



Blockchain and the economic of online content

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**“Show me the incentives,
and I’ll show you the
outcomes.”**



Direct monetization

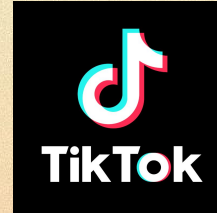
Donation, subscription, exclusive content, etc.

The Substack logo, featuring an orange icon of three horizontal bars of increasing height to the left of the word "substack" in a lowercase, sans-serif font.The Patreon logo, consisting of a red square with a white circle and a vertical bar inside, followed by the word "PATREON" in uppercase, sans-serif font, and a vertical line to its right.The Medium logo, featuring the word "Medium" in a large, bold, black, serif font.The OnlyFans logo, featuring a blue bird-like icon to the left of the word "OnlyFans" in a blue, sans-serif font.The New York Times logo, featuring the words "The New York Times" in a black, serif font.The Netflix logo, featuring the word "NETFLIX" in a bold, red, sans-serif font on a black background.

Indirect monetization

a.k.a. Attention Economy

Ads, referrals, live streamings, etc.

The Google logo, featuring the word "Google" in its multi-colored, sans-serif font.The Reddit logo, featuring the word "reddit" in a white, lowercase, sans-serif font next to a white alien head icon on an orange background.The TikTok logo, featuring the word "TikTok" in a white, sans-serif font next to a colorful, stylized "T" icon on a black background.The Instagram logo, featuring the word "Instagram" in a black, sans-serif font next to a colorful camera icon on a white background.The X logo, featuring a white, stylized "X" icon on a black background.The Facebook logo, featuring the word "facebook" in a white, lowercase, sans-serif font on a blue background.The YouTube logo, featuring the word "YouTube" in a black, sans-serif font next to a red play button icon on a white background.

Direct monetization

Donation, subscription, exclusive content, etc.

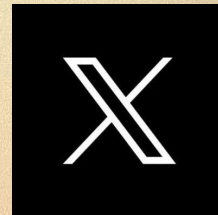
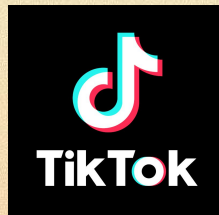


source: antler.co

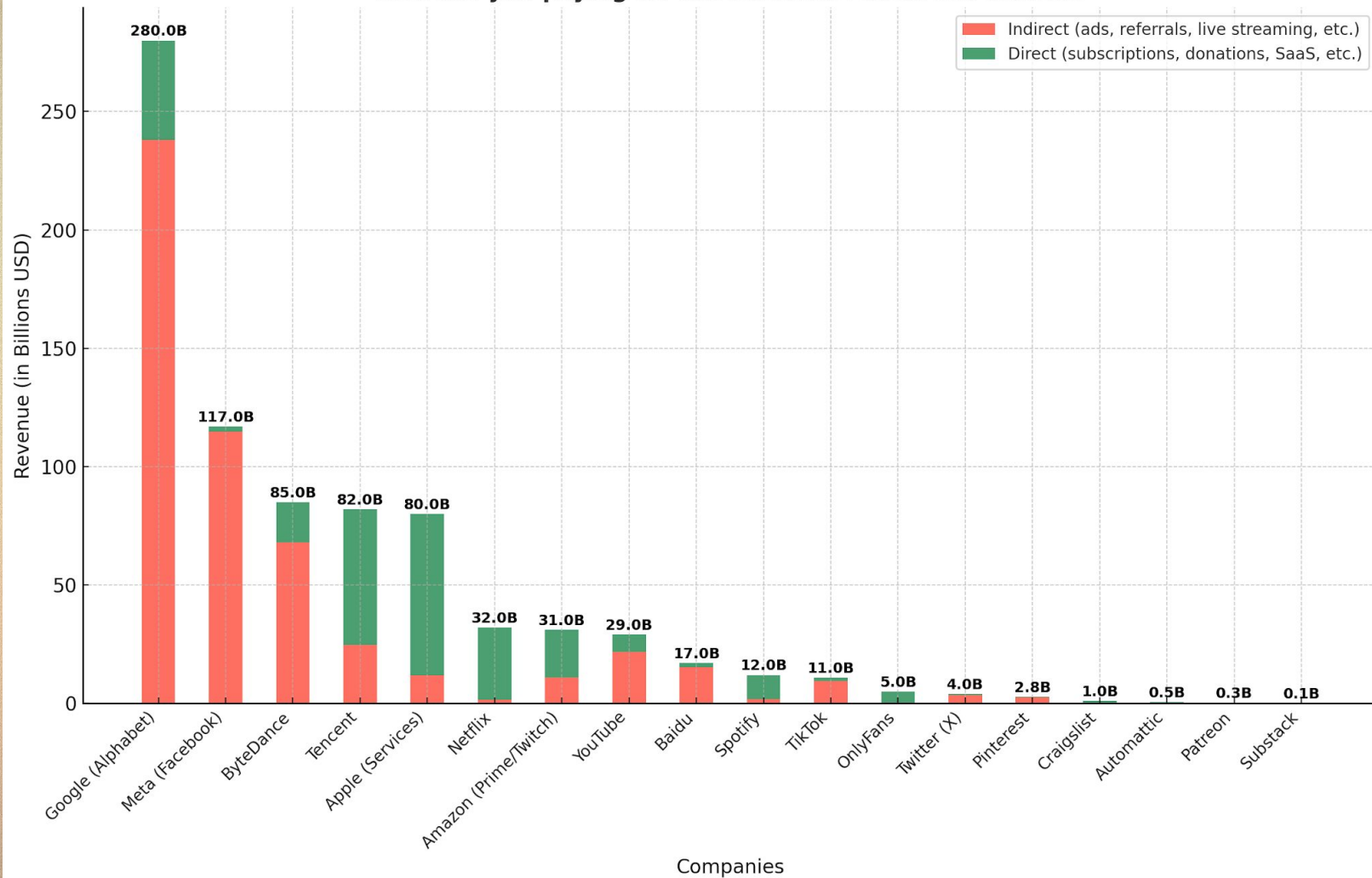
Indirect monetization

a.k.a. Attention Economy

Ads, referrals, live streamings, etc.



How are you paying for the content? Direct v.s. indirect



**“If you are not paying for
the product, you are the
product.”**

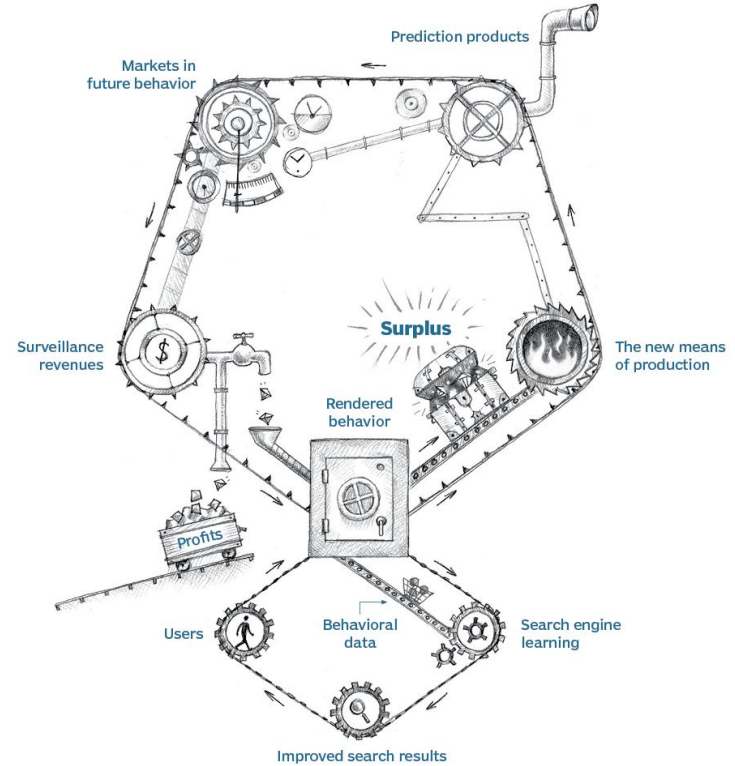


THE AGE OF SURVEILLANCE CAPITALISM

THE FIGHT FOR A
HUMAN FUTURE
AT THE NEW
FRONTIER OF POWER

SHOSHANA
ZUBOFF

The discovery of behavioral surplus



**“Information wants to be free.
Information also wants to be
expensive.”**





**Can we make the attention economy
a protocol?**






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林屿 · Nov 10

一个潮汕女孩，决心飞往自己的山

如果一个女性努力飞往自己的山，但没有取得世俗意义上的成功，没有实现阶层跨越，那这个故事还值得书写吗？我不知道，只是遵循本能写下来。这是一个复杂的故事，关于女性命运，关于出走，关于人的灰度。

👁 7.2 hours 🗨 4

自由寫 · Nov 13

「島嶼精神」七日書完結！大滿貫名單、徽章發放

第六期七日書共有 215 位文友正式報名，其中 104 人是首次參加。本次活動共有 47 位文友寫滿七篇文章，恭喜你們堅持了七天寫作！可獲得「大滿貫」徽章及「大滿貫鍵上參與憑證」。同時本期共有 16 位文友完成...

👁 2.1 hours 🗨 1

DreamOver · May 23, 2022

无法做爱的日子

无法做爱的日子里，我开始思考为什么需要性生活，因为它不像吃饲料那么刚需，也不像做核酸那样有强制性，但隐隐又觉得它很重要。这种思考就像是太监思考皇帝...

👁 179.3 hours 🗨 20

Flora異想 · 5 hours ago

慶祝紀念日

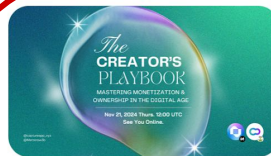
本來以為出門遊玩我應該會暫時停更，但我又覺得這實在不符合我想要日更的結果，於是我將想要寫的文章預先寫下來，好讓我在出門的時候有文可發。一方面也是讓...

👁 0.2 hours 🗨 1

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Thank you!

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