The On-Chain Press Concept

Prepared by Nathan Spotts & the Brainstorm Consortium
www.onchainpress.io

ELEVATOR PITCH

The On-Chain Press (OCP) is an information sourcing and tracking protocol using blockchain, for accurate and honest journalism.

What is OCP to a contributor?
A platform to sell your journalistic work directly to participating publishers using blockchain.

What is OCP to a publisher?
An information marketplace to source and buy work from authenticated journalists.

What is OCP to a reader?
An accessible news aggregator where anyone can read honest news that is authenticated using blockchain technology.

ABSTRACT

On-Chain Press is a blockchain-based verification network for news media and journalism where all contents are cryptographically certified by multi-signature smart contracts and recorded permanently into the network chain. Contents would be stored as a Non-Fungible Token which could be leased and distributed to news organizations and publications. Function would be a proof-of-source certificate that verifies the authenticity of published data through peer review and compares contents with previous and future public materials, applying to text, audio, and video, in order to prevent fraud and mis- or disinformation.

THESIS

The aspect of accountability is something that is sorely needed in this age considering the ease with which media can be manipulated to create false narratives, and even audio and video can be doctored to make it appear as if individuals do or say things they in fact did not. With the rapidly advancing pace of tech and manipulation capability even in real-time, a cryptographic certificate of authenticity for media should serve as verification of a source document. A proof of original, in a sense. Blockchain technology allows for a (theoretically) permanent code and record unless under very specific conditions; it would work as a peer-reviewed and verified system of media confirmation. All users on the network staking the SOR token will be be validators, fact-checkers, and monitors of the network to prevent content fraud, manipulation, abuse, and "fake news."

With the power and ability of this technology, this network will be used for overall social accountability and would be of great benefit to citizens of oppressive regimes, those whom are under- or mis-represented, and potentially all people who rely on accurate, accountable, and objective information. OCP will act as an aggregator and repository for journalism and reporting, with a permanent sharable and traceable address for each piece of reporting.

OCP DAO

DAO Governance will consist of the three "Houses" of Contributors, Publishers, and Administrators which will each be responsible for managing the decentralized storage and validating network blocks. A fourth Administrator role of President will be democratically selected by governance members who's sole role is to act as a tiebreaker in votes and to veto proposals if necessary.

All members of the DAO whom have governance permission will receive a Soulbound Proof of Authentication NFT for each voting event in which they participate. Particular on-chain Soulbound tokens will be issued to particular DAO member wallets based on their roles in the community. There will be room to grown and change rolls, though if a governance member is inactive or not

participating in at least five votes per year, there will be a decision to remove the inactive party.

OCP DAO will publish a monthly newsletter of minted and published works, along with commentary and meta-analysis of decisions related to curation and DAO governance. All submissions and minting / publishing interactions will be recorded into the blockchain, so meta-analysis of publication goals and drives will hopefully be discernible in order to allow the DAO to adapt to publishing practices. We will develop a machine learning driven API / script to archive publications of leased content and edits to publications in order to track and ensure authenticity.

A legal team will be kept for cases where someone potentially manipulates content, such as reframing an interview to fit a political narrative. Evidence of verified blocks and audited smart contracts could potentially fast-track any legal disputes with automatic settlements and penalties.

SOR TOKEN

Proprietary platform tokens SOR (Source) will be used to stake participatory claim in the On-Chain Press Foundation Decentralized Autonomous Organization, and for leasing content on the network, transforming into vSOR (verified Source) tokens. This would verify authenticity and guarantee a percentage of received vSOR used for leasing content sent back to the fortifiers of the protocol through transaction fees.

Contributors and Publishers must stake vSOR as collateral as a monetary incentive to honestly represent the content, be it parties contributing or parties minting and leasing. The smart-contracts within the OCP platform would prevent lease fraud and fudging of numbers, guaranteeing correct payout and compensations to Contributors and stakers, along with self-executing markups, revocations or token burns if there are verifiable contract violations.

Contributor wallets are attached to each mint so that royalties can be efficiently and automatically distributed. The Contributor(s) will receive 75% of their leased NFT proceeds, while the DAO receives 25% distributed to the Treasury. In addition to staking for participation, Publishers must also place down a deposit to lease and

use Contributor content. As a show of good faith for honest and accurate reporting, 50% of Publisher collateral deposit is returned after contract keys related to each NFT / story / piece of content are burned at a specified time after reporting to permanently lock the content into the chain. The reimbursed 50% percent will be sourced from the DAO Treasury to ensure that Contributors receive their maximum payout. These values will be written into the smart contract and be viewable in the metadata of each piece of accepted content.

SOR / vSOR will be cross-chain ERC20 tokens compatible with any Ethereum Virtual Machine to give the broadest possible access and exposure to Contributors and Publishers. The total amount and initial value of SOR tokens is currently TBD.

TECHNICALS

OCP will operate as an elastic subnet of the Avalanche blockchain with full cross-chain compatibility with all EVM blockchains, with the built in potential to easily bridge contents to other chain networks as the operation grows and expands. The structure of this subnet will allow protocol participants to stake the SOR token and become network validators.

The On-Chain Press platform will function as a middleware that, as a piece of work "goes to press," writes a copy of the published media to a data block along with a transaction ID and smart contract dictating the ownership, rights, and metadata, complete with information on how to lease the content. The front-end GUI and website platform will function as a feed and aggregator of articles and links mirroring published content.

Content as NFT's will be placed in decentralized storage with parallel backups and will be leased to Publishers that wish to share or republish it, which will be traceable through the blockchain for content authentication. Payment for leasing/minting content would be through the SOR token, or possibly through other digital currencies supported by a partner payment processor. The value and veracity of each piece of content as an NFT would be measured primarily with the SOR token.

All Content submissions are minted as customizable ERC-1155 tokens, cryptographically multi-signed with ownership certificates by Contributor(s) and Administrators and are reviewed and verified by validators of the network. Content can be tagged with metadata for search functions, and users of the platform can subscribe to tags, content Contributors, or Publishers directly from the platform website, and comment and share publicly.

Proof of Source in a public blockchain will provide verifiable point of origin for a specific piece of work. Source data will live on decentralized storage with parallel backups, be hashed and embedded into network block complete with any applicable metadata, with additional data pointing to original high-res or complete content. Ownership and authenticity will be publicly enforceable through transparency of minted network blocks and individuality of Non-fungible tokens. Smart contract data will be embedded within the content as metadata, post script, or sidecar files.

Leased content value will be based on the current exchange value of the main protocol currency SOR, which is expected to change and fluctuate over time based on market conditions.

The DAO will maintain a Treasury of various assets and use this fund to sponsor on-the-ground reporting wherever stories may develop, including the purchasing of travel requirements, necessary equipment, and necessary expenses related to the creation of newsworthy content.

CONTENT RULES

All content accepted by On-Chain Press must be as objective as possible. Contributors must apply and be accepted, and all Contributors and Publishers must sign an Oath of Objectivity and abide by a code of ethics. If Contributors prove to be unreliable or dishonest, there will be a vote to remove them from the organization, and if voted out their staked vSOR will be revoked and distributed to the OCP Treasury.

Accepted Contributors and Publishers staking vSOR can convert their tokens into a Soulbound token (SBT) attached to the Contributor's / Publisher's wallet, which

will act as a press pass to enable Contributors access to press-gated events, and show that they and holding Publishers are a trusted part of the platform. This SBT can be revoked and burned in cases where the holding party has been proven to have violated the Oath of Objectivity or has proven untrustworthy through their actions, and the staked vSOR can be revoked to the Treasury, burned, or redistributed. Contributors and Publishers will have a traceable record of their contributions and leasing activity, portrayed akin to Experience Points to reflect and show the trustworthiness and authenticity of each, calculating into a marker such as a green, yellow, or red check (actual metering system TBD) based on their trustworthiness and the veracity of their reporting, which will checked against legacy publications and blockchain records to ensure complete honesty and transparency.

All events will have at least two reporters on coverage that have somewhat disparate ideologies / politics in order to make combined reporting as objective and neutral as possible. Photos, videos, and audio content cannot be edited, composited, or retouched in any way that changes the meaning of the events portrayed or words stated in alignment with the National Press Photographers Association: Code of Ethics. Written news articles on-chain will carry an ability for corrections and will be noted in the article complete with updated ERC-1155 metadata or an additional NFT related to the correction linked to the original token.

Contributors submit content to the platform, and the OCP platform will mint the content and cover the gas costs for accepted Contributors as an incentive to continue to utilize the platform. When a Contributor submits content, DAO members review, authenticate, and copy edit the content before the minting process when the content "goes to press."

Leased content can be used in editorial, opinion or ideological publications as long as the byline strictly reflects facts, ex: "this politician spoke about subjects X Y Z at this event in this date, sourced from On-Chain Press" etc.

Ideally the only moderation will be to ensure the limited accessibility of a subject's private information that is not related to the story such as personal contact info, and to filter content with excessive explicit content such as non-newsworthy violence or pornography.

PUBLISHER ACCESS AND LEASING MODEL

A Lifetime Membership requires a massive staked collateral deposit which will give a Publisher access to free mints forever.

A Monthly Membership requires a large staked collateral deposit on the 1st of each month which will give the Publisher access to free mints for 30 days. This subscription renews automatically.

A standard staked collateral will allow a Publisher to mint and lease individual pieces of content on a per-item basis with standard gas fees.

All of these tiers are subject to collateral revocation if the Publisher breaks the Oath of Objectivity.

DEV TEAM

Nathan Spotts, Founder and lead concept design
Josh [Prime] Kassabian, Lead blockchain developer and gentle motivator
Tina Baylocq, Operational lead and herder of cats
Josh [Motes] Smith, Community Manager and team-building glue
Christopher Fryant, UI/UX Designer and machine whisperer
Zouhair El Helou, Localization and awareness