

Roots

A Subscription Platform For Digital Media

Thesis by Haylee Millar

Roadmap & Overview

What is Roots?

Motivations

Current Landscape

Design

Architecture

Limitations & Future Work

Conclusion

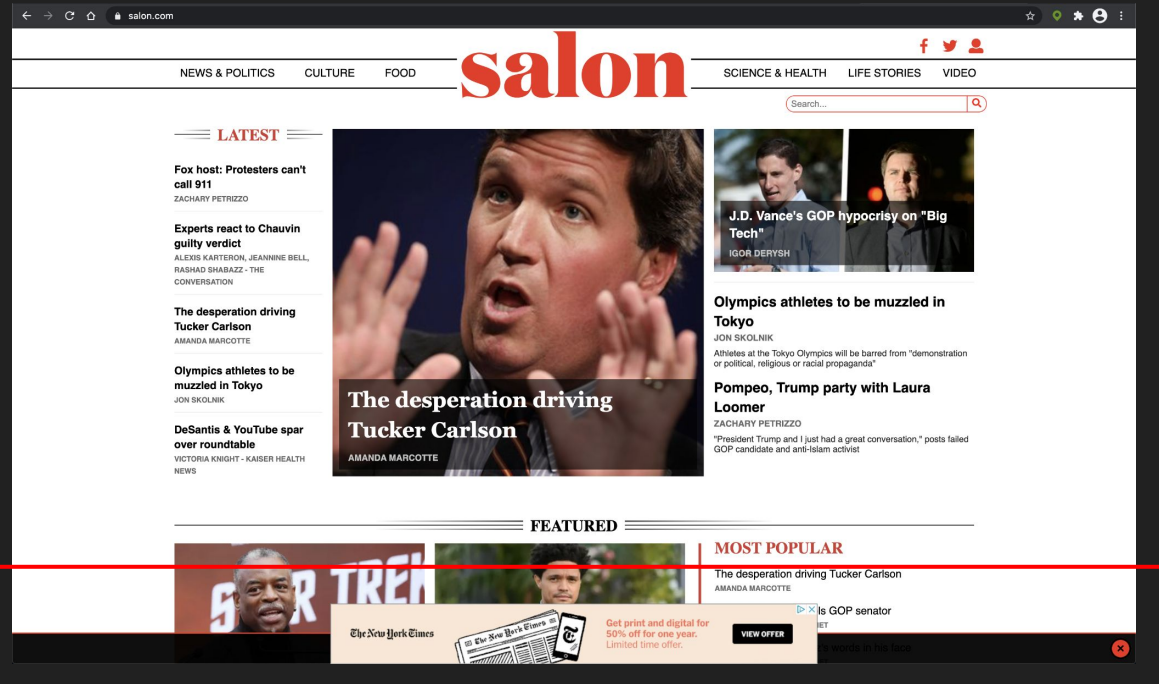
Roots

A centralized platform where users can explore and subscribe to content creators.

Motivations: Advertisements suck!

Advertisements can oftentimes be:

1. Confusing
2. Repetitive
3. Invasive
4. Not particularly relevant





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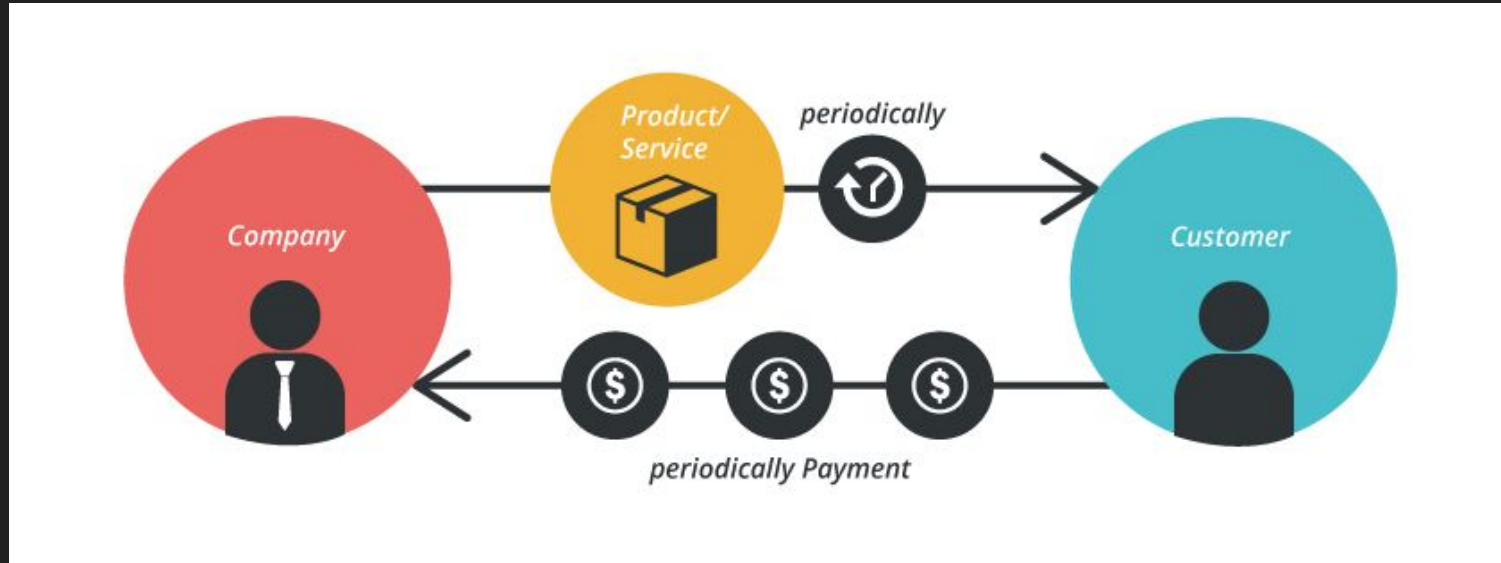
AD BLOCKERS



**SHOULD YOU BE
WORRIED?**

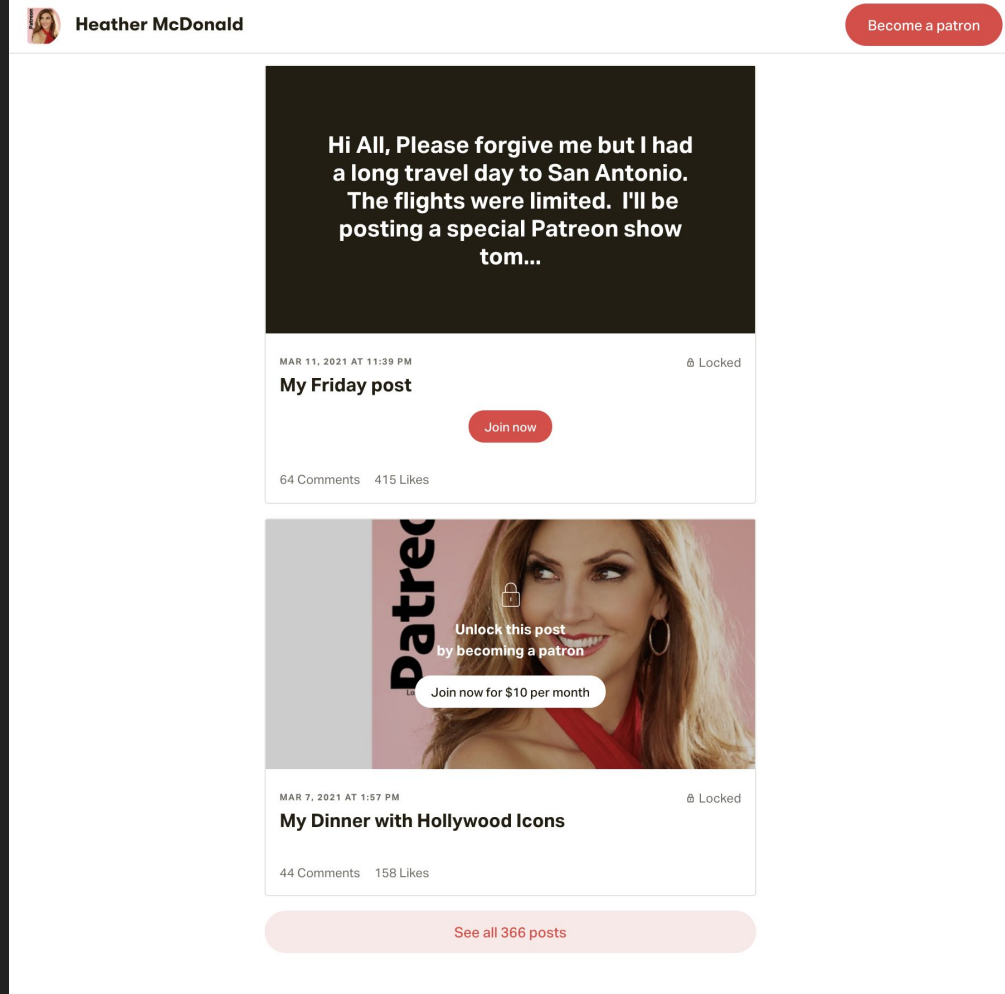
Source: <https://www.wordstream.com/blog/ws/2015/10/02/ad-blockers>

Motivations: Subscription Model



Source: https://bmtoolbox.net/wp-content/uploads/2016/05/Pattern_subscription.jpg

Current Landscape: Patreon










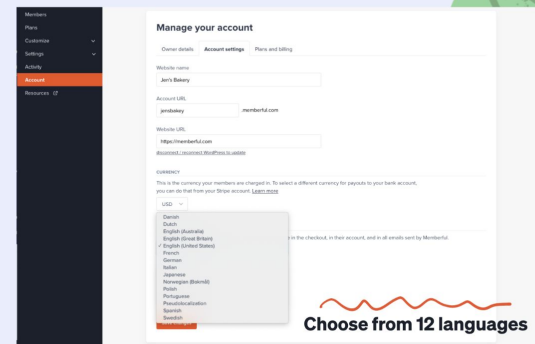
Source: <https://www.patreon.com/juicyscoop>

Current Landscape: Memberful

Works with you

Keep your existing tools so you can grow your business without missing a beat, and retain full control.

-  WordPress plugin
-  Your brand, your website, your audience
-  Works with Stripe
-  Sell memberships without a website
-  You own your data, always
-  Support for 12 languages
-  Collect taxes



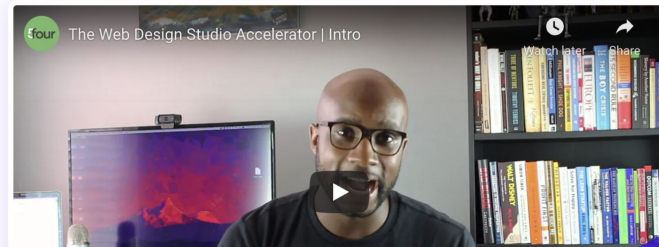
Source: <https://memberful.com/how-it-works/>

Current Landscape: Podia



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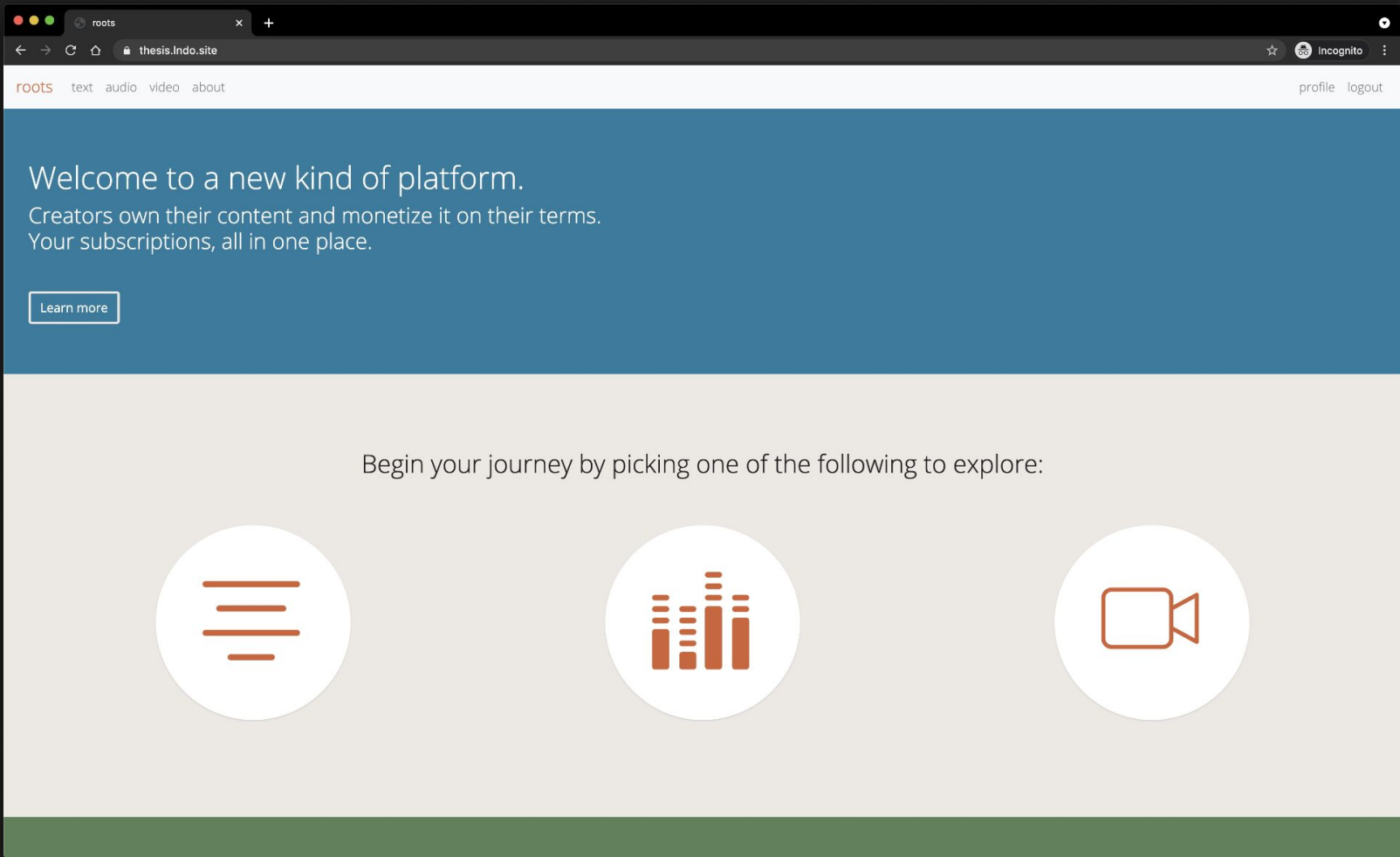


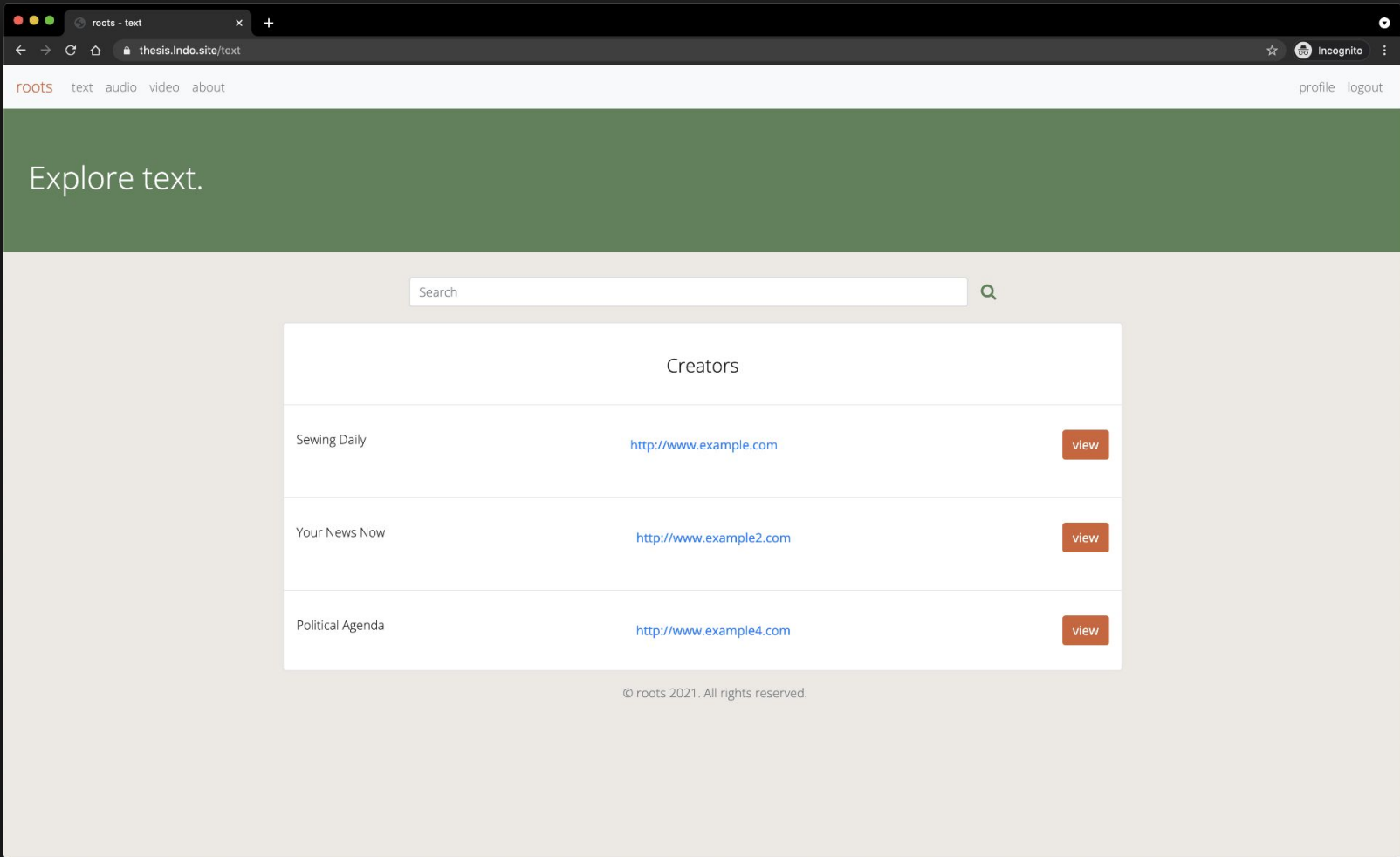
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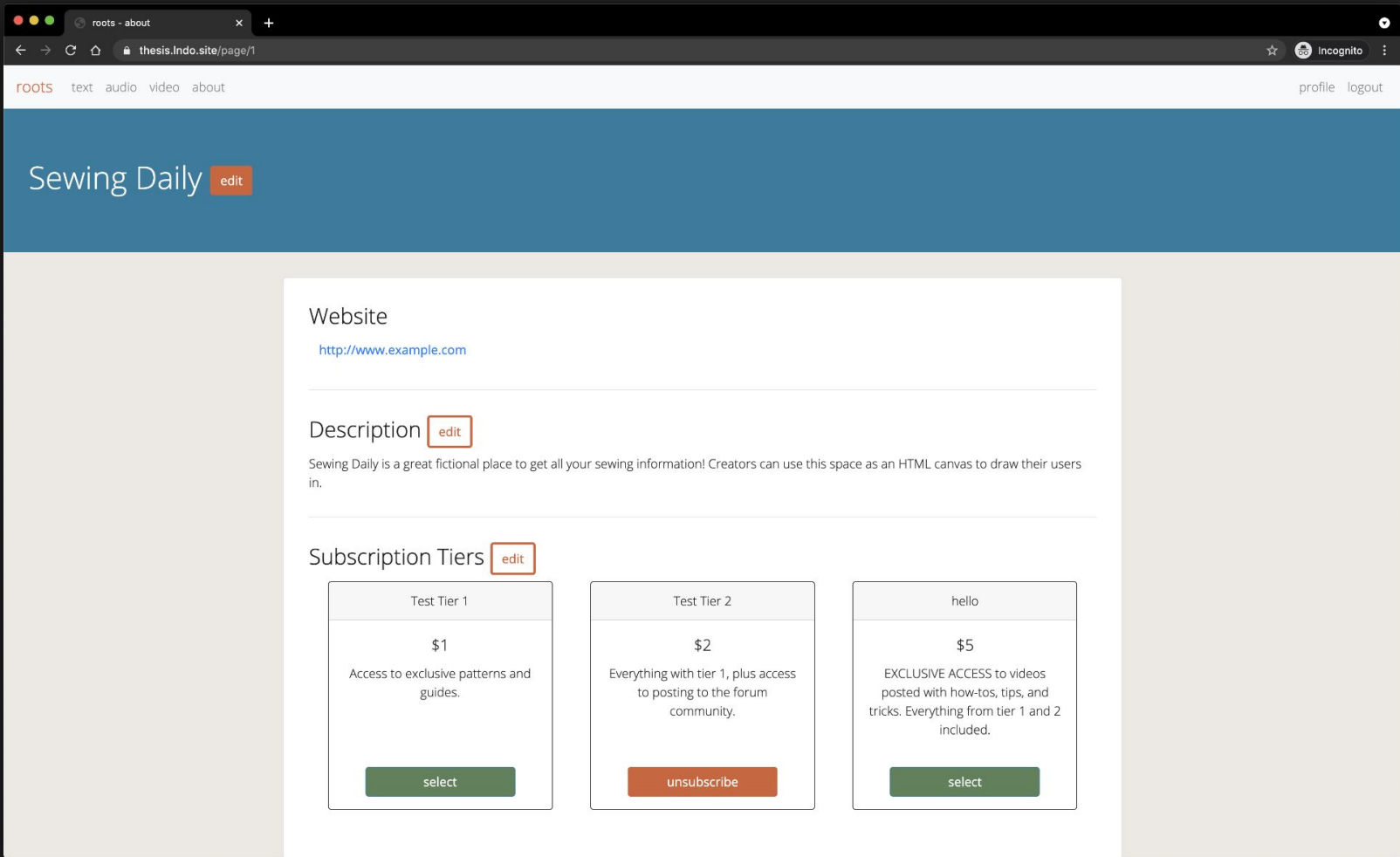
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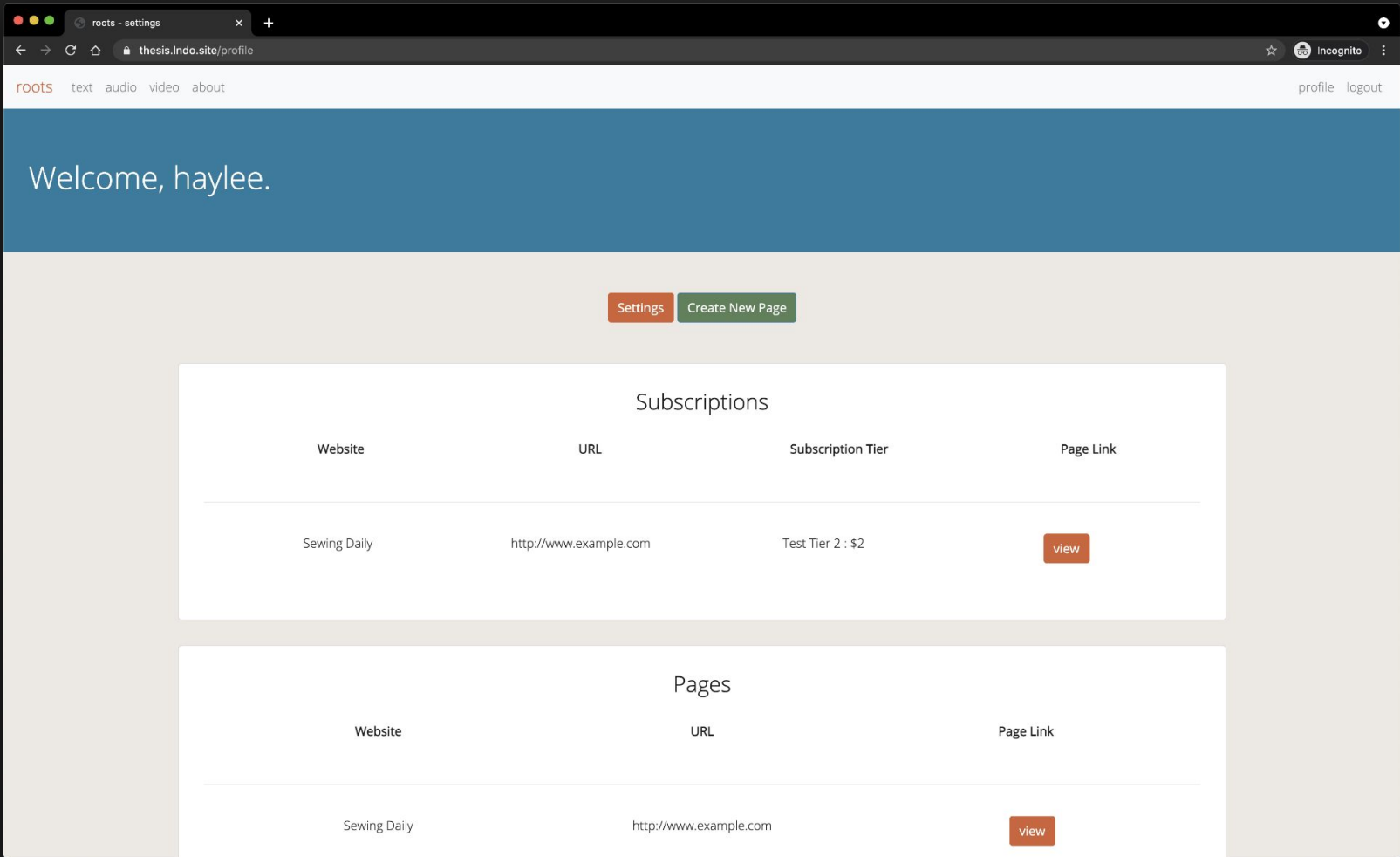
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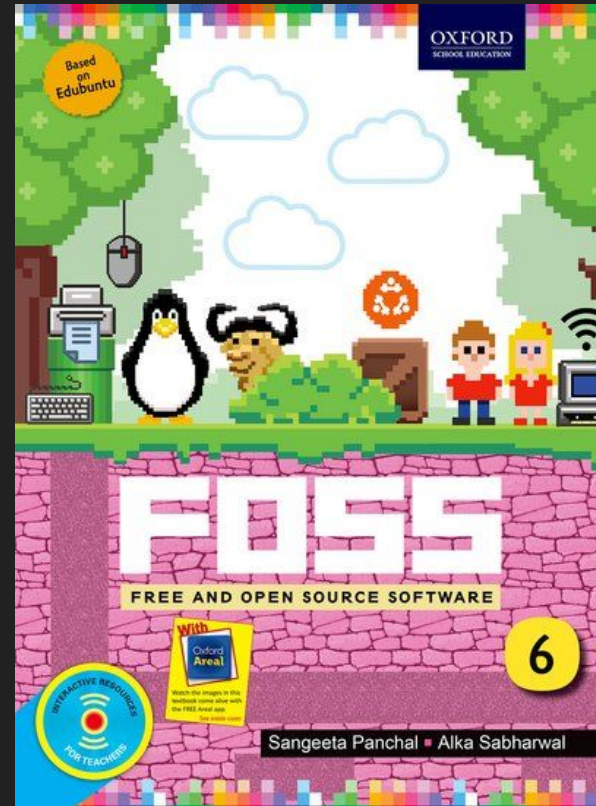








Architecture: FOSS

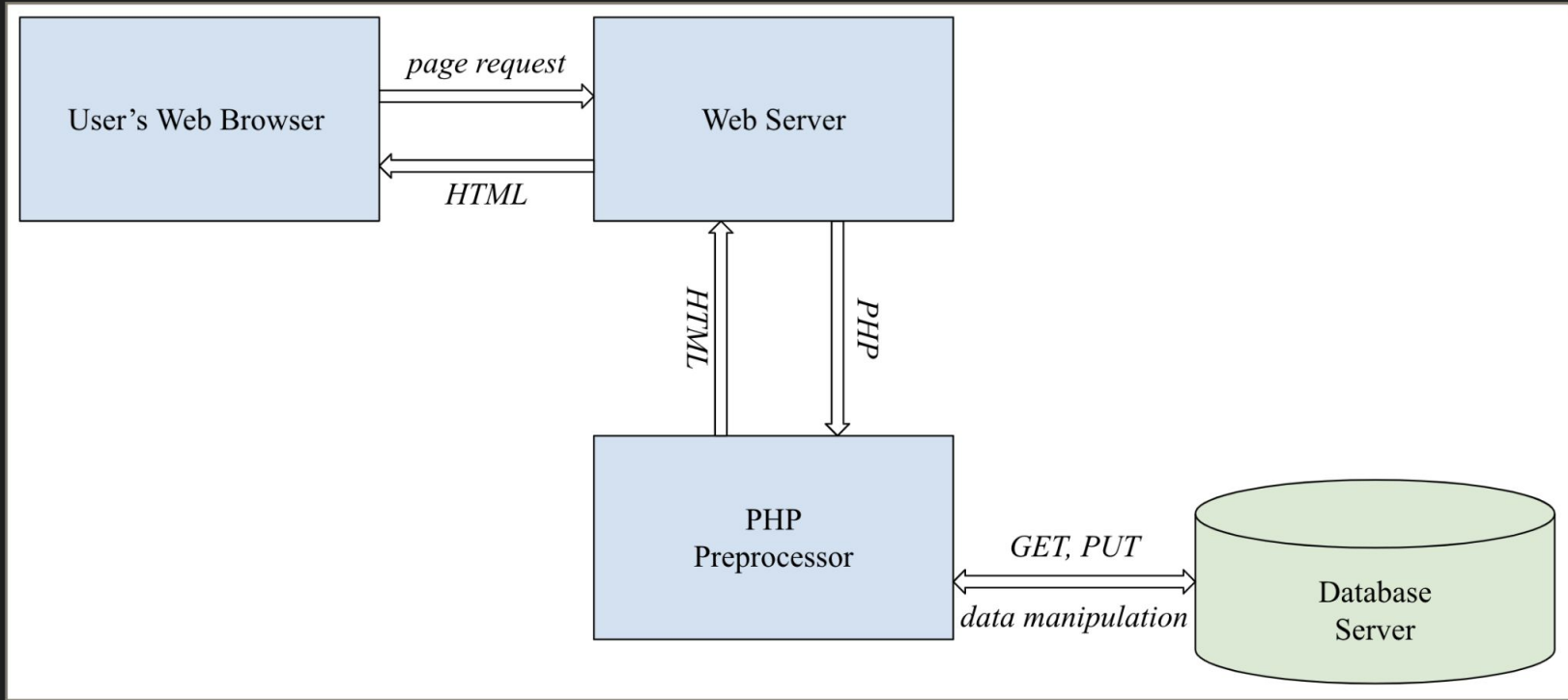


Architecture

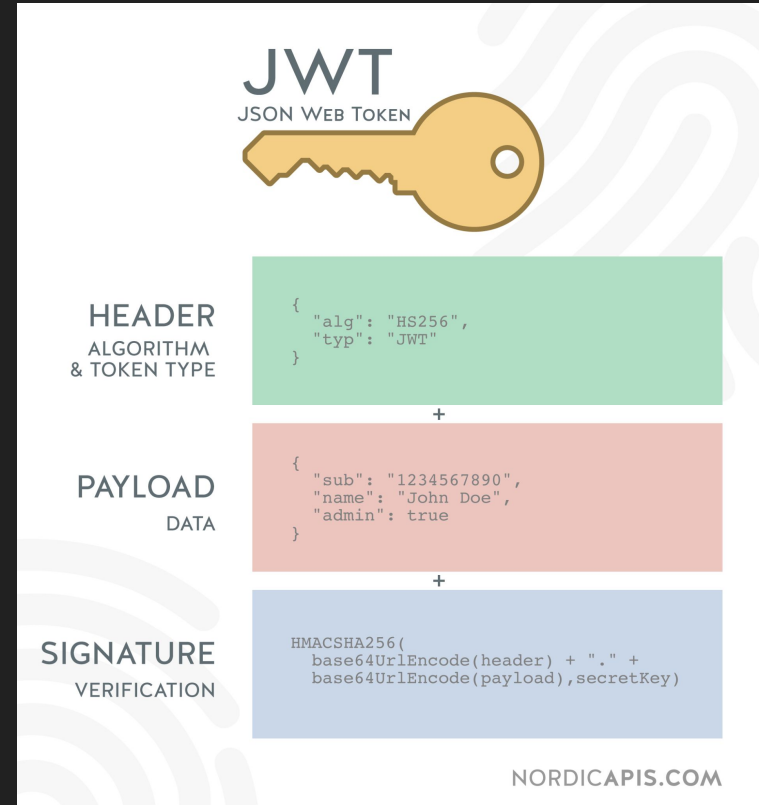


Source: <https://ahex.co/wp-content/uploads/2017/11/Ahex-LEMP-1.png>

Architecture



JSON Web Tokens (JWTs)



Source:

<https://ahex.co/wp-content/uploads/2017/11/Ahex-LEMP-1.png>

Limitations & Future Work

- No official payment system, use Stripe.
- Development knowledge requirement restricts creator users.
- Query string holding JWT is ugly.

Conclusion

- Roots has a vision no other platform provides currently.
- Both the creator and the consumer are kept in mind.
- Open-source software is key to Roots.
- JWTs enable users to be sent with authenticated subscriptions.
- Future work includes monetization via Stripe and plugin publishing.

Thank you!