

Sharify.tv

Version 1.0

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Authors

<https://sharify.tv>

Abstract

In this paper we introduce a decentralized VOD web3 protocol that will allow users to buy tokens of their favorite creators that algorithmically pay back at the end of every month with an interest rate based on the performance of the channel.

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1. Introduction

At the beginning Streaming platforms started their business with static pages, web1, and it was all about open protocols that were centralized and community governed. Most of the value accrued to the edges of the network users and builders.

Then came web2 that was based on siloed, centralized services run by corporations and advertisement to gain profit.

With web 3 we witnessed the rise of platforms that help creators get discovered and establish an audience by solving the distribution problem for creators. No longer were creators at the mercy of large production companies who decided what content to produce and who the audience would be. These platforms contributed to the birth of multi-channel networks. They aggregated creators and equipped them with audience development tools before they were bought for hundreds of millions, while new networks emerged. The platforms also necessitated the creation of multimedia editing tools that helped creators polish their content.

But platforms don't always have content contributors' best interests in mind, so creators always need to minimize "platform risk". That way they're not vulnerable to one platform's decline, change in priorities, removal of features, or reduction in opportunities that can hurt them, which is known as "platform whiplash".

Essentially, creators must balance the distribution potential of certain platforms with the risk of becoming dependent on them and sometimes can monetize their work by either earning a little off of each fan from mainstream content for a big audience or earning a lot off of deeper connections to a smaller set of fans through niche content.

Creators are becoming more diversified in their revenue streams and are being funded directly by their fans that are becoming the real value of the platforms. But even though they provide with all the support and all the participation, the community has always been neglected and overshadowed, without receiving any rewarding.

In this paper, we introduce a new decentralized system that allows users to invest directly in the creators through tokens without any boundaries. For this reason, creators can instantly cash in directly from the token distribution. At the same time the community that owns the token can gain profit depending on the performance of the creator's channel thanks to an algorithm calculation. This means creating a new open ecosystem where creators and communities support each other.

Sharify wants to connect creators and community providing a platform that will not interfere with advertisement-based decision nor exploit the creators content and the community's commitment. It is in our best interest to equally satisfy all members of the platform.

2. Protocol

Sharify is a Web3 platform on the Ethereum blockchain that allows creators to generate tokens and sell them to their community. Every month the protocol will automatically calculate an interest rate to pay back the token holders based on the performance of the channel's creator. After one year, starting from the subscription date, tokens then expire, and the user can freely decide to renew it or not.

Sharify generates the liquidity from advertisement and subscriptions fees, leaving the protocol to automatically send a monthly payment directly to the token holder's wallet, depending on the channel's performances. So, if a creator does not publish any content, it is most likely that there will be no return for the token holders.

3. Token

The Token can be purchased with Ethereum through personal wallet. After the payment the user has the right to be a token holder of the channel that he wants to invest in. The user can buy multiple tokens of the same channel and be a larger part of token holders.

Token has the ability to self-market. When people really own certain tokens and feel the opportunity to access gain from it, they will spontaneously want to spread it across their network.

4. Creator Economy

The creator will log into the account with his wallet and start to make live and video exclusive content. His business will be based on his community, hence more content is published and more the users will consider possibility to invest in his token.

Every token sold will be immediately available into his wallet as the system payment is instant. Afterwards he will have the possibility to publish his content as he finds fit. The more he grows on the platform, the more the community gains.

This type of economy will allow creators to finance the production of their content empowered by the community that funds him.

5. Community Economy

For the first time the community is involved in the making process since they can buy tokens from every creator on the platform. This will allow the users to invest in two different ways:

- Investment for a personal revenue subject to the creator performances
- Investment just to support the creator

Either way, the community becomes a fundamental part of the platform.

6. Marketplace

The Marketplace is a feature that we want to improve to let the creator expand his content on to another level so that he can enable token holders to access private contents such as Nfts, songs (etc..) at a reduced price. It is at the creator's discretion how to extend and administrate his content.

7. Private Groups

We want to give the benefit to the people and the creator to interact with each other in order to discuss the type of content is more likeable and confer feedback about old contents. The creator will be able to create a private chat group where every token holder can start a new conversation. This group will be accessible only with the token, thus if it expires the user will not be entitled to chat privileges.

8. Friends

In pursuance of building a joyful ecosystem, we decide that every user will be able to start a new chat only if followed back, giving the opportunity to watch a video content and simultaneously comment it with a friend.

9. Moderators

The creator can grant control responsibilities of the channel and of the chat to a third party in order to suspend users for bad language or spam comments. It will be up to the creator's decision who to entrust these powers with.

10. Premium Subscriptions

We provide two types of premium subscription offers:

- 10 \$/monthly = No advertising, illimited playlist, 4k resolution, Sharify skin, offline download.
- 20 \$/monthly = No advertising, illimited playlist, 4k resolution, Sharify skin, offline download, Data Analytics of performances, illimited space on marketplace

The idea behind the subscription is very simple: a full web experience to take full advantage of all the functionalities at our disposal.

11. Advertisement

For our economy advertisement is very important because it is meant to pay back all the token holders every month.

Our algorithm will secure the best match between the users interests and the advertisement to counterbalance the marketing campaign on our platform.

We are working to bring a dedicated feature for advertisers where it is possible to choose where to display their ads on the website automatically. After approval the campaign will be available in less than 24 hours.

The privacy of our users is our top priority and for this reason users are not required to enter their personal data. Advertisement will be showed based on the content that you like.

12. Wallet

Metamask or Coinbase wallet is the only system to access our platform, so it is extremely important that you keep safe your private keys. Sharify can not carry out any measures to resolve forgotten credential issues.

When you log in to the platform you will be able to log with your Crypto Wallet, your identity will be totally covered. All the private messages on your profile are encrypted.

13. Democratic Platform

Sharify wants to provide an open-source ecosystem for everyone, so we are entitled to manually interfere for copyright violation activities and violence content.

That being said, it is not our intention to intercede with politics and other types of content. Since we are trying to be the first democratic social network, all reported content will face the platform's vote that will decide how to act. For three days all the token holders will be able to express their vote as follows:

- Stay: reported content is appropriate and will keep on broadcasting on Shairfy.tv
- Down: reported content is inappropriate and will be canceled from Sharify.tv
- Limited: reported content can only be viewed only by subscribed accounts if "view all content" flag is activated.

14. Coin \$SHARI

The future of the platform is to be totally decentralized in all ways, starting with the payments, and our final vision is to let the platform's ecosystem work an autonomous democratic structure supported by the community and the creators.

Our coin \$Shari is an ERC 20 token on Ethereum Blockchain. \$Shari will be available at the end of 2022. The purpose of \$Shari is to empower community with governance decisions regarding the platform.

15. Open Source

In the optic of a decentralized future, Sharify will grant full access to the code protocol on GitHub, hoping that developers all over the world will help us to improve the protocol.