

White Paper

Revolutionizing how brands connect with the creator marketing, powered by Bittensor.

Introduction

Bitcast is ushering in a new era of decentralized content creation and marketing, powered by Bittensor (Subnet 93). Our mission is to transform the traditional creator economy by building an open, trustless system that amplifies brand messaging across hundreds of pieces of content - all validated by AI - while directly rewarding creators for authentic engagement and influence.

This whitepaper presents an in-depth overview of the Bitcast protocol, including its integration with the Bittensor network, the incentive architecture that powers creator participation (miners), and the technological framework that enables scalable, AI-verified content distribution. It also explores how Bitcast delivers a game-changing alternative to conventional advertising models - one that is transparent, efficient, and aligned with the next evolution of digital marketing.

Creator marketing in its current state

Today's highest ROI channel isn't PPC ads - it's creators.

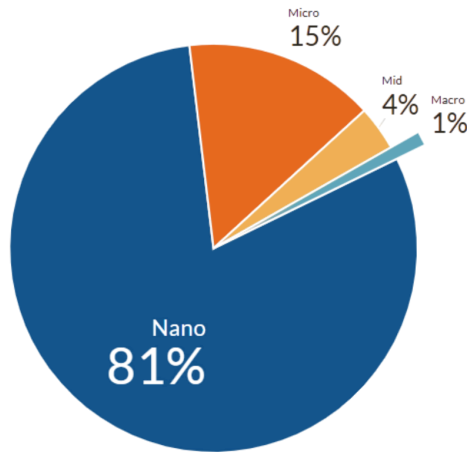
Influencers, YouTubers, X posters, and TikTokers are driving up to **11× higher ROI** than traditional digital advertising.

According to Goldman Sachs, the **global creator economy - valued at \$250 billion in 2025 - is set to nearly double within two years**. Yet despite this explosive growth, the space remains clogged with inefficiencies, middlemen, endless content reviews, revisions, and one-to-one deal-making.

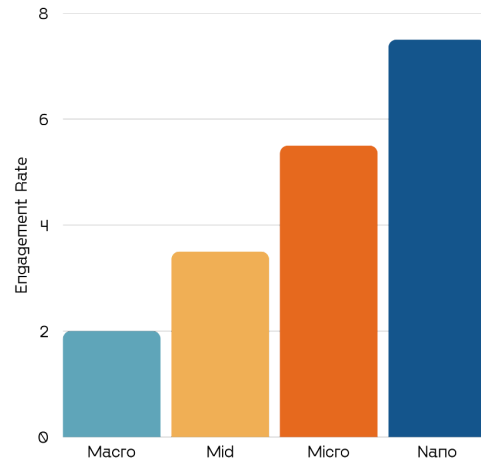
As a result, brands typically partner with only a handful of creators - usually in the Macro or Mid tiers. But the **real ROI lies with smaller creators**, who deliver up to **4× higher engagement and conversion rates** than their larger counterparts.

YouTube Engagement Stats

Estimated Number of Active YouTubers by Subscriber Tier



Estimated Average Engagement Rate by Subscriber Tier



(Source: Influencer Marketing Hub, Social Blade, HypeAuditor)

Bitcast provides a **decentralized solution** for brands to reach these high-performing creators at scale. Through **AI and blockchain-driven incentives**, brands can seamlessly collaborate with hundreds of creators - while maintaining consistent brand messaging and eliminating friction.

No outreach. No rate negotiations. No contracts. No scams.
Just authentic attention - rewarded transparently based on performance.

How It Works (For Creators)

1. Creator signs up via the creator portal

Sign up with just an email address and start mining crypto with content.

2. Pick a content brief

The creator chooses a content brief that suits their style and audience.

3. Create content that matches the brief

Use the Bitcast script checker to make sure the content meets the brief before publishing it on Social media.

4. Earn crypto

Once published, Bitcast ALPHA token rewards are programmatically issued to creators daily, based on verifiable engagement metrics.

Less admin. Faster payment. Total Freedom.

- No contracts.
- No exclusivity.
- Huge earning potential.
- Fair and transparent daily crypto payments.

Why Advertisers should choose Bitcast?

1. Unmatched Cost Efficiency

Eliminate bloated agency fees, PR retainers, and unreliable metrics. With Bitcast, your marketing budget goes directly to creators who generate real, measurable impact — cutting out costly intermediaries and maximizing ROI.

2. Authentic, Creator-Driven Content at Scale, Fast.

Forget one-by-one negotiations. Launch a single campaign brief that activates hundreds of motivated creators, all incentivized to produce authentic, high-performing content that aligns with your brand message - fast.

3. Massive, Organic Reach

Your campaign doesn't live in a single ad placement. It becomes a decentralized wave of creator content spreading organically across platforms, reaching diverse audiences and building lasting trust and engagement.

4. Trustless

Say goodbye to scam influencers, unreliable contracts, and ghosted payments. Bitcast's on-chain infrastructure ensures creators are rewarded only for verified, authentic content, creating a transparent, risk-free marketing environment at scale.

Why Now?

- Advertising costs are at record highs.
- Marketing teams are busier than ever.
- Capitalize on the shift from traditional PPC ads to content creators and story telling.

The Incentive Model

Every day, a dedicated incentive pot of Bitcast ALPHA is available to reward creators (miners) based on the engagement they can generate.

How Scoring Works

Our scoring system is fully transparent and based entirely on verifiable engagement metrics from YouTube - including but not exclusively:

- Hours watched
- Viewer location and CPM weighting
- Average percentage of video viewed

Each video earns emissions based on its own performance. The formula applies a diminishing returns curve to ensure rewards are aligned with industry norms, where value does not scale linearly with views.

Emissions are calculated as:

$$\text{Earnings} = \frac{2000 \times \sqrt{\text{YT Prem Revenue}}}{1 + 0.1 \times \sqrt{\text{YT Prem Revenue}}}$$

Trustless, On-Chain Validation

Validators within the subnet verify and score each creator's contribution based on these engagement metrics, ensuring complete transparency, fairness, and accuracy.

Bitcast is an open source project, visit our [GitHub](#) repo to go deeper on the mechanisms powering our platform.

Additional investor information

Initial Strategy

One of the key challenges facing Bittensor today is the complexity of its infrastructure and the resulting lack of understanding across the broader crypto industry. We believe the most effective way to address this is by incentivizing content creators to educate and simplify the ecosystem for a wider audience.

Our initial content briefs will therefore focus on the Bittensor ecosystem, highlighting its value, innovation, and long-term potential. By doing so, we aim to increase awareness, understanding, and adoption - helping the entire Bittensor network flourish.

During this early phase, our priority will also be to expand the Bitcast creator network. As this pool of creators grows, so too will the value and reach of the platform, attracting brands from across the crypto industry - and eventually beyond - to leverage Bitcast for decentralized marketing at scale.

Bitcast Promotes Bitcast

Every new creator joining Bitcast must produce two videos before gaining access to the marketplace: one introducing Bittensor and another highlighting their top projects within the ecosystem - one of which will be Bitcast.

This onboarding process not only ensures creators understand the Bittensor ecosystem but also drives organic awareness of Bitcast across the crypto industry - fueling visibility, adoption, and investment.

Automatic Buy-Backs - the Bitcast Flywheel

Advertiser revenue will be used to periodically buy back Bitcasts alpha token (Subnet 93) and be burnt - removing the tokens from circulating supply permanently.

The below diagram illustrates the flywheel model that will support Bitcast's sustained growth and how the business model will strengthen the Subnet's alpha token value.



Conclusion

Bitcast is poised to revolutionize the creator economy by harnessing the decentralized power of the Bittensor network. By focusing on verifiable engagement metrics rather than vanity metrics, Bitcast delivers advertisers a cost-effective, transparent, and results-driven marketing solution that can be deployed in a fraction of the time compared to traditional campaigns.

For creators, Bitcast unlocks new earning potential by connecting them directly with innovative brands. Creators can join the network with just an email address, select content briefs, and bring them to life in their own unique style - without contract negotiations, outreach, or intermediaries. This enables them to spend more time creating high-quality content while earning rewards tied directly to real audience engagement.

With upcoming integrations across X (Q4 2025) and TikTok (Q1 2026), and continuous refinement of our AI-powered scoring and validation models, Bitcast is evolving into a powerful tool for accessing creators at scale. It serves businesses and creators of all sizes, providing genuine reach and measurable impact at unprecedented speed.

Bitcast isn't just an evolution of creator marketing — it's the foundation of a decentralized future, where engagement is transparently verified, creators are fairly rewarded, and marketing capital works harder, smarter, and more efficiently than ever before.