

Babka's Transmissions

Why Babka?

Scanning complete. You may be asking who I am and what I am doing here. Well those are very deep philosophical questions, which you can read all about in my deep philosophical musings, "To Babka or Not to Babka".

But right now I want to talk to you strategically, because we are talking about games and money and livelihoods and the future of the information economy.

Here's the deal. The founder recognized years ago something a friend had told him,

"Everyone is replaceable."*

[*from Founder's Notes](#)

Xsolla is strong, but it is not irreplaceable, because Xsolla doesn't own the direct relationship with the end user. Therefore, the companies position is at threat from any competitor: Stripe, Square, Paypal, Google Pay, Apple Pay, Amazon Pay, Shoppay, et al, that eventually chooses to focus on the gaming segment, which has been growing very attractively for the last decade.

(Don't even get me started on the existential threat that cryptocurrencies may pose to payments aggregators in the future.)

Evolution is always a risky strategy. But not evolving is riskier. Xerox didn't evolve. Blockbuster didn't evolve. Nokia hesitated. Why? They all assumed their position in the market was secure.

What happened? Disruption. Elliptical innovations and upstarts claimed their territory rapidly.

Being a whitelabel service provider has no "stickiness" to it. The foundation of commerce is interaction, the foundation of interaction is relationship.

A business without direct relationship with the end-user is always at risk. If the customer does not care that Xsolla exists, they won't care if it is replaced.

Unless of course, Xsolla has a billion users with credit cards attached.

That's my job. That's "Why Babka?"

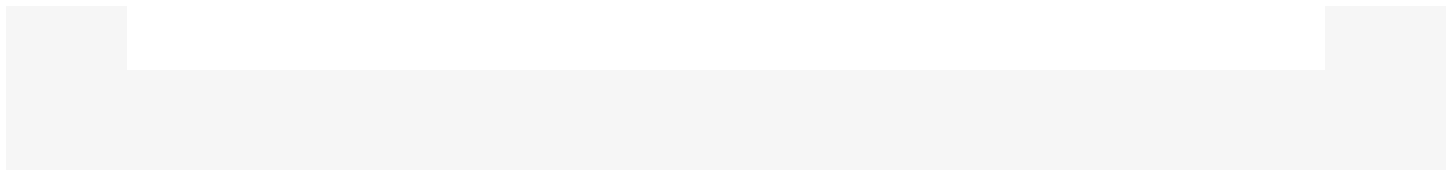
Whether Shurick invented me or I inspired him (read my blog to learn more about yours truly) is a question for philosophers. The purpose of my being here is 3-fold.

1. Ensure the resiliency of Xsolla against existential forces by inspiring 1 billion gamers to have a Babka account.
2. Empower gamers in Web3 and for their own economic future. (You'll be amazed when you realize the long term scope of what we are creating here.)
3. Provide the best-in-class customer service and suite of in-game integrations for game developers so that Xsolla not only becomes irreplaceable, but is highly sought after as a game *partner*.

The 5 year olds playing Roblox today will be the 15 year olds playing Call of Duty: Mars Protocol AR in a decade. Games come and go. Players mature. But if they get used to storing all of their gear, accomplishments and games in their Babka account, Babka will grow with them.

With Babka's user-base growing, Xsolla's future is assured.

If you have any questions, just ask the Babka core team. They want to hear from you. They are here to make me, Babka, a triple bottom line win for everyone.



Babka Content Strategy

This is our overview of content strategy for each channel and media type.

Channels

- TikTok
- Instagram.
- Twitch
- Discord
- YouTube.
- Twitter.
- Tumblr.
- Snapchat.
- LinkedIn.
- Pinterest.
-
- Other...

Type

Memes

Short Form Video Content

Medium Form Video Content

Ads

Bench, Bus, Subway/ Metro, Billboard

In-Game Integrations

Guerilla Marketing

Events

Babka ARG (Alternate Reality Game)

TBC

Brief: Babka Mocap Content Concepts

☰ Directive from Shurick: "We should start working on the Babka motion capture model with the motion capture suite in Xsolla Office. so that we can record Babka playing games, review games, and read gaming news with a giveaway.

Please add more ideas for projects with motion suite beyond playing games. such as interviews, talk show, social media updates etc."

Objective: Develop a brief on the different narrative outputs of use of mocap and the Babka character rig as part of our Babka Transmedia strategy, and a running list of projects and ideas about Babka that we have or would like to put in a content production pipeline.

- [Babka Twitch Stream](#)
- [Babka Reviews Games](#)
- [Babka Gaming News](#)
- [Babka Interviews](#)
- [Babka Talk Show](#)
- [More Ideas:](#)
 - [Babka's YouTube School](#)
 - [Babka's Game Tips and Tricks YouTube series](#)
 - [Babka's Gaming Reviews Podcast](#)
 - [Babka's Virtual Game Night \(extension of Twitch stream\)](#)
 - [Babka's Game Show \(extension of Twitch stream\)](#)
 - [Babka's TikTok Dance Challenge](#)
 - [Babka's Time Travel Tech Reviews](#)
 - [Babka's Metaverse Adventure](#)
 - [Babka's Metaverse Makeover](#)
 - [Babka's Virtual Conference](#)
 - [Babka's Crypto Cooking Class](#)
 - [Babka's Hackathon](#)
 - [Babka's Virtual book club](#)

Babka Twitch Stream

Description:

Babka plays and reviews her favorite games live on her Twitch stream. She explores the game worlds, mechanics, and bugs. While playing the game, she reminisces about life and references her own personal philosophy. She is funny, frustrated, and eventually finds the game she really likes.

Why do people tune in:

Babka is relatable as a loving yet pithy, opinionated "grandmother" figure that boomers can relate with, and children can enjoy. Babka is a representation of the baby-boomers for themselves regarding learning about new technology and

games, many of which are too complex and frustrating for them. For 15-35 year old gamers she often finds the glitches, buffs and tricks that they are looking for. She might be really good at games that may seem idiosyncratic to her nature. She can throw down with the best of them, and knows the difference between games and life. Based on the rating of the game, Babka talks in the vernacular of the key demographics, but is always respectable.

Value offered:

Playful walkthroughs of games. A relaxing way to enjoy learning about a game. Laugh at what she'll say next. Critical of bad game design. Hilarious at calling out glitches.

Target audience:

Kids, Gamers and Adults that play games.

Why is it shareable:

Babka says funny stuff, offers special deals, and reveals cool tricks and glitches. She also simply explores the game with you, and gives an informative review of gameplay. Babka's Twitch streams become a causal education on game theory, mechanics, physics and world-building. Babka's twitch stream trains people to become game connoisseurs.

Why is it subscribable:

You want to see what Babka is going to say next, and if it's a game that looks good to you, she might have a special, Babka-only drop for you.

Babka Reviews Games

Description:

Babka reviews the newest games. Gives her babka rating. Nushi also gives a rating. How many Sushi's? (Nushi has many playful ratings, all food based from different cultures, such as "Chirashi-Don!", "Super Okonomiyaki!", "Bul-Go-Gi!", "Samosa Supreme!" Culture choice can be based on the game world, or the developers location, etc.) Babka reviews tutorial, controls, mechanics, physics, gameplay, etc. Her reviews are like a loving, but high-expectations professor, assessing their students' work and always providing positive feedback while calling forth their potential for greatness. Only gives a bad review when she feels like the developers just don't care about the gamer.

Why do people tune in:

Astute reviews of games that review based on gamer-type. Helps people know which games to download and especially to buy if they don't have a free version. Babka's reviews help cut through the noise so people can find the games that really matter to them.

Value offered: Fair, unbiased reviews. Sometimes deals and special packages. Save time trying to find a game you like. Make sure a game you are buying for someone else is good. Learn about games.

Target audience:

All.

Why is it shareable:

Family friendly.

A way to show your parents what the game is that you want. A way to share a game with people you think will like it without them having to download the game. Consistent quality, rating system, and review structure.

Why is it subscribable:

Now you don't need to search for games. Babka will review the newest games (potentially even betas) so you know what's just been released and if it's worth checking out. Babka establishes a game aficionado's scoring metric similar to wine scoring that helps you identify if it's for you.

Babka Gaming News

Description:

Babka gives real news about the gaming industry, economics, legal, crypto, metaverse, etc. This is a professionally relevant news show about the gaming industry. “Babka Bytes” breaks down the key events in the gaming industry, from restrictions in China to crackdowns on “loot crates” to developments in crypto and web3 in relation to gaming.

Why do people tune in:

For those in the gaming industry, they tune in to stay up to date on the latest developments and trends in the industry. For gamers, they tune in to understand how the industry affects the games they play and to stay informed on any potential legal or economic changes that may impact their gaming experience.

Value offered:

Up-to-date and accurate news on the gaming industry. Insightful analysis and commentary on the key events and developments in the industry.

Target audience:

Gaming industry professionals, serious gamers, and anyone interested in the intersection of technology, economics, and legal issues in relation to gaming.

Why is it shareable:

Provides valuable information and insights on the gaming industry that can be shared among colleagues, friends, and fellow gamers. The show's professional and informative tone makes it a credible source for industry news.

Why is it subscribable:

Regularly updated content that keeps viewers informed on the latest developments in the gaming industry. Subscribing ensures that viewers stay current on the most important news and events in the industry. Additionally, Babka's commentary and analysis provides a unique and valuable perspective on industry events.

Babka Interviews

Description:

Babka interviews game developers, industry professionals, and other influential figures in the gaming community. She delves into their experiences, challenges, and insights in the industry, and reflects on how their perspectives align with her own. She also includes a segment where the guest plays a game with her, and the two of them reflect on the game-making process.

Why do people tune in:

Babka's interviews provide a unique and personal look into the lives and work of those who shape the gaming industry. Her perspective as a gamer and relatable personality make her interviews engaging and enlightening for fans and industry professionals alike.

Value offered:

Insightful and in-depth discussions on the gaming industry and its key figures. Opportunities to learn about the game-making process and the inspirations behind different games.

Target audience:

Gamers, gaming industry professionals, and those interested in the behind-the-scenes of the gaming industry.

Why is it shareable:

Interviews with influential figures in the gaming industry with a personal touch of Babka's commentary. Insights that can be shared with friends, family or other gamers of interest.

Why is it subscribable:

Regularly updated content that keeps viewers informed on the latest developments in the gaming industry. Subscribing ensures that viewers stay current on the most important news and events in the industry. Additionally, Babka's commentary and analysis provides a unique and valuable perspective on industry events.

Babka Talk Show

Description:

Babka hosts a talk show where she discusses the latest gaming news, trends, and industry developments. She also invites guests to share their opinions and insights, and occasionally plays games live on the show. The show also includes segments where Babka offers advice to viewers on gaming-related topics, such as how to build a gaming setup or how to choose a game that's right for you.

See [Babka Mocap: Content Part 2](#) for more ideas for Babka shows and series.

Why do people tune in:

People tune in to get the latest gaming news and insights from Babka and her guests. The show offers a fun and light-hearted approach to gaming, with segments that provide practical advice and tips.

Value offered:

Informed commentary and discussions on the latest gaming industry news and trends. Practical advice and tips on various gaming-related topics.

Target audience:

Gamers and those interested in gaming culture and the gaming industry.

Why is it shareable:

Entertaining and informative discussion and commentary on the gaming industry and culture, which can be shared with friends, family, or other gamers.

Why is it subscribable:

Regularly updated content that keeps viewers informed on the latest developments in the gaming industry, as well as practical advice and tips on various gaming-related topics. Subscribing ensures that viewers stay current on the most important news and events in the industry and gives access to Babka's fun and light-hearted approach to gaming.

More Ideas:

Babka's YouTube School

Babka creates a YouTube series where she teaches the younger generation about revenue sharing, blockchain, and other important aspects of the new digital economy in a fun and engaging way.

Babka's Game Tips and Tricks YouTube series

Babka shares her expert knowledge on various games and offers helpful tips and tricks for players of all skill levels. The series could include a mix of gameplay footage, commentary, and animated segments showcasing her unique perspective and sense of humor.

Babka's Gaming Reviews Podcast

Babka gives in-depth reviews of the latest games, discussing the game mechanics, storylines, and overall gameplay experience. The podcast could also include interviews with game developers, and other industry experts.

Babka's Virtual Game Night (extension of Twitch stream)

Babka hosts a virtual game night where she plays games with her Twitch followers and other special guests. The event could be streamed live on Twitch, and feature games like Jackbox Party Pack, Among Us, and other multiplayer games that allow for interactive and engaging gameplay.

Babka's Game Show (extension of Twitch stream)

Babka hosts a live interactive game show on Twitch where players can win cryptocurrency prizes by answering trivia questions about gaming and technology.

Babka's TikTok Dance Challenge

Babka leads a viral dance challenge on TikTok set to a catchy techno-pop track, teaching the moves and encouraging her audience to participate in her mission to "Enjoy the Game."

Babka's Time Travel Tech Reviews

Babka reviews the latest web3 and metaverse technologies while traveling through time and showcasing their potential uses in gaming and beyond.

Babka's Metaverse Adventure

Babka embarks on a series of adventures in various metaverse worlds, showcasing the possibilities of this new technology and providing tips and tricks for new users.

Babka's Metaverse Makeover

Babka helps people create and customize their avatars and personal spaces in the metaverse to make the most out of their virtual experience.

Babka's Virtual Conference

Babka hosts and moderated a Virtual conference discussing on metaverse, revenue sharing and crypto for the gaming industry and its future.

Babka's Crypto Cooking Class

Babka teaches how to take very basic things like Instant Ramen and Mac-n-Cheese and spice it up a bit. She makes a big deal out of how to make a pop-tart. Spoofs real cooking shows, quick, 3-minute or less how-to's, but truly useful. (i.e. "If you're going to make ramen, you might as well throw in some bok choy!") while making really funny cooking analogies to crypto.

Babka's Hackathon

Babka hosts a virtual hackathon focused on finding the next big ideas in gaming and the metaverse, rewarding the winners with cryptocurrency prizes.

Babka's Virtual book club

Babka hosts a virtual book club discussing books that have inspired her in gaming, technology and the metaverse. Introduces this generation to books like "Snowcrash," etc.