Polkadot

WagMedia - Collective Content Creation for 26 Weeks
Proponent:1nk1zBjum3dr6Y1YAx6Uqr6Worx5rSYJtu9iq5v5gyTFzCL
Date: 14/12/2023
Requested Dot: 26058 ($180320) at $6.92, 7 days EMA
Short description: WagMedia decentralizes the story of Dotsama by incentivizing stakeholders to curate, share, create, and promote content of all languages in an open and transparent manner.

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1. Context:

   Founded in December 2021, WagMedia (WM) addresses the Dotsama information distribution problem as it seeks to counter the diminishing ability of network participants to make informed decisions as the network grows. To achieve this, WM incentivizes individuals to discover, develop, and distribute network-related content.

   Participants can join the WM Discord server, register with their Substrate and EVM addresses, and engage in actions that align with the content objectives of participating treasuries. Contributors get rewarded based on their server actions and receive payouts from the respective treasuries every Monday.

   WM was originally funded via the Kusama treasury, here are more details on the [original proposal](#) and subsequent [bounty top-up](#) both received in 2022.

   The initial bounty focused on establishing a platform for the mission, it reduced funding friction with code development, cultivated content quality via evaluation feedback or through a writer's support function, and motivated summarized research of the latest updates with a sourced news finders program.

   With the subsequent bounty top-up, the scope vastly expanded to cover at the time all Kusama treasury proposals related to content - as requested by the then-sitting Kusama council. Other main expansion areas included non-Anglo content, and a marketing initiative to help creators enhance their reach.

   OpenGov was introduced on Kusama as the funding wound down at the end of 2022, this led to further decentralization of the initiative with separate units proposing and managing their own funds. These units included the following:

   a. Paraverse Content Creators [General Content Unit]:
      https://kusama.polkassembly.io/referenda/57
   b. AIWeb3 [Chinese Language Unit]: https://kusama.polkassembly.io/referenda/66

    c.   NFT Content Creation Guild [NFT Content Unit]:
         https://kusama.polkassembly.io/referenda/70

    d.   Poltuguese Content Guild [Portuguese Language Unit]:
         https://kusama.polkassembly.io/referenda/78

    e.   Creadores Web3 [Spanish Language Unit]: https://kusama.polkassembly.io/referenda/90.

These WM units have funded the creation of hundreds of original content from a large and diverse group of independent creators. For example, from January through July 2023, 69 unique creators produced a total of 496 original content through the Paraverse Content Creators unit. Similarly, the NFT Content Creation Guild has funded the production of 177 original content from December 2022 through July 2023. WM Bounty #12 (prior to the spin-off of the guilds) generated over 1,600 original content from June through December 2022.

Here's a selection of standout pieces of content from WM:

- Csaint's take on Polkadot 2.0 is without a doubt one of the most well-received threads covering Polkadot on x (formerly Twitter). It's a prime example for aspiring creators to learn from: https://twitter.com/csaint02/status/1675882495907344385?s=46&t=Wyeq9cYS79qgIEWx5F7JMQ.
- Goku demonstrates a masterclass in threading, presenting a well-crafted narrative with excellent context, timely release, and impeccable setup and delivery. Check out his mega-thread on the SEC actions that correlate to Polkadot morphing into software: https://twitter.com/0xgoku_/status/1634232425348997120?s=20.
- Tomitzu claims the top writer prize, his fantastic article featuring Ajuna provides an analysis of what makes certain gaming NFT collections successful: https://medium.com/@Tomitzu/what-makes-ajunas-gaming-nft-collection-successful-41283ba69baf.
- Cryptozilla: https://www.youtube.com/watch?v=zj2x8Oi3TvQ

Most recent ones:

- Cris Pap: https://x.com/Cris_Pap8/status/1729501260594733226?s=20
- Goku:https://x.com/0xgoku_/status/1720520364386640186?s=61&t=1RpmaG7bX9D08YhEvaIbwg
- CryptoX: https://twitter.com/0x_cryptox/status/1723018079347539982?s=20
- Pitcoin: https://twitter.com/pitcoin_/status/1721736714694058308
- PABLO: https://twitter.com/mrkusama/status/1722943451518407120 & https://twitter.com/mrkusama/status/1723733774238629984?s=20
- Emilkietzman: https://twitter.com/emilkietzman/status/1715251879649640744?s=46 & https://twitter.com/emilkietzman/status/1729242312604024865?s=46

Some of the Non Anglo Articles and teams works supported by WagMedia:

- [Polkadotters CZSK](#)
- [WagMedia auf Deutsch](#)
- [Polkadot România](#)
- [Dotcast and Creadores Web3](#)
- [Web3 Education And Investment](#)

Contribution to Create Ecosystem Assets:

WM has successfully cultivated **25+** qualified content creators through its bounty-run programs. Explore our success stories featuring individuals who have been recruited by Parachain teams, assumed roles as Ambassadors for both Polkadot and Parachain teams, or have established their own brands.

Discord	Twitter	Hired by Teams	Parachain Ambassadors	Describe your journey with Wag
Cryptmosh	Cryptmosh	Hashed Network (Head Community Moderator)		I started out as a writer but wasn't that active. In the past months (5-6 months), I became more active with writing threads. I am still writing and getting better.
manonthemoon	mannim_mond		peaq, ajuna	I started as a translator eng->ger and looked for news. Fell in love with the eco back then and couldn't let go. Not involved in wagmedia atm but following their content

amedkarimm	amedkareemm	Kodadot	InvArch	started as a writer,still a writer 😎
Sirjey	Dr_sirjey	Subdaily	Polkadot	I started following Wag Media since November 2022 which motivated my ambassadorship journey on polkadot through content writing
GikiRun	GikiRun	AIWeb3	Bifrost	I have joint the WagMedia in February 2023
pabloglz	mrkusama	-	-	I have joined WagMedia in October 2023

prophetdot sama	prophetdot sama	-	Polkadot, Oak Network, RMRK	I came across WagMedia in Q4 2022 in the depths of the brutal bear market. Wag Media was no less than a lifeboat to me. I combined my passion for Polkadot and writing, and started contributing consistently. With the guidance from Csaint, JB, Pnin and Jay, I kept on improving my work and got hired as an ambassador for Polkadot, Oak Network and RMRK. Till date I have posted 35+ in-depth threads on Polkadot and its ecosystem projects.
tomitzu	Tomitzu	KodaDot (OC), Subsocial & other external team (translation)		I started my WagMedia journey in July 2022 as an eng->rou translator. Making DotSama information available for the ROU audience felt particularly rewarding and this encouraged me to start creating original content (articles & threads, and their associated graphics). It was a challenge, in the beginning, to write in a different language but the WM team guided me through and helped me improve my writing skills. Thank you guys and I hope we will continue our collaboration.
maczam	@Criptomaczam1	.	Darwinia - Astar	MacZam is Chilean, an engineer, has a master's degree in Finance and Investments, a Diploma in Cybersecurity and 20 years of experience in the financial industry in Chile. MacZam has been a professor at different Universities in Chile and is currently a professor of the Metaverse Diploma at The Valley Chile school, teaching the NFT class and is also a professor at the DEFI school at Lytryum Academy where he teaches the Polkadot ecosystem class. MacZam is creator of the youtube channel GreenBoard DEFI, participating in WAG Media and author of the first book on decentralized finance with examples of DEFi protocols deployed on Astar Network and sold on Amazon's digital bookstore. MacZam is a former ambassador of Darwinia Network and Astar Network for Latin America. Social Networking https://twitter.com/Criptomaczam1 https://www.youtube.com/@CryptoMacZam

billionaire9	BILLI0NAIRE9		RMRK	My wagmedia journey began last month, and within two weeks, I was selected as an RMRK ambassador. It was wagmedia that motivated me to write about the Dostama ecosystem. Thank you for giving me the opportunity to contribute more to the Dostama ecosystem. I look forward to it.
dgreatanda	dgreatanda			I'm a content creator and a web3 Enthusiast. I joined WagMedia recently to contribute and make an impact.
EmilKietzman	EmilKietzman	-	-	I have joined WagMedia in October 2023, Astar Network Candidate
pnin	balanceborn	Kusamarian		I joined as an early member of WagMedia in 2021 and wrote in-depth content with a focus on NFTs that was well received. I was picked up to become the director of NFT content creation as well as the writing guild. Jay invited me to write scripts for the Kusamarian on NFTs, and I did so for a period of about 6 months--but in Jay's efforts to further decentralize, I was soon presenting my own scripts. Since then, I've participated as an advisor to a number of teams and projects, but in order to remain as unbiased as possible, I generally avoid formal associations aside from the Kusamarian.

CryptoX	0x_cryptox	Kodadot/Hashed	-	Started my journey as a content creator. After that I became a director of 2 treasuries inside wagmedia and also began translating content in my native language. Still a content creator and proud early WagMedia member
Pitcoin	Pitcoin_	-	Astar Network / Polkadot	I started my journey 2 years ago when Jay saw some of my content and invited me to join WagMedia. Back then, our gold was CHRWNA - the incentives were community education and networking... golden times.
JohnMental	Web3PromoTeam	-	Polkadot Senior Ambassador	I joined Wagmedia in 2022 to be more engaged in the ecosystem. Initially, my Polkadot journey started in 2021 as a HydraDX contributor till the present day. I met my team and became Polkadot Ambassador and Senior Ambassador eventually. I'm super interested in Polkadot DeFi and I really enjoy how it evolves with such projects like Interlay, HydraDX and Bifrost. Atm, I'm working to bring more DeFi content to the table, and reach out to a broader audience. Then more people will learn how Polkadot DeFi and XCM multichain approach are changing the game.
Celestialbeing	Celestial_One1	-	-	As a lover of blockchain tech, I came across Wagmedia in the last quarter of 2022. A platform that has provided me with an immense opportunity to educate, learn, and still earn.

MaxTheo	Cryptozilla_mg	-	Polkadot	I joined WagMedia in December 2021 as a content creator and started regularly submitting my video content. Valuable director´s feedback and KSM rewards I used to receive for my content allowed me to improve the quality of my content. In summer 2023 I became one of the directors in the NFT Guild. My WM journey helped me to submit a Polkadot treasury proposal for a tip, which got approved.
johnrhodel	parachainboy		Polkadot, integritee, Bifrost, crust, nodle, Aleph zero, invarch, phala, oak, nodle	
Cejota	carlosawaki	The Kusamarian	Polkadot, Polimec, Equilibrium (discontinued)	I started at WAG in March 2023 as a content creator for the Portuguese guild. Without a doubt, it opened up several opportunities for me within the ecosystem, connecting me with more and more people in the community.
The_Scarlet_Thread	TheScarlet Thr	-	Phala, Ajuna, Talisman	I joined Wagmedia as a Lurker in Q3 2022 and gained valuable insights from feedback that was given to myself and others, fostering a supportive environment. By progressing from a Lurker to a tier 2 creator , WagMedia has helped me enhance my skills as an ambassador and content creator. Grateful for individuals like Pnin, Goku, Sanchez, Prophet, MaxTheo, and others who selflessly aid fellow creators. Directors' guidance and expertise have shaped my growth. Their commitment and character as creators are invaluable.

Sanchez	@sanchzeph	Bifrost	-	I joined Wagmedia as a finder, slowly expanding my knowledge of the Polkadot ecosystem with time and with that, I created my first set of contents. Then, I joined the writers room and helped critique and make other writers' contents better and had mine critiqued as well. Presently, I'm one of the NFT content guild directors and have been hired by Bifrost, after getting linked by Pnin
bahu0582	@suryavamsi0912	Proof Of Chaos	-	I joined Wagmedia in February 2022 as a complete crypto amateur. I started my Journey as a Finder, learning more about the Polkadot ecosystem, especially related to parachains, NFTs, and gaming. I became a Tier 3 creator in November 2022, which helped me get more skills as a writer and paid to support my hobby. Being part of WagMedia helped me unlock a lot of unique opportunities. I got introduced to many exciting projects, like Evrloot and Proof of Chaos. For the Proof of Chaos team, I took care of their Twitter handle, summarizing Kusama referendums in simple language. Special thanks to great individuals like Dodow, Pnin, Ikhaled, Sanchez, Goku, and many more for their valuable feedback and guidance.
.pkj	@pkjdalmia	Interlay		I joined wagmedia in June 2022 & was invited by Jay for a marketing session. Eventually, we established the marketing arm with a view to help creators scale up their reach & set standards for quality. Wagmedia has been instrumental in my growth in the polkadot ecosystem & it is a pleasure to be a part of such a talented bunch of polka natives. Wag4Life!
crispap	cris_pap8			Joined WagMedia from the very early days, was a director of 1 treasury and loved witnessing and being part of its growth throughout this time. I would also like to say a big thank you as WagMedia significantly strengthened my idea to build Polkadot Greece with the translation initiatives that took place in this server.

drcao	cao_lab	AIWeb3	Bifrost, Astar	The best place for content creators and so lucky to be here and get a lot of support from Dodow, Pnin, Csaint, etc. Recommend all content creators to join!

2. Problem Statements:

At the time of writing, there are multiple content and marketing proposals going through OpenGov with more to be expected. This raises concerns about balancing upfront spending with quality, inclusion, and fair compensation.

Centralized content creation and marketing tend to push narratives based on one group's point of view. This can result in faulty marketing that does not appeal to the public at large.

There are limited options when it comes to nurturing media talent that focuses on Polkadot.

The over-reliance on single influencers and figures can lead to a narrow, centralized view of Polkadot, limiting the diversity of perspectives available to users and the retail community.

Implementing a structured approach to nurture these new voices, micro-influencers, and ecosystem agents is essential to address this. This approach will not only diversify the range of viewpoints about Polkadot but also mitigate the undue influence of any single figure on the community's perception. By constantly funneling in new figures, we can ensure a continuous and dynamic presence of diverse voices, also preventing any vacuum created by the absence of established figures. This is one of the key value propositions offered by WM.

3. Solutions:

WM has a proven track record of being the answer to the problems that have been stated. WM has successfully incentivized a diverse group of independent creators to produce content that add value to the Polkadot ecosystem by holding the funds approved by OpenGov in escrow and distributing them "retroactively" to creators based on the quality of content.

Quality is addressed by direct feedback on style, accuracy of information, and direction on trends. Those who continually respond to feedback enjoy better rewards, exposure, and reach with their

content. Additionally, the writer's room allows for peer review, with fellow creators receiving minor rewards for providing feedback or making edits to drafts.

In terms of inclusion, WM is open to all, this includes smaller creators, those new to the ecosystem, natives who want to get involved, aspiring creators, or even those who have limited time. Contributors will not need to raise their own OpenGov proposal.

WM has supported 18+ non-Anglo languages, including German, French, Spanish, Chinese, Romanian, Portuguese, Japanese, Greek, Hindi, Italian, Turkish, Russian, Polish, Czech, Filipino, Thai, Mongolian, and Vietnamese.

The tiering system along with every piece of content posted being appraised will allow for fair compensation being rewarded. Contributors can work their way from a tier 3 creator to the converted role of a tier 1 creator. Each tier increases the percentage awarded, thus, incentivizing creators to up their game.

Coverage of the ecosystem updates is done by individual creators, each with their own unique perspective and voice. This variety helps to successfully capture the attention of ever-growing audiences, as well as alleviates centralized narratives.

WM allows those without support or direction find their unique voice and eventually become confident, independent creators able to support themselves or appeal directly to the token holders through OpenGov for their own proposals.

4. Current Status:

Since the OpenGov era, the WM initiative ran with only 5 individual units that successfully received funding. Some units held off from seeking funding, given the situation of the Kusama treasury and the sentiment within the ecosystem.

Paraverse Content Creators unit and NFT Content Creation Guild unit still have limited funds. They have continued beyond the 6 month period that was laid out in their respective approved proposals.

The three other units have either received further funding or are in the process of submitting a proposal.

5. Reshaping the way forward:

Lessons learned from 2023 were that the limited number of units somewhat stagnated the mission of WM. Thus moving forward, adjustments will need to be made, whilst balancing a sensible budget.

This will consist of removing the approach of having multiple units, consolidating the English content units, and reinstating the missing pieces to be managed under a newly formed management team. Decouple from those units, which were all non-Anglo language units, that still exist or intend to exist independently. NOTE: The decoupled units can still utilize the Wag tooling.

The reformed WM will still maintain the original mission with the following:

Bounty structure/ Post - Paraverse Guild:

We are initiating a strategic shift to establish a content creator community, one that effectively produces top-tier content that captures the Twitter audience beyond Polkadot, with the ambition of transforming creators into ecosystem agents. To facilitate this transformation, we've implemented a bounty structure.

Moving beyond only rewarding general content creation, our new approach encourages creators to engage with current crypto trends and narratives and relate them to Polkadot. Our objective is to arm them with the skills needed to navigate these waters successfully. We're urging creators to go out of their comfort zones, to not just echo familiar stories to a usual audience, but to broaden their reach by connecting with the wider crypto space. After all, if no one reads it, even the best-written content has no impact. As a result, content that fails to engage audiences meaningfully may not be rewarded.

For that purpose, bounties are provided with several source materials for context and methods to apply to content. They are evaluated according to these metrics, but not strictly adhered to. Creators are welcome to use the methods on the Notion file, which are updated to teach certain skill sets in storytelling, including Twitter strategy.

In this structure, Goku plays the role of pinpointing relevant news, trends, and narratives that happen in the wider crypto space and launching bounties that lead creators toward specific topics. This method fosters the creation of content that not only resonates with Polkadot but also draws in audiences unfamiliar with the ecosystem. A single viral post by Goku exemplifies the impact of this strategy that garnered him hundreds of interactions from the Cardano community.

Creators will always have to stay proactive. They will begin to put themselves in the shoes of followers from other ecosystems, thereby starting to see the real strengths and weaknesses of Polkadot through their eyes. This will help them find the key to open up minds, effectively debunk misconceptions and manage to draw them to Polkadot.

Currently being tested, the top creators can now nominate the next bounty topic and also can be assigned to take on some reviewing jobs in the Paraverse Guild.

It is aimed that over time the WM creators community can direct itself, unchained from single directors and turning into a more starfish-like community.

Ultimately, our goal is to create a cycle of value – from WagMedia to creators, from creators to laypeople, and from laypeople to the Polkadot ecosystem via its applications and services.

1. Bounty-orientated content curation, with weekly, bi-weekly and monthly competitions. Some examples are:
   a. Videos based on the Weekly newsletter in different languages, short posts on X (Twitter) based on the newsletter
   b. Bounty based on current top topics from the Polkadot ecosystem and ongoing narratives and trends that can connect to Polkadot.
   c. Tutorial series, dogfooding content to lead the readers making on-chain actions.
   d. Flash bounties to maximize impact of engagement: such as utilizing the Kusamarian interview with Gavin Wood in a short period of time, targeting the readers outside of Polkadot or given the news of adoption of PolkadotSDK, fostering engagements between various communities and Polkadot.
   e. Embracing meme culture, strategically engaging with people and influencers under their posts when the topic is relevant to Polkadot, thereby luring new audiences to their profile, and even receiving a follow or repost from KOLs (Key opinion leader), suddenly accessing the audience pool of those KOLs.
2. Original anglo and non-anglo content evaluation. WM has supported many individual creators who have gone on to establish their own brand. Creators can continue to submit their content, which will be evaluated and awarded fairly.
3. A weekly newsletter covering what's happening in the Polkadot ecosystem, our finders program will support this with the sourced news found. This reinstates our glorious historic newsletter, which you can find in SubSocial(Polkaverse) and SubStack.
4. Curated Translation as Service, Wagmedia can tap into a huge group of professional translators who all proved themselves on the WagMedia Translatoor Program, which was a great success.
5. WagMedia Writers Room, is the best place from where many of the top curated contents were produced. Several Parachain teams used this service to enhance the output of their bounties.
6. A Website for publishing all WagMedia content, to make it more easily accessible.
7. Marketing, we shall promote our top content and any bounty winner's content on X (formerly Twitter)
8. Foster growth by nurturing talent who can go on to represent and hold more prominent roles within the Polkadot ecosystem. Legendary waggers who have gone on to more prominent roles include: JB (Astar core team); Jeepers (Mangata core team); Pnin,

Csaint, Le Comte, Indiko, and Crane (The Kusamarian); Sanchez (writer for Bifrost); DrCAO (founder of AIweb3 Chinese language community). Check out the latest [list](#) of contributors with details of their achievements.

The newly formed management team is as follows:

Ikhaled will be responsible for the general admin, Website development as Product owner and tester, and the translation program. He continues his duties as the administrator of WM, and was one of the original directors elevated to run WM. Also an active member of the Kusama Kingdom.

Goku will lead the content program and shall be supported by sub-directors who are already evaluating content. He is a senior Polkadot Ambassador, a member of ChaosDAO, and the existing director of the Paraverse Content Creators Unit.

Vampsy will manage the treasury as well as do the monthly reporting. He is a member of the Kusama Kingdom and an economist.

Dodow will run the sourced news finders program, as well as be the chief editor of the WM newsletter. He was one of the original directors elevated to run WM. Also a member of ChaosDAO and Kusama Kingdom.

It's important to note, that the members of the management team are not involved in any other OpenGov treasury funding initiatives. This is to help ensure focus on the mission.

Under the revised structure, the team will lead in setting the standards for content evaluation, which the other independent units can adopt as best practices.

6. How the content will be evaluated:

Content posted on the WM discord will be evaluated, however, it does not always result in feedback, nor will there be a guarantee of rewards. Participants should pay attention to the rules set on any given bounty and at all times must adhere to the following set of guidelines for content submission.

Translations

Historically, WM operated with Directors overseeing most language channels provided they met a minimum quorum. Now, we're opening translation proofreading to all Discord members, promoting fairness and transparency while reducing costs. We shall be lenient when it comes to AI-generated translation, as long as it's disclosed. The reasons for encouraging AI translations

are aiming for high volume, high accuracy, low cost results. However, it's important to understand that the use of AI will result in lower rewards.

Original Content

We welcome feedback from our top-tiered members (i.e.: Tier 1 and Tier 2 creators) on bounty-oriented content as well as any original content that has been submitted, leveraging their knowledge and skills to assist fellow creators.

Our assessment of content at present has been focused on quality and accuracy. However, we would like to direct it towards more originality and depth.

We feel that redundant information has some value, but it has less potential than honed content that targets a perspective change from the viewer.

In other words, people change their behavior when they have a change in how they see the world.

We are always evolving to create standards for the evaluation of each type of content on:

1. Accuracy
2. Ease of Consumption
3. Originality and Relevance (Timeliness)
4. Overall Presentation
5. Possible plagiarism or unethical methods of content creation.

Importantly, we **do not** reward content that focuses on price talk or investments, purely AI-generated content, plagiarized material, inaccurate information, or is just plain boring content.

Plagiarism is especially prohibited and those who plagiarize or try to pass AI-generated content as their own content are subject to immediate removal from any further participation.

When it comes to the use of AI to create content, it must be disclosed and if requested outlines, drafts, and source material must be shared.

References and citations must be included in the interest of copyright to prevent plagiarism and ensure respect for fellow creators.

Content boosted by fake engagement will be deemed null and void.

We are focused on supporting exciting educational content about the incredible innovation that is Polkadot and Kusama. It must be clear that this content is in the best interest of DOT token holders.

Additionally, low-effort work, unattributed work, or other aims to obtain unjust rewards is heavily scrutinized.

We assess [bounty](#) and **original** content based on engagement, quality, depth and unique perspective. Those with abnormally good content are rewarded handsomely while those with mediocre or subpar are either rewarded sparsely or are not rewarded at all until they improve.

Our tiered reward system was created to make our vision of incentivizing quality content as efficient as possible. Each person who creates content starts as a tier three creator. As they produce quality content, directors decide when they progress to Tier 2. After continually improving their craft, and consistently receiving quality engagement via YouTube, Twitter, and/or other media, they are considered for elevation to Tier 1, which is *very* difficult to achieve.

Content meeting a reasonable level of quality will receive a payout based on the quality of work and the creator's tier. Maximum rewards (in USD converted to DOT at time of reward) are specified in the table below:

Type of Content	Tier 1 Max	Tier 2 Max	Tier 3 Max
Threads	$500	$300	$150
Articles	$500	$300	$150
Interviews	$800	$480	$240
Videos	$1,000	$600	$300

Historically, very few content have received payouts at or near these maximum levels. The average payout for content in the Paraverse Content Creatorsunit was approximately 1.6 KSM (which amounts to approximately $53 based on the USD:KSM exchange rate on the date of payout), with a median award of 1.0 KSM. Similarly, the NFT Content Creation Guild unit has paid out approximately 1.0 to 3.0 KSM, on average, from December 2022 through July 2023

Their exception has been with the winners of bounty-orientated competitions that focused on various hot topics specified by the directors, which received higher payouts, on average.

WM has a bot that was developed by **BoostDMG** and has been thoroughly vetted by security expert **0xTaylor** to disburse rewards automatically based on tier. Tier 2 is 60% and Tier 3 is 30% of Tier 1 rewards.

For example, a director may think a Tier 3 creator has made an outstanding piece that deserves maximum rewards. They will reward with the maximum Tier 1 DOT in mind, but the bot will automatically disburse them the maximum Tier 3 rewards as noted in the table above.

Our evaluation to raise creators to higher tiers is based on their history of consistent, quality content.

Polkadot

Finders (Sourced News) Program

Strong content typically derives from a sound source of information and news. The finders program was originally introduced to WM so that participants had the latest sourced news at their disposal.

This program not only benefits existing creators with information as well as induces ideas, but it also fosters the emergence of new ones, as individuals' knowledge, research, and writing skills improve through active participation.

Finder reward rates are as follows:
- $0.00: Repost/no source
- up to $4.00: Sourced with key points
- up to $7.00: Sourced with complete breakdown/unusual source

There are two tiers when it comes to finders with Tier 2 receiving 50% of Tier 1 rewards. Consistent contributions and succinct summarization are factors for leveling up.

It's important to understand that we do not award for the following: price talk, investment-oriented information, inaccurate/confusing information, outdated information, or duplication of content already shared by others.

Finds should generally be limited to the underlying original source or sources. Clear and concise information that adds value to the audience is encouraged, as their time is valuable. Quality over quantity is emphasized, and direct copy-and-paste from any information source is discouraged to maintain a strict stance against plagiarism.

During its peak, approximately 160 finds were posted in a single week. The rewards were fairly rewarded as per the rates, and on occasions, some underwent scrutiny for both accuracy and writing quality.

While it's not always easy to quantify what results in new content, members of the Kusamarian have attested that the finders program has been helpful, especially for the Friday dump videos.

To further encourage participation, we shall conduct a trial where selected participants will get to work on as well as be rewarded for their contributions to the WM weekly newsletter.

Originally managed by a writing team led by Dodow, the newsletter delivers the latest updates on WM, highlights the top story from our vast ecosystem, and summarizes content and news shared on the WM Discord.

More details will be revealed in due course, for those who are interested please make sure you are involved with the finders program.

If the trial proves ineffective, we will either reallocate the budget to our other original content initiatives or return the excess to the treasury.

Content Evaluation

To fulfill its mission, WM identifies itself as a fellowship of content creators, a media production house, open-sourced journalism, and a content academy.

Initially, content evaluation responsibility rested with the Directors program. As the mission evolved to operate through individual units, the expansion of sub-directors became a necessary inclusion in each unit's funding proposal, given the vast amount of content created.

It is important to note that, historically, the elevation of directors and sub-directors was based upon exemplary contributions to the mission. The only exception was when an ecosystem team decided to leverage WM by initiating a treasury and appointing a director of their choosing.

While the new management team will play a role in content evaluation, the sheer volume of content and the team's diverse responsibilities make it impractical to handle the task entirely. Thus, the primary strategy moving forward is to implement a new reviewer rewards system.

Original Anglo content produced by Tier 1 creators will now incur a 5% reviewer rewards, distributed to reviewers. For Tier 2 and 3, the reviewer rewards will be 20%.

The new reviewer rewards system, led by Goku, will include both expert reviewers and community reviewers.

Adhering to the original ethos of rewarding exemplary contributions to the mission, expert reviewers will be invited. Existing sub-directors for the Paraverse Content Creators unit and NFT Content Creation Guild unit will be included.

To encourage growth and participation, reviewer rewards will be open to community reviewers who have attained at least the Tier 2 creator role. However, original Anglo content from Tier 1 creators will not be open to community reviewers, and not all content by lower Tier creators will be open for community review.

To ensure fairness, participation notification will be announced, and each content posted will be limited to two community reviews, with each community reviewer allowed to participate twice a week unless otherwise stated.

The distribution of the reviewer rewards from content rewards for the reviewer system will be divided 75% among expert reviewers and 25% among community reviewers. Additionally, community reviews will undergo evaluation; inadequate reviews will not receive rewards, aiming to prevent low-effort spam-like participation. In the absence of available reviewers or excess

community review funds, the surplus reviewer rewards will be allocated for future content initiatives.

Original Non-Anglo content and translations will be exclusively evaluated by the community, with the same reviewer rewards applied as with Original Anglo content. Ikhaled, with extensive knowledge of the historic WM lingo channels, will manage rewards for reviewers. Rewards for Non-Anglo content will only be distributed after a minimum of two reviewers have assessed the content. To safeguard against sybil attacks accounts less than one year old and/or inactive on WagMedia for at least six months will not be incentivized.

An example of the reviewers' rewards is provided below:

Let's consider a Tier 2 or 3 content is evaluated for 10 DOT. In this case, 2 DOT will be allocated to the reviewers' reward pool, with 1.5 DOT distributed among our existing WM expert reviewers and 0.5 DOT allocated to the community reviewers.

7. Budgets

All budgets are below for 26 weeks

Type	Task	hr/week	Rate/h	Weekly Budget	Total for 26 Weeks
Bounty Content Creations	Bounty creations Bounty rewards Reviewer rewards	N/A	N/A	$700	$18200
Original English Content Creations + Writers Room	Creator rewards Reviewer rewards	N/A	N/A	$700	$18200
Non-Anglo Content Creations (Original + Translations)	Creator rewards Translation and dubbing rewards Reviewer rewards	N/A	N/A	N/A	$20000
Finders and Newsletter	Finders reward	N/A	N/A	N/A	$20800
	Editor + writers reward	N/A	N/A	N/A	

Website and Discord Bot Development	Developer	10	$80	$800	$34180
	Designer	4	$60	$240	
	Product owner, Testing and Audit	4	$60	$240	
	Infrastructure	N/A	N/A	$150/M	
Marketing	X Campaign Manager	4	$25	$100	$7800
	Ad budget for X	N/A	N/A	$200	
	Collabs	N/A	N/A	$200	
Management	Director - ikhaled28	10	$60	$600	$61140
	Director - goku	12	$60	$720	
	Director - Dodow	10	$60	$600	
	Director - Vampsy	7	$60	$420	
	WagTool	N/A	N/A	$50/M	
Total					$180320

8. Progress Reporting and Data on Production and Payouts

A live breakdown of reward distribution of all treasuries incentivizing WagMedia is available at report.wagmedia.xyz.

In addition, **Vampsy** will be providing monthly reports summarizing the data on content production and payouts to provide a more in-depth review of content output and costs. These reports will include data on various metrics, such as the number of content, number of unique creators, and distribution of payouts, as well as information on top content and creators. The purpose of these reports is to provide updates and seek feedback on top content and progress. See below for previous reports created by **Vampsy** for the Paraverse Guild, NFT Guild, and WagMedia's Kusama Bounty #12.

Paraverse Guild (January - July 2023):

https://vampsy.substack.com/p/data-on-wagmedias-paraverse-content

NFT Guild (May - July 2023):

https://vampsy.substack.com/p/data-on-wagmedias-nft-content-creators-a72

NFT Guild (March - April 2023):

https://vampsy.substack.com/p/data-on-wagmedias-nft-content-creators-a38

NFT Guild (December 2022 - February 2023):

https://vampsy.substack.com/p/data-on-wagmedias-nft-content-creators

Kusama Bounty#12 (June - December 2022):

- https://vampsy.substack.com/p/preliminary-analysis-of-wagmedias?sd=pf
- https://twitter.com/vampsyfear/status/1603641966759186432?s=20

9. Terms of Payments

The main funded account will be controlled by a 2/3 multi-sig wallet, the signers will be ***ikhaled28, dodow,*** and ***vampsy.***

We will distribute the rewards on a weekly basis using our automated bot. Our bot is called ***The Concierge,*** which is part of our discord automation tool named **WagTool**. With previous bounties we have automated the payment system of WagTool. Each week, only the necessary funds will be sent to the Payout Hopper account to automatically distribute to those who have earned rewards.

a. What is the address of the fund recipient?
   i. WagMedia multisig: 1nk1zBjum3dr6Y1YAx6Uqr6Worx5rSYJtu9iq5v5gyTFzCL
b. How can we contact the managers of the funds?
   i. ikhaled28
      1. Telegram: @ikhaled24
      2. Discord: ikhaled28
      3. Email: ikhaled28@gmail.com
   ii. Dodow
      1. Telegram: @fashionistawong
      2. Discord: Dodow#8095
      3. Email: cryptdotao@gmail.com
   iii. Vampsy
      1. Telegram:
      2. Discord: vampsyfear
      3. Email: vampsyfear@protonmail.com
c. What exchange rate are you considering?

i. **32130** DOT at **$5.614** based on 7 days EMA
(https://polkadot.subscan.io/tools/charts?type=price)

10. Future plans

- Our goal always remains consistent: to support as many new content creators as possible, fostering their integration into the Polkadot ecosystem. In doing so, they become vital narrators, sharing the story of Polkadot in a decentralized manner.
- During this funding period, our aim is to explore opportunities that will enable WagMedia to achieve self-sufficiency from the Polkadot Treasury. One such initiative involves pursuing a position for Creator Staking in SubSocial, a platform that has been steadfast in supporting content creators right from the inception, particularly those contributing articles to the Polkaverse.
- WagMedia wants to participate in OpenGov, planning the integration of ChaosDAO OpenGov BOT for giving feedback and voting on-chain.