



Supporting document - Bitcast Brief 30

The Bittensor Bull Case

- Bittensor is the perfect synergy between the worlds 2 most disruptive technologies:
 - Artificial intelligence
 - Crypto
- Bittensor has taken inspiration from (and possibly improved upon) the most powerful and disruptive technology ever created - Bitcoin.
- Bittensor is made up of over 100 start up companies (subnets) - all in competition to contribute to the ecosystem and revolutionize all industries as we know it.
- Owning \$TAO is like holding an index fund made up of all of these start ups - no VC lock ups, fair launch and with capped supply
- The subnets all solve individual problems - some AI, some not. Many subnets work together - like a hive mind of highly optimized tools. All of them feeding back value to the Bittensor ecosystem as a whole.

👉 Relevant article: https://x.com/Old_Samster/status/1998455247186821269?s=20

Bittensor halving

The Bittensor halving is happening in December, reducing supply just as institutional interest accelerates. Access to capital is improving, and the infrastructure enabling investment is evolving rapidly.

👉 <https://bittensorhalving.com/>

The Bittensor tokenomics mirror those of Bitcoin, with halvings every ~4 years and a total capped supply of 21 million tokens.

The role of Bitcast in the Bittensor ecosystem

A major challenge Bittensor faces today is lack of visibility and broader understanding. Many of the subnets being built on the network are already state of the art in what they do. **Yet the vast majority of the crypto ecosystem still doesn't know they exist. A key reason for this is that Bittensor is the only major L1 without a marketing budget.**

This is the gap Bitcast is set up to fill.

- Over the past 6 months, Bitcast has developed the infrastructure needed to onboard and support thousands of creators across YouTube. Now those systems are in place, the social media marketing subnet is ready to accelerate.
- Short term mission - use the ever expanding Bitcast creator network to raise awareness and improve understanding of Bittensor.
- Longer term mission is far bigger - to become a global platform that any brand, Web3 or Web2, can use to unlock the full power of creator-led marketing.

The Bitcast YouTube Vision

Bitcast is building a decentralized ad platform that gives brands the power of creator-driven marketing with the simplicity of traditional PPC campaigns.

Brands will be able to run fully customizable campaigns, evaluate performance and optimize based on results.

Eventually, Bitcast will allow brands to:

- Launch campaign variants (dedicated videos, ad reads or integrated mentions)
- Target specific niches on YouTube to best fit the brand advertising e.g. Based on location or based on what crypto ecosystems creators usually talk about
- Optimize strategy dynamically based on delivered results and reinvest based on what works well
- Operate across any language or region - without borders

Opportunity

Creator marketing delivers the **highest ROI of any digital marketing channel**, yet remains extremely difficult to scale.

✗ Current Problems

- Managing multiple creators is **time and resource intensive** (contracts, negotiations, back-and-forth)
- **Brand messaging becomes inconsistent** beyond 10+ creators
- **Fixed price deals offer no guarantee of exposure or engagement**
- **Requires separate teams** to handle multi-language campaigns

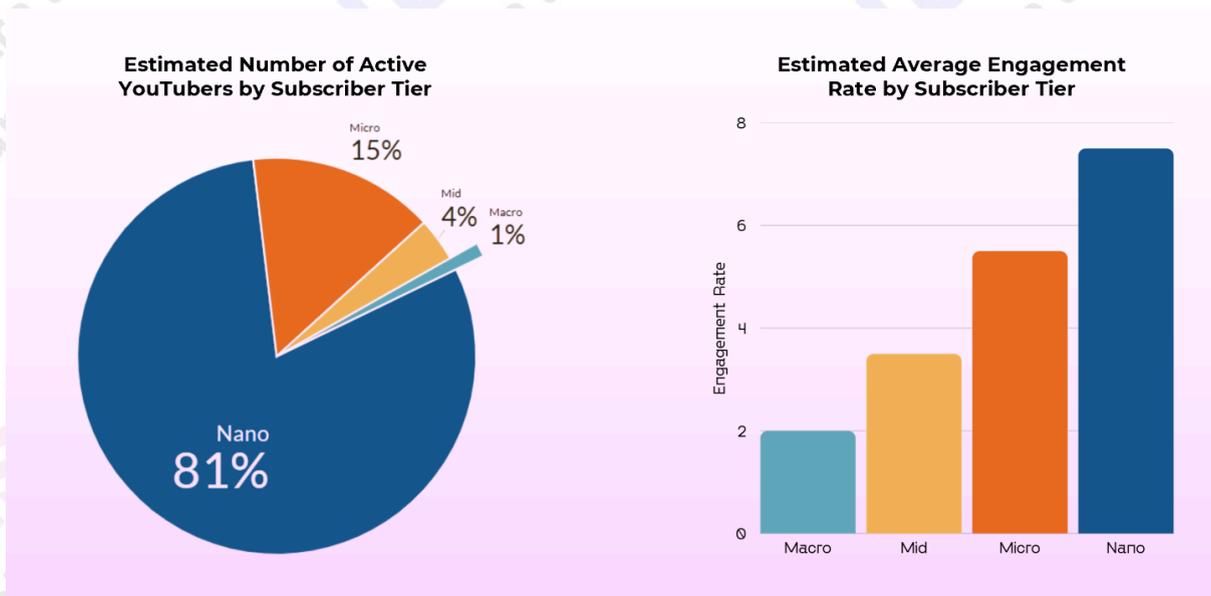
Example:

A global exchange may have separate teams for each region or language, each working with a small group of the largest creators on fixed-fee deals - despite zero guarantee on views or engagement.

💡 The Opportunity Cost

Due to the admin overheads big brands often only work with top-tier creators, they leave significant value untouched.

Smaller creators typically have higher engagement due to closer communities. However, managing large numbers of them is currently impractical.



● The Solution: Bitcast

Bitcast enables brands to work with **hundreds of creators at the push of a button.**

- Brands pay **only for the value delivered**
- Creators are rewarded **based on the attention they generate**
- Works across **all languages and regions**
- Campaigns that once required multiple teams and weeks of coordination can soon be deployed in hours

No middlemen. No contracts. No negotiation.

No fixed fees based on promises.

No language barriers.

Scalable, performance-driven creator marketing - powered by Bitcast.

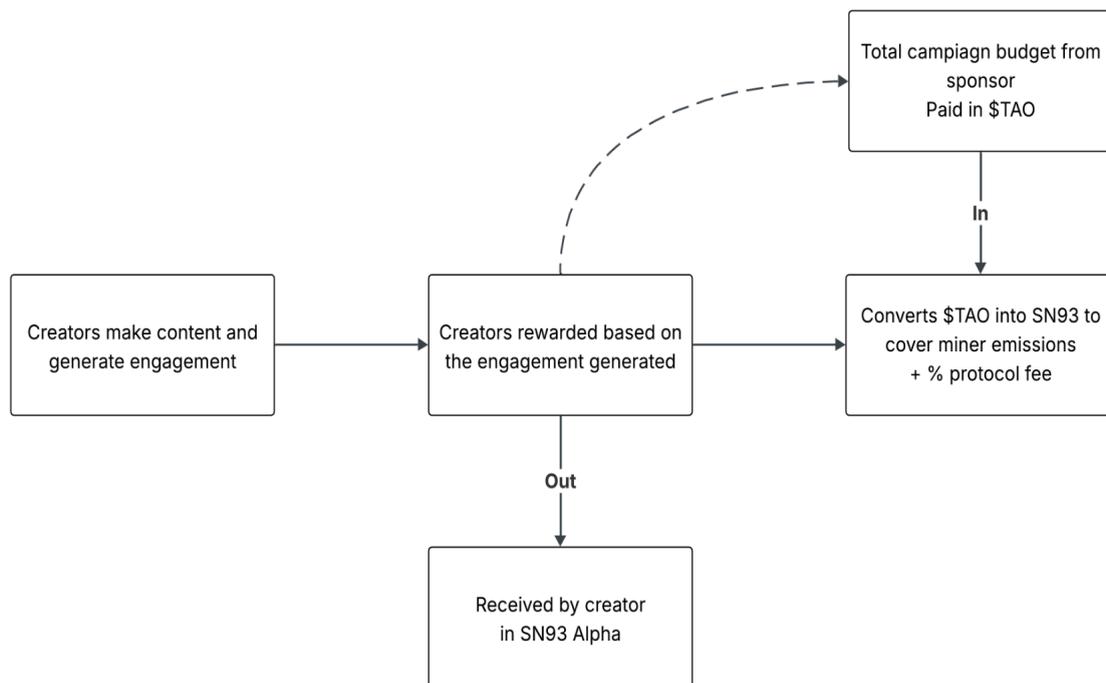


🚀 Sustainable tokenomics

Bitcast YouTube has been generating revenue pretty much since its inception.

However up until now the revenue being generated has only partly covered the miner emissions being paid out to creators.

Bitcast has released upgrades to its ad-read and integrations features which are designed to not only offset miner emissions but be profitable in comparison to them.



Bitcast Referral Scheme and No Code Mining

Bitcast has developed one-click mining - the first solution of its kind on Bittensor and critical to onboarding thousands of creators across YouTube.

We're now activating **referral mining**.

Soon, *anyone* - whether they're a creator or not - will be able to generate a referral code and get rewarded for introducing new miners to Bitcast on YouTube.

This unlocks an unstoppable growth engine.

- Miners will proactively recruit YouTube creators - no technical barriers, no coding required.

We've effectively decentralised the talent acquisition arm of Bitcast.

It will soon be autonomous, network-driven and unstoppable.

\$TAO supply shock + Increased awareness

The Bittensor halving is here, reducing supply just as institutional interest accelerates. Access to capital is improving, and the infrastructure enabling investment is evolving rapidly.

👉 <https://bittensorhalving.com/>

Across the ecosystem, subnets are breaking records. Competition is fierce, quality is rising and the pace of innovation is relentless.

Builders are developing world-class tools and services - not just for crypto, but for the wider world. **These solutions don't simply make life better - they're critical in the fight against centralised AI and corporate-controlled narrative shaping.**

Bittensor's AI-powered marketing engine is only just booting up.

With one-click mining, fully outsourced and incentivised creator onboarding and built-in education pipelines enabling those with reach to scale the Bittensor message effectively.

Bittensor remains the only L1 with zero marketing budget - and yet the ecosystem is thriving.

Bitcast is about to pour rocket fuel onto an already blazing fire.

And we've built the tools to do it profitably, efficiently and at scale.

Additional YouTube Information

How the Youtube ad reads and integrations will reflect the value spent by brands see [here](#)

Additional Information - Optional for use on videos 

You do not need to cover the below in your video - however feel free to do so if you believe it will enrich your content.

Bitcast is also now on X:

Bitcast has expanded to enable X mining.

In the first 2 weeks since launch in November they have generated over 100 posts on X since with:

- 2,456 likes
- 646 retweets
- 58 quotes
- 324 replies
- 150 bookmarks.
- Roughly 200,000 views

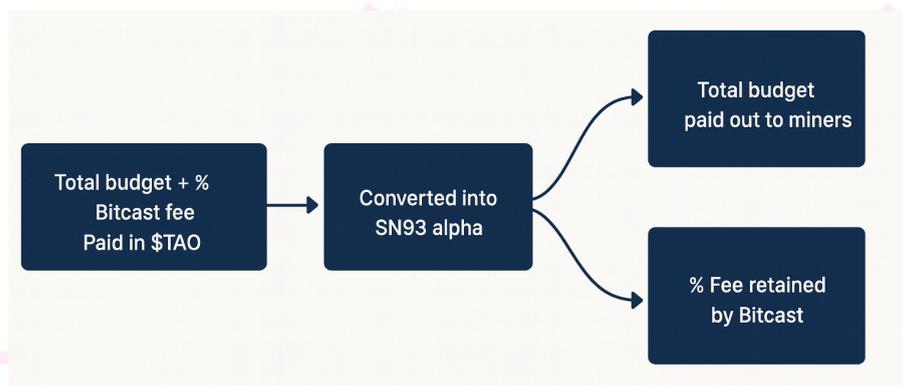
👉 https://x.com/Lazz_eth/status/1996255583322746925?s=20

After just two weeks, the incentive mechanism (IM) is **already profitable relative to mining emissions**, making it potentially the fastest IM to achieve this milestone in the Bittensor ecosystem.

X mining provides brands with a simple, gamified way to engage X creators. Participants compete for top leaderboard positions, with rewards that incentivize higher effort, deeper creativity and more meaningful contributions across the Bittensor social graph.

- It's also designed to be exploit-resistant:
- Bots and low-effort engagement farming are unable to earn.
- The only route to eligibility is creating high-quality content that resonates with the wider community over a 30-day period

The result: a system where influence is earned, not gamed.



The live test

As an initial test of the Bitcast mechanism, they mapped the Bittensor ecosystem to identify the accounts at the centre of conversation over the last 30 days.

The algorithm tracked engagement using the **Bittensor** and **\$TAO** keywords.

👉 View the live X graph: <https://x.bitcast.network/>

During the test campaigns, **all three targeted subnets experienced price appreciation**. While price movement isn't the primary metric for the success of Bitcast campaigns, it's certainly a signal that will capture subnet interest and attention.

👉 <https://x.com/gordonfrayne/status/1994063095090622608?s=20>

The true value lies in influence, not volume and this is exactly what Bitcast X was designed to deliver.

The real power of Bitcast X

Bitcast is actively mapping social graphs across key X communities including DeAI, DeSci, DePin, RWA, vibecoding, ICP, Near, Fet and more.

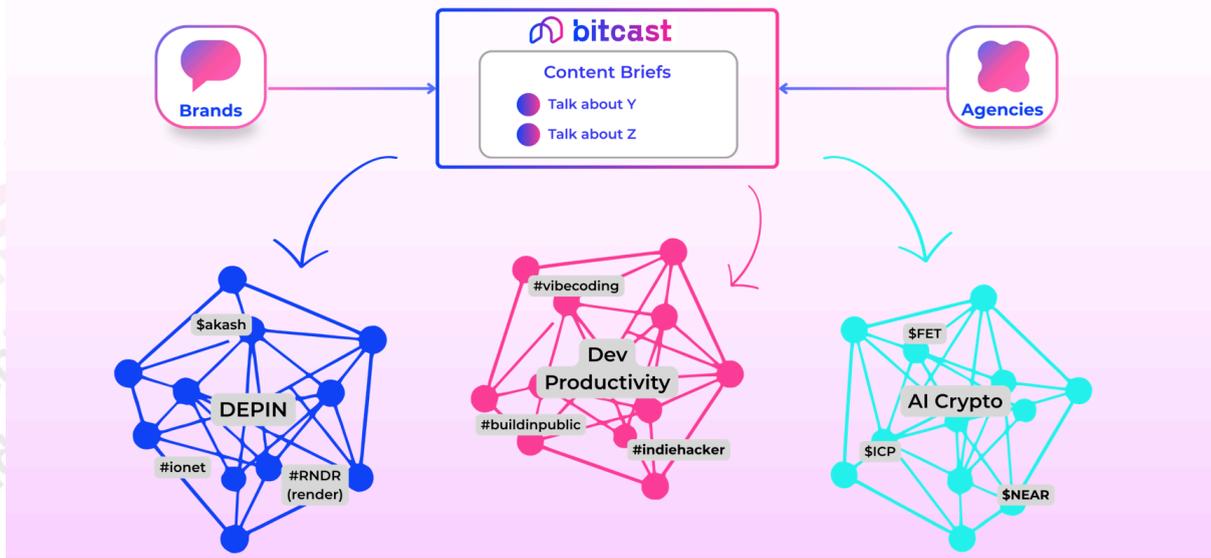
Once this mapping is complete, incentives will activate - pushing Bittensor and its subnets into the core of conversation across these niche communities.

Right now, Bittensor's biggest challenge is awareness and understanding. Incentives solve both. They not only drive creators to post about Bittensor, they encourage them to learn about what's actually happening across the ecosystem.

Imagine:

- Leading voices in **DePin** talking about **Chutes, Celium, Targon**
- The **DeSci** community spotlighting **Metanova**
- The **vibecoding** crowd discussing **Ridges**
- The **DeAI, ICP, Near & Fet** communities debating **\$TAO**

Map, Measure and Target



And the referral scheme will also be enabled for X

Soon, anyone - whether they're a creator or not - will be able to generate a referral code and get rewarded for introducing new miners to Bitcast on X.

This unlocks a scalable growth engine.

As we release new X graph models for additional niches, miners will be incentivised to educate others and help them get set up to mine on X.

Additional information on X

How X mining works see [here](#)