ORIGINAL PROPOSALS:

[AIP-410](#) & [AIP-492](#)

RESUBMISSION UPDATES:

Our previous AIP-492 did not pass. We still believe in it, but we now understand it required a big leap of faith from the ApeCoin community given the admittedly big ask.

We have since collected a lot of feedback and wish to resubmit, to validate our 19-year experience in podcasting, with a proof of concept that will make everyone's life easier: the podcastization of the ApeCoin Ecosystem X´s Spaces.

This resubmission has reduced the Overall Cost from $999,999.18 to $80,000.18 and removed the return of revenue to the DAO treasury.

PROPOSAL NAME:

Podcastization of ApeCoin Ecosystem's X Spaces

TEAM DESCRIPTION:

Dany Saadia: CEO and Founder at DIXO

Dany is a French-Mexican mathematician, filmmaker, and entrepreneur. Has a diverse career in media and technology. He founded [DIXO](#), a pioneering Spanish-language podcast company, in 2005. Award-winning filmmaker with many shortfilms and the feature film "3:19" (watch trailer [here](#)).

He later faced significant distribution digital challenges, which highlighted issues in the content creation industry such as creator rights and lack of transparency. The need for a revolution in intellectual property management became self-evident.

In 2018, Saadia co-founded "República Cero (The Evolution of the State)", an early DAO aimed at using blockchain technology for governance and societal change in Mexico and the world. Participated in Endeavor´s "Blockchain, The Promise of a Revolution?" along with key Web3 players (available [here](#)).

He later sold DIXO to Exile Content Studio, which was at the time investing heavily in content creation and Web3, even creating their own NFTs called Lil´ Heroes. However, the deal was dissolved after Exile's acquisition by a larger company that was not interested in Web3 initiatives.

Saadia also pitched the tokenization of Intellectual Properties on Shark Tank Mexico (watch[here](#)), but was unsuccessful due to the complex nature of the concept.

Throughout his career, Saadia has consistently struggled against centralized systems in media and content creation, seeking solutions through Web3 and blockchain technology.

Twitter: [@dany](#)

Wikipedia: https://en.wikipedia.org/wiki/Dany_Saadia

Carlos Alcocer Sola - BAYC 1382

OG BAYC Minter, Degen and IRL licensed architect. Founding partner and CTO at Shake Lab, a laboratory that helps brands and companies build a social presence on Web3 and develop strategies on decentralized platforms.

Warpcast: [Warpcast](#)

PROPOSAL DESCRIPTION:

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• After collecting feedback, we are now aware that the leap of faith we wanted you to take for the podcastization of the entire ApeCoin ecosystem was a bit ambitious and the ask that came with it too. That's why we want to start with a manageable proof of concept that everyone can easily follow and evaluate: "the podcastization of all relevant recorded ApeCoin's X Spaces" as a service for the ApeCoin ecosystem.

• Why focus on Spaces? Because they are crucial arenas where our community thrives, engages in discussions, learns, promotes, onboards newcomers to the DAOs, AIP authors pitch their proposals, Apes and Mocas receive ApeChain, Yuga, Moca, Sandbox and Otherside updates, and more. However, these sessions require significant time commitments at

inconvenient hours. To address this, we plan to:

• Download all recorded ApeCoin-related Spaces, edit and divide them into standalone episodes, crafted according to the host's outline and the dynamic of each Space. This includes content from ApeComms, ApeCoinGWG News, Bulls on the Block, Bodega, Meet at the Clubhouse, UGH Mocaverse, Pukecast and all other relevant Spaces. After post-production, these episodes will be distributed across Spotify, Apple Podcasts, YouTube, and other platforms. This approach ensures that no one needs to stay glued to their device at inconvenient hours, and episodes can be enjoyed at times and paces that best suit each individual. Like these examples:

- Actual ApeComms' Space of 09/23/24

- Episode 1 (where Rida and allo.eth explain their AIP-498)

- Episode 2 (where dim.eth explains his AIP-496)

- Episode 3 (where Adventurous Ape gives Ape_U updates)

- Episode 1 (where Rida and allo.eth explain their AIP-498)

- Episode 2 (where dim.eth explains his AIP-496)

- Episode 3 (where Adventurous Ape gives Ape_U updates)

- Or like this one from Bulls on the Block Space 09/14 about a VERY special episode dedicated to @ctballer_, @ByAutistic , @OthersideMeta, and @CapetainTrippy's amazing 45,000 USD contribution to African kids with neurodiversity in Africa (Actually, we had over 220 downloads in 2 days (9/18 and 9/19) after publishing).

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- All episodes will be hosted in traditional audio hosting platforms AND on ApeChain. Podcast metadata (episode titles, descriptions, etc) will be stored and hosted on Apechain. Audio files will be stored on IPFS (InterPlanetary File System) and links to the IPFS audio files will also be included in the Apechain metadata. In total, we will produce 200 ApeCoin Ecosystem's X Spaces (more than 500 hours of audio) that will be hosted in traditional audio platforms and ApeChain.

Why podcasts? Because podcasts are the most direct, natural, and cost-effective way to communicate. That's why listeners are growing worldwide nonstop. Since the dawn of time, humans have been wired to respond to voice when it comes with the right words, the right tone, and even the right musicality. Also, podcasts are notably less expensive to produce than video.

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Sources: Statista, Edison Research

BENEFIT TO APECOIN ECOSYSTEM:

This AIP is conceptualized as a service to the marketing and communications of ALL ApeCoin Ecosystem members. Its immediate benefits are:

1. Since Spaces are hosted by ApeComms. GWG, MBAs, MOCAs, DAOS, Onboarders, etc… the whole ApeCoin Ecosystem will benefit from this AIP.

2. Also, since Live AIP Draft authors pitch their AIPs on the Spaces, they will be able to send voters and delegates directly to the post-produced and standalone episode of their AIPs.

DEFINITIONS:

DIXO

: The first podcasting network in Mexico (and maybe the world). Since 2005. Podcast landmark company in Mexico and Latin America. Web here. Downloadable presentation here.

Podcast

: A podcast is a digital media format consisting of produced episodic series of spoken-word, audio-focused content, often covering various topics such as entertainment, education, news, storytelling, interviews, and more. Typically available for streaming or download, podcasts are accessible through various platforms and devices, allowing users to subscribe, listen on-demand, and engage with content at their convenience. They may feature a single host/actor, multiple hosts/actors, or interviews with guests, and are distinguished by their audio-centric nature, fostering a sense of intimacy and connection with listeners.

STEPS TO IMPLEMENT:

1. Project's start and end dates:

2. Start IMMEDIATELY upon approval of this AIP for 200 Spaces and will end between 6 to 8 months later, depending on weekly quantity of relevant ApeCoin related Spaces.

3. Publication in audio platforms 2-3 days after each Space.

4. Milestones & key performance indicators:

• The podcast's milestones are provided by the publication and distribution of the Spaces and their episodes between the AIP approval date and the completion of the 200 Spaces, that we estimate to cover between 6 and 8 months.

• As mentioned elsewhere in this AIP, all performance indicators—such as publication, distribution, and downloads—will be available in real-time to each Space.

• Also, during the process, a quarterly reevaluation will be made to include lessons learned, drop and/or include new Spaces.

1. Associated costs, personnels and platforms needed for each step:

2. Platforms: Protools + plugins, Photoshop, AI Tools, ApeChain and Simplecast for hosting.

All equipment, software, and tools (except ApeChain) are already owned or licensed by Dixo, so they're available from day 1 and for the duration of this AIP.

Cost of this step: $0.00 USD

• Costs and personnel are managed by Dixo.

Audio engineer Jr. to clean audio master: $50 USD

Editor to break down Spaces into episodes: $100 USD

Audio engineer Sr. to audio produce and post-produce the final episodes with ProTools = $250 USD

Cost of personnel: $400 USD per Space.

Total cost of this step: 200 Spaces x $400 USD = $80,000.00 USD

1. Requests directed to the APE Foundation for each step:

None.

REPORTING EXPECTATIONS:

A full report of every Space would be produced and published to the DAO on a monthly basis. These reports will be shared as password-protected PDFs hosted on Dropbox, with access details sent via direct message exclusively to DAO members within the Forum. These reports will continue for the duration of the AIP.

We are committed to maintaining the highest level of transparency within the ApeCoin DAO community while also ensuring the security of sensitive data, analytics (downloads, geographical zones…) Monthly progress reports will be issued. As this information is sensitive, it will be securely stored on Dropbox and shared using the DocSend feature. Access to these reports will be limited to ApeCoin DAO members, ensuring that sensitive information remains protected while keeping our community well-informed.

As published episodes under this AIP will never be deleted, information will always be available and updated every month even after finishing the 200 Spaces to study closely the long tail for decision-making moving forward.

Extra benefit: Top analytics

Since all podcasts will be hosted on Simplecast, an IAB-Certified audio platform, we will have top-rated analytics from episodes downloads and streams. We will be able to track the reach across different countries and cities, OS and platforms,

devices, popular episodes, subscriptions…

All these data and info will allow us to craft targeted communication strategies for maximum impact. Essentially, having access to these analytics is super valuable for the DAO and its members.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund:

$80,000.18 USD (Lucky number: $0.18

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Payment is requested in a lump sum.

200 Spaces x $400 broken down as follows:

Audio engineer Jr. to clean audio master: $50 USD

Editor to break down Spaces into episodes: $100 USD

Audio engineer Sr. to audio produce and post-produce the final episodes with ProTools = $250 USD

Cost of personnel: $400 USD per Space.

CONCLUSION

With over 19 years of experience in the field, please let us show you the TRUE power of podcasting. We KNOW you will not be disappointed. Just with the BOTB episode mentioned above (that had over 220 downloads from all over the world in 2 days), we proved we can engage the whole community, while giving quality time for your personal lives.