

BEHIND THE CODE 2 UPDATE

As we've reached the 6 month mark in our production of Behind the Code II and are now over half way through the work we proposed in [treasury proposal #604](#) we'd like to update the community on the progress of the project, what we've delivered so far and what's to come.

Progress so far

Production began as soon as the proposal passed in late January 2024, and since then we've filmed in the following locations/events New York, EthCC - Denver, Sub0 - Bangkok, Token 2049 - Dubai, The JAM Tour - Tokyo, The JAM Tour - Seoul, The JAM Tour - Singapore, Indonesia, Lisbon, London and Decoded 2024 - Brussels.

'Behind the Code' spin-off series - 'Web3 Thinkers / Builders'

After carrying out the first series of interviews in the US in February / March, it was clear that the quality of the interviews demanded we make this material more widely available than in just the short clips that would appear in the series itself. We decided to expand the project and start creating extended interviews from this material. These developed into two spinoff series - 'Behind the Code: Web3 Thinkers' and 'Behind the Code: Web3 Builders'.

In partnership with the Kusamarian - these spinoff series were distributed on their widely watched Kusamarian Youtube channel and have proved to be very popular. A huge thanks and credit goes to The Kusamarian for the distribution and promotion of these spin-off series.

Similarly, whilst in Dubai filming for Behind the Code at Token 2049, we were able to capture an in-depth interview with Gavin Wood about The Gray Paper, and immediately saw the value in getting this edited, re-structured and online in a long duration format. Again in partnership with The Kusamarian this one-off special was distributed on their Youtube channel shortly after filming, and yet again, they did another superb job, clipping this up and promoting it - with views now exceeding half a million, and continuing to grow steadily every week.

With some careful management and a lot of hard work we were able to cover the production costs of creating these extra series with the funding from our initial treasury proposal. As such our request for extra funding was limited solely to the additional post-production costs involved. In total we requested additional funding as follows and both proposals were overwhelmingly approved:

3800 USD / 554 DOT @ \$6.856DOT (7dEMA) for post production on The Gray Paper Interview (100mins in duration)

<https://polkadot.polkassembly.io/treasury/777>

28800 USD / 3,333 DOT @ \$8.64/DOT (7dEMA) for post production on 8 x Web3 Thinkers + 8 x Web3 Builders (16 x 20-25mins total) as part of The Kusamarian proposal

<https://polkadot.polkassembly.io/referenda/668>

Behind the Code II - Episode 1

As for the series proper - as the project developed and these spin-off series started to emerge we decided it would make much more sense to merge the first 2 episodes of new season of Behind the Code (7mins) into a single episode of a duration of 15mins, entitled 'Behind the Code: Creating the Web3 Future'. The idea being to merge the argument for why the world needs Web3, with the reasons why polkadot is uniquely positioned to deliver it.

As originally planned this episode was aimed at audiences new to ideas of Web3 and Polkadot and, as per our original proposal, was released on the official Polkadot Youtube channel - run by Distractive - who have placed it on the landing/home page of the channel.

(<https://www.youtube.com/@PolkadotNetwork>)

We hope it will also be featured / linked to on the new polkadot website when it goes live.

Delivered so far

1 x 15 minute episode of Behind the Code Season 2

<https://www.youtube.com/watch?v=O3kRAVBTKfs>

1 x Special Interview with Gavin Wood about the JAM Gray Paper (100mins)

<https://www.youtube.com/watch?v=O3kRAVBTKfs>

8 x Episodes of Web3 Thinkers (with an average duration of 20 - 25mins)

2 x Episodes of Web3 Builders released (with an average duration of 20 - 25mins)

https://www.youtube.com/playlist?list=PLtyd7v_I7PGnko80O0LCwQQsvhwAMu9cv

Metrics

So far the above content combined has amassed **over 1.25 million views**, and continues to grow by tens of thousands each day. Views per video (as of July 28) are as follows:

Video	Posted	Views
The Gray Paper Interview	28 April 2024	569,848
Web3Thinkers: Gavin Wood	8 June 2024	316,235
Web3Thinkers: Frank McCourt	4 May 2024	109,801
Behind the Code 2: Creating the Web3 Future	16 May 2024	86,637
Web3Thinkers: Joshua Cheong	25 May 2024	34,311
Web3Thinkers: Ingo Rube	11 May 2024	30,059
Web3Thinkers: Dakota Barnett	1 June 2024	23,786
Web3Thinkers: Leemo	15 June 2024	22,938

Web3Thinkers: Edwald Hesse	29 June 2024	22,357
Web3Thinkers: Bill Laboon	22 June 2024	20,214
Web3Builders: OriginTrail: Brana Rakic + Nikola Todorov	20 July 2024	27,276
Web3Builders: Novasama Technologies: Anton Khvorov + Valentin Sergeev	27 July 2024	1,461
Totals		1,264,923

Watch hours for The Gray Paper Interview and Web3 Thinkers are as follows (courtesy of The Kusamarian as of 17 July 2024):

Video	Watch Time (hours)
Gray Paper Interview	42,600
Frank McCourt	1,900
Ingo Rube	804
Joshua Cheong	711
Dakota Barnett	518
Gavin Wood	12,600
Leemo	535
Bill Laboon	779
Ewald Hess	698
Total:	61,144
Days:	2,548

It becomes apparent that the Behind the Code project and content is not just getting great views but also real engagement with a huge number of watch hours.

And people have been kind enough to give positive feedback with some great comments - please explore for yourself under each video - but some of our favourites so far are:



@stevenmartin6271 2 months ago (edited)

Behind the code is my favourite production in dot eco. Glad Gav summed up the end like that....we are all thinking it.

👍 4 🗨️ Reply



@contemplating1015 3 weeks ago

Incredible interview which delves even deeper into the realms of digital imagination 🤖

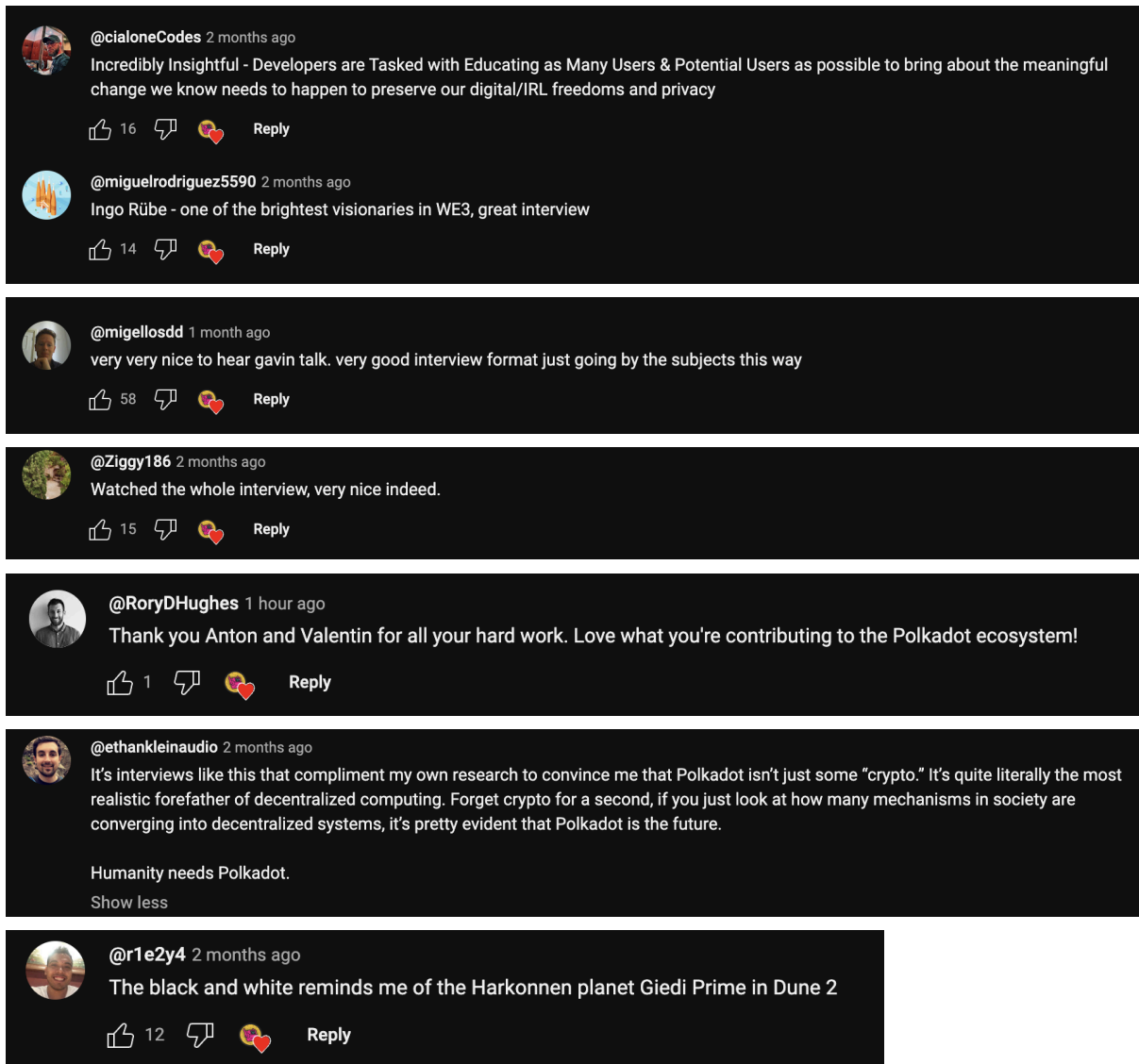
👍 7 🗨️ ❤️ Reply



@lucacrypto 1 month ago

Always love interviews with bill. Dare I say it?, I prefer Bill's explanations to Gavin's. I feel like I'm on an acid trip during Gavin's interviews sometimes. 😊

👍 11 🗨️ ❤️ Reply



What's to come:

Another episode of Behind the Code Season 2 for fall 2024 (15-20mins) - working title 'Building For Mass Adoption' - featuring the stories of builders and products/services available now on Polkadot that already help deliver a web3 future.

A further 6 x Episodes of Web3 Builders - see schedule of all episodes [here](#).

Continued filming at Polkadot events and interviews with Web3 developers, creators and entrepreneurs for Q3+Q4 2024 - with the Web3Summit in Berlin the next filming date in our calendar .

Request to make more Web3 Thinkers and Builders episodes

We now have 50 interviews done to date (as of end of July 2024) that have provided the main source material for Behind the Code / Web3 Thinkers/Builders. A full log of these is available here:

<https://docs.google.com/document/d/1HTh4eBuG7tzc4XcaSvF3Jg9OxLSG1812INmVwdnDdcU/edit?usp=sharing>

Due the quantity of high quality interviews in there, we will shortly be requesting a modest amount of additional funding for the post production of:

A further 4 x Web3 Thinkers episodes for release on The Kusamarian in Oct 2024

A further 4 x Web3 Builders episodes for release on The Kusamarian in Nov 2024

In line with the previous funding of 28800 USD for the 16 episodes (1800 USD per video - see <https://polkadot.polkassembly.io/referenda/668>) we will be requesting 14,400 USD for the post production of these further 8 episodes.

At this time we will also request a top-up in funding to correct the small discrepancy in the funding we received for our initial proposal ([treasury proposal #604](#)) . Our proposal #604 was costed at 389,899USD (51.574k in DOT at EMA30 price on the day of submission 7.56 USD@14/01/2024) but we actually received 351,064USD (51.574k in DOT at the price on the day of payout 6.807 USD@05/02/2024) leaving a shortfall of 38,835USD.

To avoid this happening again we will add a buffer of 10% to the request and return any excess in DOT we receive that goes over the value of the missing 38,835USD to the treasury on the day of pay out.

Please see the budget and calculation of how any excess DOT will be returned as [follows](#).

Downloadable Media Repository

As part of our initial proposal (#604) we also promised to deliver a repository of content available to third parties/community members looking to reversion the content, make multilingual versions and for use as an educational resource.

Unfortunately we weren't able to deliver this immediately (due to legal issues around the consent of the participants and the sensitivity of releasing raw material due some of the information contained in the interviews. This was another driving factor in developing the Web3 Thinkers / Builders series as by editing the interviews down somewhat and getting approval from those featured has now allowed us to clear all this material for a media repository.

All the content in Episode 1 of Behind the Code Season 2 and in all the released episodes of Web3Thinkers and Web3Builders, and The Gray Paper Interview is now available for download here:

Behind the Code Episode 1 (TEXTED_MIXED_VERISION)

https://drive.google.com/file/d/1E4tZwDIfo3BXp0IMKGn9Y11jGggFxK_8/view?usp=sharing

Behind the Code Season 2 Episode 1 (TEXTLESS_NO_MUSIC)

<https://drive.google.com/file/d/1EShOxFEdgeMPwdnEhn3gyTJG4MzLsNGW/view?usp=sharing>

Repository/Schedule of Web3Thinkers / Web3 Builders series

WEB3 THINKERS

https://docs.google.com/document/d/1hXCS5AeH_SCpDigadENY_3QkXn5mNo3mUkYUzxx0500/edit?usp=sharing

WEB3 BUILDERS (this will be updated each week as the remaining episodes are released)

https://docs.google.com/document/d/1osucrm0nCWNMbqaSac7cIMKHrp-IIFDT24Qw6FS3_SM/edit?usp=sharing

THE GRAY PAPER INTERVIEW

<https://drive.google.com/drive/folders/1tdz-XBRCyEcblYwjXplyE6SgFyoxpbhY?usp=sharing>

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https://drive.google.com/drive/folders/1Nc6BP4iE2KSBxl_9QOG4wv4U50cX1dxi?usp=sharing

Please reach out to info@keypictures.org - if you have any technical issues accessing this material.

And finally...The JAM Tour

In addition to all of the above and again in partnership with The Kusamarian we have been assisting in the filming of The JAM Tour - specifically in Asia - filming on the road with Gavin Wood in Japan, Seoul, Singapore and Brussels at Decoded 2024. As well as helping film, source and co-ordinate crews to film in the locations in Asia, Key Pictures has shot a lot of behind the scenes material on the road with Gavin which is currently being edited into a mini documentary about the tour. This is currently being edited and will be released in the coming weeks on The Kusamarian.

The lectures themselves are now being fashioned into an educational resource by The Kusamarian for use by those teams competing for The JAM prize and building implementations of the protocol.

All this work was fully funded by a separate treasury proposal submitted by The Kusamarian (<https://polkadot.polkassembly.io/referenda/763>).

We can also say that without a doubt the ongoing engagement in the ecosystem Key Pictures has had through the Behind the Code II project has helped add value to both projects.

Feedback

If you have any queries or clarification on what's been outlined in this progress update please reach out to us in the comment sections of this post or feel free to DM us directly on

Telegram: @simonhip

Email: info@keypictures.org

Many thanks for your continuing support, feedback and engagement with our project.

Simon and the Behind the Code team @KeyPictures.