Light Paper “DeCast”

DeCast

Your personal decentralization media hosting

decast.app

Version 0.5a Draft

May, 2022

Executive Summary

DeCast is a tool for people to share and monetize their knowledge, emotions and events, using the traditional ideas wrapped in modern technologies.

DeCast dApp is a gateway between several isolated yet interconnected protocols. It is a new vision of access media, its monetization and management. All can be creators, share their content and be sure their audience will see their created product.

All of the above can be achieved by using the following Web 3.0 technologies

- Hedera Hashgraph (HH), to generate value from content and closed economy into dApp;
- InterPlanetary File System (IPFS) to store media in the current phase, and FileCoin - for future;
- Hyperledger Fabric (HF), to store metadata in the current phase, and Constellation (DAG) - for future.

These protocols with add classic technologies give great opportunities to create the new era of media hosting. DeCast's model includes the following innovations:

1. Media-as-a-Value
2. DAO community arbitrage
3. DeFI media ads industry
4. Clean web3 solution
5. Continuous access for content
6. Reputational community model
7. Hybrid data storage model

The Vision

DeCast is one of the steps to get the community to understand that blockchain is not only about the unfamiliar words, such as NFT (non-fungible token), DeFI (Decentralized Finance), Token, Proof concepts, etc., but it is also applied and accessible in everyday life.

It is easy to use by the ordinary user, and that is an important aspect for blockchain technology recognition by the community.

The Problem

Media industry is greatly influenced by corporations, governments and personal opinions of influential persons. This entails the entropy leading to a misunderstanding of the current reality of any period of time.

The following risks and scenarios can be distinguished:

- Exceptional project management by the development team without stakeholders' engagement;

- Residents of any country may have access restriction to content due to political agenda;
- Creator's content may be removed due to a conflict of opinion, politics, personal opinions;
- The creator does not receive a decent remuneration for the work;
- The creator may lose access to communication with the audience;
- The creator may lose the entire content or its part;
- The advertiser knowingly possesses false information about media statistics;
- The advertiser does not know how much of the budget has been actually spent on advertising and how many funds have been paid for the platform fees.

A centralized, inert system with the presence of the interested decision-making agent creates a distinctive image of the industry and creates conditions of uncertainty.

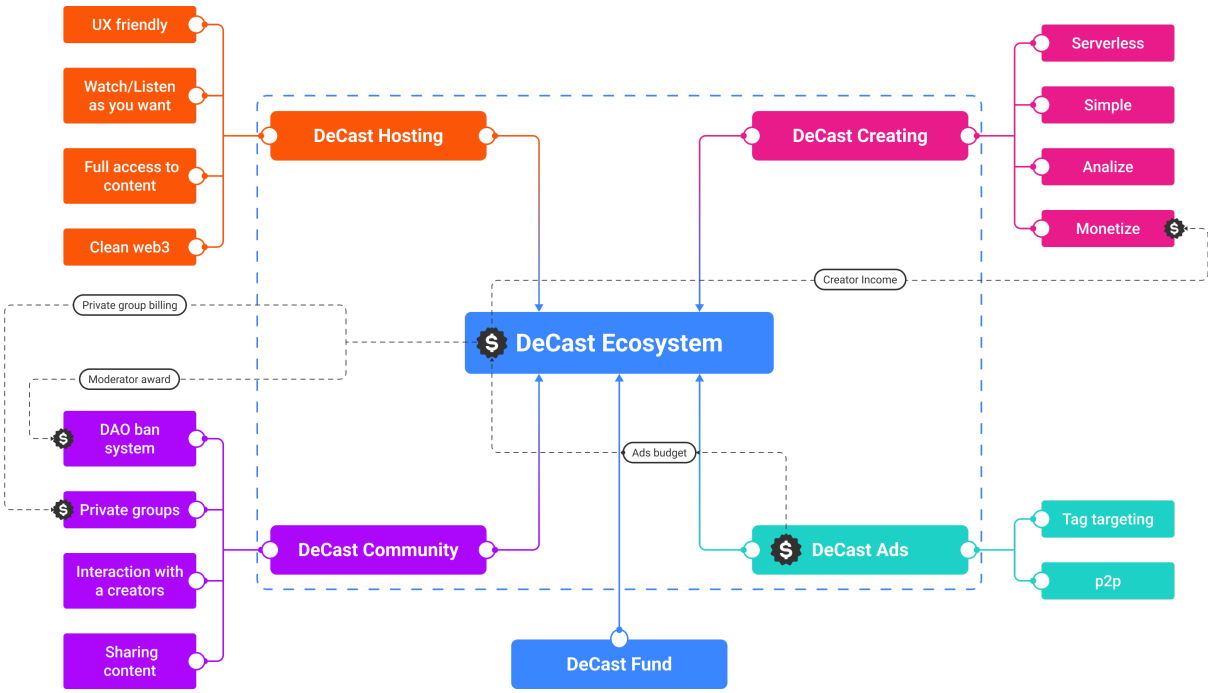
The Solution

Content accessibility and copyright protection are the major objectives of the DeCast project. The project team creates an online platform for media content, which will provide uninterrupted access to the content created by the authors. This platform supports the following:

- Full access to content both on platform and beyond
- Ensuring copyright protection of content on the dApp
- Independent expertise in copyright disputes through the DAO
- Ability to monetize your creativity
- Building communities around the content
- Providing private access for a fee
- Transition to DAO development through open source, transparent reporting, the ability to quickly enter the project thanks to skills, determining the development vector through distributed voting by team members and opinion leaders on the dApp.

DeCast structure

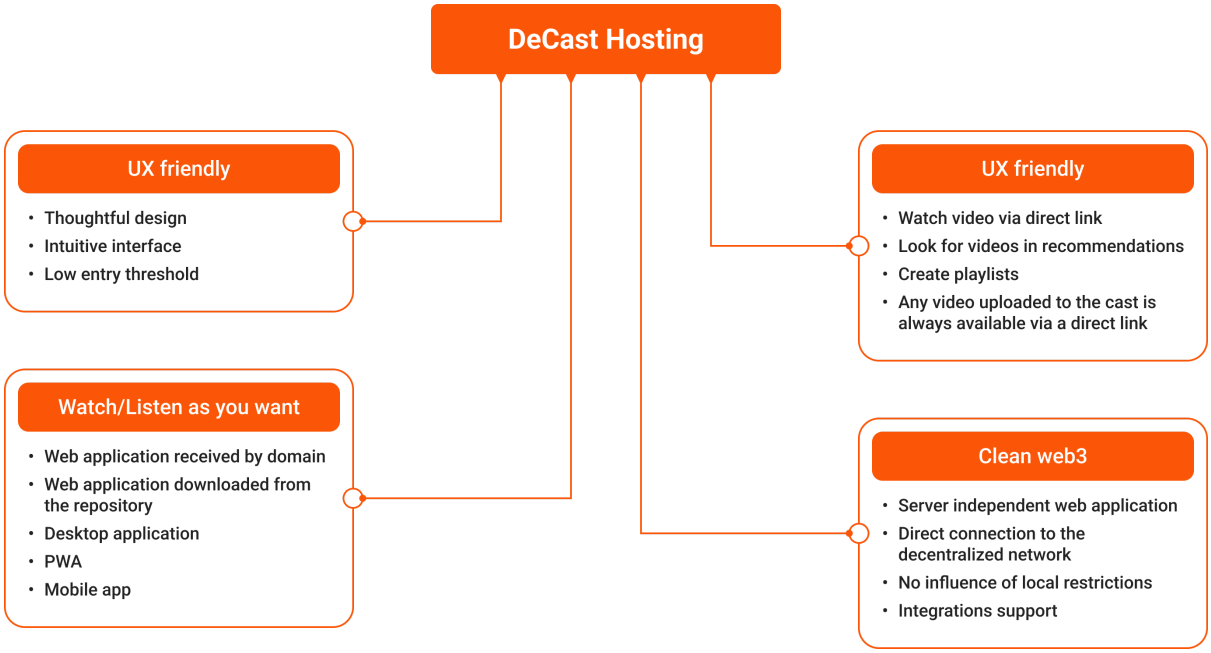
DeCast is a system of four (4) independent yet interconnected protocols



Principal Scheme

DeCast Hosting Protocol

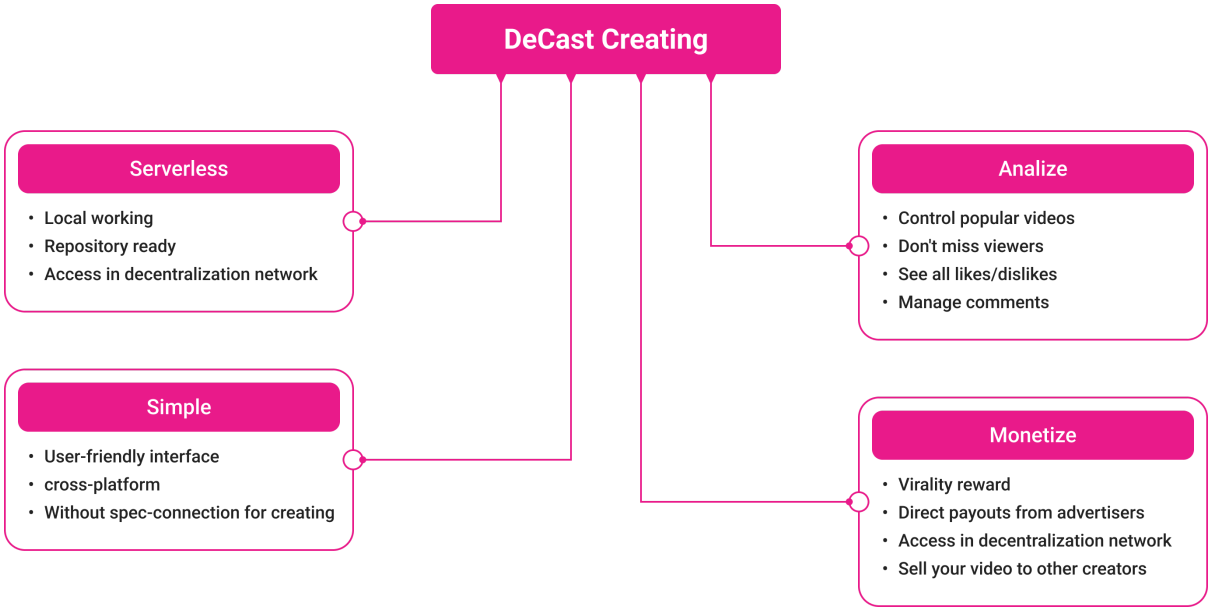
We recognize and respect the right of every user to access content, regardless of censorship, regulation and the personal opinion.



- The project adopts media hosting best practices to minimize the user entry threshold at the earliest stage of the project. At the same time, there is no blind copying, the nuances associated with the features of the project are incorporated into DeCast.
- The project does not exclude classical use through the browser, accessing a server prepared to provide many people with quality content. Advanced users can experience full web 3.0 immersion by using locally installed applications, to interact directly with the decentralized web. A progressive web application is also being created for seamless transition between web 2.0 and web 3.0.
- Being a decentralized solution, DeCast still strives for the purity of the content on the dApp, which would comply with the ethic standards, protecting from violation and/or harmful impact on cultural, historical, national, religious and any other human rights and values. In this regard, the dApp provides a ban system (please see the section about the DeCast Community). However, any content ever posted will never be removed from our shared storage system. New users will not be able to see the banned content on the dApp. Anyway, having a direct link to the video, they will be able to access it. Thus, the project strives for parity between obligations to the community and responsibility to regulators.
- The dApp acts as an optional web interface between the user and the protocols. If you want to get a full user experience from the benefits of web 3.0, you can connect through locally hosted software. Since the protocols are meant to be open and accessible, the user interface can be extended in the future with additional tools from both the core team and third-party developers.

DeCast Creating Protocol

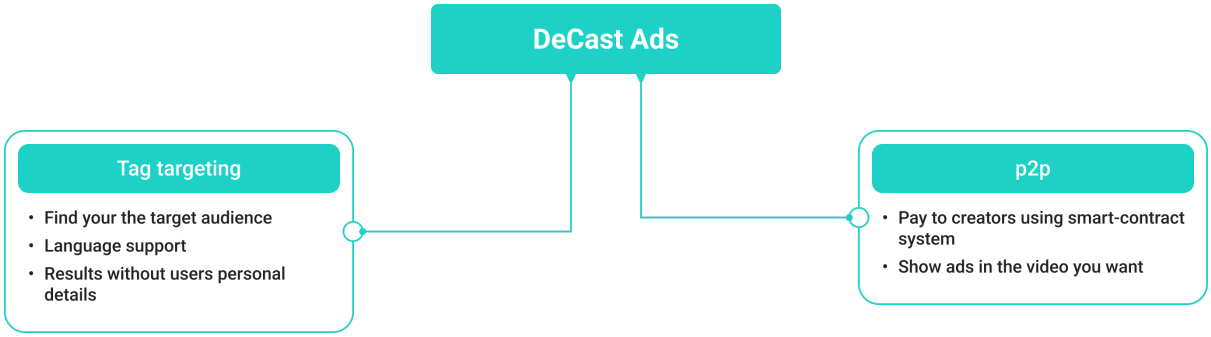
Content authors are an integral part of any community. They are influencers not only for their fans, but for the entire dApp. One of the major objectives of DeCast's is to create all the necessary conditions for the content authors to know that they are important, they are valued and the project is ready to simplify their life as much as possible.



- Protocol tools allow you to publish videos from any device, conveniently filling in information about the content, to make it easier for users to find it. In this case, you do not have to transfer the access key to your address in the hederagraph network. It is enough to indicate your address when uploading media so that NFT (proof of ownership of content) is attached to it.
- Creator can log in to the protocol to access statistics about the content. DeCast does not collect personal data, so the statistics are minimal yet sufficient to put forward hypotheses and predict the popularity of content.
- The author of the content is its full owner. You decide whether you want to show ads in your product. 90% of advertising funds are given to the authors in whose work the advertisement was shown. The rest of the funds are aimed at supporting the community (please see section Tokenomika). The creator has the right to dispose of his content as property: the NFT acts as the right to receive income from advertising for content. At the same time, the author can transfer NFT to another person, thereby transferring the right to receive income from content linked to this NFT.
- The creator does not need anything other than their gadget to prepare and publish the video on the dApp for further distribution. Connection to the protocol is made directly through the publishing program and does not require access to web 2.0

DeCast Ads Protocol

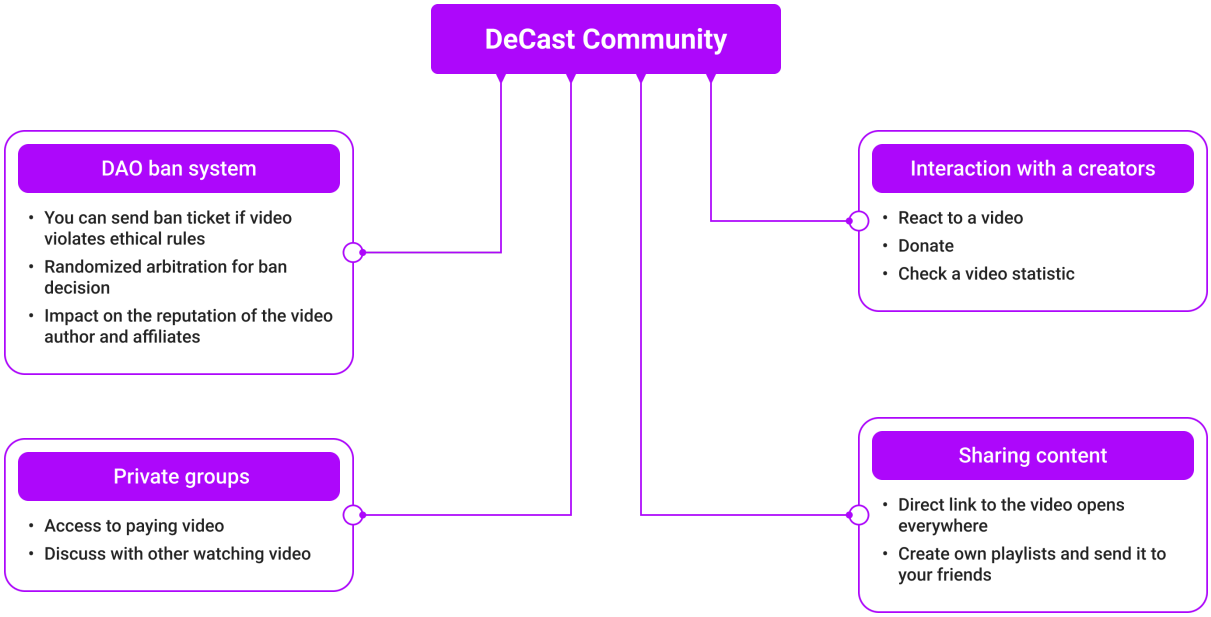
When we talk about social interaction, influencer retention tools are the important aspect. The most obvious step is to create a protocol for incorporating external advertising into the content of the interested authors. This does not contradict the principles of web 3.0, since the dApp does not force advertising, but gives this choice to the authors themselves, striving to implement decentralized advertising campaigns.



- Through the use of tags during the publication of content and the moderation of this information by viewers, the advertisers can customize the target audience they want to show their ad to. The language of the viewers and their age can also be chosen, so that the video is seen only by those for whom it is intended.
- Between the advertiser and creators is an automatic contract for displaying advertising (smart contract). The protocol undertakes to display the advertisement either to a specified number of viewers or through a specified number of authors. Payment to authors occurs automatically upon reaching the goals of the campaign. At the same time, the protocol does not charge a commission from the authors, but takes a commission from the advertising budget from the advertiser himself.

DeCast Community Protocol

Web 3.0 relies on many aspects, including the developed community because it influences the boosting of really high-quality projects. Without community, it is impossible to ensure sustainable development. Therefore, the DeCast seeks to create everything necessary for each member of the community to realize their value.



- Authors and users form a critical aspect of the community protocol, the DAO. It is formed for several purposes, such as:
  - proof of authorship;
  - exclusion of media from publicity which violates moral and ethical norms;
  - formation of a dynamic reputation of content authors.
- Content published in the DeCast ecosystem is available for any user at any time via a direct link, regardless of pre-installed software. The list of media set up according to individual logic, forms a playlist which can also be shared with friends, colleagues and anyone you want.
- When we talk about the social component, it is important not only to separate creators and users, but also to develop tools for communication and interconnection between them. So, in addition to the classic likes and comments, users have access to the statistics of each video. Also, you can vote for your favorite video with a token.
- Creators can sell access to private videos and playlists by setting up private groups.

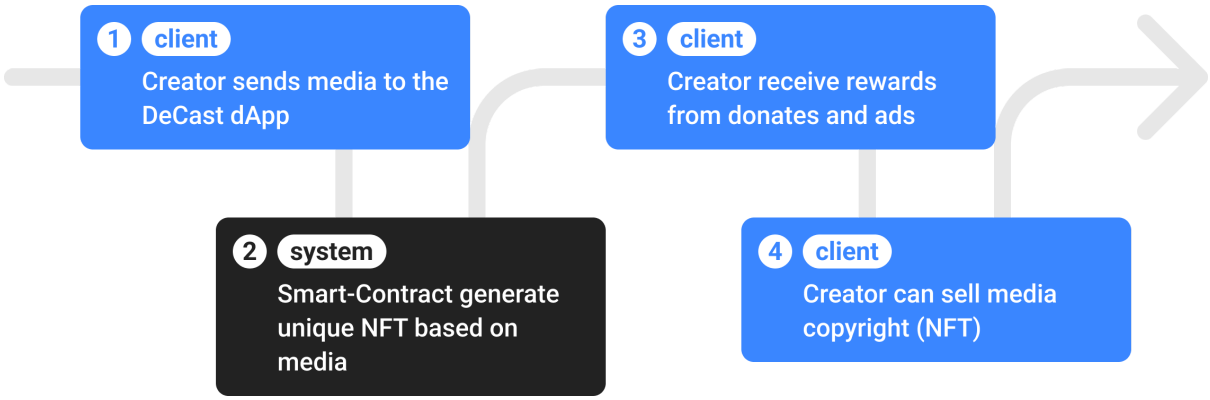
DeCast Fund

The DeCast fund is a project governance structure that has a horizontal hierarchy and tends to self-destruct in favor of the DAO over time.

Media-as-a-Value

The fundamental basis of DeCast is created by the NFT. The NFT has turned the game around in the creative world. We see many cases when authors digitize their works, create unique products, entire films are digitized!

DeCast looks at the NFT and the creativity wrapped in it, from a new, more utilitarian point of view.



1. By sending a media to the protocol of a decentralized application, each creator receives NFT to the media address specified for the publishing smart contract in the Hedera Hashgraph network.
2. The smart contract sends an NFT to the above address, which guarantees the ownership of the published media. The regulation of disputed ownership is decided at the level of mediators' voting by community members (DAO).
3. When users see ads allowed to be shown by the author, the NFT address will receive rewards from the advertising budget. Donations left by users will also come.
4. Since media copyrights are in the form of NFT, the creator has every right to sell his work to another person who will be able to manage it himself and receive income from this media.

Tokenomica's concept

dApp DeCast creates a completely utilitarian system in which the circulation of a native token is not due to the "token for the sake of a token" principle, but by the need to launch the mechanisms of system autonomy and independence from the third parties' influence.

- The advertising protocol is designed to act as a gateway between advertisers and dApp.
  The advertiser sends USDC to the smart-contract, which are used to provide the advertising fund.
- USDC credited to the advertising protocol are converted into the platform's native token at a stable rate.
- dApp users can buy or sell platform tokens through the internal exchange system or available dex.
- Users can donate to the author.
- The creator receives a reward from the advertising protocol upon completion of the corresponding smart contract.

Roadmap

Competitor analysis

Platform	Media classes	Technology	Donate	Ads monetize	Private video	Platform fee for creators per access to private video	Platform fee for creators per ad	Cost for posting media
YouTube	Video, Music	Centralized	+	+	+	0%	~45%	0$
Vimeo	Video	Centralized	−	−	+	~10%	0%	6€ per month
Dtube	Video	Steem	+	−	−	0%	0%	0$
DeCast	Video, Music, Podcasts	Hedera Hashgraph	+	+	+	0%	0%	0$

Team

- Ivan Radaev – product lead, senior engineer, in crypto since 2016, 2 crypto startups
- Maks Deev – tech lead, full-stack, teacher in web schools
- Gleb Lubavskii – design lead, created Tornado.cash 3.0
- Vladimir Gricenko – back-end, scientist, 15+ years of experience in development
- Viktor Vilkov – front-end