dBranch News

Author: Brad Corlett
Editor & Contributor: Zach Burger

A white paper describing a DAO-based approach to decentralize the news media into several distinct branches with separate profit motives designed to eliminate negative incentives driven by the business model of legacy media and enable the overton window to align with the audience.

dBranch News is in the pre-alpha stage. This document should be considered a draft and may change; it is a living document that will continuously evolve.

Introduction

The world over, trust in news is at a low point. Per Gallup, those in the US who have "a great deal" or "quite a lot" of confidence in TV news and Newspapers are at 16% and 21% respectively. In 2018, Pew Research found that globally, most say it is "never acceptable" for a news organization to prefer one political party but are mixed as to whether or not they are getting it. But, the 2021 Edelman Trust Barometer found 61% of people believe the media is not doing well at being objective and non-partisan, 59% believe most news organizations are more concerned with supporting an ideology or political position than with informing the public, and 59% believe journalists and reporters are purposely trying to mislead people by saying things they know are false or gross exaggerations. As a possible demonstration of this, Brookings found that in the US, Republicans tend to underestimate the effects of the virus while Democrats tend to overestimate it. They note that "better information and a less partisan, more fact-based public debate could help lead more people to both take steps to stop the spread of the virus."

Journalism began to take on a new business model with the advent of 24-hour news channels. It inherited storytelling devices from existing cable shows designed to retain viewer attention, such as dramatization and suspense to drive ad revenue higher by keeping people tuned in. Later, the internet turned this business model up with instantaneous communication and hyper-specific targeting. In *Hate Inc.* journalist Matt Taibbi dedicates a whole chapter to explaining the addictiveness of the news, comparing it to social media and smoking, claiming it makes us "lonelier, more anxious, more distrustful of others, and more depressed". Ariana Pekary, a former producer at MSNBC, calls current political polarization "gerrymandering of the media" and says it's "driven [largely] by the financial incentives".

Throughout history, the dissemination of information has been controlled by a small group of people from the days of chiseling on stone tablets through the days of the printing press, radio, and television. But the next evolution in media, the internet, created a window of opportunity to democratize news and information. This democratization has already started. The rise of independent journalism on YouTube channels and within Substack articles offers a clear example of this growing trend, but unfortunately, these outlets often lack formal review processes. Further, a small number of bad examples are creating a bad reputation for what is a promising solution to an ancient problem. The internet is a powerful tool that has been used to disrupt many industries in this way; peer-to-peer technology is just about ripe enough to decentralize the news and relieve journalism of its pernicious business model to regain trust by removing powerful actors and counterproductive economic incentives.

Until the internet, publishing on a large-scale platform was cost-prohibitive for journalists who wished to break orthodoxy by going independent. While some do find success, most fall short of becoming an authoritative source because their limited scale makes it difficult to compete with legacy media in sourcing information. This requires teams of investigative journalists "on the ground" and teams of investigative researchers combing through piles of data. With the current model, even if an independent journalist or organization were to succeed in building that team, they would then become subject to the same economic and trust issues as any other corporate news outlet.

This document outlines a solution to the current business model's negative impact and seeks to balance the wisdom of the crowd with the knowledge of domain experts to prevent the proliferation of misinformation, disinformation, misleading narratives, and idea suppression.

dBranch News will create six branches of a decentralized news network: **contributors** (journalists, columnists, analysts, etc.), **researchers** (investigative journalists) and **reviewers**, **curators**, **studios**, and the **audience**. Current news outlets combine all (or most) of these into one organization, but by separating each branch, we give each one autonomy and the ability to check the others.

The root branch is the audience that checks the primary power of the business model by funding the remaining branches independently of each other. Contributors will be incentivised to create quality over quantity; curators will be incentivized to promote newsworthy content and suppress sensationalized content and clickbait; studios will be incentivised to create high-quality professional content; and review boards will be incentivised to promote neutrality over partisanship, performing quantitative analysis of the accuracy of data, logical reasoning, qualitative analysis of the narrative, and the perception it creates in the reader or viewer's mind.

dBranch will be a permissionless protocol, meaning anyone can participate. dBranch will enable curation to turn down the noise while rebuilding trust in journalism through provable transparency, allowing any user to look behind the curtain. Not only will dBranch show you the news, we'll show you how it's made. And, we'll give you influence over how it's made.

The Different Branches of News

Content Creation Branches

There are three separate content creation branches: **contributors**, **investigative researchers**, and **reviewers**. Work will be published as an NFT which will allow creators to control its citation, and cost (if any). Regardless of cost, curators and creators will be required to allow others to quote and comment on their content under fair use guidelines. NFTs will also help measure reach, as it will be a part of the citation process when other creators reference others' content.

Individual creators may (but are not required to) group together and form networks. This can help solve one of the funding gaps with independent media: audience members may like the work of several independent journalists or outlets but are unable to financially support each individual one. An alternative would be to support a network of like-minded creators.

Contributors

Contributors are journalists, analysts, anchors, columnists, commentators, and the like. Their income will be set in a way to favor quality over quantity which will enable them to publish newsworthy content without resorting to clickbait or sensationalized storylines relying on cherry-picked narratives. Different roles will mirror those of existing news organizations: some will be behind a camera in a studio, others writing articles, and some will be on the ground in a field crew.

News satirists will also be able to participate in this protocol. Over the years, satirical news outlets have grown in popularity with a proven ability to have a measurable impact on the dissemination of information and opinion. A non-trivial amount of academic literature has documented this effect, notably from comedians, such as Jon Stewart and John Oliver. Satire will be marked as "satire" to prevent the unintentional spread of misinformation. Comedy brings value to humanity, but we also need to prevent people from hiding behind the label of comedian to avoid critique.

Investigative Journalists & Researchers

Investigative journalism and research remain just beyond the reach of existing independent journalism. This is a difficult economic model to crack as individual projects can take weeks or months of work. While this research is vital to a thriving ecosystem, the results offer little to no profit. The line between this investigative branch of contributors and reviewers may blur at times. Investigators and researchers will publish their work like any other contributor, but also, reviewers may need to do research to fairly review work.

The funding mechanism for this branch needs to be approached differently, as a researcher's publication rate will presumably be lower than other contributors, however, that does not mean

their work is less valuable. Legacy media may not be able to profit off dead-end research, but from a scientific or investigative angle, being able to prove something to be a dead-end (or false) is helpful. It can help fill in knowledge gaps for larger topics or prevent other people from wasting their time. By publishing this work as an NFT, the researchers will be credited and rewarded for their time.

Reviewers

In dBranch, all reviews will be external to the publishers. Reviewers may have their own editors and proofreaders, but the quality control of the protocol will happen external to all published content. Content will be reviewed across two dimensions: quantitative and qualitative. It will be reviewed quantitatively, for data and logical reasoning, and qualitatively, for the emotional response it creates.

Journalists are Not "the Experts"

Review boards should contain few if any, journalists. This is not a dig on their skills, but rather, an acknowledgment of what their skills are. Reviewers should be people who are subject matter experts in a field related to the content being reviewed. The common understanding we have is journalists consult with the experts, editors proofread, verify, and fact-check, and from that process emerges "the truth". But, how does a writer determine which experts are telling the "truth" when the data and arguments are about a subject matter the journalist is not trained in? An excerpt from Matt Taibbi's *Hate Inc.* sheds more light on this:

> *The world has just grown so complex that the majority of serious issues are beyond the understanding of non-specialists. Take "the economy." The average citizen has basic ideas about money. We shouldn't spend more than we have. People should pay their debts. And so on. But how many people know what a derivative is? An interest rate swap? An auction rate security? [...] Most journalists are failed humanities majors. Literature degrees are common among our kind (I have one). If we have expertise in anything, it's telling stories.*

Storytelling leads us to another important facet of the news. A good storyteller is the best cherry picker, someone who can take different data points and build a bridge between them. A full assessment of the news requires a combination of quantitative and qualitative review, explained below as academic and creative review respectively.

Academic Review

Groups of reviewers and researchers will be paid to publish reviews of content creators across categories, such as factual accuracy, fairness of representation, showing nuance, elevating fringe ideas, and logical consistency. The people in this group need to be able to minimize their own bias; a good requirement for this branch would be to state one's opinion on a controversial political topic—such as abortion, gun control, or vaccine mandates, argue their own perspective, and also, publicly steel man the opposing argument. This ensures the individual is able to create

a logical, data-driven argument without being afraid of backlash from their own in-group. Scientists and academics can be susceptible to groupthink, like anyone else, so it is important that these people be able to reason across the axis of left and right, as well as trust and distrust of authority.

Creative Review

Writing an accurate news article is possible when individual facts are analyzed on their own while creating a narrative that forms an inaccurate interpretation in the viewer's mind. This is often difficult to diagnose, due to cherry-picked factual accuracy, and it is easy to overlook if the reader does not do any opposition research.

Directors, editors, writers, actors, musicians, and in general, storytellers will be employed to publish reviews about the emotional interpretation of news. There's nothing inherently wrong with making news enjoyable to read or watch, but it can have negative consequences, whether intentional or unintentional. The creative review will judge things like sensationalism and dramatization, leading questions, deceptive editing, clickbait titles or thumbnails, and the overall tone of the production. The point of this review is to judge—from a qualitative perspective—whether the genre of the production should be categorized as news and information, or infotainment.

Translation

As the protocol grows, it will have many different languages, and a third branch of review will need to exist to ensure consistency in linguistic translation.

Curators

Curators will manage their own front page of the news. They determine what is and is not newsworthy. dBranch will create tools enabling curators to use open source algorithms, handpicked articles, or a combination of the two to generate their feeds. Curators can show sources from any published content in the dBranch protocol, but this will usually operate in a specific category, such as sports, technology, or politics rather than attempt to curate news for every possible niche. To create a thoughtful experience, a curator will likely have a background, or interest in a specific category.

Users will be able to find a curator they see eye-to-eye with, in terms of governance and quality control. Curators will source content from creators they trust and filter out content that does not meet the standards set by reviewers they trust. Based on the structure of the curator DAO, the audience will have various parameters they can vote to control or propose changes to the DAO.

The goal of curation is to turn down the noise level, rather than be a gatekeeper. The protocol will be decentralized and resistant to censorship. If the audience feels a curator is turning into a gatekeeper, they can find another curator, or go directly to specific content creators.

Studio, Office Space, and Field

Studios, office space, equipment, and field crews present a major financial burden when producing the news. These make it cost-prohibitive for independent, small and local organizations to thrive in an ecosystem dominated by a few corporations. An independent journalist may do good work but is limited by a modest home video studio for creating content, which an audience generally perceives as less valuable. Oftentimes, this limitation is due to a lack of monetary availability and/or resources. [Krystal Ball](#) says that her show with Saagar Enjeti was one of the few internet-based news programs to gain a reliable reputation because it had a professional look to it. And she's right, optics make viewers believe content is professional which evokes a sense of trust.

Physical assets will represent their own branch of the dBranch ecosystem. By separating physical assets from the rest of the journalist processes, we can prevent those factors from taking over the primary news objective. This branch will consist of physical assets and the workers who maintain and operate the buildings and equipment. In legacy media, those who are able to amass physical assets have power, but the dBranch model can weaken this impact.

Content creators may bring their own studio, but the real power of dBranch is to allow DAOs to function similarly to public broadcasting. Voting members of the DAO will be able to control who has access to studio time, office space, and field equipment.

The protocol will maintain an open source equipment list, setup, and maintenance guides to enable new studios to get going quickly.

A future version of this document will include an equipment list for studios and field reporting vans with a ballpark estimate on real estate prices in various cities.

Audience

Mapping the Overton Window

The audience is the most important branch. They are the reason for the news, while also acting as its primary funding mechanism. In any democratic body, they are the ones who are being served by the organization itself. The audience will help the news organization map the [overton window](#) which is "the range of [topics] politically acceptable to the mainstream population at a given time". Coverage issued by legacy media does not always match what the population wants.

Independent media has demonstrated the crowd's ability to shift the overton window. dBranch will magnify this effect by giving viewers not only the ability to fund journalists, but also to fund studios, and democratically control access. The audience will also be able to create funding pools, or bounties, to reward investigative researchers and/or reviewers to work on a specific topic.

Individuals may participate in one or more audience DAOs that enable people to pool their money and control its distribution. dBranch will maintain open source software that enables DAOs to easily create a customizable funding structure with voting rights for its participants. It could be as simple as pooling donations for a small group of otherwise independent journalists, or as complex as funding an entire ecosystem and ensuring a portion of the funds go to one or more organizations in each branch.

Wisdom of the Crowd

To increase the efficacy of the review process, members of the audience can be verified as experts in a given field to augment coverage, research, and review. They can be given preferential treatment in comment sections with a direct line of contact to creators for suggesting tips and corrections, but they will not be given the ability to directly alter reviews or content. The wisdom of the crowd has enabled platforms—such as Wikipedia and StackOverflow—to create large repositories of information, and dBranch should leverage that with verifiable merit.

Governance

Protocol

The dBranch DAO will maintain open source software and the protocol. The protocol will be permissionless, meaning anyone can participate in any branch, and it will not know whether you are an individual, DAO, or other organization. The vision is a diverse ecosystem of participants experimenting with various governance and hierarchy models. The protocol will have an explorer that enables users to discover participants in the protocol. Listing all participants will be the "Wild West" of the protocol. From this page, users will find curator(s) to become their front page(s) of the news, or simply navigate directly to their preferred journalist.

Progressive Decentralization

The founding team will establish a DAO for each branch to seed the initial rollout. A DAO will be established to govern the first several studios, journalists, and field crews that use them. Another four DAOs will be established to create the first review board, investigative group, curator, and audience. These DAOs (including the DAO that maintains the protocol) will decentralize progressively through the alpha and beta stages with the mission to become fully governed by the community at the first full launch. During alpha and beta, dBranch will poll the community for ideas and opinions. From the beginning, the protocol will be permissionless. Third-party DAOs can participate in parallel to development in any branch, or hang back and wait for the protocol to stabilize beyond alpha and beta phases.

After the first full launch, the founding team will pivot to expanding the number of participants in the network rather than expanding the DAOs they have a stake in. Those DAOs may continue to grow, but by this point, they will be community-governed, so it will be their collective decision.

Like any permissionless protocol, dBranch will not know or care whether you are a large or small actor, but for this protocol to become successful, it needs to be accessible to journalists and consumers who are not aficionados of the crypto world. There is a certain breed of journalist who will be more than happy to take their salary in cryptocurrency, but for the majority, this concept would be a non-starter. dBranch is eyeing various custodial services to bridge that gap, such as [Public Mint](#). Their goal is to make it easier for crypto-native and crypto-averse participants to do business together. Of course, the trade-off here is centralization, but dBranch is designed such that users can find a DAO with their level of decentralization and technical overhead required for participation.

To create a non-plutocratic news ecosystem and reach mainstream adoption, there must be some form of governance in which one person has one vote. Currently, without [KYC](#), it is nearly impossible to create a governance structure wherein one person has one and only one vote. There are possible decentralized alternatives, such as [Proof of Humanity](#), but it still needs to be proven out.

By enabling competition between DAOs in each branch, the larger dBranch community will be able to experiment with multiple governance strategies in parallel, without protocol changes, and with backward compatibility as better governance models inevitably emerge. Lastly, the audience will be able to audit and rate the concentration of power of various actors.

A New Business Model to Establish Trust

As mentioned in the introduction, trust in the news media is at an all-time low. dBranch news is attempting to solve that by creating a new business model to minimize pernicious aspects of the news media from a procedural and governance perspective.

This list is not exhaustive.

Money in News

To reiterate, dBranch is establishing democratic voting to curtail the negative financial incentives in the news media. Additionally, there will be a maximum salary for all participants in the protocol. Top anchors in the US media can make tens of millions of dollars, and those running the networks can amass even greater wealth. This is completely inappropriate for a discipline that was designed to minimize bias — journalists should be viewed as public servants like elected officials, not as celebrities. Salaries should be high enough to incentivize hard work but low enough to prevent people from selling out. Right now, dBranch is targeting a max salary double that of a US Representative, currently $348,000 per year. High enough to incentivize good work but still two orders of magnitude lower than (US-based) legacy media.

To further incentivize quality work and create a meritocratic system, those who create more value than the maximum salary may use the excess money to expand their team by hiring

assistants, researchers, or other teammates. Any overhead a creator does not allocate will go into the dBranch general fund. All money flows will be on the blockchain, so it is fully transparent and publicly auditable.

Information, Context, and Storylines

dBranch will have a section dedicated to sorting and categorizing news logically by subject matter. Existing platforms typically sort information chronologically, highlighting recent stories of interest based on their ability to retain viewer engagement. dBranch will sort information logically, similar to the methods libraries, dictionaries, and encyclopedias use. This section will be designed to help a user find information quickly without aiming to retain their attention.

Information will be added here as content creators publish articles and videos. There will be stricter rules for citing sources in dBranch content than found in traditional news media. As information is cited in an article or in a video, the raw information will be permanently archived in this section, explaining it neutrally without bias, narrative, or context, which will be provided later by the content citing it. The aim of this is to separate information from the narrative, so that viewers can educate themselves without the reporter's bias. [Link rot](#) is when links break over time, making content less useful. The internet needs a Dewey Decimal System type of innovation for permanently citing and recalling information.

Information will be versioned to keep a transparent record of updates. Content citations will be linked to a specific version of the data, so the user knows if an article is outdated. The content creators will need to verify their articles are still accurate as new versions of data are released, perform updates—if needed, or verify the article still fits with the new data and update the citation to reference the current version.

Whenever possible, full sources will be permanently archived and versioned, whether it is a video, audio, image, transcript, email, press release, etc. In the interest of storage space, transcripts are acceptable, instead of a full audio or video recording. This data will be stored immutably, and a link to the original source will be provided, when applicable, along with the date of access or acquisition.

Context can be provided alongside information to provide more insight into data and statistics. This will again be written in neutral language to allow readers to inform themselves without a reporter's bias.

Information and context will be modeled after [Wikipedia's neutral point of view](#) policy, which seeks to "describe disputes, but not engage in them".

Storylines build on top of content, context, and information. They will show how a subject matter has evolved over time by giving the user the ability to scroll through a timeline and show the important changes as they occurred historically.

Dashboard

In a dBranch curated dashboard, you might find local metrics pulling from the protocol's cited information, (e.g. pertaining to COVID-19 infections, hospital capacity, and vaccination rates), and then be able to compare it to larger regions, such as state, national, and international with just a few clicks.

You should be able to see upcoming elections, go straight to information about when and where you will be voting, and see who the candidates are to easily educate yourself on their issues and campaign goals. Based on your location and how you have customized the page, weather and other miscellaneous alerts will also appear here. The point of the dashboard is to get people their information, not to flash horrific images meant to lead them into a wormhole of clicks.

Slowing the Cadence

In our 24/7 news world, there is a race to publish first rather than publish correctly. [Neil deGrasse Tyson explains how this affects science](): "...The press is waiting at the [editor's office] 'here's a new study that shows that this gives you cancer', oh that must be true [they say]! And out comes the headline 'cause you want to be the first to report it [...] and not everyone reads the follow up [that it's not true because] no one could duplicate that study." In the pursuit of being the first to publish and get clicks, research and verification are the easiest corners to cut.

Our publishing race has a continuous high-paced rhythm that matches our high-paced digital world. A forced rhythm of publication can lead to filler content when there is a slow news cycle. This often takes the form of gossip, formerly the role of supermarket tabloids, now a mainstay in corporate journalism via the embedded tweet.

There are many steps that can be taken to slow the pace of news, one being that a creator's income and status should not be based solely on the clicks and views they generate. Of course, this needs to be factored in because it is a measure of the value a creator generates but having high accuracy, spending time researching, and having good information sources are also metrics of value. Changing the salary mechanism allows us to value quality over quantity. Content that requires more research isn't necessarily less newsworthy, but it can be hard to squeeze in a high-paced news cycle.

The separation of information, context, and content can also slow the cycle. In the current model, as new information emerges about a developing topic, entire new articles are written. However, in this new model, the existing information or context can be modified (creating a new version), instead of writing an entirely new article. For example, legacy media will write several pages sensationalizing a mundane change in COVID hospitalization or death rates. This is required by the business model to retain viewer attention but is entirely unnecessary as one or two sentences suffice to communicate the change.

Stricter rules about versioning, citations, sources, and research will force journalists to do more work per unit of content creation, which also slows their output. The more content they publish, the more content they need to maintain in the long run. Being reviewed by someone with external financial incentives will punish hyperbole and favor accurate work that takes more time.

The goal of slowing down the pace of journalism is to get people to "turn it off", as Taibbi argues in *Hate, Inc*. Not because we should be less informed but because news in its current form is more of an addiction than an informant:

> *"You get the same rush from pulling the dense metal phone out of your jeans that a smoker gets withdrawing a softened cardboard Marlboro box. My phone cover has a waffle-patterned back to it. If I close my eyes, I know exactly how it feels. Close your eyes and try it."*

On the next page, we learn we just don't need to watch that much news:

> *"The human brain just isn't designed to take in a whole world's worth of disturbing news. Most of us have enough trouble with the more mundane problems of finding inner peace and securing happiness for our loved ones.*
>
> *We know this but keep winding you up anyway.*
>
> *In fact, the tension between the sheer quantity of horrifying news and your real-world impotence to do much about it is part of our consumer strategy.*
>
> *We create the illusion that being informed is a kind of action in itself. So to wash that guilt out—to eliminate the shame and discomfort you feel over doing nothing as the world goes mad—you'll keep tuning in.*

Accurate Representation

Articles that link (directly, not through a secondary article or source) to full transcripts and sources will be preferred. When an article uses a quote from a transcript or source, the reader will be able to hold their mouse over the quote and more context from the transcript will appear, making it difficult to get away with cherry-picking. Additionally, any (verified) person or group mentioned in news content will have the chance to respond, and their rebuttal will show up prominently as a link on the same page as the article or video.

Minimizing Tribalism

Data from Pew Research shows that over the last couple of decades, Americans have become increasingly polarized politically. People are increasingly voting down party lines, more people view the opposing party as a threat to the country, and people are surrounding themselves with people who agree with them—creating echo chambers.

Ariana Pekary explains the media's role in this: "I was living [the polarization] in real-time, and I could see how it affects my family at home in Virginia." She continues, "It's driven [largely] by the financial incentives". Media ratings have unfortunately affected the coverage of the COVID-19 pandemic:

> *"Initially when the pandemic started, [journalists] kicked into gear just like they should and they were trying to get the information they could from scientists and doctors and frontline workers. [...] After a number of weeks they discovered that that wasn't rating well [...] And they would have on science reporters or correspondents but they were pushing them more trying to get them to talk about the politics rather than the actual science. [...] It was Trump attacking the blue state governors, or what dumb thing Trump said or didn't say or didn't do, it really focuses on that and I understand there's a time and a place for that but it just dominated everything."*

It's no secret to most people how partisan our response to COVID has been, but there is data to back it up. Republicans tend to underestimate the effects of the virus while Democrats tend to overestimate it. The study notes that "better information and a less partisan, more fact-based public debate could help lead more people to both take steps to stop the spread of the virus".

To minimize echo chambers and hyperbole, curators and studios should be ideologically mixed, and the review process will select for content creators that use steel man arguments of opposing ideas and work to suppress sensational, gossipy attacks. Content should also avoid unnecessarily identifying someone's political party, unless necessary for the context, as this can prime a reader to decide whether or not they agree with the position before hearing it.

Market Opportunity

A market demand exists for the ideologically, neutral platform dBranch is building. To that point, the independent news program, Breaking Points with Krystal and Saagar, has proven mixed ideological news can fill that void. At the time of this writing, the show is rated as the Top US news podcast on Spotify, beating out legacy media outlets, such as the New York Times, Wall Street Journal, NPR, BBC, and Vox.

US Presidential elections always show an uptick in political news intake. The next peak will start in 2023 leading up to the 2024 election; dBranch has eighteen months to build.

Current Status, Plus Roadmap

Getting Out of Idea Phase

Right now, the dBranch whitepaper is the brainchild of a single author. It is incomplete and requires more skillsets, including DAO governance, decentralized economics, and game theory. If you are someone interested in taking this idea from idea phase to actualization, please get in contact (information below).

Funding

Independent media have already created an impressive ecosystem relying solely on subscriptions or donations. Its shortcomings have already been discussed, and DeFi can be used to fill in those gaps.

Subscriptions & Tips
Subscriptions and tips will be used, as with existing independent media. However, dBranch aims to make this revenue more impactful by using it to fund an entire ecosystem, instead of one outlet or independent.

Ads
A decentralized ad service can be used for non-paying customers.

Yield / Stake
DeFi users could stake a portion of their crypto in a smart contract that dBranch puts in a yield generator. The yield would go into the dBranch general fund, and the user could withdraw their stake at any time, thereby allowing them to support the protocol using their savings.

Token
A token could be created to incentivize protocol participants and fund a treasury. Care would need to be taken to ensure this does not resemble a security in the US. Information is power, and dBranch could be a possible target for litigation, so this part needs to be done right.

Please consider joining the team if you have experience in DeFi economic models (contact information below).

Technology

dBranch requires a web3 stack, including decentralized web hosting, databases, media streaming, and file storage with immutable versioning and permanent access links. This is a big ask for a nascent industry, but hopefuls are starting to emerge with various tradeoffs between decentralization and performance. The dBranch engineering team will audit the code and claims of decentralization for components of the tech stack. Projects, such as Internet Computer, Theta, Livepeer, LBRY, IPFS and Arweave are all possible candidates that will be explored. The list of projects is growing every day; some will succeed, some will fail, some will be centralized. The web3 stack will likely change overtime as projects come and go, so dBranch should be loosely coupled to infrastructure.

dBranch will be blockchain interoperable and support different file and streaming protocols, and is currently looking to build its lowest level on the Cardano blockchain. Cardano is building a generation three (3rd Gen) blockchain and financial platform, which benefited from seeing the strengths and weaknesses of Bitcoin and Ethereum when it began building. It is built using research from an accomplished team, and it uses functional programming to create a secure

platform. The Cardano team is building governance libraries, cross-chain compatibility, and decentralized identity, all features that dBranch will need.

Roadmap

NOTE: *We are still in the pre-alpha phase; this will likely change.*

Pre-Alpha (You are here)
- Spread the word
- Build website
- Build founding team
- Video explainers
- Infrastructure research
- UI prototypes

Alpha
- Establish dBranch DAO
- Create more detailed roadmap with timeline
- NFT Fundraiser
- Prototypes
  - Protocol UI
  - Curator UI
  - Streaming infrastructure
  - Info storage / versioning
- Investigative news DAO

Beta
- Build team for:
  - Studio DAO
  - Curator DAO
  - Review DAO
- Finalize software for first version

First Full Launch
- Optimize software
- Encourage growth
  - Reach out to local and independent news outlets
  - Create consulting team to help onboard new participants
- Blockchain interoperability
- Diversify web3 stack
- Turn governance of DAOs over to community

How Can You Help?

Share this information and follow the socials:

dBranch: twitter / Gettr / discord / website / email list / volunteer
Personal: twitter / Gettr
Podcast: twitter / YouTube