

NFTs

Journalism 2.0

Jacob

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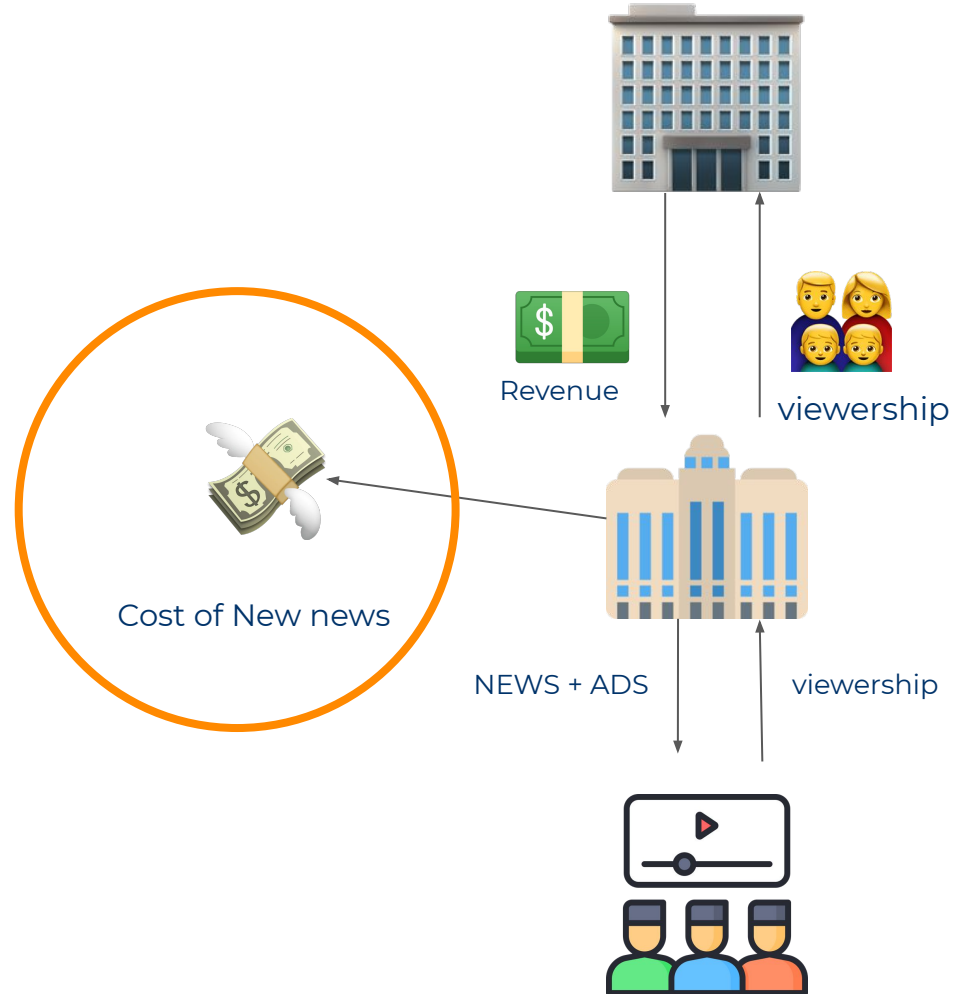
Devin

Bharat

A Broken Business Model

The only known source of revenue for Journalism has been taken money to amplify a voice.

Simply put, advertisements.

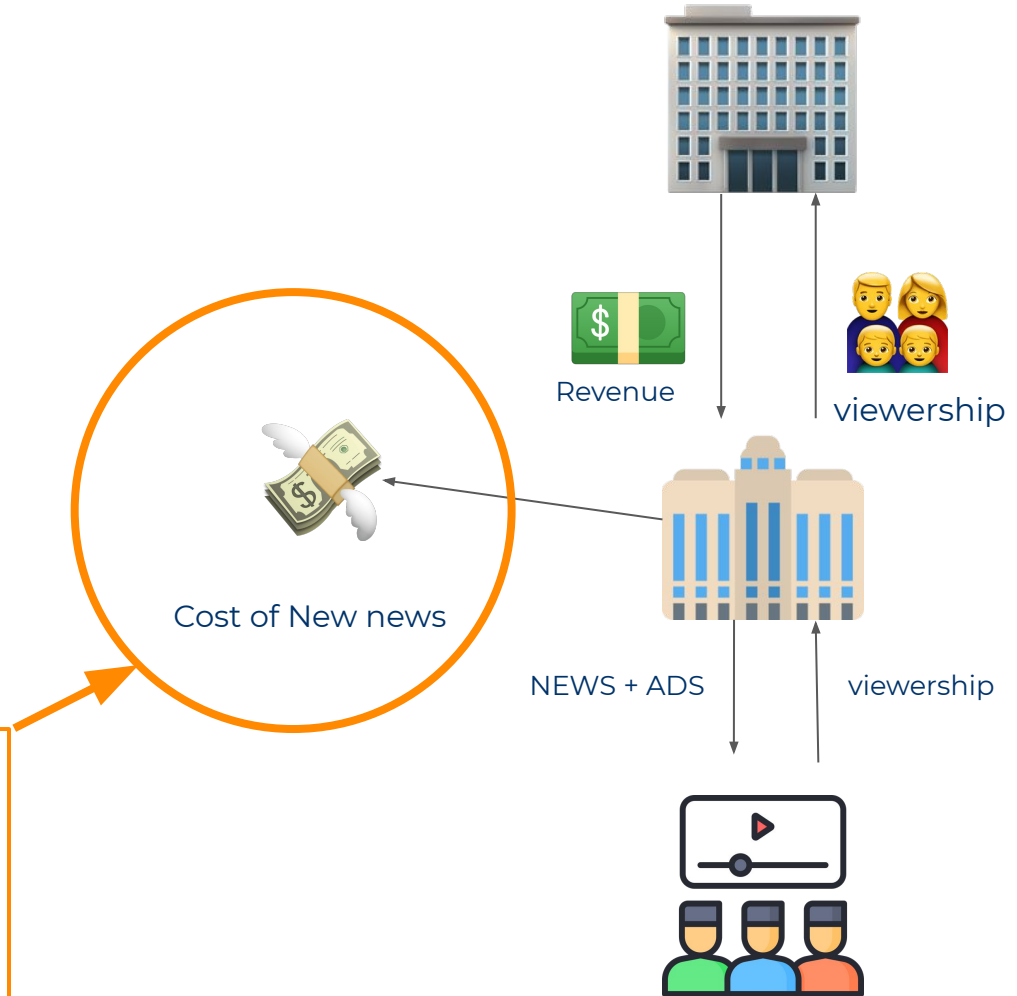


A Broken Business Model

The only known source of revenue for Journalism has been taken money to amplify a voice.

Simply put, advertisements.

Only known source of funding to produce, high quality journalism.



New Opportunity

The rise of NFTs (Non-fungible tokens) allows anything to be traded as a commodity. Including a news article.

You can own the IP or the right to call a news piece your own!



New Opportunity = NFTs

The rise of NFTs allows anything to be traded as a commodity. Including a news article.

You can own the IP or the right to call a news piece your own!

The value will increase with time!

Imagine owning this NYTimes headline:



NFTs

Making every news article, tradable, investable

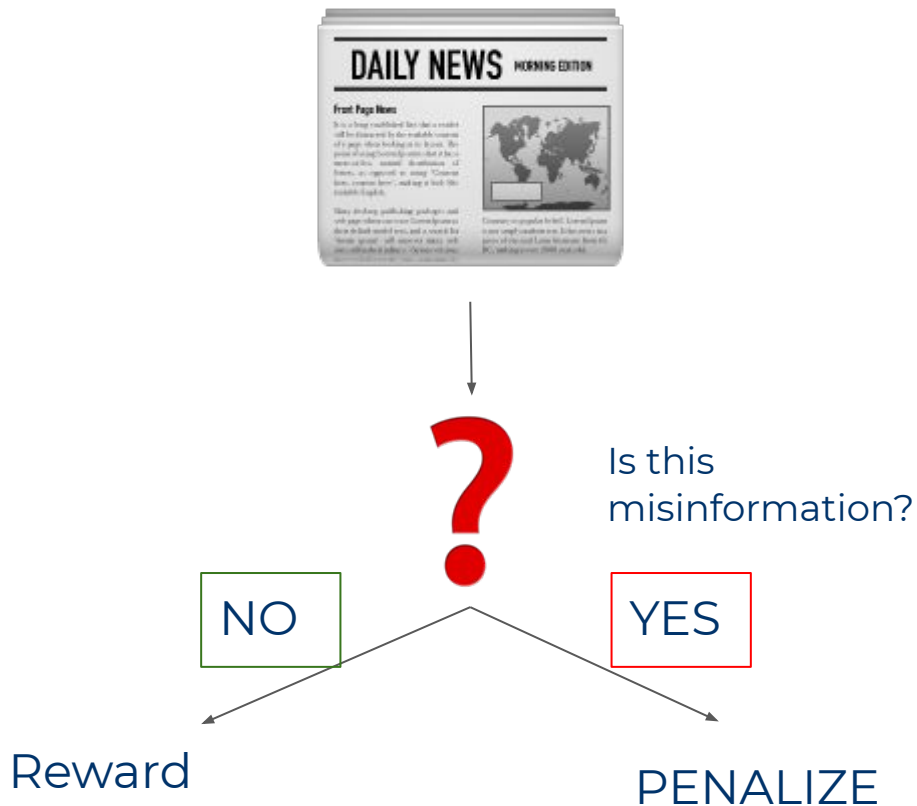
That's not enough

Since news itself can become a tradable commodity, we have the opportunity to design incentives for **producing legible news** and to **penalize misinformation/disinformation**



Ideally

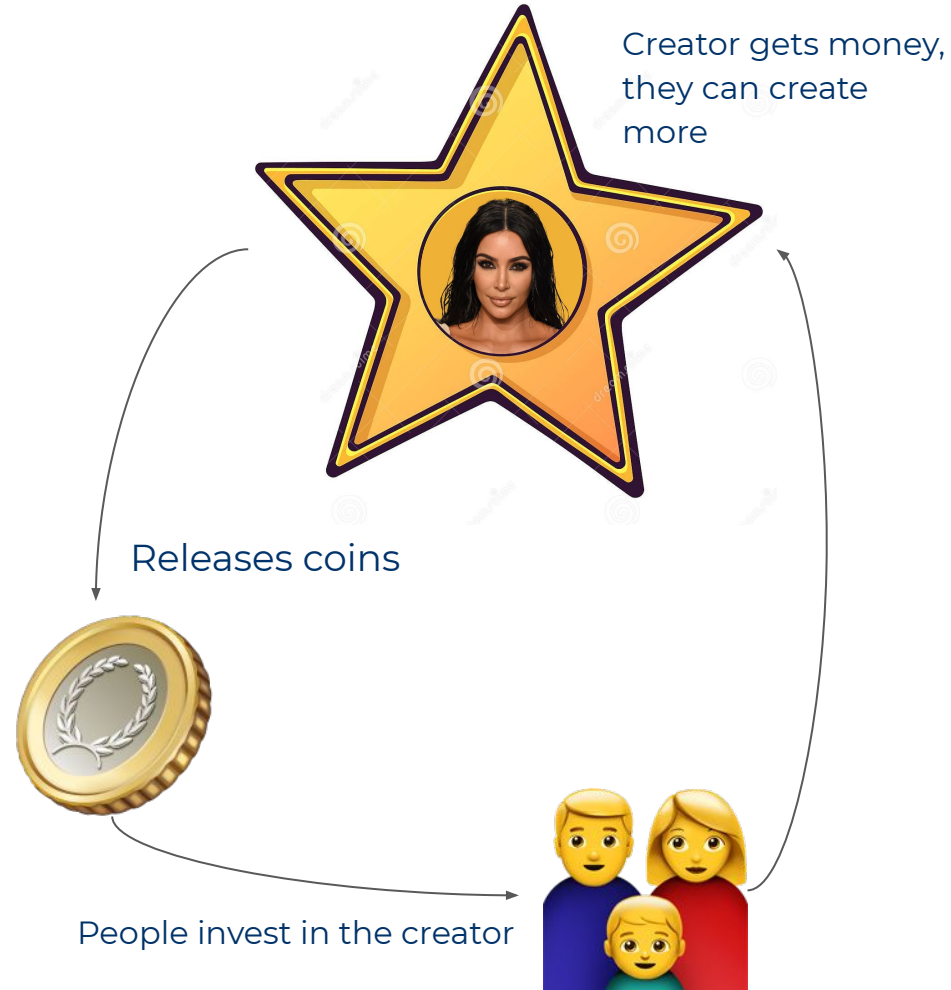
1. A news outlet should suffer economically if you put out misinformation/disinformation
2. A news outlet should be able to reap the benefits of honest journalism.



Bitclout

Bitclout is an open platform for content creators to capitalize on their reach.

It enables people to release their coins and on the basis of demand value is added.



BitClout



Logged out



Home

• Buy Creator Coins

Buy BitClout

Buy Creator Coins

Q Search

All creators have a coin. Buy your favorites and get on their team!

Name

Price



elonmusk ⌚

~\$91,219.20

Buy



naval ⌚

~\$50,738.29

Buy



chamath ✓

~\$44,274.25

Buy



mrbeastyt ⌚

~\$42,314.53

Buy



loganpaul ⌚

~\$30,136.83

Buy



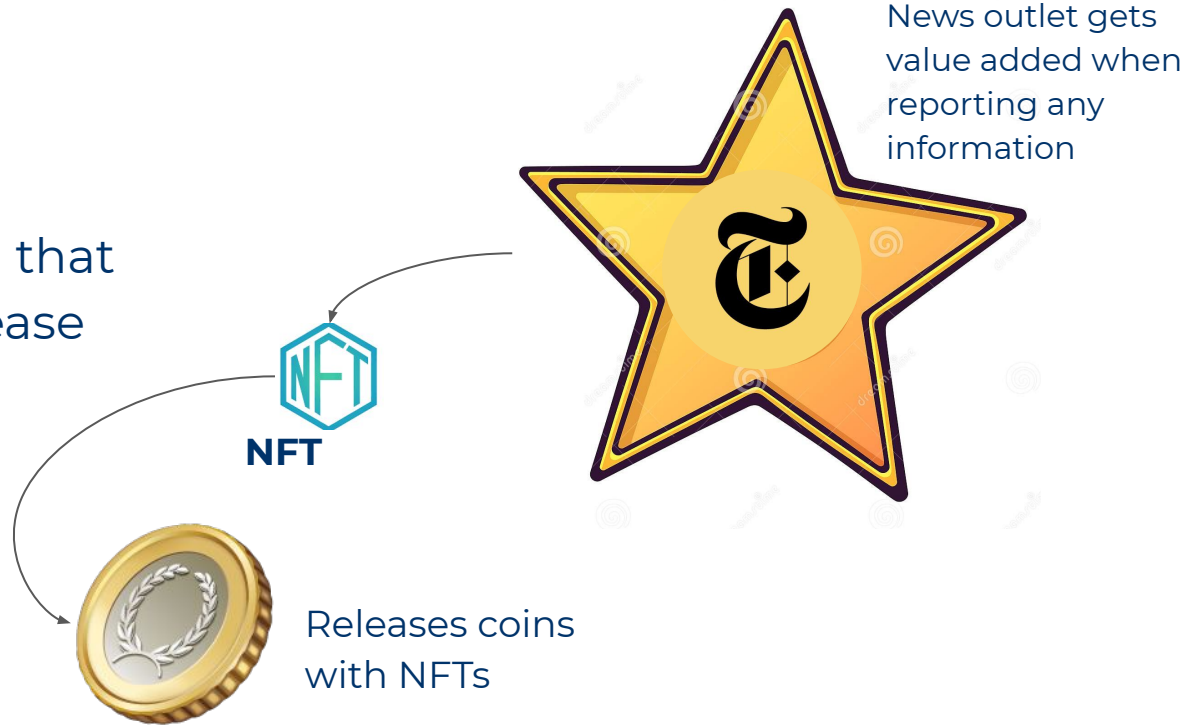
diamondhands ✓

~\$27,921.65

Buy

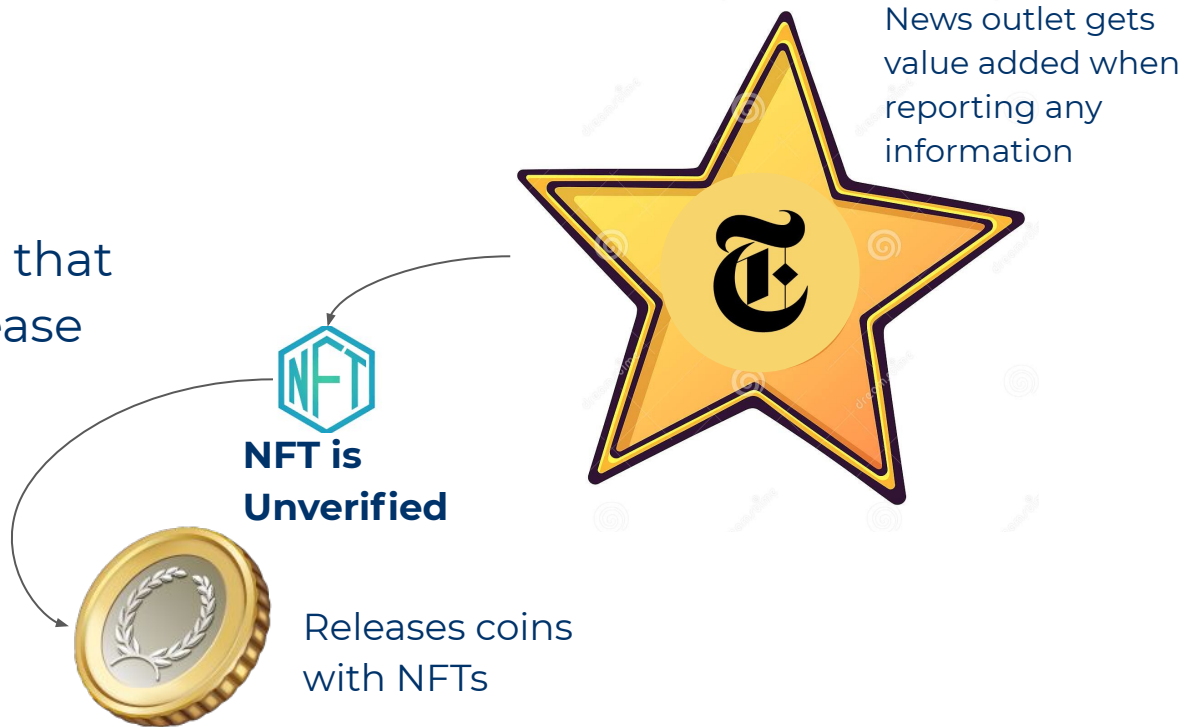
Integrity Chain

A “BitClout-like” Platform that allow news outlets to release coins for people to trade based on belief



Integrity Chain

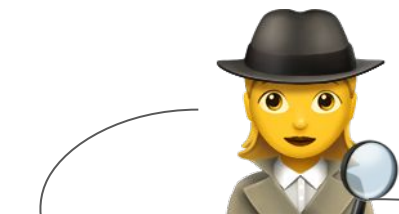
A “BitClout-like” Platform that allow news outlets to release coins for people to trade based on belief



Integrity Chain

They are subject to **third party checks** that verify if it is misinformation or disinformation.

Verifies and gets a fee to validate



Safe



Coin value realized



**VALUE
REDUCED**

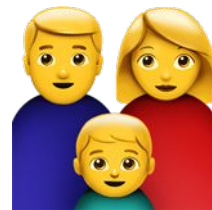


Releases **unrealized** coins



News outlet gets value added when reporting the "truth"

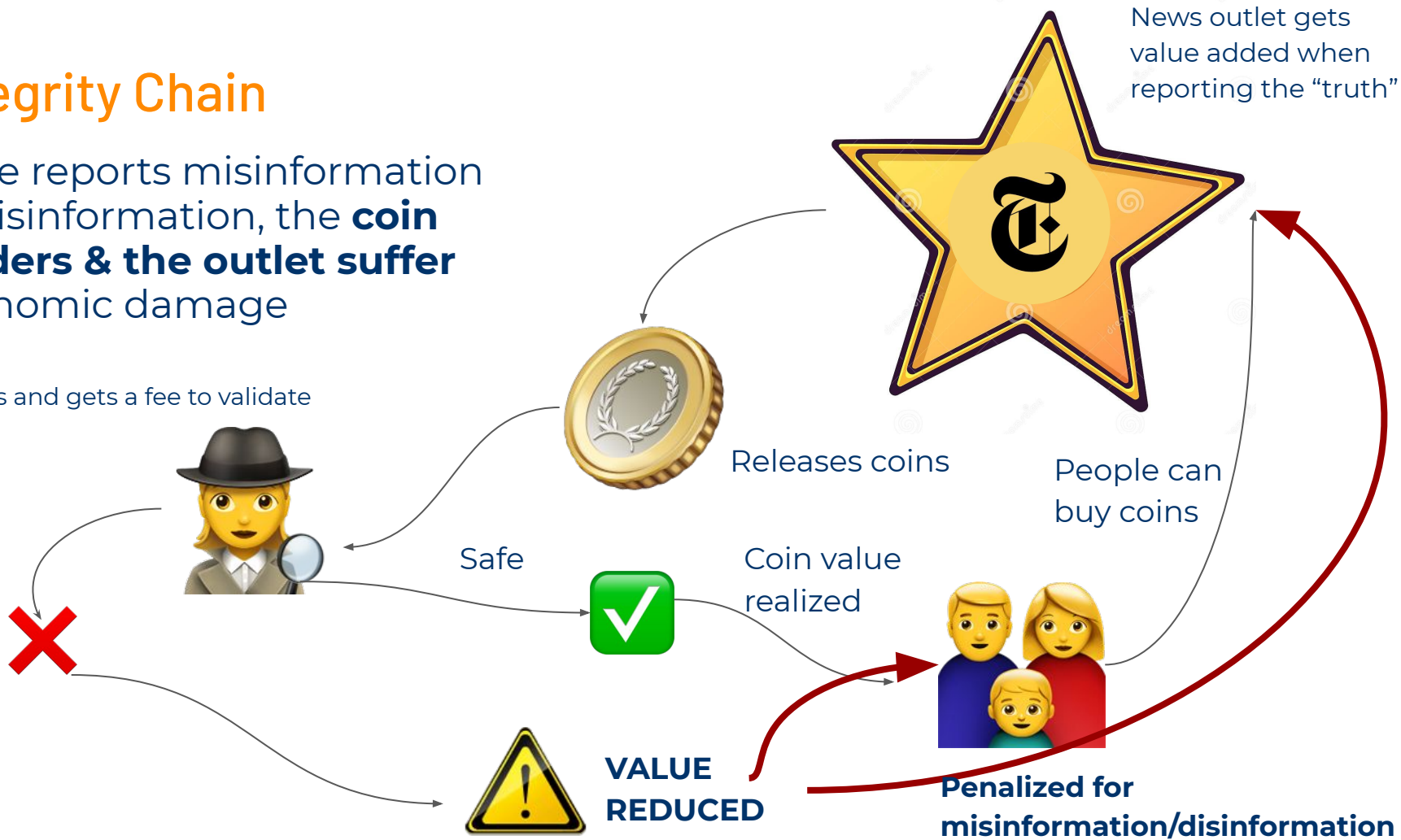
People can buy coins



Integrity Chain

If the reports misinformation or disinformation, the **coin holders & the outlet suffer economic damage**

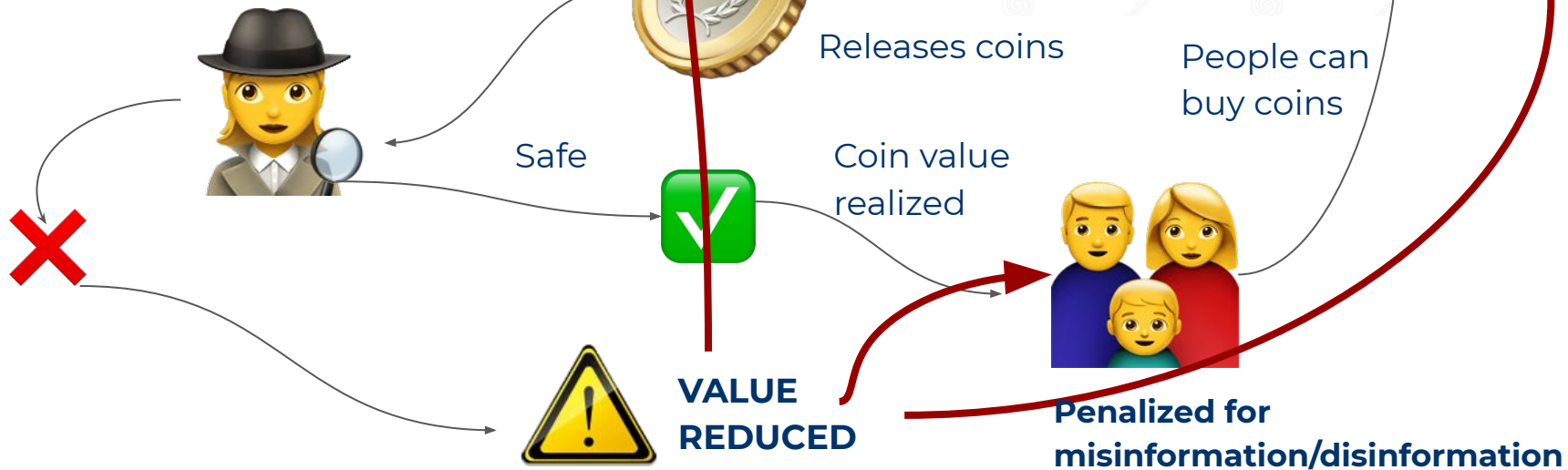
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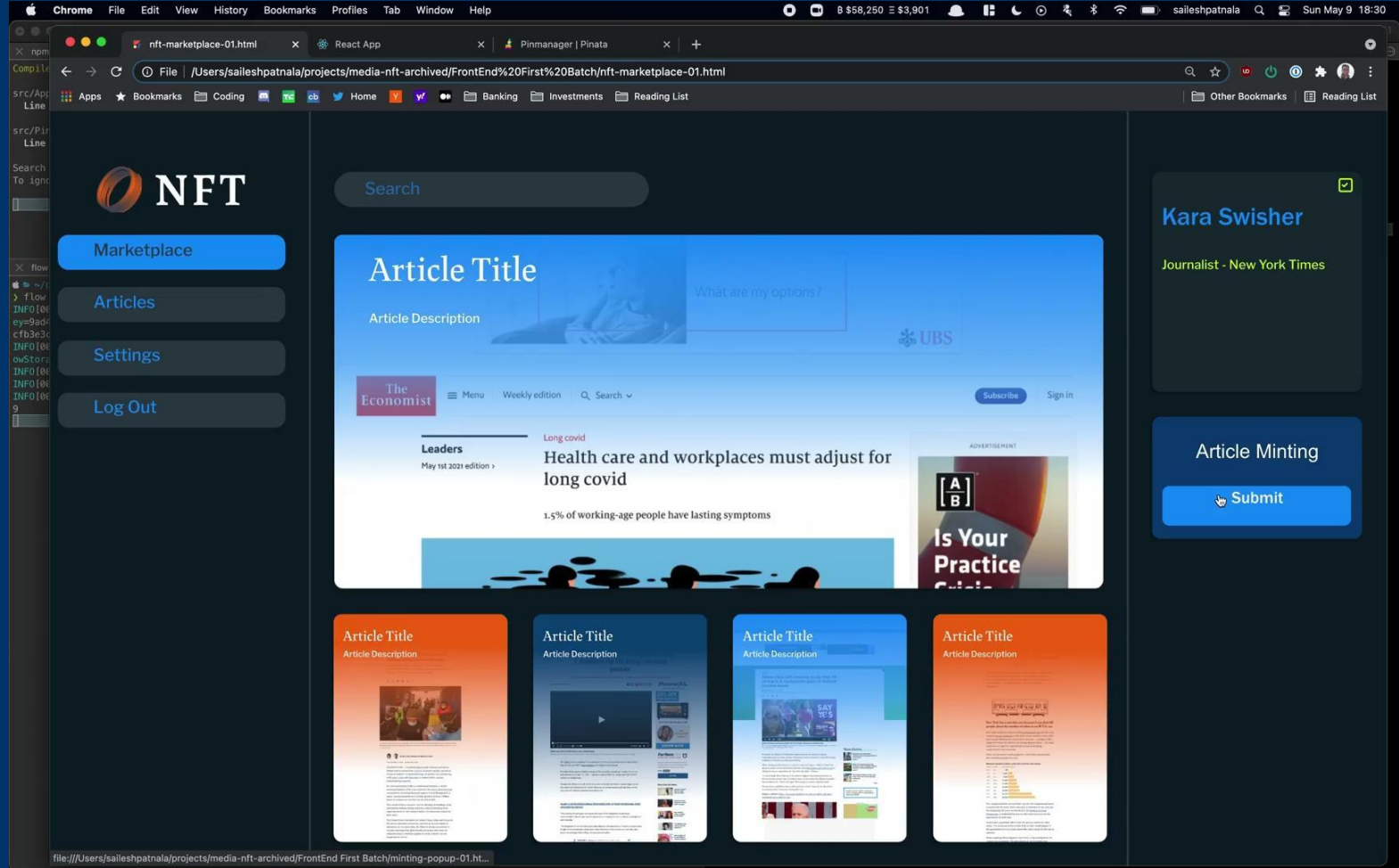
A Bitclout like service that takes up value of a news outlet based on their integrity.

We have built this in two parts

Part 1:

Give journalists the ability to mint their articles as NFTs and provide research on it.





Minting an NFT

We have built this in two parts

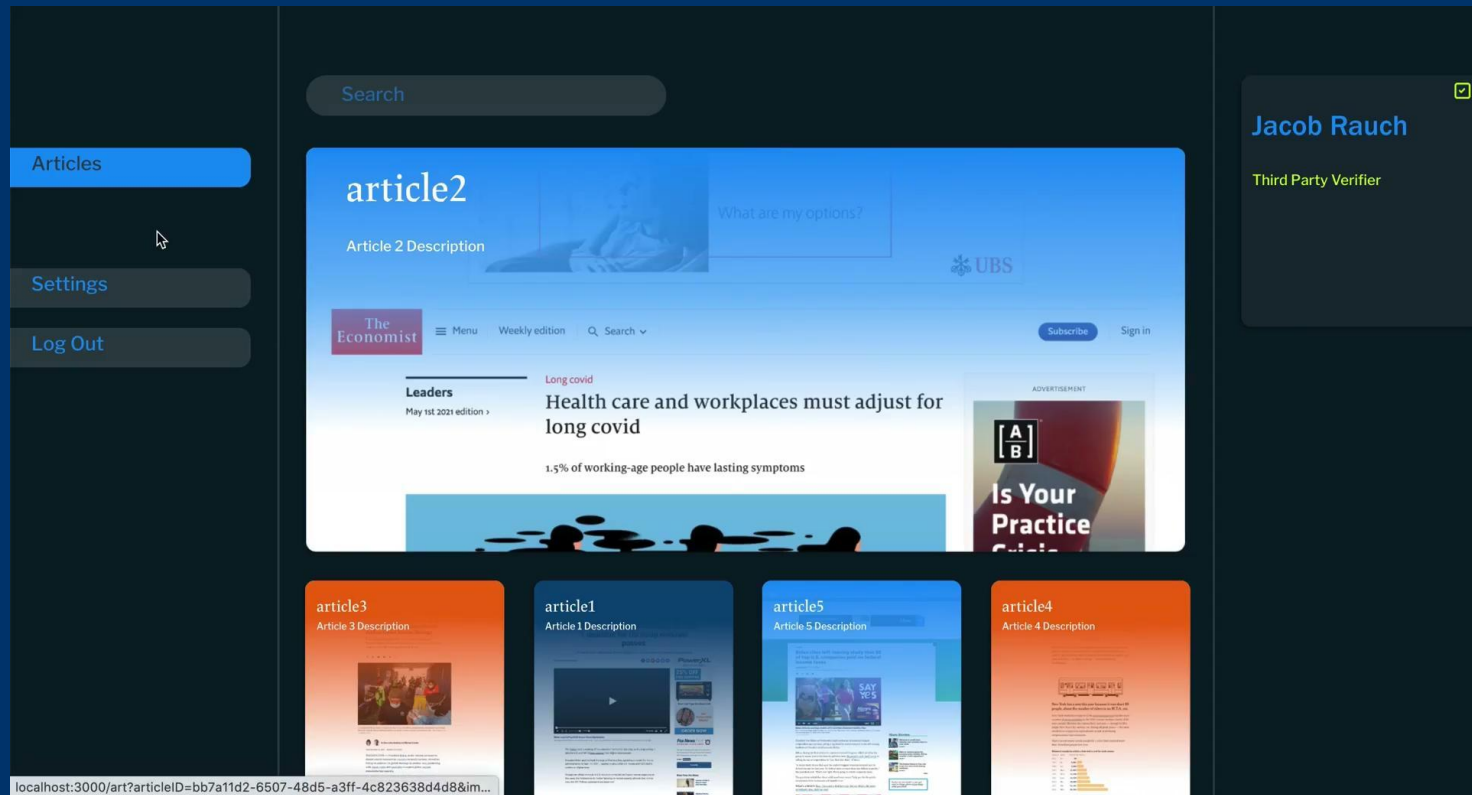
Part 1:

Give journalists the ability to mint their articles as NFTs and provide research on it.

Part 2:

Expose verification to a third party and reflect value on another chain. Integrity chain.





Reflection of Value

Achievements

What this mechanism will surely achieve

Clear wins

1. The cost to peddle misinformation and disinformation becomes extremely extremely high for a reputable news source.
2. Reputable news sources can get additional revenue and be rewarded for their integrity.



Limitations

Investigative Journalism

Many news stories become stories because journalists find them worthy of amplification.

In many cases they might need to protect sources, such as a story like that of Harvey Weinstein.

Full protection for such stories is **not Always possible** and can be hard to verify as misinformation/disinformation



Monetary Limitations

Most cases, monetary gains for a new piece through this business model would take time to realize.

This brings **a requirement of initial capital** to run operations depending on scale of the operation.



Verification Limitations

The 3rd party verification should be independent from the consequences of the verification.

1. They don't participate in the NFT trade
2. They don't hold any coins.

