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GARI WHITEPAPER

Overview

Introduction

The explosion of short video apps has propelled the size of the creator economy to more than $100 billion. Creating short videos is no longer an exclusivity of the producers and professional camerapersons; anyone in the remotest corner of the globe can start just with a smartphone and internet connection. Technology has acted as an enabler to decentralize the video creation process and empower the creators. However, one of the biggest issues that need to be addressed is the concentration of wealth in the hands of global technology players, leaving the creators at the mercy of brand collaboration and promotion.

While the tech companies are generating billions of dollars, creators are earning peanuts due to the flawed revenue models. These platforms are not only disregarding the content creators but also not acknowledging and incentivising them.

The current market size of the creator economy is roughly around $104.2 billion but the revenue distribution has been abysmally low. A global short video app created its own ‘Creators fund’ but the corpus set aside for the fund was a mere $ 200 million; for information, the company made $ 4.6 billion in 2021. For the comparison, the players of some of the world’s famous sports leagues including the NFL and NBA are getting 47 % to 51% in revenue.



Problem Statement

As per the industry estimates, there are 4 million - 38 million influencers/content creators. Most of these creators are willing to monetize their content. But given the multiple pitfalls, creators are not able to make content creation as their full time profession. Although the latest influencer marketing spend increased to $14 billion, just one third of brands pay actual cash which means only 1.5% micro-influencers (up to 50K followers) can live on their social media income alone.

Technology giants hold all the power over users by single-handedly controlling content formats and platform mechanics:

The biggest internet platforms' economic interests are concentrated and often misaligned with their most valued contributors — their users. Platforms have all of the resources and a closed infrastructure to make critical decisions behind closed doors, thereby influencing how millions of users' lives will be shaped on their platforms. As a result, creators are always at the mercy of the next improvement.

Web-3.0 Creator Economy

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Future of Creators Platform

The Next Big Thing

Why GARI ?

Opportunities

Chingari Platform

Transactional Mechanics

Technical Overview

Blockchain solution

Upcoming GARI Roadmap

Emergence of GARI AI

Upcoming Roadmap

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