

Forever Apes // Upgrade #6

// ApeCoin Media Collective - Connecting Communities And Creators

Category: Core: Brand Decision

Submitted by: Forever Apes (Team: [@12GAUGE](#), [@Brazy](#), [@phibacka31](#))

ABSTRACT

Our community is creating some fantastic content... if you can find it. This proposal presents the idea that the Forever Apes team create the ApeCoin Media Collective. An informative website for all media pertaining to the Yuga + shuttle friends ecosystems. This personalized hub will include a flexible schedule with times that allows creators to edit their show time and have it be reflected in real time.

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media-web01

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We will showcase info for all related media including a scheduling page with info, links, creator bios, broadcast channels, etc. Visitors will have the opportunity to subscribe to content that interests them most for a personalized content feed.

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The ApeCoin Media Collective website will offer several advantages. It will benefit content creators by providing them with greater visibility for their work, helping them attract a larger audience. The website will serve as a hub for reliable information about our web3 ecosystem, providing a go-to source for up-to-date news, developments, resources, and DAO voting reminders. Additionally, the website will be a useful resource for newcomers to the community, offering a reliable and informative platform to learn about the ApeCoin community and its activities. This media hub will foster a more vibrant and engaged community, benefitting both creators and consumers.

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AUTHOR / TEAM DESCRIPTION

Brazy and 12GAUGE // Ben Wadolowski & Treven LePage, We co-founded a digital agency and grew it to 30+ people before stepping away last in 2021 to focus on web3. A Creative Director, Brazy has 15+ years of experience in graphic design. 12GAUGE has a background in Video Production and has been actively producing digital media for 10 years.

[Brazy portfolio](#)

[12GAUGE Portfolio](#)

Phil - Educator and content creator within Web3. Responsible for Bored TV, a Yuga focused content stream that highlights builders and creatives within the ecosystem. Phil's experience is rooted in the media industry, having worked in radio and recording.

MOTIVATION

This lack of discoverability is apparent on Twitter especially when Twitter Spaces goes down. A side effect of this is stagnant growth for creators making it difficult to monetize their content in a meaningful way.

This programming guide combined with ApeCoin's Twitter reach of nearly 400k will introduce you to new creators and allow them to continue to serve their communities.

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KEY TERMS

Vetted content - All creators will be eligible to submit their channel providing they have a 3 month history of creating content and are in good standing with the community with no red flags.

Shuttle Friends - Includes BAYC, MAYC, Meebits, Punks, WOW, Nouns, Toadz, 10ktf, Otherside, and Cool Cats.

RATIONALE

It is our belief that ApeCoin has the potential to be the most culturally relevant token in the world and content creators are a vital part of this journey. Visibility is the biggest problem content creators face at any stage of their development, this hub will assist with that. Additionally our team will lend creative support in an attempt to elevate production value to those in need. This will be THE place to go for people looking to connect with their community and keep up to date.

SPECIFICATIONS

This hub will feature a flexible schedule that allows creators to edit their show time and have it be reflected in real time.

Scheduling page with info, links, creator bios, broadcast channels, etc. Visitors will have the opportunity to subscribe to content that interests them most for a personalized content feed.

Types of media covered:

News - Links to all relevant news letters and outlets

Tutorials - Education is an important element of a sustainable web3

Music - Catalog of musicians who are using their IP

Podcasts - The F'ing Metaverse and more

Video Streams - Combination of YouTube and Twitch

Twitter Spaces - Links to all scheduled and impromptu spaces

Featured section - Rotating selection of featured creators

STEPS TO IMPLEMENT

With a core focus on usability, our goal is to encourage growth, education and connection between creators and their communities by giving everyone a central platform to connect to through their content. The UX approach will be closely modeled after the Yuga News website, for an optimized experience on both desktop and mobile with a focus on ease of use. By creating a simple, direct and trustworthy hub, we will help facilitate the connection between content creators and community at scale.

TIMELINE

The estimated concurrent timeline for the above steps is as following:

1. Onboard Creators [Ongoing]
2. Web UX / UI [2 Weeks]
3. Web Design [4 Weeks]
4. Web Development [6 Weeks]
5. Launch [12 Weeks]

OVERALL COST

This section highlights the rough cost structure for the ApeCoin Media Group which includes all areas of production including everything from design, development and 1 year of maintenance, outreach, and onboarding.

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Action requested from Ape Foundation - We are asking for [@ApeCoin](#) to tweet about this platform upon completion followed by tweets twice a month (for 12 months) to feature creators and introduce new users to this platform.

Payment in 100% ApeCoin is preferred.

Total Estimate: \$85,000 USD PAID IN APE

[Budget Breakdown](#)