear:** the commission on every type of lesson.
- **What is not published:** the requirements for each teacher tier, and average prices or earnings.

AmazingTalker

Marketplace. A fee that is described but not scheduled.

PAY PUBLISHED	COMMISSION	SCHEDULE
Teacher sets the price, with no upper limit	A variable service fee, as low as 0%	Not published
ENTRY BAR	**CERTIFICATE**	**CHECKED**
Relevant teaching experience or language teaching certificates	One accepted route	17 September 2026

- **What is clear:** that a fee is charged and that it varies.
- **What is not published:** the highest rate of the fee, or what moves a teacher from one rate to another. "As low as 0%" states the floor only.

Lingoda

Fixed classes. The highest published entry bar of the eight, and no pay figure.

PAY PUBLISHED	COMMISSION	LANGUAGE LEVEL
No figure	Not applicable	C2
CERTIFICATE	**EXPERIENCE**	**CHECKED**
Required	2 to 3 years	17 September 2026

- **What is clear:** the three requirements, which are cumulative.
- **What is not published:** the rate per class. Figures in circulation are third-party and are not used here.

SECTION 7

Platform profiles: Engoo, Novakid and LatinHire

Engoo

Fixed lessons. A low entry bar and no pay figure.

PAY PUBLISHED	COMMISSION	AGE
No figure	Not published	18 or over
LANGUAGE	**EQUIPMENT**	**CHECKED**
Proficient in English	Headset, webcam, fast internet	17 September 2026

- **What is not published:** any rate. The Institute's guide to applying is at teflinstitute.com/blog/engoo-tutor.

Novakid

Fixed lessons for children. The only platform to name TEFL or CELTA.

PAY PUBLISHED	COMMISSION	LANGUAGE LEVEL
No figure; "competitive pay rates"	Not applicable	C1 or above
QUALIFICATION	**EXPERIENCE**	**CHECKED**
A degree in education, or an international certificate such as TEFL or CELTA	Online experience	17 September 2026

- **What is clear:** a TEFL or CELTA certificate is accepted in place of a degree in education, in the platform's own words.
- **What is not published:** the rate. "Competitive" is counted in this report as no figure.

LatinHire

Fixed, per minute. Pays for waiting time, and publishes no rate.

PAY PUBLISHED	STATED TERM	COMMISSION
No figure	Paid for every minute taught or waited	Not published
ENTRY BAR	**CERTIFICATE**	**CHECKED**
Generic wording, plus the client's own evaluation	Not stated	17 September 2026

- **What is clear:** waiting time is paid, which removes the booked-time risk described on page 12.
- **What is not published:** the rate per minute, without which the term cannot be valued.

Four platforms, no figure. For Lingoda, Engoo, Novakid and LatinHire, the only way to learn the rate is to apply. The Institute will add a figure to this table when one appears on a platform's own page, and not before.

SECTION 8

Tax: the United Kingdom

> **Do you pay tax on online teaching income in the UK?** Yes, once trading income passes £1,000 in a tax year. Above that allowance you must register for Self Assessment by 5 October after the tax year ends, and file online and pay by 31 January. Platforms do not deduct tax. VAT registration starts at £90,000 of taxable turnover.

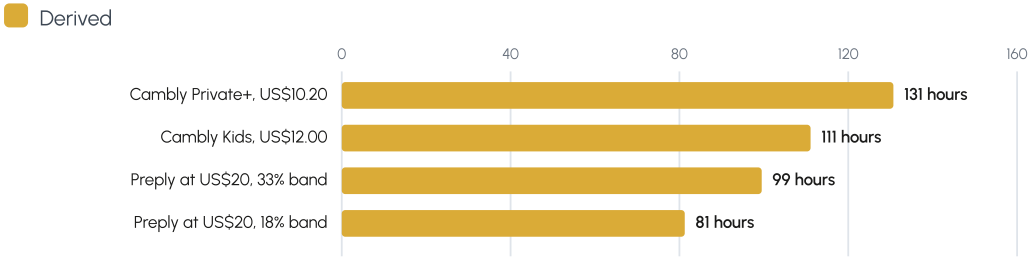
CANONICAL DATA BLOCK · UK RULES FOR SELF-EMPLOYED ONLINE TEACHERS

Rule	Figure or date	Basis
Trading allowance: income below this need not be declared	£1,000 a tax year	Official
Register for Self Assessment, for the tax year ended 5 April 2026	By 5 October 2026 (passed)	Official
Paper return, tax year 2025 to 2026	31 October 2026 (passed)	Official
Online return and payment, tax year 2025 to 2026	**31 January 2027**	Official
VAT registration threshold	£90,000 taxable turnover	Official

Source: HMRC pages on gov.uk, read 17 September 2026 for The Hire Wire, Edition 4. This is general information, not tax advice.

The UK trading allowance in lesson hours

Hours of paid lessons a year before £1,000 of trading income is reached.



Derived. £1,000 converted at US$1.3331 to the pound (20 October 2026 reference rates). Platform rates as published.

What catches people

- The allowance is small: about 2.5 hours a week on Cambly's adult rate reaches it within a year.
- Income is counted when earned, in pounds, whatever currency the platform pays in.
- Registration has a deadline of its own, months before the return is due. HMRC's wording: a penalty may follow if it is told after 5 October.
- An invoice must carry a unique number, names and addresses, a description, the supply date, the invoice date and the amount.

SECTION 8

Tax: Ireland and the United States

> **What are the tax rules for online teachers in Ireland?** Two tests decide whether you file a Form 11 as a chargeable person. If you also have PAYE income, the test is net non-PAYE income of €5,000 or more. Separately, gross non-PAYE income of €30,000 or more makes you chargeable. The small figure is net and the large one is gross.

CANONICAL DATA BLOCK · IRISH RULES FOR SELF-EMPLOYED ONLINE TEACHERS

Rule	Figure or date	Basis
Chargeable person, with PAYE income: net non-PAYE income	€5,000 or more	Official
Chargeable person: gross income from all non-PAYE sources	€30,000 or more	Official
Pay and file, 2025 return	31 October 2026 (passed)	Official
Extended date on ROS, if both filing and payment are made there	18 November 2026 (passed)	Official
VAT registration threshold, services	€42,500	Official

Source: Revenue pages and eBrief, read 17 September 2026 for The Hire Wire, Edition 4. Below the tests, non-PAYE income is still taxable and is declared on a Form 12. General information, not tax advice.

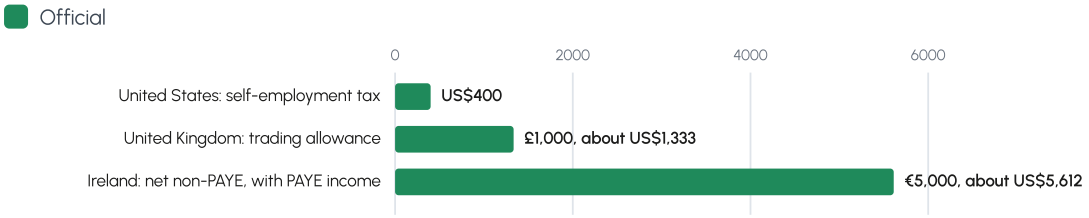
The United States

Rule	Figure	Basis
Self-employment tax applies from net self-employment earnings of	US$400 a year	Official
Self-employment tax rate	15.3%: 12.4% Social Security and 2.9% Medicare	Official
Who deducts it	Nobody: platforms pay contractors gross	Official

Standing Internal Revenue Service rules. Not re-read for this edition; confirm on irs.gov before relying on them.

Thresholds at which online teaching income must be declared

Converted to US dollars for comparison.



Sources as above. Conversions use euro reference rates of 20 October 2026 (Bank of Lithuania table of European Central Bank rates, as republished): 1 euro = US$1.1225 = £0.84205. The three thresholds are different legal tests and are shown side by side only for scale.

The pay figures in this report are before tax. A US contractor on Cambly's US$10.20 owes 15.3% self-employment tax on net earnings before any income tax, which no employee on the federal minimum wage pays in full.

SECTION 9

Qualifications platforms can verify

Which TEFL qualification can an online platform check? A regulated one. A qualification on the Ofqual Register of Regulated Qualifications carries a number that any platform or learner can search, with its level, its guided learning hours and its awarding organisation. Of the eight platforms, three name a teaching certificate; none names a number of hours.

CANONICAL DATA BLOCK · REGULATED QUALIFICATION REFERENCES

Qualification	Number	Level	Guided learning	Total qualification time	Awarding organisation
Level 5 Diploma in TEFL	610/1571/4	RQF Level 5	180 hours	382 hours	Highfield Qualifications, RN5219
Level 5 Advanced Diploma in TEFL	610/1573/8	RQF Level 5	300 hours	542 hours	Highfield Qualifications, RN5219

Confirmed by hand against the Ofqual Register of Regulated Qualifications on 1 September 2026 for the global edition. The two diplomas are separate specifications and are not to be combined.

Where Level 5 sits

The Regulated Qualifications Framework (England) runs from Level 1 to Level 8.

Level 1	Level 2	Level 3	Level 4	**Level 5**	Level 6	Level 7	Level 8

A framework level describes the demand of a qualification in the UK system. It is not a statement that any platform recognises it or pays more for it.

What the eight platforms publish about certificates

Platform	Certificate named?	In the platform's words
Cambly	No	No teaching certificate, degree or experience needed
Preply	No	No specific certification or teaching experience required
italki	Not stated	Tiers not published on a readable page
AmazingTalker	Yes, as one route	Relevant teaching experience or language teaching certificates
Lingoda	Yes, required	C2 in the language, a teaching certificate and 2 to 3 years of experience
Engoo	No	18 or over, proficient in English, headset, webcam, fast internet
Novakid	Yes, as an alternative to a degree	C1 or above, and a degree in education or an international certificate such as TEFL or CELTA, plus online experience
LatinHire	Not stated	Generic wording, plus the client's own evaluation

What a certificate does and does not do online

- It opens the platforms that ask for one: Lingoda requires it and Novakid accepts it in place of a degree in education.
- On a marketplace it is a profile claim that learners can weigh. No marketplace publishes evidence that it changes bookings or price.
- It does not change a published rate: Cambly pays the same per minute with or without one.

No platform figure in this report shows a certificate raising pay. The Institute sells TEFL courses and has an interest in that claim; it is not made here because no published data supports it.

SECTION 10

What could not be sourced

> **Why are there no pay figures for Lingoda, Engoo, Novakid or LatinHire?** Because none of the four publishes one on its own site, and this report uses only what a platform, government or regulator has published. Figures for all four circulate on job boards, review sites and blogs. They may be right, but they cannot be dated or checked, so they are left out.

Claim in circulation	Why it is not in this report
An hourly rate for Lingoda, Engoo, Novakid or LatinHire	No figure on the platform's own pages on 17 September 2026
Average monthly earnings of online English teachers	No platform or statistical office publishes one
The number of people teaching English online	No official count; platform totals overlap
Bonuses and incentives on fixed-rate platforms	Reported by third parties; not on the pages read
Preply's 25% and 22% commission bands	Reported by a third party; shown in amber on page 13 and not used in calculations
Payment-processor and withdrawal fees	Vary by country and method; not read for this edition
Pay for teaching through an online school based in the teacher's own country	Outside the eight platforms; not covered
Minimum wages outside the US, UK and Ireland	Not read for this edition, including South Africa, a large source of online teachers

Corrections policy

If a platform named here publishes a rate, or changes one, the Institute will correct the standing table on The Hire Wire's Online Desk and record the change with its date. Platforms are welcome to send a link to a public page; figures sent privately are not used.

AI and online teaching

The global edition records the market forecasts for AI in language learning and the evidence on AI feedback. Neither is repeated here, and this edition makes no forecast of AI's effect on teacher pay, because no platform publishes pay over time against which it could be measured.

A rule the report applies to itself: where a platform publishes nothing, the cell is empty. An empty cell is information.

SECTION 11

What to watch in 2027

> **What will change for online English teachers in 2027?** The dated items are fiscal: the UK online return and payment are due on 31 January 2027, and minimum wage rates change in Ireland in January and the UK in April. The undated one matters more: whether any of the four silent platforms publishes a rate.

When	What	Why it matters
31 January 2027	UK Self Assessment online return and payment for 2025 to 2026	Late filing brings a penalty
1 January 2027	Ireland's national minimum wage for 2027 takes effect	Moves the comparison on page 10; the 2027 rate was not read for this edition
1 April 2027	UK National Living Wage for 2027 to 2028 takes effect	As above
6 April 2027	UK Making Tax Digital for Income Tax is due to extend to sole traders with qualifying income above £30,000	Quarterly digital records; timetable as announced, to be confirmed with HMRC
During 2027	European Union member states apply the Platform Work Directive, due in national law by 2 December 2026	Sets a presumption of employment for some platform work; whether it reaches online tutors is undecided
Each Hire Wire edition	Re-count of what the eight platforms publish	The standing table on the Online Desk
Undated	Cambly Pro: listed in September 2026, absent from the pages read in November	A rate may have been withdrawn or moved

Three questions the 2028 edition should answer

- Has any platform that published no figure in 2026 published one?
- Has Preply changed its trial lesson rule or its 400-hour threshold?
- Has any platform published a booked-time or average earnings figure?

Dates in this table from HMRC, Revenue and the platforms are official. The Making Tax Digital and Platform Work Directive lines were not re-read for this edition and are flagged as such.

SECTION 12

Methodology

This edition was compiled by Ian O'Sullivan and the Research Team at The TEFL Institute. It is the online edition of The State of TEFL 2027 and uses a three-part basis: official, market estimate, and secondary or derived. Every figure is marked with one of them.

What was read, and when

Dataset	Read from	Date	Primary or secondary
Cambly rates, payment day, disconnection pay	Cambly tutor page; Cambly help centre	19 November 2026	Primary
Preply commission: trial, 33%, 28%, 18%, 400 hours	Preply teacher page; Preply help centre	19 November 2026	Primary
Preply 25% and 22% bands	A third-party breakdown published in 2026	19 November 2026	Secondary; not used in calculations
Preply average prices and top earnings	Preply teacher page	8 September 2026	Primary
italki, AmazingTalker, Lingoda, Engoo, Novakid, LatinHire	Each platform's applicant page or help centre	17 September 2026	Primary
UK National Living Wage	National Minimum Wage (Amendment) Regulations 2026; gov.uk	19 November 2026	Primary
Irish national minimum wage	Government of Ireland; Workplace Relations Commission	19 November 2026	Primary
UK and Irish tax rules	HMRC and Revenue pages	17 September 2026	Primary
US federal minimum wage and self-employment tax	Standing federal rules	Not re-read	Flagged in the text
Exchange rates	Bank of Lithuania table of ECB reference rates, as republished	20 October 2026	Secondary report of an official rate
Market size and forecasts	Market.us; Research and Markets	Global edition	Estimates

How derived figures were made

- **Net pay:** listed price x (1 - commission).
- **Effective commission with a trial:** (1 + rate x (lessons - 1)) / lessons, with all lessons at one price.
- **Monthly pay:** hourly rate x weekly hours x 52 / 12.
- **Minimum wage shares:** platform rate / minimum wage in US dollars at the stated rates.

Limits

- Eight platforms is a sample chosen by the Institute, not a census.
- Six platforms were last read on 17 September 2026 and may have changed.
- No Institute data is used: no graduate earnings, no survey.
- No pay data exists in this report for four of the eight platforms.
- Exchange rates are a month old; dollar comparisons with minimum wages move with them.

SECTION 13

Sources, citation and disclosure

1. Cambly, tutor page and help centre: pay, payments and pay history (read 19 November 2026)
2. Preply, teacher page and help centre article on the commission model (read 19 November 2026); teacher page statements on average prices and earnings (read 8 September 2026)
3. italki, help centre article on commission (read 17 September 2026)
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Related publications

- **The State of TEFL 2027, global edition** (12 November 2026): the market, the official programmes, visas and the corrections ledger.
- **The State of TEFL 2027: Europe** and **Asia** (19 November 2026): the companion regional editions.
- **The Hire Wire, Edition 4** (17 September 2026): the original count of what eight platforms publish, and the Online Desk where it is kept current.
- **Teach English Online**: the Institute's guide to getting started, at teflinstitute.com/teach-english-online.

About the author and The TEFL Institute

Ian O'Sullivan is the founder of The TEFL Institute Group and has worked in TEFL since 2002. The TEFL Institute (teflinstitute.com) is a TEFL course provider. Its Level 5 Diploma in TEFL and Level 5 Advanced Diploma in TEFL are regulated qualifications awarded by Highfield Qualifications and listed on the Ofqual Register of Regulated Qualifications. The Institute publishes The Hire Wire, a fortnightly report on TEFL hiring, The Atlas, a monthly partner briefing, and The State of TEFL, its annual market report, of which this is the online edition.

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