

LEVEL

“De/Re-construction of Media Power through Decentralized Media Network”

WHAT TO DO?

As-is | Even being in the Micro-media Era, we are now on an *uneven playing field* where the media power, coupled by mega platforms (Google, Facebook, Naver, etc) and major media outlets, takes the lion’s share of most profits, with no proper rewards for the supermajority of micro-media (like bloggers, creators, etc).

To-be | We want to make our media ecosystem a *level playing field* by deconstructing the existing media power and reconstructing it as a collective power of micro-media through **‘Self-governing, Self-sustaining, and Decentralized Media Network’**.

HOW TO DO?

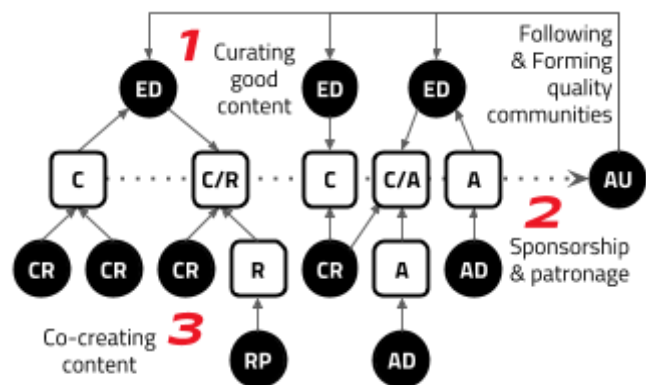
1. Open curation by Editors | We will develop the system where the group of Editors of whom anyone can take a role, can curate well and publish(or deliver to Audience) good content through open content market.

2. Community-based revenue model |

We will let Audience follow good Editors and their content, forming quality communities which are sustainable by voluntary patronage from the Audience and sponsorship from Advertisers who want the exact target.

3. Cooperative authoring and publishing system |

We will develop an useful Content Management System (CMS) with distributed version control for collaboration between multiple Creators, between Editors and Creators, and between Creators and contributors.



ED: Editor, CR: Creator, RP: Resource Provider, AD: Advertiser, AU: Audience, C: Content, R: Resource, C/R: Content w/resources, A: Ads, C/A: Content w/ads

WHAT ARE THE KEY SUCCESS FACTORS?

[Self-governing] Autonomous governance and motivation mechanism | We should design open, collective and fair decision processes without any concentrated power, and transparent mechanisms motivating voluntary participation to reach common goals.

[Self-sustaining] Stable token economy | We should design a token circulation system which can create continuous token demands for utilities within our network.

[Decentralization] Completely decentralized infrastructure |

We should design a completely decentralized and distributed network without any centralized control, where all participants share the role of organizing the network and third parties can take open opportunities to deploy various businesses.

