

General Model for Content Creation Initiatives (CCI)

Before continuing with the report we must introduce the different types that have been defined so far for **CCIs** (Content Creation Initiatives), together with some active proposals that could be presented as an early example of each category:

- **Project-focused (CCI-A):** The CCI-A are the initiatives that cover more general activities and with practices typical of ambassador programs:
 - Translation of documentation and official publications of the project
 - Dubbing and subtitling of content called official

In this type of content initiatives, **normally related to ambassador programs**, we could find more varied cases where even tasks such as moderation of regional telegram/discord groups, duplication of the project's activity on social networks, news dissemination, etc. are included. Examples of current CCIs that could be defined within this category:

- Bounty in Spanish (Kusama)
 - Portuguese Content Guild
- **Focused on Creators and Original Content (CCI-B):** The goal of the CCI-B is to reward and support users who are posting original content about the ecosystem through small rewards or other funding models.

These initiatives can be applied in various ways, raising milestones to meet for the creators and teams that are receiving support.

It can be considered as a way to easily distribute tips among regular creators, but in some applications it can be considered more as a school or Dojo for original content creators, where users are advised to improve their work on the platforms that they are operating and even manage to consolidate their role in the ecosystem.

- Paraverse Content Creators
 - NFT Content Creation Guild
 - Creadores Web3 (Web3 Creators)
- **Independents (CCI-C):** This category includes all proposals aimed at financing the activity of a single project. The goal is for individual creators and teams who already have an extensive background participating in the ecosystem, whether doing translations/dubbing through a CCI-A or publishing original content through a CCI-B, to continue scaling their work and responsibilities with individual financing, responding to the token holders themselves and not under the guidance of initiatives open to the community.

- The Kusamarian (original content)
- Cryptonitas (original content)
- Polkadot en Español (dubs)

It is important to carry out a formal categorization of the different CCIs that appear in order to optimize their work and to **know what results we should demand from each one of them**, since it is a big mistake to try to make each initiative (specially lingo guilds) cover as many activities and topics as possible, this approach that has been promoted up to now is detrimental to original content creators and, especially, to the ecosystem, hence the need to continue rethinking the current CCIs to achieve greater efficiency in their application.

Redefine the current content creation proposals based on the General Model for the CCIs.

It is necessary to continue optimizing and redefining these first models of content creation initiatives to scale the results and objectives. We should not focus only on optimizing important but at the same time tremendously irrelevant aspects such as the possible treasury management models of this type of initiative, but perhaps be more creative with its fundamental application, starting with such simple but radical changes. How to move away from the **“reward X piece of content”** approach and focus on being more demanding with the development of the role of the different creators in the ecosystem through the use of more game mechanics.

It is a reality that from the first criteria established to reward content with the tips model of the Polkadot and Kusama governance system, a series of common bad practices have been derived among the creators of the ecosystem.

It could be said that this series of mentioned criteria come from the activities proposed by the different ambassador programs of most projects (translation, dubbing, subtitling and duplicate activity in social media).

All this has originated a series of bad practices, which generate unoriginal, repetitive and especially uncompetitive content when it comes to wanting to work a YouTube channel or a blog. For example:

- Make dubbing or subtitling of videos for not official or local hubs YouTube channels.
- Carry out translations without a prior context for not official or local hubs blogs.
- Excess of content centered on irrelevant interviews or news compilations.

This is the main reason why a greater differentiation should be made between the CCIs focused on the project and the CCIs focused on creators, so as to optimize their application in addition to clarifying the results expected from each one.