# bitcast

## Subnet 93 - The Decentralized Creators Economy

### 🔍 What is Bitcast

Bitcast is **Subnet 93 on Bittensor**, focused on turning attention into something measurable and valuable.

In simple terms:

- Bitcast connects **content, attention, and incentives**
- It allows brands to **pay for real distribution and impact**, not just views
- Everything is coordinated and verified through a decentralized network

This makes Bitcast a **core piece of infrastructure for attention in crypto.**

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### 👀 Bringing the Attention Economy On-Chain

Bitcast is bringing the **attention economy to Bittensor**

Today:

- Attention lives on platforms like YouTube
- But it's **not owned, not measurable properly and not directly monetised**

Bitcast changes that:

- Attention becomes **trackable**
- Performance becomes **provable**
- Distribution becomes **programmable**

👉 The key idea: *Attention is no longer abstract - its measured and rewarded*

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# 🌍 The Size of the Opportunity

The attention / creator economy is **massive and still growing.**

Projected to hit **$528B by 2030** globally and **$2T by 2035**.

Yet despite this explosive growth, the space remains clogged with:

- Inefficiencies (admin heavy)
- Middlemen
- Endless content reviews and revisions
- One-to-one deal-making

👉 Bitcast is targeting a **huge market with clear inefficiencies**

Sources:

Precedence Research : [link](#)
Market Stats Insight : [link](#)
Exploding topics : [link](#)
Goldman Sachs : [link](#)

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# ⚙️ Why Traditional Influencer Marketing is Broken

Current model:

- Brands pay creators **upfront**
- Success is measured using vanity metrics:
    - Views
    - Likes
    - Impressions

Problems:

- No clear link to **real outcomes**
- Easy to **fake engagement**
- No transparency on performance

👉 Result: billions wasted on low-quality attention

# 🤖 Bitcast's Edge - AI Verification of Attention

Bitcast's AI can **verify real vs fake attention across thousands of videos**

- It can detect:
    - Botted views
    - Low-quality engagement
    - Artificial amplification
- And reward:
    - Genuine reach
    - Real user attention (watch time not views)
    - Based on geographical location

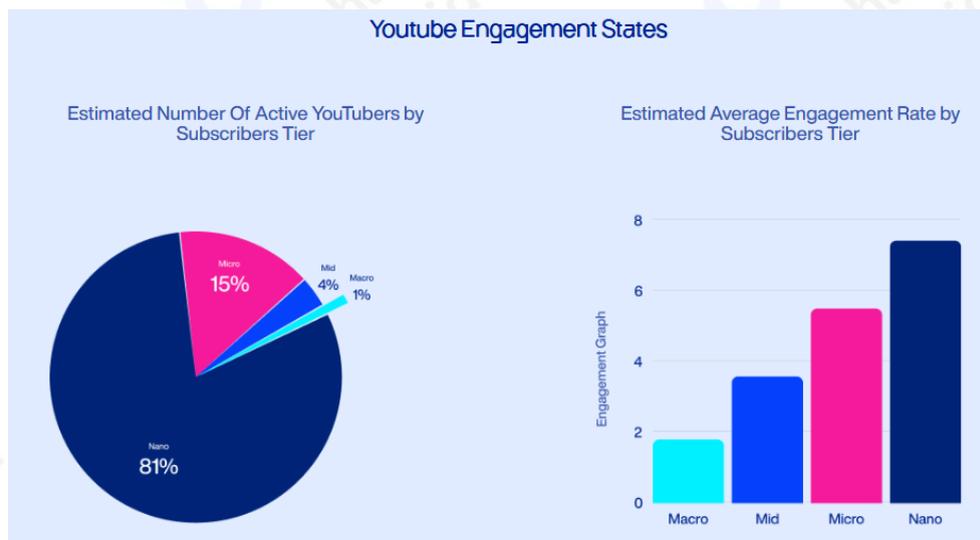## Automation

Bitcast automates the process end to end:

- Brands can launch campaigns in minutes
- Have 100's of creators making content in any language
- Manages all creator distribution

This would typically take traditional agencies months of manual work to deliver.

## What this unlocks

Brands are limited by admin, so they focus on large creators for reach.

But smaller creators often deliver up to **4× higher engagement and conversions** - and Bitcast unlocks them at scale.



See our white paper for more details: [link](link)

👉 *For the first time, attention can be trusted at scale*

# 🔁 The Flywheel Effect

Bitcast is designed to grow through a **self-reinforcing loop**

1. Brands want better ROI
2. They allocate budget to Bitcast campaigns
3. Creators compete to deliver attention
4. AI verifies performance
5. Strong results attract more brands
6. More spend attracts more creators

Bitcast is the **first subnet to have an incentive mechanism that can fully offset sell pressure from miners.**

The revenue from brands is used to **buy back the alpha token** - increasing demand on the token.

How does Bitcast fund the project?

Bitcast takes a 5% fee on emissions for managing miner infrastructure. This means subnet development is funded by real brand revenue, not reliant on owner emissions.

At the same time, Bitcast is deploying AI agents across operations - from sourcing deal flow to development - allowing the team to stay lean while keeping OPEX low and scalable.

Bear market vs Bull Market

Marketing spend across crypto is currently suppressed due to market conditions. Despite this, Bitcast is already attracting budget from projects and exchanges like Bitget.

As conditions improve, marketing spend will return - and Bitcast is well positioned to capture it at scale. From today's base, this creates the potential for **multiple-fold monthly revenue growth**, with projections targeting **$2M ARR by the end of 2026**.

👉 This creates continuous growth:

- More activity → better results → more demand
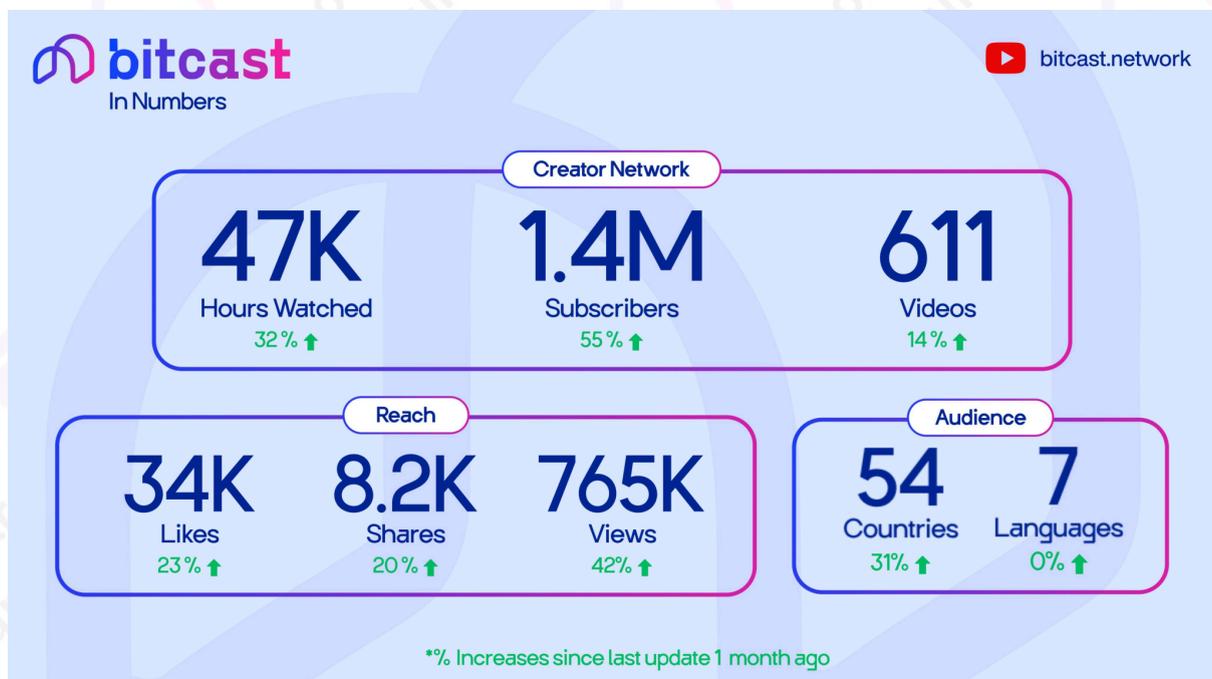
## 📈 Growth Momentum

The speed at which creators are joining Bitcast is increasing. The creator network currently has ~2M subscribers. At this rate, the creator network will be the latest in the entirety of Web3 within the next couple of months.

Bitcast is growing at double digit rates **month-on-month** across all of its attention metrics.

Key signals to highlight:

- Increasing campaign activity
- More creators joining
- More attention being coordinated

Month on month grown from Jan to Feb:



👉 *This isn't just an idea - it's already gaining traction*

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## 🚀 Base Listing In April

Bitcast will **list on Base in April**

Why this matters:

- Easier access for retail investors
- Increased liquidity
- Greater visibility across the crypto ecosystem

## 🎯 By The End Of 2026

Bitcast will be expanding from web3 and into web2.

Targeting high value niches such as tech and AI.

Why this matters:

- Marketing spend in web2 drastically outweighs spending in web3
- Less reliant on bull and bear markets

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## 🎯 Key Takeaway for Viewers

Bitcast sits at the intersection of:

- AI (Bittensor)
- Attention (creator economy)
- Crypto (token incentives)
- Open source and verifiable

If attention becomes measurable, trusted and tradable:

👉 Bitcast is positions itself as the **infrastructure layer** that will disrupt an industry projected to reach **$2T by 2035**