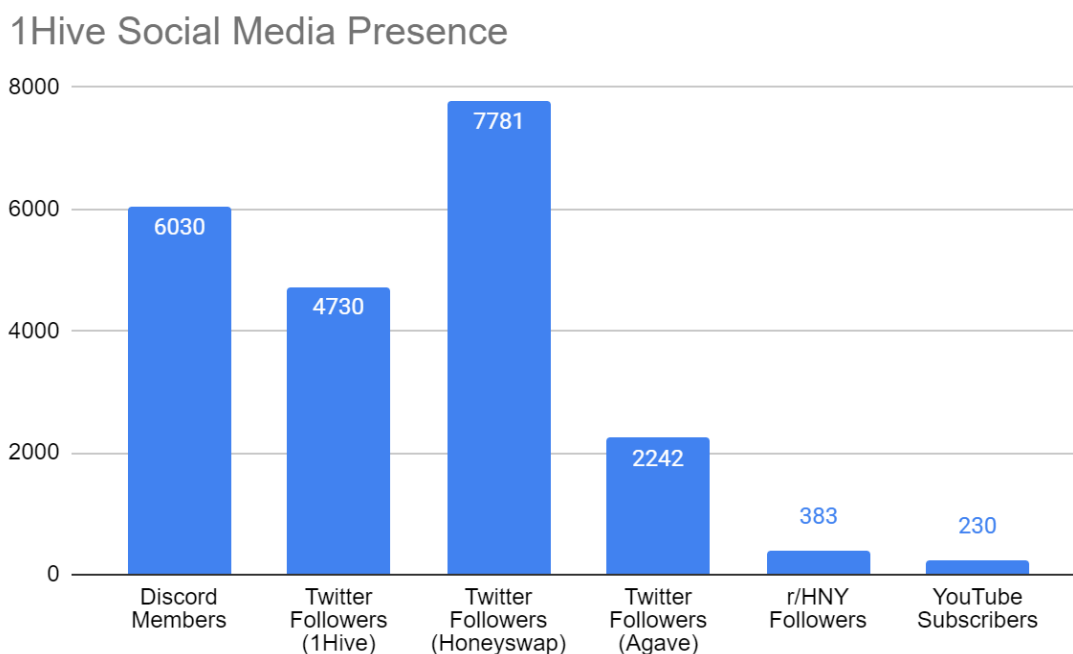


Howdy fellow bees! ~(.)~

I'll try to keep this post short and sweet.

At the time of this post 1Hive's media platform stats are as follows:



We are consistently growing, and our Twitter content engine is humming along!

However, it is worth noting that each time 1Hive prepares to launch an awesome new project/product we weigh the costs of paying YouTube influencers to promote our work. Why is this the case? Because YT is the most important social media platform in crypto after Twitter, and video content is more valuable than a tweet!

So...why do we currently have fewer than 300 subs in YT? Because we are not generating consistent, intentional content necessary to attract subscribers to our channel.

How do we begin to generate an audience on Youtube? By creating consistent content that educates and entertains.

Enter - The Buzz - a weekly YT show designed to establish 1Hive as a thought-leader in the DAO space through publishing original, consistent, high quality video content.

Frequency: Weekly (pilot)

Duration: ~15-20 mins

Format: Pre-recorded

Show Goals:

- Grow
 - 1Hive YouTube channel subscriber count; 1k subs is first milestone
 - Total number of HNY holders/stakers; although strength of correlation would be hard to substantiate, if someone is willing to take a snapshot of the wallet count at launch it might be useful to observe over time
- Promote
 - 1Hive products/projects; each episode will contain a segment dedicated to promotion of our current products and projects under development.
 - Partner DAO products/projects; ditto as appropriate
- Educate /Entertain
 - High-level market analysis; nfa :)
 - In-depth reporting on top issues/developments in the DAO space

Personnel

Three core contributors on each show:

- Host/Producer (@twells)
 - Manages show structure and coordinates with contributors
 - Covers lead stories in the DAO space
 - Intro/outro + transitions
 - End-end show production responsibilities
- Market Analyst (@monstrosity)
 - 1Hive member with strong market knowledge and ability to perform competent technical analysis
 - BTC + ETH + Top 3 Defi performers +1Hive & DAO Tokens
 - Collaborate with Research/Reporter(s) when appropriate
- 1Hive/DAO In-depth Research/Reporter (@paul2)
 - 1Hive member with strong knowledge of the DAO space and ability to communicate central arguments/significance of new developments
 - Single story/issue focus each week to provide depth of content
 - Collaborate with Market Analysis when appropriate

Once the basic show is up and running, we would like to create space for the 1Hive community to contribute ideas for new segments!

Key show segments can be broken down into ~2 min shorts for tweets, etc.