

Proposal Category:

Ecosystem Fund Allocation

Abstract:

A revolutionary streaming platform, powered by ApeCoin, offers a solution to the distribution problem in traditional Hollywood and Web3. It allows content creators to self-distribute their media via their own network, reach their communities directly, earn a larger share of ad dollars, retain their IP rights and share a percentage of their ad revenue with their communities. The platform leverages advertisers (AVOD) and FAST channels, and creates a new three-way revenue sharing option to empower independent creators globally and introduce new consumers to the rewards of the \$APE ecosystem.

Author Description:

Cameron Moulène is the Founder of 'Non-Fungible Films'. This Web3 Native entertainment studio aims to bridge the gap between the decentralized world of Web3 and traditional Hollywood. Cameron and his friends first got into the crypto space with a bit of bitcoin they acquired in 2011. They would quickly blow generational wealth and spend it all on the Silk Road (hey, we've all been there). With a background in acting and screenwriting, Cameron also founded a logistics company that supported Hollywood during the pandemic. Otherwise he's a single dad who spend all of his free time with his son.

Fast forward to 2021, Cameron was drawn to the BAYC ecosystem where he saw the potential for IP ownership, community, and finance to thrive. He and a group invested heavily in Yuga assets (27 Apes, 57 Mutants, 16 KODAS - at the time of writing, but who's counting?) and found a vibrant and diverse community in Web3. With Non-Fungible Films, Cameron hopes to partner with great IP and empower communities to retain ownership in media development. He's found his home in the decentralized world and is excited to see what the future holds.

Team Descriptions:

Non-Fungible Films (<https://www.nonfungiblefilms.io/>) A Web3 Native entertainment studio focused on building a bridge between Web3 and Mainstream Hollywood. Over the span of its first year NFF has; forged an overall partnership with Pudgy Penguins to develop their IP for Film/TV; Shepherded the entry of National Lampoon - a legacy American satire brand into Web3, and worked with prominent institutions in Hollywood on strategic entry into the Web3 Ecosystem. Including; William Morris Endeavor (the largest entertainment agency in the world and a formal NFF partner), Fuzzy Door (Seth MacFarlane's Production company), and Team Downey (Robert Downey Jr's

Production Company).

NFF is focused on creating partnerships with the best brands within Web3 to co-create incredible stories that will grow and develop their brands meaningfully.

AE Studio (<https://ae.studio/>) A development, data science and design studio that works closely with founders and executives to create custom software, machine learning and BCI solutions.

AE has been in blockchain since the beginning. Blockchain is a new financial frontier, AE Studio partners with people and teams to help navigate the ever changing space and get to market with something that makes sense for their business given all the technical and legal considerations. We build end-to-end blockchain projects from idea inception to launch and ongoing support. Our strategic partners bring all the possibilities of web3 to our clients brand and users - be they degens or suits. We form and support strong communities and continue to analyze the market and convert data into cohesive long term strategies and robust scalable products. We believe the metaverse should be decentralized and increase human agency all while stacking bags. Our blockchain solutions are tailored to specific business use cases to achieve next-level security, transparency and automation.

AE has worked with the likes of: Salesforce, SpaceX, Magic Eden, Protocol Labs, Dapper Labs, Polygon, Etc.

NFF's Advisory Team: Justin Waldron (Founder of Zynga and PlayCo/Storyverse), Susan Levison (Former President of CBS, WWE and SVP of Fox Studios), Lydia Antonini (President of IDW Ent, Head of Xbox Narrative, Head of Roku Productions), Luca Schnetzler (CEO of Pudgy Penguins), and more.

Motivation:

The ApeCoin Community should implement the proposal to position \$APE as the driving force behind a platform which improves the value proposition for streaming media for content creators and audiences alike by rewarding communities themselves with a share of the creator's ad revenue and by increasing the creator revenue share to 65%. (Comparatively; Youtube only shares 50% of ad revenue from videos and 45% of the revenue from shorts, and Twitch has a standard lock of 50% of revenue from both ads and subscriptions). Allowing creators to become a platform for their network's content, we will create a truly community-focused streaming paradigm. Our goal is to make viewership fun, interactive, community driven, and to remove as many prohibitive factors as possible for creators to create and profit from their content.

Rationale:

Our streamer aims to add another economy of scale to the ApeCoin ecosystem. This is done by rewarding the most interesting apes and creators with an improved value prop to Youtube, and an opportunity for them to reward their communities. The platform is positioned to tap into the 50 billion dollar annual streaming industry and bring decentralized web to the masses with quality streaming and FAST channel media. Lastly, our model empowers creators to own all of their intellectual property, giving them control over their content and allowing them to generate income exclusively through ApeCoin in a more secure, transparent and direct way.

The biggest pain point that we (NFF) and every other creator has faced is the painfully slow and antiquated gate-keeper models in traditional Hollywood. Our vision brings about what we believe to be the next market-shift catalyst to online viewership using peer-to-peer payments and advertising rev-share with the audiences who help creators build their brands. Ad Revenue should be shared using 'CVP' amongst the entire financial ecosystem supporting the media.

Youtube and Twitch both target consumers based off of their viewership behavior and aggregated data across their platforms. Most people are well aware that in today's world if you don't pay for a software service it's because you are the product. By offering the consumer the choice to opt out of any advertisement and pay for content directly, or get paid for their attention by the advertisers, who support their favorite channels, we are empowering consumers to reclaim their digital identity and agency.

We believe that a platform where top content creators; such as, Mr. Beasts or Logan Pauls, can truly own and control their network, directly reward their fans for engagement through a revenue share, and even feature community-made content, will revolutionize the entertainment industry. The days of the consumer and their data being solely a product for big tech are over; it's time for them to be valued and fairly compensated for their engagement and support.

Key Terms:

AVOD - Advertising Video On Demand. Some of the most widely known video streaming platforms are examples of the AVOD revenue model. Examples of AVOD are TikTok, Facebook Watch, YouTube, Instagram, and Vimeo – platforms that many people use every single day.

Fast Channels - FAST stands for 'free ad-supported streaming' TV. FAST provides a similar viewing experience to linear television — complete with commercial breaks — but is delivered at no cost through internet-connected TVs. FAST channels are supported by video advertisements that typically run 15-30 seconds. Some examples are: Pluto TV, Peacock, The Roku Channel, IMDb TV, and Samsung TV+ are examples.

CVP - Our Revenue Split model shared between Creators, Viewers and the hosting Platform.

Specifications:

How It Works:

Audiences will be able to either pay directly in \$APE for media they want to watch On-Demand, or they will be able to opt for AVOD, and will be rewarded in \$APE for their attention with a cut of the ad revenue that sponsors their favorite channels. Users will also be in full control of their data and only give information to advertisers willingly, reclaiming their digital identities.

Our Standard Rev Share Split (Net):

65% - Creator

25% - Platform

10% - Viewer

The Technical Infrastructure:

The platform will feature the following functionalities, to be rolled out over the course of Year 1:

- Live streaming capabilities + community functions. Making it a true peer-to-peer Twitch competitor.
- Monetization tools for creators, such as tips, pinned comments, alpha chats, sneak peaks, etc.
- Low Latency, high quality streaming, supporting large media libraries uploaded by independent creators and broadcast channels, which can be streamed 24/7.
- Viewership tracking for every wallet engaging with the media and advertisers placed on it.
- Scheduling flexibility for creators to rearrange their daily slate of media.
- Token-gated media.

- On-Ramps and off-Ramps for \$APE payments, ensuring easy on-ramps for advertisers to pay creators and communities directly.
- An API for accurately tracking viewership hours and engagement for fair payouts from ad spend.
- Direct payments for On Demand options.

Creator Tools:

- A user-friendly toolkit for uploading media, scheduling Fast Channel content, and going live for a stream.
- A launchpad for creators to mint collections and finance future projects.

Steps to Implement:

The first version of the platform will focus on three primary functions:

1. Live streaming, primarily centered around “Otherside” gameplay, with basic chat and community features.
2. Fast channels and content creators will have their own 24-hour live feed network where their media libraries can play constantly, monetized through ad placement and the option for on-demand viewing using \$APE.
3. Payments to viewers and creators alike.

Potential Challenges and Risks:

1. Payout compliance may require KYC (know your customer) at a certain threshold (\$600) in countries like the US.
2. Large media libraries on AWS (Amazon Web Services) incur high service fees, but the fees have been considered.
3. Scaling the cost-per-mille (CPM) of ads will take time, but we are confident that the gamification of ad viewership will result in higher retention and CPM in the long-term.

Total Cost:

2.2m USD in \$Apecoin with no further asks from the DAO.

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