

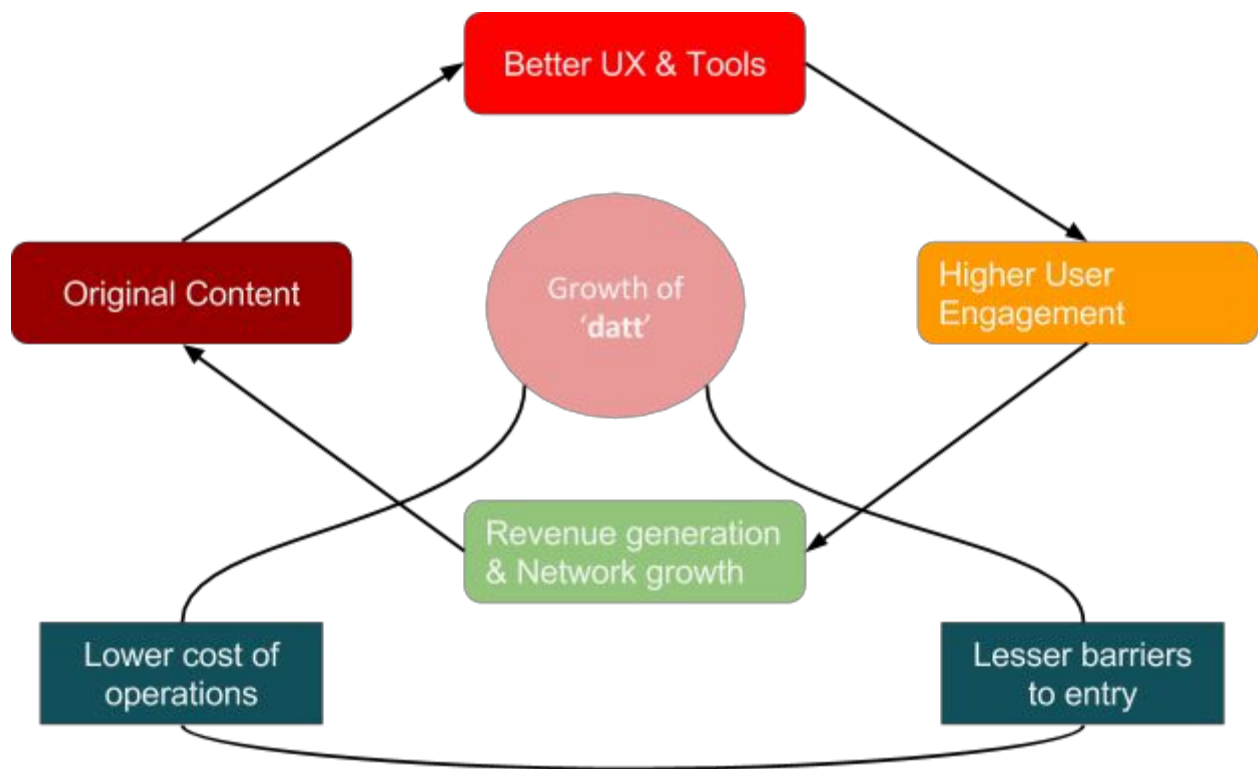
My hope :)

'Datt' should become the 'Uber' for the content publishing industry.

The parallels

<i>Uber</i>	<i>datt</i>
<i>Pay the driver and the network gets a cut</i>	<i>Pay the content owner and the network may take a cut</i>
<i>Easy access</i>	<i>Any time, anywhere access</i>
<i>Drivers get paid properly</i>	<i>Content owners get rewarded instantly</i>
<i>Driver own the vehicle and Uber only provides access</i>	<i>Content owner owns everything and datt provides access</i>
<i>More drivers -> More users -> More drivers*</i>	<i>More users -> More creators -> More users*</i>

**Quality is important*



Element(s)

[Revenue Indicator\(s\) - Existing](#)

[What is important in all the points above from the perspective of 'Existing Businesses'?](#)

[What can 'datt' do?](#)

[What can be done by us differently?](#)

[Focus on User Engagement vs. Number of users & user loyalty](#)

[Encourage Local journalism vs. links from news sites](#)

[Pay for Content vs. Free content paid for by advertising](#)

[Focus on smallest quantum of content vs. Bundling](#)

[Micropayments & MicroEarn](#)

[Focus on Exchange of Value vs. Use value](#)

[Focus on 'Own' an asset vs. 'Use' an asset.](#)

[Low cost of access to 'No cost of access'](#)

Revenue Indicator(s) - Existing

I have tried to capture the most dominant models in operation in terms of revenue generation. I have split this into 4 categories and mapped it to what datt can achieve in future.

Driver	Existing businesses	'datt' first step(s)	'datt' in future
Based on Content			
<i>Paid content (Sponsored content)</i>	Yes	Possible	Should definitely do this while marking it as 'Paid by <so and so>'. This can be like a marketing campaign for companies (Infomediaries).
<i>Users Pay for Content</i>	No (there are few places which ask the customer to do this) Newspapers are a slightly different proposition as they generate their own content. They are publishers and	Yes	Yes. But, this should reduce over time with more user engagement.

	platforms.		
<i>Syndication of content</i>	Yes. Some companies allow this while some only link to content.	No	Yes. This can be a double edged sword. But, if we have enough scale (like 5Mn unique views a day this can be useful to reduce sync load on the network)
<i>Content Links</i>	Yes	Yes (We should incentivise the authors to post the link themselves along with content itself in some scenarios)	Yes
Based on Data			
<i>Using user information</i>	Yes. Very much the bane of all problems.	No. We will not sell advertising based on users	No (for the reason outlined earlier)
<i>Market research/Advertising research (anonymized)</i>	Yes. Much of this is also	No.	Possible. (Should be provided at least for academic research as most of the ideas are still in discussion in academic circles around usage of bitcoin and blockchain). This can gain marketing and also acceptance with the educational institutions which can provide a significant user base.
<i>Lead generation for product(s) and service(s)</i>	Yes.	No.	Possible. (In case of sponsored content this can be enabled. However, this should be made clear and we should not enable

			lead generation based on user contribution unless the user agrees.)
Based on User/Community			
<i>Targeted advertising</i>	Yes. Another bane of the problems today.	No. Definitely not in the short run as UX is the biggest hurdle for us to cross and this can get compromised.	No. In the long run we should allow the nodes to handle this (general advertising and not targeted advertising) as node level advertising can reduce costs of the node and also for the end-user.
<i>Sponsored content</i>	Yes.	Yes.	Yes.
<i>Affiliate marketing</i>	Yes.	No.	Yes. Can be allowed provided the affiliation is stated clearly and relevant to the content.
Misc			
<i>Offline branding</i>	Yes.	No	Yes. Sponsor events, parties etc.
<i>Related services</i>		No	Additional services like <ul style="list-style-type: none"> - content protection - creation of celebrity pages (@paul_xbt link on a16z) - Celebrity curation - Search

			facility - Private communities etc can be provided.
<i>Licensing</i>		No	Yes. This should be kept open as the possibility of universities and smaller corporates using this should be encouraged. This can be done for free initially or it can depend on the user.

What is important in all the points above from the perspective of 'Existing Businesses'?

(Quality of content need not be stressed upon for any content platform)

(I am listing down only a few examples here)

SCALE. Without scale nothing would work. The problem is a chicken and egg problem and it has to be solved for all types of networks. But, once the existing networks have achieved scale (nearly) all the power shifts to the publisher or the platform.

Users have also accepted the notion that '**Content is Free**' and advertising/marketing is the way forward.

Cost of User acquisition is initially high and then drops. Clicks and views become important once the user has joined.

Publishers either need to own the platform or become part of a platform to get the content published. The **infrastructure to reach the end-user** becomes a gate for the publisher.

What can 'datt' do?

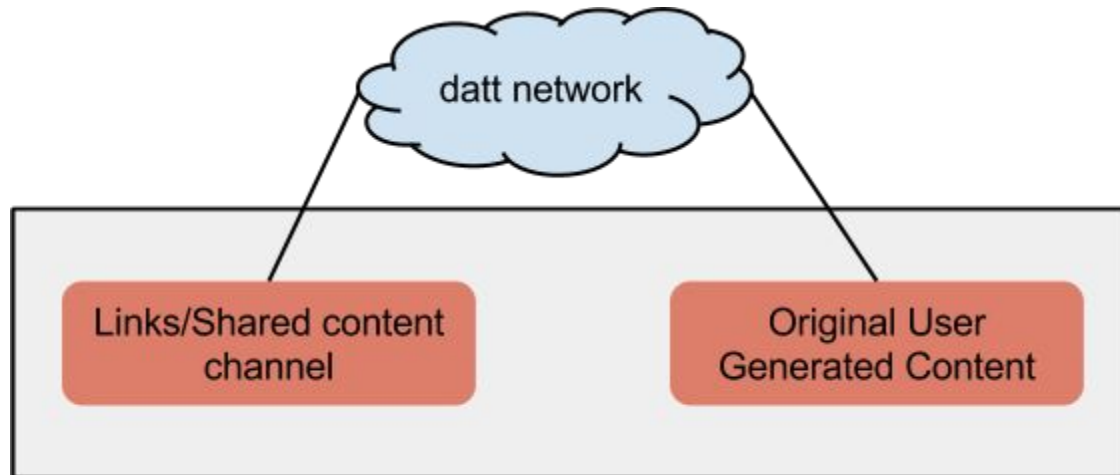
(Summary of the principles from the Datt Concepts and Principles document by Paul)

Principles (in no specific order; First 2 are must, others are good to have)

- **Uncensorable**
 - Filtering of content is the prerogative of the end-user
- **Decentralized** solution without the need for any central servers
- Strong **anonymity**. Users can have the option to identify themselves
- Only a **browser** required to participate
- User should have plausible deniability that they have accepted/stored/consumed/propagated any content item
- **Content encryption** option should be provided
- **Incentivize the content creators** to produce better content

What can be done by us differently?

I would ideally like 'datt' to have 2 basic channels. One for sharing of links which should come with user paying for access of content and the second channel should be for user generated original content. Both channels are served by the same nodes and have moderators in place.
(the thoughts mentioned are for a final/full release of the datt protocol. The MVP will be much simpler and will only involve payments for upvotes and tips)



- | | |
|--|--|
| <ul style="list-style-type: none">- Content is mainly links & Snippet(s)- Quality is purely determined by source of content- User votes play a big role in determining place of content- Upvotes transfer revenue to the network- This content is provided for all users | <ul style="list-style-type: none">- Original content produced by users/academics/publishers; This must be the first place of publishing.- Upvotes transfer bulk of revenue to the creator- Users can pay for content they deem necessary |
|--|--|

Reason for this:

Users will not pay for content which can be found for free elsewhere. The payment can happen if there is enough engagement within the community, but in the initial stages it will be difficult to implement.

The reason users will not pay is because unless every form of news consumption increases the price changing from a advertising based or Free model to a subscription or fee based model will

only lead to substitution of the product. And given the ease with which digital media can be replicated, this will lead to a decrease in the quantity of consumption.

- Focus on User Engagement vs. Number of users & user loyalty

The number of users determines the success of the network is the long held belief. It is also true that the number of users shows growth in the network. The existing networks don't disregard user engagement but focus less on that.

But, if we can turn the point upside down and **make it important for users to engage with the network than just add up the numbers or spend time**. Loyalty is good to have, Better engagement is better to have. Treat the **user as a competent contributor and not as a commodity**.

Also, loyalty in the digital world is difficult to use as a parameter as the cost of acquiring a customer decreases rapidly.

Engagement is a way of measuring the the attention of the user and reputation of the author.

Some thoughts:

- Create **different levels of users** with different weightages for their votes, comments etc.
- Time spent on the network is of lesser importance compared to contribution to the network. Establish sidebars/boards which talk about user contribution in terms of comments, votes etc. Better the contribution better the visibility for them. Users can also be monetarily incentivised to engage.
- Ask users to control the content they consume by providing better tools. **'Curate your own content' should be emphasized**. Even though this takes away a revenue making opportunity in making the user subscribe to curated boards, this can lead to better engagement and the user might get the option of publishing this curated content for others to consume. The users can have an option to create their content page which can be something like a mix between the current sub-reddits and RSS feeds.

- Encourage Local journalism vs. links from news sites

Users will pay for content that they can't find elsewhere. Community journalism and community level issues should be encouraged in this network. (For now I am classifying this as Original UGC.)

The social networks today provide an easy way for people in smaller communities to engage, but it very rarely goes beyond the niceties. This would be the **"Long Tail"** of news coverage. Newspapers would find it hard to replicate as the cost of content

production would be higher for them while news aggregators might not have much of an interest as it will not appeal to the larger audience.

- **Pay for Content vs. Free content paid for by advertising**

This will be the most difficult concept to get across to users as the behaviour needs to be changed. Also, asking someone to part with their hard earned money is always difficult, We can **subsidise payment for content with participation in the network** and become more influential in the network. More (& good) influencers the better the network.

This can also be an opportunity to provide more or better voice to the user. Normally, content creators create content which attracts majority of users. The creators derive maximum value if there is engagement with the content produced which is higher than cost of producing that content. And normally, the creators create what the users want to see thus exploiting the users.

Can we make the users strategic by requesting for content in specific areas from creators? For example, users might request information or research in specific areas which contributors can publish and the community can select the best article to which the financial incentive provided by the user should go. (Something like A2A of Quora or what Zapchain is attempting with money transfer)

I would not like to go down the path of 'Freemium' for this. Probably we should start off with asking the users to either pay for access from a node or pay for specific content and offer neither for free unless it is sponsored. Also, at this point we don't understand freemium too well in the decentralized world. We can go down the path of asking for payment for content and if things don't move very well making content access free.

- **Focus on smallest quantum of content vs. Bundling**

Users demand content anywhere, anytime and on any device. So, the size of content provided becomes very important. We should have the flexibility to provide just what is needed.

- **Micropayments & MicroEarn**

Given the fact that the quantum of content can be very small, the focus shifts to making micropayments work. This is required as delivery of on-demand, personalized content will demand the availability of micropayment network. Micropayments are at a nascent stage (maybe except for WeChat) in a lot of places.

(Outside of Bitcoin)

Mobile will become a driver for this transaction. Mobile money transfer payment systems can also be used for payments to content creators (assuming they are using the service). **Mobile money transfer is one of the fast growing mediums of exchange.** This can also be used for payments.

MicroEarn (like a credit card reward program): Creators can explore subsidizing the content for more coverage and vice-versa. They can also provide credit to users who have paid for their content at this moment and discount further access. This way users can earn a bit of credit for themselves. If (and it is a big IF assuming that we want to) we can track the way content gets disseminated, then content creator can have bounties on the content so that if an user or community can generate lot of engagement with that content, then they can earn credits. The reason tracking content dissemination can be useful is because every time an **user/community shares content, they are placing a level of trust on it which can enhance or reduce credibility.**

- **Focus on Exchange of Value vs. Use value**

The focus of datt should be to ensure that the content creators get maximum value from their interactions and users can provide that. Value exchange should be emphasized rather than content consumption. This should happen at the cost of scale of the network.

- **Focus on 'Own' an asset vs. 'Use' an asset.**

A lot of companies which have started operating in the last few years have enabled usage of lesser used assets of customers. For example, companies have encouraged customers to share information on what products is available with them and when it can be loaned. Companies like taskrabbit provide the same for services.

We are turning the scale upside down here and telling the content creator that they own the content completely when it is created irrespective of where it is used. Usage of asset is important but owner rights are paramount. This IP/Rights management has to work end-to-end as far as the content creator is concerned.

- **Low cost of access to 'No cost of access'**

The user need not be connected to the web all the time for access. We provide the ability to the user to download and store content (within the app) which enables offline access. This should come with all content protection rights which the owner of the content agrees to. You can also earn money by providing storage and access service to the network.

- **Focus on providing 'datt' in other languages**

This can make it more popular in Europe and in some Asian countries where English is not the primary language of use.