# NIDEO

## PURPOSE

To revolutionize video sharing by creating a decentralized, user-controlled platform that incorporates a SLM for personalized content discovery and blockchain for transparent transactions.

## DESCRIPTION

A decentralized video platform that empowers creators with ownership, provides viewers with algorithmic choice, and uses blockchain to facilitate transparent transactions, including ad payouts and individual video sales.

# Opportunity

Centralized platforms like YouTube control algorithms, revenue streams, and content visibility. Creators face inconsistent monetization and limited ownership of their content. Advertisers struggle with opaque pricing and metrics. Viewers lack control over content recommendations. There is a need for more personalized, unbiased, and transparent content discovery powered by SLM's.

## Growing Demand

There has been a growing demand for decentralized platforms that promote transparency and equity. Censorship, algorithmic bias, and demonetization mean creators do not really own their content.

## Market Opportunity

Global digital advertising expenditure is expected to reach $700 billion by 2025, providing vast monetization potential. Over 50 million people identify as content creators, but face limitations in equitable monetization.

# Key Features

## DECENTRALIZATION

## 01

No single entity controls the platform. Blockchain ensures transparency and security.

## BLOCKCHAIN MONETIZATION

## 02

Advertisers pay with native cryptocurrency, distributing payouts directly to specific videos. Videos can be bought, sold, or traded individually.

## ALGORITHMIC FREEDOM

## 03

Users select algorithms that prioritize their viewing preferences.
Open-market algorithms foster innovation and personalization.

## SLM DISCOVERY

## 04

SLM for personalized content discovery based on user preferences, user interactions, metadata, video metadata, and feedback.

# THE BLUEPRINT

## PLATFORM ARCHITECTURE

**Decentralized Infrastructure:** Peer to peer video hosting with IPFS or similar protocols.
**Blockchain integration:** Native cryptocurrency for transactions. Smart contracts for revenue sharing and video ownership transfers.
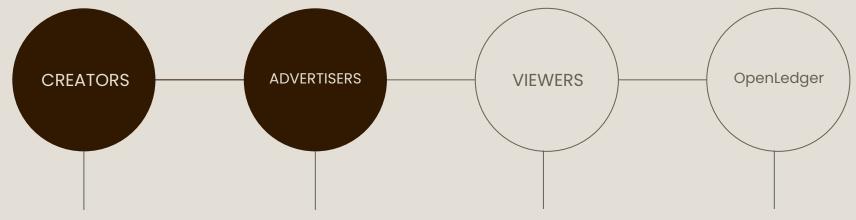**SLM Implementation:** SLM will be trained on all videos in the network
**Content Discovery:** User-curated playlists, decentralized search indexes, and community-driven moderation.

## DEVELOPMENT STACK

**Blockchain** for financial operations
**Decentralized** storage for video hosting
**Frontend frameworks** for user interface
**Backend microservices** for API management and user authentication

# Benefits

**CREATORS**

**ADVERTISERS**

VIEWERS

OpenLedger

True ownership of content. Direct and transparent revenue streams. Freedom from algorithmic bias.

Transparent ad spend and audience metrics. Direct support for specific videos or creators. Access to niche, engaged audiences.

Algorithms tailored to preferences. Support for creators through direct purchases or tipping. Trust in transparent, community-driven platforms.

NIDEO embodies OpenLedger's mission by driving global blockchain adoption and innovation, integrating cryptocurrency, and fostering an algorithm marketplace.