**Rime**

*Connecting the world wide web’s information to make it more useful. Extending information to share. Enabling data from different sources to be connected and queried.*

**What is Rime?**

[Rime](https://rime.co) is a platform for users (Individual & Brands) to connect multiple social identities into one.

Rime collects users public data to one unified timeline. Which helps their fans and followers to get bigger picture of them.

User can comment, like and create collections of any content across the web.

## How does it works?

Rime works on concept of [Linked Data](http://en.wikipedia.org/wiki/Linked_data) and [Aggregation](http://en.wikipedia.org/wiki/Social_network_aggregation).

Rime uses API provided by application service provider to link your public data to Rime profile.

It works on web standards such as [OAuth](http://oauth.net/) for authentication and [REST](http://en.wikipedia.org/wiki/Representational_state_transfer) method to fetch data from services.

Rime periodically sync user data and links content to their profile. This content appears on user’s followers feed in real time.

User can like, comment on contents feed or from the web and they can add them in custom collections.

**Pain Points in Current status quo**

Social Media is changing faster than ever, around 80% of adults use social networking sites. 93% of marketers use social media for business. Currently there are more than 20 popular social networking sites sharing these users.

More than 50% of online adults now use multiple social networking sites. In addition, Instagram users are nearly as likely as Facebook users to check in to the site on a daily basis.

46% of adult Internet users post original photos or videos online that they themselves have created.

Social media today is a necessity, real question is are we doing it the right way?

Niche communities are major content creator on Internet and their content flows to mainstream social media platform like facebook, twitter, instagram, youtube etc.

Individual platform limits publisher’s reach to followers on that platform only. They do not get adequate attention on their content until it becomes viral or shared by followers on respective platforms they follow you.

Today, users are bound to spend more time than actually required to follow up with what happening with the people and organization they care about, because people they follow live on various popular platform for various reasons. User need to log into multiple platforms to catch up with what’s happening on web.

This eats up significant amount of user’s time and provides no authenticity of people or content shared, less freedom to find or explore quality content.

**Introducing Rime and its potential!**

We believe that everyone is a potential artist. Internet is that medium which provides an opportunity to showcase their creation via various social networking platforms. Some emerging platform giving new dimensions to showcase creativity focusing on niche communities. For example Vine (6 secs looping videos), Instagram, Twitter (140 char messages) etc.

Our core idea is to build an ecosystem to utilize the power of web. Where people can make a unique profile which consolidates their presence on the Internet. Rime allows users to share their creativity to larger audience from one *single interface*, irrespective of where the content is posted originally.

Rime helps to make authentic profile for all users since user is the one who connects various social accounts owned by them. This minimizes the fake user accounts and improve credibility of users.

Rime uses API to collect the data from user’s linked accounts and links content to its original creators/Author. We are using OEmbed and scraping to achieve this.

## What are the information Rime collects from different supported services?

Rime collects following public data from supported platforms listed below.

|  |  |  |  |
| --- | --- | --- | --- |
| **#** | **Posts** | **Re-post** | **Contacts** |
| Google: |  |  |  |
| * YouTube | Uploaded Videos | Favourite | Channels Subscribed |
| * Blogger | Posted Blogs |  | Subscribed Blogs |
| * Google+ | Posts | Shared | Following |
| * Gmail |  |  | Email |
| Facebook | Posted Albums | Shared | Friends and Following |
| Flickr | Posted Photos/videos | Favourite | Following |
| Foursquare | Checkins |  | Following |
| Instagram | Posted Photos/videos |  | Following |
| Microsoft: |  |  |  |
| * Outlook |  |  | Email |
| Twitter | Tweets | Retweets | Following |
| Tumblr | Posted blog | Reposted blogs | Following |
| Vimeo | Uploaded | Favourite | Following |
| Vine | Uploaded videos | Revines | Following |
| *Future awesome app...* |  |  |  |

**Rime features and competitors:**

* **Activities** (likes, comments)
  + User can like, comment on content posted. Currently the activities can be added through the web app. Later we plan to have a browser plug-in.
  + **Competitor**: Disqus
* **Collection and Search**
  + Rime allows user to categorize the content under various categories to make user personalized collection of what user likes on Internet.
  + Rime analyses the content and links authors to their content.
  + **Competitors**: Pinterest
* **Unique Authentic profile**
  + Consolidating multiple web presence into one makes Rime profile most authentic.
  + **Competitors**: About.me
  + **Socializing Cloud**
  + Socialize on user content stored on cloud services and get the best out of cloud sharing
  + **Competitors**: No direct competition, we will be partnering up with some major cloud service providers.

**Use cases: From a customer's points of view, what are the pain points we are resolving?**

**Authenticity of people**

Rime’s most authentic web profile, helps improve credibility of users and their content shared.

**Stories and Events**

Collaboration of contents across multiple platforms gives a new dimension of creating stories and events. With Rime user can create pages for any event by syncing real time data from multiple users.

Forexample, group of friends went to adventures trip. Some of them wrote blogs, some of them uploaded photos, video in various platforms. They can use Rime to create an Event of the trip with content posted on various platforms by various people in real time.

**Celebrities and Content creators**

Celebrities, Bloggers, Photographers, Musicians, Artists, Brands understand the power of social media. They want their updates toreach their followers on all platforms, though one user might not follow them on all platforms. Rime makes it easy to reach their followers by bringing all their shared content in one place with Rimeprofile. Now Rime users just need to follow them on Rime.

**Programmers and Gamers**

Online gamers now can brag about badges collected and show their love for the game. Rime helps user to socialize on badges won and collaborate over code snippets etc.

Programmers communities like Stack Overflow, GitHub can also linked in the future updates including Steam, Kongregate.

**Academia**

Researchers can publish their research work to public to get important feedback to improve their work. Why to hide result of so much of effort it goes in publications. It can help researchers to share their research materials with others by automatically syncing Research PDFs/videos which is shared through cloud storage/research platform like Researchgate or their blogs.

Blog link,

<https://medium.com/@ibps10/rime-whats-next-for-social-media-content-sharing-981ea4fd4a03>