

Media, monetization, & Web3

Media basically means creating content. In the present, creators and consumers of content are separated by media giants. We can call them middlemen, and therein lies the problems.



Speaking of content creation, you might be familiar with Taylor Swift's. Do you know why she is relaunching all her albums? Because a media giant has rights over her content. This problem has become serious and has to end, and the only solution to this problem is decentralization of media and content creation.

Why is decentralized media better?

Decentralized focus on the creator economy, giving creators a fair share of their work and removing middlemen. Hence supporting and promoting Creator Economy.



Decentralized helps in monetizing your media. By making your content into NFTs or launching your own token on decentralized social media platforms like DeSo or the Gray.

Patents have no issue as blockchain stores all data and it can easily be established who published it first.

No one controls the decentralized system, which means no one can ban you from the platform, and no one is going to take your profit. Solcial is a decentralised social network on the Solana blockchain. Solcial allows anyone to share content in a fully permissionless way, avoiding censorship, and rewarding users and content creators in a fair manner. A truly open crypto platform for social networking and monetisation.

<https://solana.com/ecosystem/solcial>

Monetization in Media Companies

Media companies primarily monetize their content through advertising and subscriptions. Advertising involves selling ad space to brands and advertisers, and subscriptions involve recurring fees.



As web3 is emerging, these methods are becoming obsolete, and new methods of advertising are coming to light in web3.

Web 3.0 is like a "decentralized web" where the power that the big tech corporations presently hold would be distributed to everybody promoting Creator Economy and equality. Web 3.0 is decentralized and backed by blockchain and cryptocurrency frameworks like bitcoin and ethereum. In a decentralized platform there is no need to trust anyone or a single entity. Trust, of course, is not needed because of the protocols and smart contracts that exist on blockchains that are all hard-coded and tough to break unless we develop Quantum Computers. Just kidding they are quite safe.

In web3, product advertising is based on community. Airdrops and referral bonuses are used for attracting customers.

Monetization of media becomes great when we add it with web 3. Social finance and decentralized social media are great examples of this great integration.

Tradeoffs of Advertising vs. Subscription Offering:

Advertising offers free access to content for users but relies on attracting a large audience to generate revenue.

Subscription models provide a more predictable revenue stream and offer premium content to subscribers, but may limit audience reach and require ongoing user retention efforts.

Challenges of B2C Subscriptions vs. B2B

Business-to-consumer (B2C) subscriptions require convincing individual users to pay for content, which can be

Tough due to the lots of free content online.

Business-to-business (B2B) subscriptions target corporate clients or institutions, offering content or services

made for their needs, but may involve longer sales cycles and negotiations.

Opportunities in Crypto & Web3 for the Industry:

1. Blockchain-based micropayments enable users to directly support content creators through tips or subscriptions, one such product is Code is micropayment app built on Solana.

Check this article to know more about Code

<https://www.m13.co/article/investing-in-code-building-a-platform-for-seamless-global-micropayments>

2. Decentralised content platforms powered by blockchain technology provide greater transparency, censorship resistance, and ownership rights for creators and users.
3. Tokenization allows content creators to tokenize their work, enabling fractional ownership, royalties, and incentivizing user engagement through token rewards and NFT making.
4. Smart contracts enable automated revenue sharing and royalty distribution among multiple stakeholders, improving transparency and trust in the ecosystem.
5. Verification and authenticity of digital assets are a big deal to brands, which will be possible with Web 3.0. Besides, Web 3.0 will allow brands to track their digital assets as they traverse the web easily. It is projected that smart contract tech will become better infused with NFT in the foreseeable future. This will form the mainstay of digital transactions, thereby strengthening security, removing monopoly, and enhancing the authenticity of digital transactions.

Creator/User Incentive



1. Incentive mechanisms such as token rewards, staking, and DAO voting incentivize both content creators and users to actively participate in decentralized media platforms.
2. Content creators are rewarded for producing high-quality content, attracting audiences, and engaging with their community, leading to a more vibrant and diverse media landscape.
3. Users are incentivized to consume, curate, and promote content through token rewards, social status, and access to exclusive perks or features, developing sense of ownership and belonging in the community.

In summary, the media industry is experiencing a paradigm shift driven by digitalization and changing consumer preferences. While traditional monetization models like advertising and subscriptions remain prevalent, the emergence of crypto and Web3 technologies presents exciting opportunities for media companies to innovate, engage with their audience, and create value in new ways. By embracing decentralized platforms, token economies, and incentive mechanisms, the media industry can unlock new revenue streams, empower content creators, and build more inclusive and resilient ecosystems for the future.