

ORIGINAL PROPOSAL:

AIP-410 ApeCoin DAO Goes to Hollywood

[AIP-410: ApeCoin DAO Goes to Hollywood](#) [Rejected AIPs

](/c/final-aips/rejected-aips/25)

PROPOSAL NAME:

ApeCoin DAO Goes to Hollywood

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

TEAM DESCRIPTION:

DIXO: The first podcasting network in Mexico (and maybe the world). Since 2005. Podcast landmark company in Mexico and Latin America. Downloadable presentation [here](#). **MEDIOS MODERNOS:** Podcast network based in Honduras. Founded in 2021, provides multiple services for content creation (studio, post-production services and original productions). Dany Saadia X / Twitter: [@Dany Wi...](#)

RESUBMISSION UPDATES:

The honest truth is, last time we were totally green. Even though we minted Bored Apes in 2021 and have been holding ApeCoin from the start, we got naively excited about the possibilities of the DAO without really understanding the needs. But we've learned so much since our AIP didn't pass. Now we're totally immersed and believe we can address existing issues with communications and marketing. Especially, we see a lot of potential with podcasts to help these needs, and tons of potential with ApeChain. We feel we must act NOW. We believe we can make a real impact and we'd like to move directly to the Draft phase and forgo the standard 7-day AIP Idea phase.

PROPOSAL NAME:

ApeCoin Gets a LOUDER Voice: The podcastization of the ApeCoin Ecosystem

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.

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: [Dany Saadia - Wikipedia](#)

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](#)

Toni E. Cantó, “Yuri”

Toni E. Cantó, renowned as one of Spain’s leading voices in independent popular science education, is also celebrated for his storytelling skills, weaving meticulously researched narratives across both fiction and non-fiction. He became DIXO’s master storyteller in 2016 and, together with Dany Saadia, they’ve produced a series of standout podcasts resonating with Spanish-speaking audiences across Europe and the Americas. Their portfolio includes “Los 100 Millones” for Audible, an apocalyptic fiction series; “La Ansiedad de Sofía”, which dives into popular science education; and “Un Afortunado Error”, a series exploring technical and historical blunders that eventually changed the world for good.

Twitter: [@lapizarradeyuri](#)

PROPOSAL DESCRIPTION:

Alright folks, this is our rebooted AIP-410 ApeCoin Goes to Hollywood —now called:

ApeCoin Gets a LOUDER Voice: The podcastization of the ApeCoin Ecosystem.

It’s a multi-layered AIP to give the ApeCoin ecosystem a voice that reaches the world in multiple languages, improve internal DAO communication, involve ApeCoin holders, help AIP Authors, MBAs, MOCA and artists, use the DAO as a talent marketplace and bring normies and Web3 enthusiasts to ApeChain.

We want to leverage our 19 years in podcasting and 6 years in Web3.

- Why podcasts?

Because podcasts are the most direct, natural, and cost-effective way to communicate. That’s why listeners are growing worldwide nonstop.

Sources: Statista, Edison Research

- Why Web3?

Because we are true believers since 2018, when we even tried to shake up how presidential elections are held in Mexico (and the world) using Blockchain with great results and media coverage (you can read more in Dany Saadia’s bio); and we’ve come a long way since then. We even snatched up ApeCoin as soon as it was released and minted 2 BAYC (1382 and 1383).

So this is why we are resubmitting this AIP with the firm belief we are uniquely qualified to navigate this project to success. Let’s dive:

First off, we’re talking about real podcasts, [like the ones we’ve been producing since 2005. You can listen to an example [here](#). This means: it’s not about just giving mics to a couple of folks or recording Zoom calls. Real podcasts have a story, a script, a production, and they truly harness the power of voice. 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. We’re going to leverage all this to benefit the ApeCoin DAO—the entire ApeCoin ecosystem and all its members.

Down to business: we’ll tackle the internal and external communication issues in the DAO with podcasts to be distributed on Spotify, Apple Podcasts, YouTube, et.al. Out of our own experience, the learning we got from the different Spaces and Discourse comments about the DAO and how you can really make a difference is nothing short of incredible, and massively expands what Ape_U does. However, this experience has really driven home the need to make these discussions accessible to everyone, on-demand, in their own time and time-zone. This is why we are pushing this AIP as follows:

1. Podcastizing: edit and post-produce all ApeCoin related Spaces

like Apecomms, BOTB, Bodega, Sandbox, Meet at the Clubhouse, Mocaverse and all other relevant Spaces so no one has to hang around, banana to the ear, at crazy hours. (Example: [July 6th BOTB Space](#)).

1. We will also produce and post-produce a weekly chat-show podcast about ApeCoin and ApeChain news

(live AIPs, ApeChain and DAO updates, testnets, controversies, F1, etc) with key players as guests, all hosted by two DAO members (to be chosen).

1. For all willing ApeCoin DAO AIP Authors, we’re gonna podcastize your AIP drafts, just like we are doing with this AIP

(listen to it [here](#)), and we recently did with all Special Council candidates (Listen [here](#)). This will be done in English, our common language.

1. For all willing MBAs and BAYC & MOCA artists we will produce a 20- to 30-minute podcast about their project, because we know there is an entrepreneurial and enlightening story behind every MBA and artist that deserves to be

told and heard.

2. Also, we will produce a 30-second audio ad for all willing MBAs and MOCA artists to promote their product or services that will be baked-in on all podcasts published by this AIP for free. (As long as they follow DAOs guidelines).
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4. Then, to increase and amplify ApeCoin's visibility

in the normie world, we will write, produce, post-produce and distribute to all major platforms, TWO "ApeCoin Originals" in three key languages for global distribution: English, Spanish, and French.

- Why in English?

For obvious reasons: it's the current global lingua franca and where the real monetization market for podcasts lies (the US).

- Why in Spanish?

Because there are over 500 million native speakers across 21 countries on 3 continents, and it's largely an untapped market for ApeCoin.

- And in French?

Well, add another 27 countries with about 75 million natives and 200 million more who speak it as an official language, nearly as neglected.

We're talking about 700 million potential listeners, plus English worldwide speakers, who would be hearing "This is an ApeCoin Original" and "Powered by ApeCoin" for the first time and many many more times.

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For obvious reasons: it's the current global lingua franca and where the real monetization market for podcasts lies (the US).

1. Why in Spanish?

Because there are over 500 million native speakers across 21 countries on 3 continents, and it's largely an untapped market for ApeCoin.

1. And in French?

Well, add another 27 countries with about 75 million natives and 200 million more who speak it as an official language, nearly as neglected.

What are the two "ApeCoin Originals"?

1. A flagship podcast

: a documentary

on the saga of Yuga and BAYC, Cryptopunks, ApeCoin, and Animoca Brands. Why? To follow the trend of those podcasts that jumped to VOD platforms (like WeCrashed, Gaslit, The Dropout, etc.) These narratives not only captured the attention of mainstream audiences but also turned complex business sagas into cultural phenomena that captivates millions.

- This flagship podcast aims to do something similar with the story and synergies between Yuga, Animoca Brands, The Sandbox, ApeCoin, all the way to ApeChain. We want to introduce the general public to the universe of Web3 and our DAOs, demystifying it with an accessible and attractive narrative about how these technologies work and their impact on various aspects of culture and the economy.
- And above all, we want to control the narrative

. Controlling the narrative is essential to educate and capture the attention of a skeptical or simply unknowledgeable audiences about what blockchain and the NFT market really involves. We are not just looking to tell a story, but also to establish a clear frame of reference so that the audience understands and appreciates the complexity and beauty of what we are doing. It's about captivating both who are already believers in Web3 and the normies who still do not know or remain reluctantly on the sidelines. [FOR A SHORT SYNOPSIS CLICK [HERE](#)].

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NOTE REGARDING DOCUMENTARY

At this stage of our project, we have not yet contacted these entities to confirm their participation. However, we want to emphasize our extensive experience in producing high-quality podcast documentaries that meet rigorous legal and ethical standards.

Notably, we recently completed a documentary for Amazon Audible, a company renowned for its meticulous approach to content production and thorough vetting process. Our documentary focused on the murders of two Monarch Butterfly Mexican activists (you can listen on Audible [here](#)), a sensitive and complex topic that required careful handling of legal and ethical considerations. This project not only showcased our ability to navigate challenging subject matter but also demonstrated our commitment to maintaining high standards of journalistic integrity and respect for all parties involved. The impact of our work is further evidenced by the fact that this subject also became a [Netflix documentary](#).

This experience has equipped us with a deep understanding of the implications and responsibilities involved in documentary podcasting, particularly when dealing with sensitive subjects and multiple stakeholders. We've sharpened our skills in thorough research, fact-checking, and presenting complex narratives in a compelling yet responsible manner.

Building on this experience, our plan moving forward is as follows:

- **Outreach:** We will initiate contact with representatives from all mentioned entities to introduce our project and invite their participation.
- **Consent and Cooperation:** We aim to secure their willingness to cooperate and will document any agreements reached. We'll provide proof of consent once obtained.
- **Alternative Approach:** If direct participation isn't secured, we'll proceed using publicly available information, ensuring compliance with all legal requirements and controlling the narrative.
- **Legal Compliance:** Drawing from our experience with Amazon Audible, we're well-versed in navigating legal considerations. We consult often with legal professionals to ensure adherence to all relevant laws and regulations.
- **Accuracy and Fairness:** We're committed to presenting accurate information, seeking expert opinions and alternative sources to maintain the documentary's integrity.

We know that this project's success would be immensely enhanced by the cooperation of these key players in the crypto space and our track record with Amazon Audible demonstrates our ability to produce content that meets the highest standards of accuracy and legal compliance.

We will keep you updated on our progress in securing participation and consent from these entities as we move forward.

As a side note, while we haven't yet contacted the entities mentioned to confirm their participation in the documentary, we believe it would be in our best interest to grant permission and collaborate together. Here's why:

1. **Exposure and Promotion:** This documentary represents a valuable opportunity for the entities to showcase their projects, innovations, and impact on the crypto space to a wider audience.
2. **Narrative Control:** By participating, these organizations can ensure their stories are told accurately and from their perspective, rather than relying solely on third-party interpretations.
3. **Community Engagement:** Involvement in this project demonstrates a commitment to transparency and community engagement, which is crucial for the Ecosystem and the Web3 space.
4. **Historical Record:** This documentary will likely serve as an important historical record of the early days of NFTs and crypto-based communities. Participation ensures these entities have a voice in shaping that narrative.

Given these factors, we believe it would be unwise for these entities not to grant permission and participate in this documentary. Their involvement would not only enrich the content but also align with the principles of openness and collaboration that are fundamental to the crypto and NFT communities.

We are prepared to work closely with all parties to address any concerns and ensure their interests are protected throughout the documentary-making process. Our goal is to create a balanced, informative, and engaging piece that serves the interests of the participants, the ApeCoin ecosystem, and above all, the broader audience interested in this revolutionary technology.

1. Speaking of making a strong entry into the normie world, "The Frightorama Experiment"

is the second ApeCoin Original

, a horror/psychological thriller aiming to tap the existing creative talent market within the ApeCoin, MOCA, and Sandbox DAOs — from screenwriters to directors, musicians, voice actors, recording studios, equipment rental companies, etc., through a contest. We're not just looking to produce high-quality and easily gamifiable content that embeds "This is an ApeCoin Original" and "Powered by ApeCoin" into millions of downloads, but also to create the first DAOs collaborative production, involve all content creator members of the DAOs and gain revenue.

- To do so, we will pick scripts via a contest run in the DAO, which will be then produced with as much talent from the DAOs as possible. This contest is not just a platform to showcase the best and most original works, but a demonstration of how transparent, fair and participative all this can be. [FOR FURTHER DETAILS ABOUT "The Frightorama Experiment"]

, CLICK [HERE](#)].

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, CLICK [HERE](#)].

We're sure these 2 ApeCoin Originals can make a huge hit and reach at least a million downloads. Why?

1. Because we are confident that a well-produced and researched Web3 documentary, let alone "The Frightorama Experiment", are attractive to the wider English, Spanish and French audiences in the most popular genres:
2. Because we have a lot of experience in the podcasting industry, IPs, data and platforms, which translates into massive know-how to reach audiences, and
3. Because we will allocate a substantial budget for marketing and distribution to effectively promote all the necessary podcasts under this AIP.

[

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](https://global.discourse-cdn.com/apecoin/original/2X/6/6a72dd2001427a835136d624f270cd08ab39aa84.png)

Let's talk about the exciting potential of the ApeCoin Originals. These projects can easily expand into TV series, films, video games, and merchandising, and also tap into the massive \$4 billion dollars worldwide podcast ad-revenue market (\$2 billion in the US alone!).

And we propose a revenue structure that prioritizes the ApeCoin's Treasury recoupment as follows:

1. Treasury Recoupment Phase: 100% of gross revenue from ad-monetization of podcasts and related content will be directed back to the Treasury until the full overall cost of this AIP is recouped.
2. Operational Sustainability Phase: After complete recoupment, we'll retain 100% of subsequent revenue to ensure long-term AIP sustainability.

Our strategy is designed to accelerate Treasury recoupment, secure funding for ongoing operations in subsequent years, and establish a strong position for ApeCoin in the evolving media and entertainment landscape.

In any case, there will always be complete transparency. Downloads and revenue will be visible to all members of the DAO, as well as anything else the community considers necessary to ensure accountability.

Additionally, to sweeten this AIP even more (remember: multilayered), we also plan to tokenize these IPs and host all our podcasts on the ApeChain in order to coordinate and collaborate with Horizen Labs

and/or coders (and Banana Bill) to develop a system that automatically generates RSS feeds from blockchain-hosted podcast content for distribution to major platforms (Spotify or Apple Podcasts) because, to our knowledge, this hasn't been implemented in Web3 yet. This represents a huge opportunity for innovation in bridging Web3 and traditional podcast ecosystems. Just imagine the next Livepeer, Audius, hosted in the ApeChain, distributed to traditional audio platforms (!).

This AIP is budgeted for 759 episodes (or one year's podcasts as described in the budget section)

, and includes —this is key again — marketing and promotion. We're not just creating killer podcasts; we're making sure they get the spotlight they need. Creating standout content is only half the game. The other half is putting it in front of the right people. We're all about maxing out our reach and visibility to draw in a wide and varied audiences in the English,

Spanish and French speaking world. At the end of the day, it's about making each episode not just entertaining or informative, but a real powerhouse that drives ApeCoin adoption, helping to carve out a unique and well-recognized spot for it in the global scene.

We expect income from all these projects to maintain and expand the operation in the future.

Oh, by the way: thanks to DIXO's 19 years of experience in podcasting and 6 years in Web3, we're a household name across Latin America and Spain. As soon as this AIP kicks off, we'll instantly add all podcasts under this AIP to the DIXO Network, which just signed a distribution deal with Pitaya—one of the top distribution and monetization podcast networks in the US. Plus, this will give DIXO and ApeCoin access to free PR in both specialized and mainstream media.

TL;DR:

- a) 313 Spaces podcastized;
- b) 260 AIP Drafts podcastized;
- c) 52 MBAs + MOCA + Sandbox artists podcasts;
- d) 52 \$APE Ecosystem podcasts;
- e) 52 x 30"-audio ads for MBA + MOCA artists;
- f) 1 Yuga and Animoca Brands DOCUMENTARY podcast (6 episodes) in English, Spanish and French;
- g) 1 DAO community-driven gamifiable horror/psychological thriller podcast in English, Spanish and French;
- h) Grand total: 759 "Powered by ApeCoin" podcasts available on all audio platforms (Spotify, Apple Podcast, YouTube...)
- i) ...thus entering a largely untapped market of 700 million Spanish and French speakers;
- j) 100% of initial revenue from ALL ad-monetization, royalties, derivatives, ancillary income, and IP licenses under this AIP goes back to the DAO's treasury UNTIL the overall costs of this AIP are recouped.
- k) Once the DAO's Treasury has fully recouped its initial investment, all subsequent revenue will be reinvested to ensure the long-term self-sustainability of this AIP. This will allow us to continue promoting ApeCoin globally without requiring additional funding from the DAO...
- l) ... while biting our nails to start the next decentralized content platform with Horizen Labs in ApeChain.

Please

let's do ourselves a favor: let's NOT miss this opportunity. It's good for the DAOs, \$ApeCoin, BAYC, MAYC, MBAs, MOCA, Sandbox, and, above all, ApeChain.

BENEFIT TO APECOIN ECOSYSTEM:

1. Marketing and Communications
2. 2 different podcasts:
3. Daily (MON-SAT) Podcastization

of all relevant Spaces (ENG)

- Space Podcastization

means downloading the Space, edit internet glitches, pauses, eliminate "mmm, ahhh, errrrs", edit content (if necessary), improve sound of each speaker, break the 2-3-4 hours Space in different episodes depending on host outline, and final mix.

1. Weekly ApeCoin + ApeChain news podcast hosted by DAO members (ENG).
2. Live AIPs, follow-up on approved AIPs and bills (Banana), F1, ApeChain updates...
3. Daily (MON-SAT) Podcastization

of all relevant Spaces (ENG)

- Space Podcastization

means downloading the Space, edit internet glitches, pauses, eliminate "mmm, ahhh, errrrs", edit content (if necessary), improve sound of each speaker, break the 2-3-4 hours Space in different episodes depending on host outline, and final mix.

- Weekly ApeCoin + ApeChain news podcast hosted by DAO members (ENG).
- Live AIPs, follow-up on approved AIPs and bills (Banana), F1, ApeChain updates...
- AIP Draft Authors
- 1 podcast
- Podcastization

of their AIPs drafts (ENG) * AIP Draft Podcastization

means either a post-produced reading of AIP Abstract by AIP Author(s) or a one-on-one interview with AIP Author(s).

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1. To Attract Worldwide Normies to the ApeCoin Worldwide Ecosystem
2. 2 different podcasts: "An ApeCoin Original" in English, Spanish and French
3. Flagship podcast documentary (BAYC + Cryptopunks + ApeCoin + Moca)
4. Horror/psychological thriller chosen through a contest in the DAO.
5. Untapped and abandoned 700M Spanish and French speaking world
6. Millions of downloads.
7. MBAs, MOCAs and artists
8. 1 podcast
9. Success (and failure) stories.
10. Success (and failure) stories.
11. Free 30-second audio ads baked-in ALL podcasts approved by this AIP.
12. Members of ApeCoin DAO
13. Monetization paid in \$ApeCoin to screenwriters, directors, producers, hosts, voice-overs, studio rentals, graphic designers, etc. for "The Frightorama Experiment" podcast production under this AIP.
14. Access to DIXO's 19-year expertise in podcasting (podcast pre-production, production, post-production, distribution) either for free or at reduced prices (depending on tasks).
15. Benefits for ApeChain
16. Hosting and distribution of audio content.
17. Benefits for the DAO treasury
18. 100% of initial revenue from ALL ad-monetization, royalties, derivatives, ancillary income, and IP licenses under this AIP goes back to the DAO's treasury UNTIL the overall costs of this AIP are recouped.

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.

Intellectual properties (IPs)

are invaluable assets driving innovation, creativity, and revenue generation across diverse platforms and industries. From content creation and brand building to technological innovation and economic growth, IPs play a pivotal role in shaping the digital landscape. They enable content creators to protect and monetize their work, facilitate brand recognition and differentiation, fuel technological advancement, stimulate economic activity, and provide opportunities for licensing and commercialization.

STEPS TO IMPLEMENT:

1. Project's start and end dates:
2. Space podcastization: Start IMMEDIATELY upon approval of this AIP (even before receiving the funds), for 1 year or 313 episodes.
3. AIP Draft podcastization: Start IMMEDIATELY upon approval of this AIP (even before receiving the funds), for 1 year or 260 episodes.
4. Weekly ApeCoin + ApeChain news podcast hosted by DAO members (ENG): Start IMMEDIATELY upon approval of this AIP (even before receiving the funds), for 1 year or 52 episodes.
5. Success and failure stories of MBAs, MOCAs and artists: Start IMMEDIATELY upon approval of this AIP (even before receiving the funds), for 1 year or 52 episodes.
6. Free 30-second audio ads baked-in all podcasts approved by this AIP: Start IMMEDIATELY upon approval of this AIP (even before receiving the funds), for 1 year or 52 audio ads.
7. ApeCoin Originals (Flagship Documentary and "The Frightorama Experiment"): ALL finished episodes in Spanish, English and French, ready to be premiered within 8-9 months after receiving the funds, as per next following schedule:
8. Documentary

:

- Months 1, 2, 3, 4:
- Pre-production:
- Research, Interviews, Script development
- Translations
- Recording Planification
- Research, Interviews, Script development
- Translations
- Recording Planification
- Pre-production:
- Research, Interviews, Script development
- Translations
- Recording Planification
- Research, Interviews, Script development
- Translations
- Recording Planification
- Months 5, 6, 7:

- Production and Post-Production: * Casting
 - Audio Recording
 - Sound Design + Editing
 - Mixing and Mastering
 - Casting
 - Audio Recording
 - Sound Design + Editing
 - Mixing and Mastering
 - Months 8 , 9:
- Publishing and Distribution (weekly)
- Marketing and Promotion
 - Months 1, 2, 3, 4:
 - Pre-production:
 - Research, Interviews, Script development
 - Translations
 - Recording Planification
 - Research, Interviews, Script development
 - Translations
 - Recording Planification
 - Pre-production:
 - Research, Interviews, Script development
 - Translations
 - Recording Planification
 - Research, Interviews, Script development
 - Translations
 - Recording Planification
 - Months 5, 6, 7:
- Production and Post-Production: * Casting
 - Audio Recording
 - Sound Design + Editing
 - Mixing and Mastering
 - Casting
 - Audio Recording
 - Sound Design + Editing
 - Mixing and Mastering
 - Months 8 , 9:
- Publishing and Distribution (weekly)
- Marketing and Promotion

- The Frightorama Experiment

:

- Months 1, 2, 3, 4:
- Development Contest, Jury Selection, Scripts
- Recording Planification
- Development Contest, Jury Selection, Scripts
- Recording Planification
- Months 5, 6:
- Localized Productions
- Casting
- Audio Recordings
- Casting
- Audio Recordings
- Localized Productions
- Casting
- Audio Recordings
- Casting
- Audio Recordings
- Months 7, 8, 9:
- Post-Production:
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Post-Production:
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion

- Months 1, 2, 3, 4:
- Development Contest, Jury Selection, Scripts
- Recording Planification
- Development Contest, Jury Selection, Scripts
- Recording Planification
- Months 5, 6:
- Localized Productions
- Casting
- Audio Recordings
- Casting
- Audio Recordings
- Localized Productions
- Casting
- Audio Recordings
- Casting
- Audio Recordings
- Months 7, 8, 9:
- Post-Production:
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Sound Design + Editing
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- Post-Production:
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- Sound Design + Editing
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- Publishing and Distribution (weekly)
- Marketing and Promotion
- Documentary

- Months 1, 2, 3, 4:
- Pre-production:
- Research, Interviews, Script development
- Translations
- Recording Planification
- Research, Interviews, Script development
- Translations
- Recording Planification
- Pre-production:
- Research, Interviews, Script development
- Translations
- Recording Planification
- Research, Interviews, Script development
- Translations
- Recording Planification
- Months 5, 6, 7:
- Production and Post-Production: * Casting
 - Audio Recording
 - Sound Design + Editing
 - Mixing and Mastering
 - Casting
 - Audio Recording
 - Sound Design + Editing
 - Mixing and Mastering
 - Months 8 , 9:
- Publishing and Distribution (weekly)
- Marketing and Promotion
 1. Months 1, 2, 3, 4:
 2. Pre-production:
 3. Research, Interviews, Script development
 4. Translations
 5. Recording Planification
 6. Research, Interviews, Script development
 7. Translations
 8. Recording Planification
 9. Pre-production:
 10. Research, Interviews, Script development
 11. Translations

12. Recording Planification
13. Research, Interviews, Script development
14. Translations
15. Recording Planification
16. Months 5, 6, 7:

- Production and Post-Production: * Casting

- Audio Recording
- Sound Design + Editing
- Mixing and Mastering
- Casting
- Audio Recording
- Sound Design + Editing
- Mixing and Mastering
- Months 8 , 9:

- Publishing and Distribution (weekly)

- Marketing and Promotion

1. The Frightorama Experiment

:

- Months 1, 2, 3, 4:
- Development Contest, Jury Selection, Scripts
- Recording Planification
- Development Contest, Jury Selection, Scripts
- Recording Planification
- Months 5, 6:
- Localized Productions
- Casting
- Audio Recordings
- Casting
- Audio Recordings
- Localized Productions
- Casting
- Audio Recordings
- Casting
- Audio Recordings
- Months 7, 8, 9:
- Post-Production:
- Sound Design + Editing

- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Post-Production:
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Months 1, 2, 3, 4:
- Development Contest, Jury Selection, Scripts
- Recording Planification
- Development Contest, Jury Selection, Scripts
- Recording Planification
- Months 5, 6:
- Localized Productions
- Casting
- Audio Recordings
- Casting
- Audio Recordings
- Localized Productions
- Casting
- Audio Recordings
- Casting
- Audio Recordings
- Months 7, 8, 9:
- Post-Production:
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)

- Marketing and Promotion
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Post-Production:
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Sound Design + Editing
- Mixing and Mastering
- Publishing and Distribution (weekly)
- Marketing and Promotion
- Milestones & key performance indicators:
- The podcasts' milestones are provided by the publication and distribution of their episodes themselves.
- The dates for integrating ApeChain into the distribution process will be coordinated with Horizen Labs.
- As mentioned elsewhere in this AIP, all performance indicators—such as publication, distribution, downloads, and revenue—will be transparent and available almost in real-time through ApeChain.

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

Platforms: Protools + plugins, Adobe Premiere, Canva, Photoshop, Riverside, Midjourney and other AI Tools. Apechain and Simplecast for hosting.

All costs and personnel are detailed and itemized in the annexed PDFs by podcast.

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

- Since we expect the podcast episodes to spark healthy discussions within the community, we might need a sub-forum for discussing these episodes as they roll out, to avoid clogging up the general forum.
- Since all monetization deals and contracts will be subscribed by the Ape Foundation directly for maximum transparency, we would need to establish a working relationship with its Treasury.

REPORTING EXPECTATIONS:

Every end of the month, we will give a full report of every podcast produced and published in audio platforms. With analytics (downloads, audience, and insights) and ad-monetization.

Also, since we can't know in advance the exact number of MBAs, MOCAs, AIPs and/or Spaces to be eventually produced, we will balance the spreadsheet every month in order to redistribute the funds for either more Spaces, more AIPs, less Audio IDs, etc.

We are committed to maintain transparency within the ApeCoin DAO community while ensuring the security of sensitive AIP data, analytics (downloads, geographical zones, ...), and financial reports (ad-monetization and derivatives of IPs). We will provide monthly progress reports with a comprehensive final report to summarize recoupment, financials, and above all, key learnings for the future. As this information is sensitive, we will securely store it on Dropbox and share it 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 informed. Reports will be uploaded until the DAO's Treasury recoups the Overall Costs of the AIP.

[

](https://global.discourse-cdn.com/apecoin/original/2X/9/9316cdc0665ad910f6475c6b62e368d95e325f66.png)

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$999,999.18 USD

As you will see, the total budget is slightly over 1 million USD (\$1,009,100), but we didn't want to break the psychological barrier of one million, so we decided to ask for less than one million and absorb that small difference. Broken down as follows:

- a) 313 Spaces podcasts × \$400/ea. = \$125,200 (including sound edition, postproduction and audiograms);
- b) 260 AIP Drafts podcasts × \$1,400/ea. = \$364,000 (including sound edition, sound design, dialogue edition, postproduction and audiograms);
- c) 52 MBAs + MOCA + Sandbox artists podcasts × \$2,050/ea. = \$106,600 (including sound edition, sound design, dialogue edition, postproduction, audiograms and marketing outreach);
- d) 52 \$APE Ecosystem podcasts × \$2,400/ea. = \$124,800 (including sound edition, cast/host, sound design, dialogue edition, postproduction, audiograms and marketing outreach);
- e) 52 × 30"-audio ads for MBA + MOCA artists × \$600/ea. = \$31,200 (including sound edition and postproduction);
- f) Yuga & Animoca Brands Documentary podcast (6 episodes × 3 languages): \$153,800 (including scriptwriting, trilingual production and translations, production coordination, fact-checking, cast/talent drawn from the DAO if possible, recording studio & operators, sound design and edition, dialogue edition, audiograms, and marketing outreach);
- g) "The Frightorama Experiment" (4 episodes × 3 languages): \$103,500 (including scriptwriting, scripts contest, production coordination, cast/talent drawn from the DAO where possible, recording studio & operators, sound design and edition, dialogue edition, audiograms, and marketing outreach);

In fact, throughout this entire project, all of DIXO's quotes are at cost price because we believe in ApeCoin, because we believe in this AIP and because we are going to show that we apes are much more than a crypto or an NFT: we are a real community that can be sustained by the best ethos behind Web3 and will flow over ApeChain to incorporate the whole world.

For an itemized budget for each podcast above, please see following PDFs:

- a) 313 Spaces podcasts:
- b) 260 AIP Drafts podcasts:
- c) 52 MBAs + MOCA + Sandbox artists podcasts:
- d) 52 \$APE and ApeChain Ecosystem podcasts:
- e) 52 × 30"-audio ads for MBA + MOCA artists:
- f) Yuga & Animoca Brands Documentary podcast:
- g) "The Frightorama Experiment":