bitcast

Brief 011 - The recent growth of the Bitcast (Subnet 93)

Supporting information / resources:

Brand assets: Google Drive

Subnets that Bitcast has worked with so far:

Vidaio - https://x.com/vidaio_

Score - https://x.com/webuildscore

Chutes - https://x.com/chutes_ai (to be announced on 11th July)

Recent network stats:

https://x.com/Bitcast_network/status/1940844784295596255 (soon to be over 300k subscribers)

Agency miner:

Substack article

Tweets: Announcement and update

Thanks to recent architectural improvements and the launch of the Agency Miner, **Bitcast can now support 1,000s of YouTube accounts**.

The network is no longer limited by Bittensor's UID slot constraints — multiple creator accounts can now connect through a single UID, unlocking massive scale..

Benefits for creators:

- Simple way to generate revenue from YouTube content
- No contracts
- No exclusivity
- Good quality projects
- Simple source of supporting information and brand logos
- Less time spent on admin, allows more time to be spent on video creation
- Daily payments

- Trustless rewards

Benefits for Brands:

- Trustless process, no need to send payment upfront before delivery of videos
- Time savings - no need to contact multiple creators on a one to one basis
- No middle men - Bitcast provides the rails to connect brands to creators, no admin fees
- Rewards paid out based on verifiable performance - not fake subscribers and views
- View performance metrics from 100's of creators all on one place - no need to request and collate screenshots of each creators YouTube account metrics
- Maximise budget

Long term vision:

"The global creator economy is set to hit $480B by 2027" - Goldman Sachs

Bitcast is building the rails that connect brands to creators - seamlessly, at scale.

Verifiable engagement. Trustless payments. Massive reach.

This industry is bloated with inefficiencies, middlemen, content reviews, revisions and edits and is often done on a one to one relationship basis.

Bitcast will be a place where all social media content creators, no matter the niche or platform, are able to earn additional revenue from their content. Where they can work with the most exciting brands that are relevant to their audiences.

Bitcast will be a place where brands can raise awareness or release time sensitive news with massive reach, quickly and affordably.

Currently in development:

Brand advertiser portal:

- Able to purchase and manage content briefs
  - Run one off content briefs
  - Run content briefs on a monthly retainer basis
  - Affiliate links
- Review the creator network prior to brief purchase
  - Organised by specific niche
  - Apply additional monetary incentives to certain desired creators
- Content brief analytics
  - View verified performance metrics from 100's of creators
  - View on chain data in line with network engagement
  - Affiliate link clicks

- ○ CPM
- Manage and combine multiple social media platforms

Creator portal:

Able to see

- Individual videos performance
- Metrics on the competition within each brief window
- View upcoming briefs organised by niche
- Receive notifications regarding additional monetary incentives applied to their account
- Receive rewards from the network for regular participation

Contact for interviews/AMA's: TG - @Tom_bitcast

Chart: https://taostats.io/subnets/93/chart