YouOwn
A Witness Project
Project 1

Brief: You Own and it's a media sharing platform that allows users to upload any content they want, such as videos or movies, to the internet. The key feature of this platform is that users have complete control over their content, including demonetization, censorship, sharing, and selling. This is made possible through the use of blockchain technology, which allows for decentralized control by community members and users. The platform's success is dependent on its content creators, who earn ad revenue directly from advertisers while the platform takes a small percentage of the revenue. The overall goal of the platform is to provide a free and independent space for media sharing, without the oversight and limitations imposed by centralized platforms.

In addition to the benefits of using blockchain technology to give content creators full ownership and control over their work, the You Own platform will also utilize decentralized finance (DeFi) protocols. This will allow for secure and transparent financial transactions to take place within the platform, without the need for intermediaries such as banks or payment processors.

By utilizing DeFi, You Own can offer its users benefits such as taking loans using the content you created as collateral and greater financial privacy. This will not only benefit content creators who are able to receive their ad revenue directly from advertisers and getting monetization for their future content threw loans, but also users who can earn cryptocurrency for their contributions to the platform through staking, voting for issues in the platform or other DeFi mechanisms. Furthermore, the decentralized nature of DeFi ensures that there is no central authority controlling the platform's financial transactions, making it more resistant to censorship or interference from outside parties. This aligns with the overall mission of You Own, which is to provide a free and open media sharing platform that is fully controlled by its users.

1. Introduction

As we enter a world where content consumption is becoming increasingly essential, content creators and sharing platforms play a crucial role in our daily lives. From educational content to entertainment, we rely on content creators to provide us with the content we need. However, content creators are often faced with demonetization and low ad revenue, making it difficult to keep their channels alive. This raises questions about who truly owns the content shared on social media platforms.

The emergence of Bitcoin in 2008 revolutionized the aspect of ownership on the internet, providing people with digital money that was free of central banks and controlled by the community. This opened up endless possibilities on the internet, including the concept of Decentralized Finance (DeFi). DeFi leverages blockchain technology to create a decentralized platform that is controlled by its users, giving them full control over their content.

In this whitepaper, we introduce You Own, a decentralized media sharing platform that allows users to share their content on the internet while maintaining full control over demonetization, censorship, sharing, and selling of their work. The platform is built on blockchain technology, allowing content creators to truly own their content and earn ad revenue directly from advertisers. The platform also integrates DeFi, enabling users to participate in various financial activities, such as lending and borrowing, staking, and trading, all within a decentralized ecosystem.

With You Own, we aim to create a platform that is entirely controlled by the community, giving content creators the freedom to share their content without fear of demonetization or censorship. Through the integration of DeFi, we hope to provide users with financial freedom, enabling them to participate in financial activities within a decentralized environment. In the following sections, we will dive deeper into the You Own platform's features, benefits, and how it will revolutionize content creation and sharing on the internet.

2. Market Analysis: what are the current social media platforms problems.

As mentioned in Part 1, content sharing platforms have become an integral part

of our daily lives, and with the uprise of content creation, a new set of problems have arisen as well. Despite their popularity, social media platforms are often criticized for their policies, guidelines, and limitations that affect content creators' ability to monetize their content.

For instance, YouTube has a strict set of guidelines and policies that limit creators' creativity and can cause them significant hardships. Creators are often demonetized, and their ad revenue is low, with a significant portion of the ad revenue going straight to Google, which owns YouTube. According to statistics, YouTube's total ad revenue in 2022 was 29.24 billion dollars, with Google owning 45% of the ad revenue. This shows that content creators are often left unprotected, and the policies of these big social media platforms are never in favor of the creators.

Moreover, these policies have resulted in an unequal distribution of revenue. For example, a popular content creator with millions of subscribers can earn a substantial amount of money from advertising. On the other hand, a small-time creator with a handful of subscribers would earn significantly less or no revenue at all. This creates a gap between the rich and the poor on these platforms, where the bigger players get bigger, and the smaller ones have to struggle to survive.

In addition to the issue of revenue, there are also concerns about censorship and demonetization of content. Social media platforms often censor content, which they deem inappropriate or offensive. While the platforms argue that this is to protect their users, this often leads to the suppression of creativity and freedom of expression. Many content creators have faced demonetization and censorship due to these policies, which can have a significant impact on their livelihoods and ability to create content.

Therefore, the current content sharing platforms are not in favor of content creators, and there is a need for a new type of platform that addresses these issues. The solution lies in blockchain and decentralization, where content creators have full control over their content, and the community members control the platform. This creates a fair and democratic environment, where everyone has an equal opportunity to monetize their content, and there is no censorship or demonetization of content

3. Censorship and demonetization in a decentralized social media Platform:

In today's era, content creators and sharing platforms play a significant role in our daily lives. From entertainment to education, we rely heavily on the content we consume. However, traditional social media platforms are plagued with strict guidelines, demonetization issues, and censorship problems, limiting the creativity of content creators. As a result, a new question arises: why are content creators always getting demonetized, and ad revenue is so low?

According to a report by Shopify, around 45% of the ad revenue goes straight to Google, while the total ad revenue for YouTube in 2022 was 29.24 billion dollars, indicating that the policies of big social media platforms protect their interests, not the content creators. It's time to revolutionize content sharing platforms and decentralize them, giving control back to the community.

However, decentralized platforms come with their own set of problems. There should always be some form of censorship to ensure that the platform remains mainstream, but the decision should not be in the hands of a single entity. The solution is to give the community the power to decide on censorship and demonetization issues.

In a decentralized platform, the process of removing offensive content would be voted on by users with more than 100 hours of watch time per month for three months and who have interacted with content before and not flagged by other users. The voting process would limit fraudulent acts of creating multiple accounts to change the outcome. Additionally, superusers would be elected by the platform at random, giving them a more significant vote and impact. However, these superusers can be flagged by other users if they exhibit fraudulent or unethical behavior.

On the other hand, demonetization would be judged by the community to see if the content creator's act in the video is unethical. In such cases, the video would not be deleted, but the money would be distributed to less fortunate content creators, and the majority of the advertisement revenue would go to a charity, such as Binance charity, known for its transparency and decentralized solutions. This decentralized voting system would give users the full potential to judge and

decide for the platform, making it the best form of blockchain implementation to modernize existing content-sharing platforms. A decentralized platform will give content creators the power to share their work without worrying about censorship or demonetization, creating a space where creativity is limitless.

4. Owning your content:

The concept of owning your content is crucial for content creators who want to have control over their intellectual property. Social media platforms have become the go-to places for content creators to share their work, but they also come with their own terms and conditions that limit creators' ownership over their work. When a content creator uploads a video or an image to a platform like YouTube or Instagram, they are essentially giving up some of their ownership rights to that platform. The platform requires creators to grant certain rights to the platform and its users, as described in their terms and conditions. This means that the platform has some control over how the content is used, distributed, and monetized, without the creator's consent.

However, the introduction of blockchain technology and non-fungible tokens (NFTs) has revolutionized the concept of ownership in the digital world. NFTs are unique digital assets that are verifiably owned by a single individual, and they are recorded on a blockchain, making them immutable and transparent. This means that when a content creator mints an NFT, they have complete ownership and control over that asset, and they can transfer or sell it as they see fit.

The use of NFTs in the social media world is still in its infancy, but it has the potential to change the way creators share and monetize their content. By minting an NFT for their content, creators can prove ownership and authenticity, and they can sell or license their work directly to their audience or to other platforms. This would allow creators to bypass the restrictions and limitations of social media platforms and take control of their work.

Moreover, NFTs can be used as a tool for content monetization. For example, a content creator could mint an NFT that grants the owner exclusive access to a

piece of content, like a video or an image. The owner could then resell or rent that NFT to others, creating a secondary market for the creator's work. This would enable creators to earn a sustainable income from their work, without having to rely solely on ad revenue or sponsorships, more on that in part 5.
In conclusion, the concept of owning your content is essential for content creators, and the use of blockchain technology and NFTs has the potential to give creators complete control over their intellectual property. While the implementation of NFTs in the social media world is still in its early stages, it has the potential to revolutionize the way creators share and monetize their work.

5. Buying and renting content:

Furthermore, buying and renting content can also be beneficial for smaller content creators who may not have a large following or viewership. By allowing others to rent or purchase their content, they can still generate revenue and gain exposure, which can help them grow their audience and brand.
Additionally, the use of smart contracts on the blockchain can ensure that all parties involved in the buying or renting process are protected and receive what they are owed. The terms of the agreement can be encoded into the smart contract, and the transaction will only be executed once all conditions are met, eliminating the need for intermediaries such as lawyers or agents. This adds an extra layer of security and transparency to the process, making it more efficient and trustworthy.
However, it is important to note that the buying and renting of content should be done with the creator's consent and approval. It should not be used as a way to exploit or steal content without permission. The blockchain solution we are proposing here gives creators the power to control their content, and it is up to them to decide whether or not to sell or rent it.
In conclusion, the ability to buy and rent content in a blockchain-based social media platform gives creators more control over their content and opens up new opportunities for revenue generation. It also provides a transparent and secure

way for buyers and renters to access the content they need while ensuring that creators are fairly compensated for their work.

6. Copyright Claims

One of the biggest challenges of a decentralized platform is the issue of copyright infringement. Using content that you do not own, such as music, songs, or pictures, without permission is a serious offense. In a blockchain-based social media platform, this problem can be significantly reduced by implementing a system that verifies ownership of shared content.
When copyrighted content is shared on the platform, it would be subject to demonetization. The rightful owner of the content could then prove their ownership and claim a percentage of the ad revenue generated from the infringing content as collateral. Alternatively, the users of the platform could come to a verdict on the appropriate course of action, which could include granting all of the ad revenue to the content owner or taking other measures.
By implementing such a system, the platform would not only help prevent copyright infringement but also promote a fair and just system where content owners are compensated for their work.

7. Advertisement and monetization strategy:

In a decentralized platform, advertisement benefits are much greater compared to the traditional platforms like YouTube. As we discussed in part 2, a significant portion of the ad revenue (around 45%) goes to intermediaries like Google. However, in a decentralized platform, the use of smart contracts ensures that the transactions between advertisers and content creators are direct and without intermediaries. This means that the owner of the content will receive more ad revenue, around 75% more, and the revenue is split equally between the platform's users.
One of the main benefits of a decentralized social media platform is that it allows for more direct and personalized advertising. With a blockchain-based system,

users can choose to receive ads that are more relevant to their interests and preferences, while advertisers can target their ads more effectively. This benefits both parties, as users are more likely to engage with ads that are relevant to them, and advertisers can see a higher return on investment.
In addition to selling and renting content, content creators can also stake their content to get a percentage of the ad revenue or even get a loan based on the expected ad revenue. This allows creators to have more control over their revenue and finances, making it easier to invest in future projects or sustain their creative endeavors.
Using the non-fungible token method discussed earlier, content creators can also monetize their content by renting it out to others. In this scenario, the ad revenue generated from the rented content is shared between the owner and the renter through a smart contract. Alternatively, content creators can also sell their content to someone else, who will then receive the ad revenue. This enables creators to get fast cash while the buyer waits for the ad revenue to accumulate and gain over the long term from the reward.
Finally, the voting system mentioned earlier can also be used to help regulate advertising content. Users can vote on whether they feel an ad is relevant or appropriate, and the system can adjust the targeting of the ad accordingly. This creates a more democratic and user-driven advertising experience.

Overall, the use of blockchain technology and smart contracts in a decentralized platform allows for greater transparency, control, and profitability for content creators. It eliminates intermediaries, provides more direct revenue streams, and offers more opportunities for monetization, making it an ideal solution for content creators looking to maximize their earnings and creative potential.

8. Empowering Financial Freedom: Utilizing Cryptocurrency for Loans and Payments

In the decentralized finance sector, loans are already a game changer, but what if we take it to the next level? Imagine if a content creator could use their steady

income from their published content, such as a song, as collateral for a loan. This is a business model that could be easily implemented in a blockchain-based social media platform. The revenue generated from the content could be used as collateral to secure loans.
Furthermore, using cryptocurrencies for payments opens up borders and removes limits on who can get monetized. In countries where the banking system cannot be trusted or isn't effective in international transactions, cryptocurrency provides a reliable and accessible alternative. Additionally, the blockchain technology used in this platform doesn't have limitations and works over the internet, just like any web platform would.
Another benefit of using blockchain and cryptocurrency infrastructure for payments and loans is that users receive a PDF validating their transaction for any legal use case they may need. This ensures that the transaction is secure and verifiable.
The token of this platform will be considered a utility token, meaning it is only used by advertisers to advertise and content creators to receive rewards on their videos. The token can also be used to buy memberships and access to advertisements. However, there is no expected gain from holding the token; its value follows the demand rule.
Overall, implementing loans and using cryptocurrency for payments in a blockchain-based social media platform provides numerous benefits for both content creators and users. It opens up new possibilities and opportunities that were previously unavailable.

9. Building a Decentralized Social Media Platform with Cost-Effective Data Storage and Cryptocurrency Payments

In the decentralized social media platform we're envisioning, all interactions would be done on-chain and there would be no transaction fees for users. This is made possible through the use of the Internet Computer Protocol (ICP), a blockchain platform that allows for the creation of decentralized applications with the benefits of scalability, security, and efficiency.

One of the key advantages of using ICP is its storage system, which is much cheaper than other blockchain platforms like Ethereum. According to a cost analysis by Hazel, it costs only about $0.0002733 per GB to read data from the ICP blockchain. This is a huge improvement over traditional cloud storage services like AWS, which charge $0.07 per GB for data transfer out. In other words, it would cost over $21,000 to read 300 TB of data from AWS, while the same amount of data could be read from the ICP blockchain for just $82.
However, storing data on the ICP blockchain is more expensive. Hazel's analysis shows that it costs $9.56 to put 1 GB of data on the IC, which means that storing 1 TB of data would cost $9,560. While this may seem expensive, it's important to note that the cost of storage is significantly lower than the cost of traditional cloud storage services in the long run. For example, storing a 60 MB video on the ICP blockchain would cost just $0.575 to upload and an additional $0.30 per year in ICP to store.
This cost can be further reduced by using compression techniques or optimizing the video encoding. It's also worth noting that the initial cost of uploading videos for free for the first month, for example, could be covered by the initial coin offering (ICO) of the platform's utility token. This would help to incentivize content creators to join the platform and start uploading their content, which would in turn attract more users and advertisers.
By using ICP and other blockchain technologies, our decentralized social media platform would be able to provide a more secure, efficient, and cost-effective solution for content storage and delivery. Moreover, it would enable users from countries with unreliable banking systems to participate in the platform and earn revenue through cryptocurrency payments. This would open up new opportunities for creators and users alike, while also promoting decentralization and innovation in the social media industry.

10. Prioritizing User Control and Privacy in Algorithm Design for Decentralized Social Media Platforms

Algorithms play a crucial role in social media platforms, as they are responsible for

recommending content to users and serving targeted advertisements. In the proposed decentralized platform, the algorithms used for advertisements and recommendations will be designed to prioritize user privacy and control. Instead of relying solely on data scientists to design these algorithms, user feedback will be taken into consideration. The platform will have built-in mechanisms for users to vote on the effectiveness and relevance of the recommended content, as well as the advertisements they are served. This feedback will be used to improve the algorithms and provide better user experiences.

One of the key features of the proposed platform is the emphasis on user control. Users will have the ability to delete content that they are not interested in, as well as to customize their recommendations based on their preferences. This will allow users to have greater control over the content they see, and ensure that they are not served irrelevant or inappropriate advertisements.

In addition to user control, privacy will also be a top priority. The algorithms used for serving advertisements and recommendations will be designed to protect user data and maintain anonymity. The platform will not collect unnecessary data from users, and any data that is collected will be securely stored and used only for the purpose of improving the platform.

Overall, the algorithms used in the proposed platform will be designed with user control and privacy in mind. User feedback and voting will be used to optimize these algorithms, and the platform will prioritize user privacy and data protection.

11. Introducing the Witness Projects Token: A Utility Token for all Witness Projects

In the world of cryptocurrency and blockchain, tokens play a crucial role in funding and supporting projects. The Witness Projects Token (TWPT) will be the token used for this social media platform and any other future projects under The Witness Projects Foundation.

TWPT will be an ERC-20 token, which means it will be built on the Ethereum blockchain, allowing it to be traded on various cryptocurrency exchanges. The

plan is to have an Initial Exchange Offering (IEO) on Binance's Launchpad, a platform for launching new blockchain projects. An IEO is a type of initial coin offering (ICO) where tokens are sold before the project is released to the public. This will help raise funds for the project and create a buzz around the launch.
Once the project is live, TWPT will be used as a utility token. Advertisers will use TWPT to pay for advertising, while content creators will receive TWPT as a reward for creating engaging content. TWPT can also be used to purchase memberships and access to special features on the platform.
As with any investment, there is always a risk, and the value of the TWPT token may fluctuate depending on various factors. Investors should be aware of the risks involved and should only invest what they can afford to lose. The foundation will ensure transparency and keep investors updated on the progress of the project.
It's important to note that investors should be bound not to sell their TWPT tokens unless in quantities agreed upon. This will prevent any sudden drops in value due to large sell-offs. This approach will also help to create a community around the token, and investors will have a vested interest in the success of the project.
Overall, the TWPT token will play a crucial role in the success of this social media platform and any future projects under The Witness Projects Foundation. It will provide a means of funding, incentivize participation, and create a sense of community among investors and users.

12. Security Token vs Utility Token

When it comes to tokens, there are two main types: security tokens and utility tokens. Security tokens are considered as securities, much like stocks or fiat currencies, and are subject to strict regulations. These tokens promise profits or dividends to their holders, and their value is based on the performance of the company or project that issued them.
On the other hand, utility tokens are designed to have a specific use within an application or ecosystem. These tokens are not considered securities and are subject to much fewer regulations. Their value is based on their utility within the

ecosystem, and they typically do not promise any financial returns to their holders.
The TWPT token is a utility token, as its primary purpose is to facilitate transactions within The Witness Projects ecosystem. It does not promise any profits or dividends to its holders and is not subject to the same regulations as security tokens. This makes it easier to launch the token and make it available to a wider audience.
However, it is important to note that even though TWPT is a utility token, security measures must still be taken to protect the token and its holders. The Witness Projects team will need to implement strong security measures to prevent hacks, fraud, or other malicious activities that could threaten the token's value and the trust of its community.

13. The Four Phases of Developing a Social Media Platform: From Research to Expansion and Beyond

Research and Development Phase:
Conduct market research to identify user needs and preferences
Design and develop the user interface and user experience
Develop the backend architecture and infrastructure for the platform
Test the platform with a small group of beta users
Continuously iterate and improve the platform based on user feedback

Launch Phase

Launch the platform to the public
Develop and launch mobile applications for iOS and Android
Develop and launch browser extensions for Chrome, Firefox, and Safari
Launch marketing campaigns to attract new users to the platform
Establish partnerships with content creators and influencers to promote the platform

Growth and Expansion Phase

Implement new features based on user feedback, including live streaming, audio-only rooms, and group chat functionality
Integrate with other social media platforms such as Twitter, Instagram, and TikTok
Expand the platform to international markets by translating the user interface and content moderation guidelines into multiple languages
Establish partnerships with advertisers and e-commerce platforms to monetize the platform and generate revenue for content creators
Develop a rewards program for users who contribute to the platform's growth and success

Scaling and Optimization Phase

Optimize the platform's infrastructure and architecture to handle increasing user traffic and content volume
Implement machine learning algorithms for content moderation and recommendation systems
Implement a decentralized storage system to reduce hosting costs and improve data security
Expand the platform's blockchain capabilities to enable micropayments and non-fungible token (NFT) transactions
Establish partnerships with blockchain companies and developers to integrate with other blockchain platforms and protocols
Future Development Phase (ongoing)
Continue to iterate and improve the platform based on user feedback and market trends
Explore new technologies and features to enhance the platform's functionality and user experience
Develop new projects and products under the Witness Projects umbrella
Expand the platform's community and influence by participating in industry events and conferences

Conclusion

In conclusion, The Witness Projects is a social media platform that aims to address the privacy and censorship concerns of current social media platforms. It utilizes blockchain technology, decentralized storage, and ICP protocol to create a user-centric, secure, and scalable social media platform. The project also focuses on implementing a sustainable business model that is beneficial to all stakeholders, including users, content creators, and investors. The platform's features, including the tokenomics, monetization, and rewards system, are designed to incentivize user engagement and content creation while maintaining user privacy and control over their data. The project aims to be an inclusive and diverse community of individuals who share a passion for creativity, knowledge-sharing, and social interaction. Overall, The Witness Projects aims to provide an alternative to the current centralized social media platforms and create a more transparent, fair, and user-driven ecosystem for social media.

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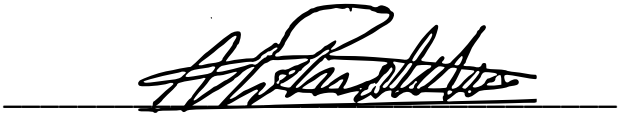

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