



The online video industry is a multi-billion dollar market controlled by a few large corporations that own social media channels and online video sharing platforms. The growth of these platforms is driven mainly by user-generated content, which attracts advertisements and visits from a wide-ranging audience. As a result, platforms like YouTube and Facebook generate huge revenues from online video creators and viewers, with little or nothing going back to these users as rewards. BuzzShow is trying to address this via a decentralized approach to the online video industry.

What is BuzzShow Network?

Conceptualized and developed since early 2018, BuzzShow Network is a leading blockchain-based multi-platform.

BuzzShow aims to revolutionize video social media platforms and give economic value and freedom to online video creators, curators, and viewers by giving back via rewards, incentives, and control.

Integrated with proof of contribution engines, BuzzShow's Goldy (GLDY) coin is designed as a utility token with well thought out full-cycle economic elements.

BuzzShow aims to become a fully decentralized blockchain platform that will enable users to receive economic gains for every action they do. Based on a sophisticated proof of contribution mechanism built into the platform, it generously rewards all contributors, without the negatives associated with legacy, central control social media platforms, lack of equitable revenue sharing, biased regulations, and abuse of user data infringements of privacy.

BuzzShow is the first multi-platform blockchain-based video social network whose core mission is to put the interests of content creators, curators and viewers first.

The blockchain-based multi-platform uses its native coins, the Goldies (GLDY), as the cryptocurrency that incentivizes the creating, curating, streaming, sharing, and viewing videos on BuzzShow Network.

Members of the platform earn not only as content creators but also when they curate, stream, share, and view videos. Thus, it's by far the most complete blockchain-based social media video network. Moreover, it allows every segment involved in the "food chain" to contribute and earn money on the multi-platform, based on its native "proof of contribution" reward mechanism built into the platform's core engine.

BuzzShow is committed to ensuring that the revenue generated from advertisements and premium subscriptions is equitably distributed between the entire "food chain," including content creators, curators, marketers, and consumers according to their participation and popularity on the platform. Most other video-sharing sites retain around 50 percent of the revenue from advertisements, as in the case of YouTube, which uses a 55-45 revenue-sharing percentage scheme for top performers. Even worse, Facebook and Twitter keep the entire revenue to themselves!

Under these schemes, content creators and curators are forced to share the remaining smaller part of the revenue, despite doing most of the work. BuzzShow aims to disrupt the industry by giving all parties involved in the "food chain" a stake in the revenue generated from content creation.

BuzzShow is in its Beta phase, while still reaching major milestones on its roadmap to become the market leader as a decentralized blockchain video social media.

It currently has over 60,000 registered users, channels, and millions of videos searchable and indexed who are getting value and rewards in the platform.

Buzzshow Blockchain-based Decentralised P2P Video Storage with IPFS

BuzzShow Network uses an IPFS (InterPlanetary File Sharing), the most advanced P2P blockchain-based data storage technology widely used, to ensure that the content uploaded directly to the platform is truly decentralized, aiming to create fully decentralized content distribution ability.

The use of IPFS allows files to be stored without relying on a centralized database as most platforms do. As a result, it is not susceptible to privacy infringement, DOS attacks, or ransomware attacks because the videos are held in multiple systems. The benefit is that it is faster, more open, and safer than a centralized database reliant on methods of social media and video streaming.

The IPFS technology is useful for BuzzShow because it allows the user generated content to be truly decentralized while saving bandwidth costs considerably.

BuzzShow Network's goal is to create a hybrid global cluster of FRONTIER NODES. It will ensure uptime and availability of the data on the network globally with the second layer of hundreds of thousands of participants running FORERUNNERS NODES on IPFS. In addition, it will avoid using a centralized control center for the UGC videos uploaded directly on BuzzShow Network.

BuzzShow Network's use of the IPFS Cluster method gives the network a strong ability to manage and quickly grow community-driven peers that help create decentralized network growth and in return, earn storage and streaming rewards. Therefore open the door for corporate/ sponsored FRONTIER NODES with the additional support from end-users. FORERUNNERS NODES can collaborate in the network by STAKING GLDY's tokens, with multi-level options to increase their yields and earning rewards, unlike other platforms where users need a high amount of STAKING reserve to start or support a node.

The use of IPFS ensures that the videos are stored in a truly decentralized manner. As a result, any connection problems in specific regions do not affect the rest of the video files. The videos are subdivided and duplicated into multiple parts to ensure they can be retrieved even when there is a problem on the blockchain.

Thus, the content created is always secured.

How BuzzShow Benefits Users - FULL CYCLE FAIR ECONOMY

BuzzShow believes in the core principles of a decentralized web. Therefore, a web where each part of the entire "food chain" creating BuzzShow Network gets a fair reward in BuzzShow native GLDY token for relative contribution on the network, i.e., creating, curating, sharing, viewing, and providing storage and streaming.

Different users of the platform get different rewards portions depending on their contribution to the platform. The specific benefits for each of these groups are as follows:

- i. **Video** creators earn Goldies for both creating content and adding it to their channel as well as when users view the video. This gives video creators a dual chance of earning revenue. They can also charge premiums if they choose to do so.
- ii. **Video Curators** are rewarded when a video added to their channel is viewed on their channel and earn Goldies every time they share a video.
- iii. **Viewers** earn Goldies when they watch videos on the platform and share videos. They can use these Goldies to pay for premium content from their favorite content creators.
- iv. **Storage and Streaming** rewards are given to FRONTIER NODES and FORERUNNERS NODES created on Buzzshow Network, with Multi-Level options STAKING option that increases yields and earning rewards.
- v. **Advertisers** can buy Goldies to pay for advertising space either from the curators or specific content creators.
- vi. **Validators** will earn Goldies by verifying the adverts included in a given video to ensure that advertisers only market based on the advertising space.
- vii. **Community-driven Moderators** will earn Goldies by validating whether the content shared by creators adheres to the community principles. They flag issues like racism and inappropriate content to ensure that users do not violate their terms.
- viii. **Developers/ Platform** retain part of the Goldies reserved for them. Additionally, they earn based on any plugins and upgrades introduced to the platform.

BuzzShow Network is set to base its future releases on third-generation blockchain technology, eliminating transaction fees and offering security crucial for a social media network.