

AIP Name:

[AIP-335: Bored Ape Gazette Powered By ApeCoin](#)

Implementation Status:

Pending

Author:

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Abstract Summary:

The Bored Ape Gazette is asking the ApeCoin DAO to fund the Bored Ape Gazette for another year to further amplify the DAO and Yugaverse, and enable the Gazette to add weekly Twitter spaces and daily short form animated video content to its output!

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Since June 1, 2021, the Bored Ape Gazette has been a part of the Yugaverse, providing daily coverage from the swamp and giving the community a go-to news source across the growing Yuga ecosystem. Over the last year, we have seen the community grow larger with several projects contributing to the Yugaverse such as Applied Primate, Mutant Cartel, and Mocaverse, among others. The Gazette is committed to continuing to build a trusted source of information for this ecosystem for years to come and would love for the paper to be powered by ApeCoin for another year!

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Thanks to the ApeCoin DAO's support of AIP-70 last year, The Bored Ape Gazette was able to expand daily news coverage from 1.5 stories published per day to an average of 4 stories published per day and grow its Twitter audience from 10,000 Followers to nearly 30,000 followers. Today the Gazette averages over 500,000 monthly impressions on Twitter! Along with increased exposure on Twitter, the Gazette has also seen its website viewership go from a few thousand views a month to an average monthly viewership of 13,000! To date, the Gazette has published over 2,200 news articles, 52 weekly newsletter recaps, covered IRL events, live tweeted from important DAO meetings, and reported on important Twitter Space every week! In addition, with funds from last year's approved AIP-70, the Gazette hired a website designer who has made the website more user-friendly, added a cryptocurrency ticker, an ApeCoin price chart page, and a new community calendar to reflect current and future events and Twitter Spaces!

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With the funds requested in this proposal, the Gazette will continue to produce 3-5 Yugaverse/ ApeCoin stories per day, continue its two bi-weekly newsletters (Keeping Tabs On The Lab And The ApeCoin DAO-N Low), add daily animated news segments that will be shared across Twitter, TikTok, Instagram, and YouTube, start a Twitter Space series where the paper will interview builders, and add more amazing features to its website such as a language plug in, Yugaverse timeline, an "on this day in Bored history" section, additional ApeCoin metrics and numbers such as staking analytics, a new email blast campaign that will send subscribers a quick rundown on the swamp, the addition of dark mode, among other things!

With your continued support, the future of the Bored Ape Gazette will be very \$Ape-ish and everyone inside and outside the Yugaverse will see a lot more \$Ape content!

Here's how much Ape and Yuga Labs content the Gazette will be putting out with this expansion every month!

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Overall Cost:

\$150,000 Paid in ApeCoin.

Related AIPs:

[AIP-70: Bored Ape Gazette: Ape Coin Media/ BAYC News - Ecosystem Fund Allocation](#)

Timeline Updates:

Interview Q&A: