## **Introduction**

Vilokanam-view is a cutting-edge streaming platform built on the Polkadot blockchain, designed to provide a fair, transparent, and efficient monetization model for content creators. Unlike traditional platforms that take large cuts and delay payouts, Vilokanam-view ensures that creators receive their earnings in real-time, with no custody of funds. This platform aims to redefine the streaming experience by offering a pay-per-second model, where viewers pay exactly for the content they consume, and creators earn instantly.

## **Key Features**

### **Pay-Per-Second Monetization**

Vilokanam-view introduces a pay-per-second model, where viewers pay incrementally for the content they watch. This ensures that viewers are only charged for the exact duration they consume the content, eliminating overcharging and providing a fair pricing model.

### **Real-Time Payouts**

Creators receive their earnings every minute, without the long waiting periods associated with traditional platforms. This instant payout model allows creators to monetize their content more effectively and provides a more reliable income stream.

### **Non-Custodial**

The platform operates on a non-custodial model, meaning it never holds user funds for more than 60 seconds. This ensures maximum security and transparency, reducing the risk of fraud or theft.

### **Yield-Bearing Float**

Vilokanam-view auto-stakes the 60-second float, generating additional yield for creators. This feature enhances the earning potential for creators, providing them with an extra layer of income.

### **Web2 UX, Web3 Rails**

Vilokanam-view combines the familiar user experience of traditional web applications with the underlying technology of Web3. This integration allows for seamless adoption by users and developers while leveraging the benefits of blockchain technology.

## **Technical Overview**

### **Backend**

The backend of Vilokanam-view is built on a Polkadot parachain with a custom runtime and pallets. This architecture ensures high performance, security, and scalability. The key components include:

* ****Vilokanam Node****: A full node that runs the Polkadot SDK runtime, providing the core functionality of the platform.
* ****OCW Ticker****: An off-chain worker that injects 1-second ticks into the chain, ensuring real-time processing of payments and stream management.
* ****Pallets****: Custom pallets for stream management, tick processing, and balance handling, providing the necessary logic for the platform's operations.

### **Frontend**

The frontend of Vilokanam-view is built with Next.js and React, offering a seamless and intuitive user experience. The key components include:

* ****Viewer App****: A Next.js app that connects to the node, displays the stream, and handles payments. It provides a user-friendly interface for viewers to interact with the content.
* ****SDK****: A TypeScript library for developers to integrate Vilokanam-view into their apps. This SDK provides easy access to the platform's API, allowing developers to build custom solutions and integrations.

## **Usage Scenarios**

### **Live Streaming**

Creators can go live and earn instantly. For example, a musician streams a live concert; viewers pay $0.0007 per second, and the artist receives payouts every minute. This model ensures that creators are compensated fairly for their live performances, providing a sustainable income stream.

### **On-Demand Content**

Publishers can monetize pre-recorded videos. For example, a filmmaker uploads a movie; viewers pay a fixed rate per second, and the filmmaker withdraws earnings at any time. This model allows creators to monetize their content effectively, providing a reliable source of income.

### **Interactive Experiences**

Real-time interaction with viewers. For example, a game streamer allows viewers to pay per second to unlock exclusive in-game events. This model enhances viewer engagement and provides additional monetization opportunities for creators.

## **How It Works**

### **Viewer Experience**

1. ****Connect Wallet****: Viewers connect their Polkadot-compatible wallet (e.g., MetaMask, Talisman).
2. ****Lock Funds****: Viewers lock a specified amount of DOT for the duration of the stream.
3. ****Watch & Pay****: As they watch, the platform charges them incrementally every second.
4. ****Unlock Funds****: Funds are unlocked and returned to the viewer upon leaving the stream.

### **Creator Experience**

1. ****Create Stream****: Creators set a price per second and start a stream.
2. ****Receive Payouts****: Creators receive payouts every minute, with no waiting periods.
3. ****Withdraw Earnings****: Creators can withdraw their earnings at any time.

## **Business Model**

### **API / SDK Access**

Developers who want to integrate Vilokanam-view into their apps must subscribe to our SDK. This subscription provides full access to Vilokanam-view’s API for stream management and payments, allowing developers to build custom solutions and integrations.

### **Subscription Fees**

Creators can opt for premium features (e.g., analytics, ads) for a monthly fee. These premium features provide additional tools and insights to help creators optimize their content and monetization strategies.

### **Transaction Fees**

A small percentage of each transaction is retained as a platform fee. This fee structure ensures the sustainability of the platform while providing a fair and transparent monetization model for creators.

## **Market Opportunity**

### **Unmet Demand**

Creators are looking for fairer monetization and faster payouts. Traditional platforms take large cuts (50%) and delay payouts (45 days), creating a significant gap in the market for a platform that offers instant, granular payments and no custody of funds.

### **Growing Market**

Live streaming and on-demand content are booming, with millions of active creators and billions of viewers. The market for streaming content is rapidly expanding, providing a significant opportunity for a platform that offers a fair and efficient monetization model.

### **Competitive Edge**

Unlike Twitch or YouTube, Vilokanam-view offers instant, granular payments and no custody of funds. This competitive edge provides a significant advantage in the market, attracting creators who are looking for a fair and transparent monetization model.

## **Conclusion**

Vilokanam-view is a revolutionary streaming platform that offers a fair, transparent, and efficient monetization model for content creators. By leveraging the power of Web3 technology, Vilokanam-view provides a pay-per-second model, real-time payouts, and a non-custodial approach, ensuring that creators receive their earnings fairly and promptly. With its innovative features and competitive edge, Vilokanam-view is poised to redefine the streaming experience and provide a sustainable income stream for creators.

## **Contact**

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