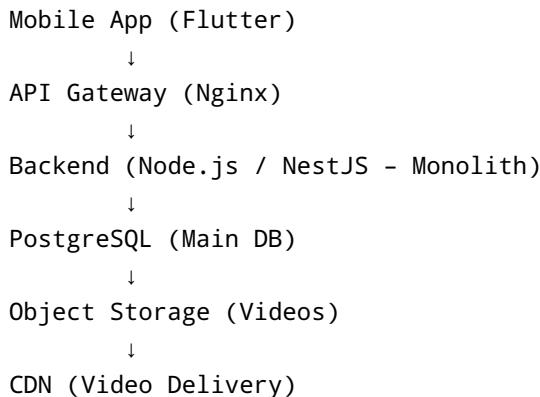


1. System Architecture (Cost-Effective → Scalable)

Phase 1: MVP Architecture (Low Cost)

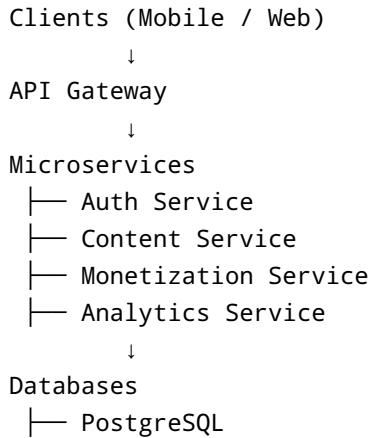
Goal: Launch fast, keep infra simple, avoid over-engineering.

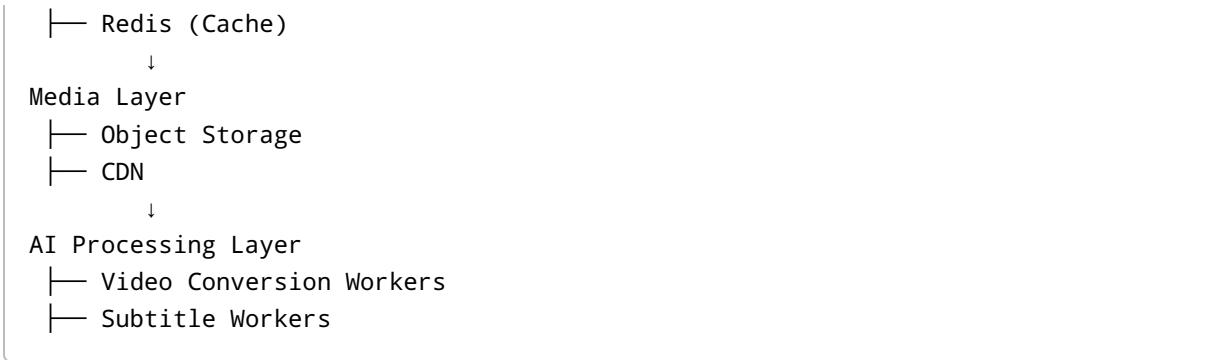


Components Explained

- **Mobile App (Flutter):** Single codebase for Android & iOS
- **Backend (NestJS):** Auth, feed logic, unlock logic, admin APIs
- **PostgreSQL:** Users, series, episodes, progress
- **Object Storage:** Raw + processed videos
- **CDN:** Cheap global delivery (Cloudflare-style)
- **AI Worker (Single VM):** FFmpeg + Python scripts

Phase 2: Growth Architecture (Scalable)





Why This Scales Well

- Stateless services
- AI workers auto-scale
- CDN handles traffic spikes
- DB can be read-replicated

Data Flow (End-to-End)

1. Creator uploads video
2. Stored in raw storage
3. AI worker converts to 9:16
4. Output stored in CDN bucket
5. Metadata saved in DB
6. Episode becomes live
7. User watches → progress tracked

2. Admin Dashboard UX (Web)

Primary Users: Internal team, studios, content managers

Admin Login

- Email / Password
- Role-based access (Admin, Editor)

Dashboard – Overview

Widgets: - Total Series - Total Episodes - Daily Views - Revenue Snapshot

Series Management Screen

UI Sections: - Create New Series - Series List Table

Create Series Fields: - Title - Language (Hindi / Urdu) - Genre (Multi-select) - Description - Poster Upload

Episode Upload Screen

Step-Based Flow: 1. Select Series 2. Upload Raw Video 3. Episode Number 4. Lock Type (Free / Coin / Ad) 5. Trigger AI Processing

Status Indicators: - Uploaded - Processing - Ready - Published

AI Processing Monitor

- Job Queue
 - Processing Time
 - Error Logs
 - Manual Re-trigger button
-

Monetization Control

- Set coin price per episode
 - Enable / disable ads
 - Bulk pricing rules
-

Analytics Screen

- Episode completion rate
 - Drop-off point graph
 - Top series
 - Revenue by series
-

3. Creator Onboarding Flow

Goal: Let studios & creators upload content without tech friction.

Step 1: Creator Registration

- Studio / Creator name
 - Email & phone
 - Country
 - Content language
-

Step 2: Verification

- ID / Studio proof upload
 - Manual approval (early stage)
 - Auto-approval later
-

Step 3: Creator Dashboard

Sections: - My Series - Upload Episode - Earnings - Analytics

Step 4: Content Upload Flow

1. Select Series or Create New
 2. Upload raw video (any format)
 3. Choose episode length preference
 4. Submit for AI processing
-

Step 5: Review & Publish

- Preview vertical output
 - Edit title & description
 - Publish episode
-

Step 6: Earnings & Insights

- Views per episode
 - Ad revenue
 - Coin unlocks
 - Payout history
-

Creator Monetization Model (Future)

- Revenue share (ads)
 - Exclusive content bonus
 - Sponsored series deals
-

Why Creators Will Love This

- No manual editing needed
 - Vertical AI conversion
 - Clear monetization
 - Local audience reach
-

This setup keeps initial costs low, allows manual control early, and smoothly transitions into a creator-driven scalable platform.