



# Heartbeat in 2023

## What is Heartbeat?

YouTube is the world's video library

Heartbeat is the world's memories

Ask yourself two questions:

### 1. What is the one thing missing from Wikipedia?

Answer: Video.

There are many well-written articles to read with images, but not a single video. Also no narration and no opinions, just facts. Wouldn't it be nice to hear about different perspectives on a topic that are not backed by scientific journal references?

### 2. What is the one thing missing from YouTube?

Answer: Something meaningful to read.

There are some excellent videos with descriptions full of "follow me on Twitter" links and mostly meaningless comments, not a single well-written article to read.

## What does YouTube + Wikipedia look like?

This is Heartbeat:

- Solves one core need: Save people time (can watch only relevant clips, not whole videos)
- One core function: Given any paragraph, return a relevant video clip (crowdsourced)
- A collection of "something meaningful to read" with relevant video clips next to paragraphs so the audience can "see" the paragraph they are reading (eg: <https://vi.ki/video/apollo-15-operations-on-the-lunar-surface>)

- A video wiki, or “viki” for short

<https://vi.ki> is the prototype with moments aka memories from:

- Movies
- Games
- Music
- Tech

These memories may not matter to you. You will be able to copy other's favorite memories if you like them or build your own memories as you watch YouTube videos using a Chrome extension we will build, and later on other platforms like Spotify, Wikipedia, Facebook and Instagram.

### **Notes by George**

Be the platform

Stop building on other people's platforms that can change their rules at their whim

Use the platform

Everything in a web browser AND a mobile device, one codebase, not a native app and a web app as two different codebases. That is called a PWA: Progressive Web App.

Monetization

We will pay you exactly as YouTube does, as a content creator that gets a revenue share of all of the content you create, but in more ways than YouTube.

Split payments

YouTube will not pay both of you when you collaborate on a video, we will, when you collaborate on a Heartbeat.

Let's say you write an article or make a video. You get paid for both if you add your relevant video clips to the article like this: (show example using Valheim "death by tree") On YouTube, you would get paid for your video, not for your article or anything you write.

Heartbeat is a shiny new idea. It does not exist in this world. It will in 2023.

YouTube is the world's video library.  
Heartbeat is the world's memories.

The moments that matter.

(explain the need: how you can spend hours looking for a specific thing in a video) Heartbeat saves people time.

## Key features

#1: Save you time

#2: Pay you for every piece of content you create (making videos, writing text, replying to comments, bringing your friends to Heartbeat) That last one normally YouTube MCNs pay you, not YouTube. Why not? You are building YouTube's platform! Why don't they reward you? They only reward you by uploading videos, but only after you reach 1,000 subscribers AND 4,000 watch hours! Until then, you are free labor for YouTube.

#3 Get paid from the first piece of content you create on Heartbeat. No 4k-1k!

Show prototypes: <https://vi.ki> (not clickless gallery yet)

We already built the pieces of Heartbeat to prove the model works. It works. Writer's Share is paid each and every month already. But you must use WordPress. Not the easiest platform to use and no support for video clips. We had to write a custom WordPress plugin.

#4 Get paid for uploading images

Not just making videos and writing text, also images. Why not? Images add value to a platform. You should get paid whenever you add value.

#5 Revenue streams summary:

- Upload videos
- Identify video clips, match to paragraphs (as a fan you can do this without ever creating a single video!)
- Write articles (flex those writing muscles! Presumably, you went to school. Did you learn how to write in school? When was the last time you used all those years of learning how to write in the real world? Don't use it, you lose it. What a shame of all those years invested in learning how to write if you don't write! You can on Heartbeat and get paid for it)

- Upload images (clickless gallery!)
- Recruit your friends to Heartbeat, just like YouTube MCNs pay for recruiting creators to YouTube
- Networks and subnetworks

#6 Yes, we are bringing back subnetworks on Heartbeat. YouTube banned them years ago. Want to start a company with your friends? Not big enough yet to have a direct contract with Heartbeat? No problem, sign up under your friend who is as a subnetwork!

#7 Early payments. Want to get paid before Heartbeat pays everyone else? No problem! Will YouTube let you get your money out early that is reported in YouTube Analytics? No. That is something we had to build, what we call Freedom! Pay, an early payments platform globally optimized to pay you anywhere in the world as quickly as possible, over a month before YouTube pays. If you upload a video on Jan 1, 2023 you will not get paid until Feb 21, 2023 for it. Why? With Heartbeat, you will be able to get paid on Jan 2, 2023 or as soon as we know how much money your content that you created made.

#8 Music. We will provide music, professional music you can use with no fear of copyright strikes or takedowns. YouTube has an Audio Library, but have you tried it? The music is not that good. That's why companies like Epidemic Sound and Music Factory had to be created: to make good music for creators. Actually, we created Music Factory! Here it is on YouTube, Soundcloud and Spotify. You will get all that music for free, and much more on Heartbeat.

#9 Safety for your Heartbeat channel

How many YouTube channels have been demonetized or terminated unfairly? Or, at least we do not really know why? Our policies will be clear, transparent, and you will get a second chance! And a third chance! Even if you clearly did something stupid, like upload The Simpsons episodes hoping to get more views from copyright content you should not be trying to monetize, we will let you learn from your mistakes.

#10 Community and creator driven

Heartbeat will not be built by a team hidden away from you making decisions that are really focused only on making advertisers happy. We want to make you the most happy, the people who create content! Sure we need to satisfy advertisers as well. But if we have to decide between what advertisers want and what creators want, we choose creators NOT advertisers. I think YouTube chooses advertisers first.

So let's start collecting what you want. Click the link below to tell us in this Google Form. I will read the ideas you share in the next video. Remember when I used to read your comments? This is it! Reading your ideas and sharing them with everyone so we build Heartbeat together in a platform that you actually want to use, built for you not for advertisers.

YouTube is a single-player experience. You end up building your own channel on your own because there is no monetary incentive for other creators to help you unless you pay them

directly, like hiring a video editor. Heartbeat WILL incentivize creators and fans to help build up your Heartbeat channel by doing split payments based on a point system. Every contribution has a value that YOU set. Others will decide whether to help you or another Heartbeat creator based on those values. Heartbeat itself will have a standard point system that it will recommend all creators follow, but each creator can customize it.

Heartbeat will also have the [vi.ki](#) (video wiki) that everyone can edit. It is essentially a video Wikipedia because that is the one thing missing from Wikipedia: video.

## Summary

- Built for you, creator-first
- Clear and transparent policies with a second and third chance if you clearly abuse them
- Commercial and production music free for you (we will pay for it, not charge you for it)
- Early payments, get paid when you want or need it, not just when we want to pay you
- Subnetworks are back! And networks, open to all to apply. You can apply to be a YouTube MCN here but they review applications only twice a year! We will review them twice a day! Why not? Why keep you waiting 6 months? I think that's crazy!
- Save people time. What is the one thing you never get back when it's gone? Time. Heartbeat will save you time. Here is how: YouTube channel health check: <https://spam.tm>
- Pay you for every piece of content you create
- No 4k-1k, get paid from the first piece of content you create on Heartbeat
- Get paid for uploading images in the clickless gallery
- Get paid for:
  - Upload videos
  - Identify video clips, match to paragraphs (as a fan you can do this without ever creating a single video!)
  - Write articles (flex those writing muscles. Presumably, you went to school. Did you learn how to write in school? When was the last time you used all those years of learning how to write in the real world? Don't use it, you lose it. What a shame of all those years invested in learning how to write if you don't write! You can on Heartbeat and get paid for it)
  - Upload videos (clickless gallery!) Show gallery.vi.ki prototype and <https://gallery.tm> (16 year-old code I wrote)

-- Recruit your friends to Heartbeat, just like YouTube MCNs pay for recruiting creators to YouTube

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