

Decentralized social media



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summary

background

With the rapid popularity of short video social media, the existing centralized social media platforms have gradually exposed many problems in terms of user experience, data security, and content distribution. It is often difficult for users to produce high-quality content to get fair exposure, data privacy and security are not guaranteed, and at the same time, the platform side monetizes data and traffic, but rarely directly benefits creators.

In this context, the DS project (Decentralized Social-media) came into being. We hope to redefine the future of social media through the innovation of blockchain technology and decentralized architecture.

mission

DS's mission is to build a decentralized, fair, transparent, and vibrant social media platform:

- Incentivize content creators and ecosystem participants of the platform through the DSC (Decentralized Social Media Coin) reward mechanism.
- Leverage blockchain technology to ensure the privacy and security of user data and ensure that content is owned by creators.
- Realize users' autonomous control over content traffic, so that high-quality content can be fairly exposed.

vision

We are committed to building a user-centric social media ecosystem:

1. Empower users: Empower users and content creators with more rights and benefits through DSC reward mechanism and autonomous traffic control function.
2. Decentralized storage: Combine blockchain and distributed storage technology to solve the problem of data monopoly and storage pressure in traditional platforms.
3. Promote innovation: In a fair and transparent ecosystem, encourage the creation and dissemination of diverse content, and stimulate more creative social interaction models.
4. Global Community: Through an open technical architecture and extensive community support, DS is a global and diverse social media platform.

The DS Project hopes to build a decentralized social media future where every user can participate equitably and benefit from each other through technology and innovation.

Main functions and blockchain features

Key features:

1. Decentralized video publishing and interaction

- Users can post short videos and interact with other users (like, comment, share) through the DS platform.
- Published content is managed through decentralized storage, ensuring that the content is owned by users and is not controlled by centralized platforms.

2. DSC Reward Mechanism

- Users are automatically rewarded with DSC (Decentralized Social Media Coin) for posting, viewing, and interacting with videos.
- Nodes running DSS services (e.g., private computers) are also rewarded with DSC based on load and data processing volume, encouraging more users to participate in the platform's distributed storage network.

3. Video recommendation system

- Users can use DSC to increase the recommendation weight of their own videos and increase exposure.
- The referral system records the use and distribution of DSC through the blockchain, ensuring the fairness and transparency of each referral.

4. Decentralized storage and video management

- Video content is stored through distributed storage (such as IPFS or Filecoin), reducing the security risks of centralized data management.
- The platform supports regular and automatic deletion of low-profile videos (based on playback volume and time settings), while ensuring long-term storage of high-profile videos.

5. Privacy and ownership management of user data

- Each user's data is managed through blockchain technology and encryption, and data access requires user authorization to ensure privacy and security.
- Users declare ownership of content through smart contracts, and the ownership of each piece of content is transparently recorded on the blockchain.

6. Free circulation of DSC

- Users can freely transfer DSC between each other for social rewards, platform consumption and other scenarios, building a decentralized economic ecology.

Blockchain features

1. Tamper-proof content records

- Blockchain technology records the videos and transactions posted by each user, ensuring the transparency and immutability of all content.
- All recommended actions and DSC usage records are permanently stored on the blockchain, providing a publicly verifiable trust mechanism.

2. Decentralized data storage

- The platform uses distributed storage technologies (such as IPFS) to split and encrypt video files and store them in multiple nodes to avoid the problem of single point of failure in centralized data storage.
- Data storage nodes ensure the reliability of storage through the staking mechanism, and users can verify the integrity of stored data in real time.

3. Smart contract-driven rewards and distributions

- Use smart contracts to automatically generate and distribute DSC rewards, ensuring that the reward mechanism is open, fair, and automated.
- All DSC generation, transfer, and burn operations are controlled by smart contracts without human intervention, preventing cheating and abuse.

4. Zero-knowledge proofs and privacy protection

- User data access is verified through zero-knowledge proofs, ensuring data authenticity and trustworthiness while protecting user privacy.
- Enhance privacy by allowing users to verify their identities or complete transactions without exposing specific data.

5. Decentralized Identity (DID)

- Each user has an independent Decentralized Identity (DID) on the DS platform, which does not rely on traditional username and password management.
- DID provides users with cross-platform identity consistency while protecting privacy.

6. High availability with global node participation

- The DSS service supports the operation of global users, and anyone can become a storage or computing provider of the platform through participating nodes.
- The network is highly resistant to attacks, and even if some nodes fail, the entire network can still be operated.

Through these features and blockchain features, the DS project will build a secure, transparent, and efficient decentralized social media ecosystem, providing users with an unprecedented content creation and interactive experience, while promoting the wide application of decentralized technology in the social field.

Market opportunity for DS projects

1. Rapid growth of social media users

As of the beginning of 2024, the number of global social media users has reached about 5.17 billion, accounting for 63.7% of the world's total population.

[source](<https://backlinko.com/social-media-users>)

Such a large user base provides a huge potential audience for an emerging platform like DS.

2. Increasing concerns about data privacy and security

Data breaches and privacy issues occur frequently on traditional social media platforms, which has raised concerns about data security among users.

According to a survey by the Pew Research Center, 81% of Americans believe they have little control over the data collected by companies.

[source](<https://www.pewresearch.org/internet/2019/11/15/americans-and-privacy-concerned-confused-and-feeling-lack-of-control-over-their-personal-information/>)

The DS project's blockchain-based decentralized architecture can solve this problem well, providing users with greater data security and control.

3. The rapid growth of the decentralized social networking market

The decentralized social networking market is expected to grow from \$3.5 billion in 2023 to \$14.8 billion in 2032, at a compound annual growth rate of about 17.5%.

[source](<https://dataintelo.com/report/decentralized-social-network-market>)

This growth reflects strong market demand for social platforms that emphasize user autonomy and data privacy, and is fully in line with DS's mission.

4. There is an increasing demand for fair content monetization

Content creators often want a fairer distribution of revenue.

DS directly incentivizes content creators through the DSC (Decentralized Social Media Coin) reward mechanism, thus satisfying their need for revenue fairness.

5. The rise of decentralized applications (DApps).

The adoption rate of decentralized applications is rising rapidly, and the DApp market is expected to grow significantly in the coming years.

As a decentralized social media platform, DS has great potential to grow under this trend.

6. Transformation of the digital advertising market

Advertisers are increasingly looking to advertise on platforms that are transparent and efficient.

The decentralized nature and transparent advertising mechanism of the DS project can attract the attention of advertisers and open up new revenue streams.

Taken together, the DS project is able to capitalize on the growing global social media user base, increased concerns about data privacy, and the rise of decentralization to provide users with an innovative and secure environment for digital interaction while creating value for creators and advertisers.

The economic model of DSC (Decentralized Social Media Coin).

DSC is the core cryptocurrency of the DS Project ecosystem and is used to reward, incentivize, and facilitate activities within the platform. Its economic model is designed to build an economic system that is sustainable, incentively equitable, and has intrinsic value. Here are the details of the DSC economic model:

1. Generate rules

DSC's generation rules are based on contribution incentives, including user behavior and server support.

1.1 Server Run Rewards

- Contribution Measure:

- The storage capacity of the server: The larger the amount of data stored and maintained by the server, the more rewards there are.

- Data processing load: The server's ability to respond to user requests, such as video uploads and distribution.

- Reward Rules:

- Every day, servers running DSS automatically generate a certain amount of DSC rewards through smart contracts based on their storage and load.

- The specific amount of incentives is calculated by smart contracts to ensure fair distribution and prevent cheating.

1.2 Rewards for User Behavior

- Rewarding Behaviors:

- Video Publishing: Creators receive base rewards when they post videos on the platform.

- Content engagement: When a video is liked, commented on, or shared, creators are rewarded based on the number of interactions.

- Browsing behavior: The average user can also receive a small amount of DSC incentives for browsing videos.

- Reward Rules:

- DSC rewards for each video are automatically calculated and distributed through a smart contract recorded on the blockchain.

- The number of rewards is tied to the quality of the content and the level of user engagement.

2. Destruction Mechanism

In order to avoid the infinite inflation of DSC, the DS project introduced a token burn mechanism, which preserves the token's value by limiting its circulation.

2.1 Destruction of Recommended Functions

- When a user uses DSC to promote a video, the consumed DSC will be destroyed from the total circulation.

- For each promoted video, users can choose to consume a certain amount of DSC to increase the recommendation weight of the video.

- The consumed DSC is burned directly from the smart contract, reducing the total supply.

2.2 Auction Destruction

- When an advertiser uses DSC to advertise, a portion of the DSC will be destroyed to control the total amount of tokens in circulation.
- 20%-30% of the advertising budget will be permanently destroyed, and the rest will be allocated to storage nodes and ecosystem incentives.

2.3 Burn deactivated tokens

In order to ensure the healthy development of the DSC ecosystem and effectively avoid the impact of zombie coins (DSC that has not been transferred for a long time) on the total circulation and ecological vitality, DSC introduces the following destruction mechanism: Minimum Production & Transfer Amount:

- 1) The minimum production unit and transfer
 - unit of DSC is **1 piece**, which cannot be divided into smaller units (e.g. 0.1 token).
- 2) Timer Function:
 - Each DSC is timed from the time of production (block generation).
 - Every time DSC is transferred on-chain, the timer will automatically reset and start again.
- 3) Auto-Destroy Rules:
 - When a DSC reaches **1800 days** (about 5 years) and no on-chain transfers occur during this period, the DSC will be considered inactivated and the destruction mechanism will be automatically triggered.
 - This rule applies to all lost, long-unused DSCs, thus ensuring that DSCs in circulation are always active.
- 4) Role and Significance:
 - Clean up zombie coins: Destroy lost or long-term unused DSCs to prevent the ecosystem from swelling due to inactivated tokens.
 - Optimize the economic model: increase the circulating value of existing DSC by burning inactivated tokens. Enhance user participation: Encourage users to maintain active use of DSCs and avoid holding unused DSCs.

2.4 Transparency of Destruction Rules

- All burn records are publicly available through the blockchain to ensure transparency and fairness.

3. Distribution

DSC is distributed in a way that aims for a decentralized, fair distribution, ensuring that multiple participants in the platform can earn benefits.

3.1 Total Supply of Tokens

- Initial total supply of DSCs: 100 million.
- Allocation ratio:
 - Ecosystem incentives (40%): rewards server nodes, users, and developers.
 - Team & Advisors (20%): Used to support the core development team and advisor rewards.
 - Community & Marketplace (20%): For early community incentives, go-to-market, and partner programs.
 - Raised Funds (20%): Distributed to investors through an initial fundraising.

3.2 Dynamic Allocation

- As the system runs, new DSCs are automatically distributed to server nodes and active users based on contributions and activities.
- The amount of new DSC generated in each cycle will be gradually reduced, mimicking Bitcoin's "halving mechanism" and controlling the long-term supply.
- The circulating supply of DSC is capped at 1 billion (the number of DSCs produced minus the number of DSCs destroyed is the circulating supply).
- The production difficulty of DSC is directly proportional to the circulating volume, and the larger the circulation, the more difficult it is to produce. When the circulating supply approaches 1 billion, the difficulty of production tends to infinity, ensuring that the total amount of tokens is controlled and the scarcity gradually increases.

This mechanism ensures the scarcity of DSC and the long-term sustainability of the economic model by dynamically adjusting the difficulty of production.

4. Uses

DSC has a wide range of application scenarios in the DS platform and is a circulation tool for the platform ecosystem.

4.1 Recommended Videos

- Users can spend DSC to boost the recommendation weight of the video and increase its exposure.
- For every 1 DSC consumed, the recommendation weight of the video will increase by a certain percentage to get more referral traffic.

4.2 Social Rewards

- Users can use DSC to send rewards to favorite video creators or other users to encourage the creation and interaction of quality content.

4.3 Advertising Payments

- Advertisers use DSC to pay for their ads and get traffic to users on the platform.
- DSC's payment process is transparent, with advertising revenue distributed through smart contracts.

4.4 Platform Services

- Users can use DSC to pay for advanced services (e.g., customized recommendations, storage expansion, etc.).

5. Holding Rewards

In order to encourage users to hold DSC for a long time, the DS platform has designed a token holding reward mechanism to enhance the use value of tokens through the staking function.

5.1 Staking Rewards

- Users can stake DSC into the platform's smart contract to earn regular reward yields.
- The reward yield is proportional to the amount and time staked, and the longer the stake, the higher the yield.

5.2 Liquidity Provision Rewards

- Users can earn additional rewards by providing liquidity to DSC and other tokens, such as joining a liquidity pool.
- These rewards help stabilize the market price of DSC and increase the market liquidity of the token.

5.3 Governance Interests

- Users who stake DSC will receive voting rights on the governance of the platform and can participate in decision-making on the future development of the platform.
- The voting content includes the adjustment of the proportion of ecological incentives, the optimization of recommendation algorithms, etc.

DSC's economic model combines incentives and constraints to drive the platform through the generation of rules and distribution, while ensuring the long-term value of the token through a burn mechanism and holding rewards. This design not only provides a strong financial incentive for users and creators, but also lays a solid foundation for the stability and sustainable development of the entire ecosystem.

DS project's blockchain technology

The DS (Decentralized Social-media) project takes blockchain technology as the core and solves the pain points of traditional social media through decentralized architecture design, including data security, content ownership, distribution fairness, and revenue transparency. DS projects can choose to implement based on public chains, sidechains or Layer 2 solutions, or build their own blockchain networks according to their specific needs, each of which has its own advantages and applicable scenarios. The following are the specific applications of DS project in blockchain technology:

1. Blockchain infrastructure

1.1 Choice of public chain or side chain

- Implementation based on public chain:

- DS projects can choose mature blockchain platforms (e.g., Ethereum, Binance Smart Chain, Polygon) as the underlying architecture, with the help of their stable network performance and wide range of development tools.

- Advantages: High security, global consensus mechanism.

- Cons: May face high transaction fees.

Public chains are decentralized networks that are already fully operational, such as Ethereum, Binance Smart Chain (BSC), or Polygon. These networks have a stable infrastructure that can be used directly to build the functionality of DS projects.

Peculiarity:

- High degree of decentralization: The public chain is maintained by globally distributed nodes, which is extremely secure and stable.

- Abundant development tools: Ethereum and BSC provide rich development frameworks (such as Truffle and Hardhat) and standard protocols (such as ERC-20 and ERC-721).

- Existing user base: A large number of existing users and developers can quickly access the DS project.

Technical implementation

1). Smart Contract Deployment:

- Deploy DS projects' smart contracts on the public chain to manage the generation, distribution, and destruction of DSC.

- Use ERC-20 standard contracts to define DSC token functionality, and ERC-721 or ERC-1155 to manage user-generated content (e.g., uniqueness and attribution of videos).

2). Decentralized Storage Integration:

- Video content is stored on decentralized storage networks (e.g., IPFS, Filecoin), and content hashes are recorded on-chain to verify the integrity of the video.

3). Transactions and Interactions:

- When users perform operations on the platform (e.g., transfers, recommend videos), transactions are made through the blockchain, and all records are open and transparent.

- User wallets (e.g. MetaMask) are integrated with the DS platform for seamless payments and operations.

Applicable scenarios

- High security and ready-made user base for DS projects to get started quickly, leveraging mature blockchains.

- Advantages: High development efficiency, stable network, and strong trustworthiness.

- Disadvantages: High transaction costs (e.g., high Ethereum gas fees) and degraded performance when the network is congested.

- Sidechain-based or Layer 2 solutions:

- To reduce transaction costs and increase speed, DS projects can be deployed on Layer 2 networks such as Polygon, Arbitrum, or Optimism.

- Advantages: Low cost, high throughput.

- Cons: Relies on the security of the main chain.

Sidechains and Layer 2s (e.g., Polygon, Arbitrum, Optimism) are solutions that extend the performance of the main chain, both reducing transaction fees and increasing processing speeds.

Peculiarity:

- High throughput: Compared with public chains, Layer 2 and sidechains support more transaction volumes, which is suitable for high-frequency social platforms.

- Low cost: Transaction fees are much lower than those of the main chain, making it more economical for users to operate.

- Strong interoperability with the main chain: Supports asset and data transfer with the main chain (such as Ethereum).

Technical implementation

1). Sidechain Architecture:

- Run DS projects' smart contracts on sidechains such as Polygon to store DSC transactions and referral records.
- Video content is still managed through a decentralized storage network, with metadata stored on-chain.

2) . Layer 2 Rollup:

- Use Optimistic Rollup or ZK-Rollup technology to process users' bulk transactions on Layer 2 and then package them into the main chain, improving efficiency and reducing costs.

3). Cross-chain bridging:

- Through cross-chain bridges, users can transfer DSC from the main chain (such as Ethereum) to a sidechain or Layer 2 and use it in a low-cost environment.
- The bridging process is done through smart contracts, and security is guaranteed by a Layer 2 verification mechanism.

Applicable scenarios

- For scenarios that require a large number of user interactions and low-cost operations, such as high-frequency recommendations and transfers.
- Advantages: Low transaction costs and smooth operation.
- Disadvantages: Relying on the security of the main chain, some Layer 2 technologies are still developing.

1.2 Self-built blockchain network

- DS projects can build independent blockchains using frameworks such as Substrate or Tendermint, giving them full control over the technical and economic rules.
- Advantages: Fully autonomous control and flexible design.
- Disadvantages: The development is complicated, and it is difficult for users to import it at the beginning.

Peculiarity:

- Full autonomy: The development team can decide the consensus mechanism, economic model, and operating rules of the blockchain.
- High degree of customization: The underlying performance can be optimized according to the needs of the DS project.
- Flexible decentralization: You can set node running rules based on project requirements.

Technical implementation

1). Use the blockchain development framework:

- Substrate: Quickly develop custom blockchains using the Substrate framework, supporting smart contracts and high-performance parallel processing.
- Tendermint(Cosmos): Build a high-performance blockchain through the Tendermint framework, with cross-chain functionality.

2). Consensus Mechanism Selection:

- Proof of Stake (PoS): Users stake DSC to participate in consensus to ensure network security.
- DPoS (Delegated Proof of Stake): Nodes voted by the community are responsible for consensus, which is suitable for the governance needs of social platforms.

3). Node Architecture Design:

- The nodes of the DS project run the DSS service, which provides content storage and transaction processing functions.
- Nodes receive incentives by staking DSC, and nodes that store content are rewarded according to their contributions.

4). Cross-chain interoperability:

- Self-built blockchains can be connected to other blockchain ecosystems through cross-chain protocols (such as Cosmos IBC) to expand the use cases of DSC.

Applicable scenarios

- Ideal for scenarios that require high-performance, fully autonomous economic model design, or platforms that require massively scalable functionality.
- Pros: Flexibility, optimized performance, and full control over network rules.
- Disadvantages: The development cost is high, and it is difficult to introduce users in the early stage.

Comparison summary

| Implementation Method | Advantages | Disadvantages | Applicable Scenarios |
|-------------------------------|--|--|---|
| Based on Public Chain | High security, mature existing ecosystem | High transaction costs, performance limitations | Quick project launch, utilizing existing users and tools |
| Based on Sidechain or Layer 2 | Low cost, high performance, good user experience | Dependent on main chain security, some technologies are still developing | High-frequency interactions (e.g., recommendations, transactions) |
| Self-Built Blockchain | Fully autonomous, flexible customization, optimized for high performance | Complex development, challenging to attract initial users | Large-scale operation, complex economic models, high-performance requirements |

2. Decentralized storage technology

2.1 Storage Architecture

- The DS project uses decentralized storage (e.g., IPFS, Filecoin, Arweave) to manage user-uploaded videos and content:
 - Video files are stored in a decentralized storage network to avoid single points of failure caused by centralized platform storage.
 - Content is stored on multiple nodes through sharded encryption to ensure privacy and availability.

2.2 Data Verifiability

- Use blockchain record storage proofs to verify that videos are stored correctly through zero-knowledge proofs submitted by storage nodes.
- Users can query the storage records on the blockchain at any time to ensure the integrity and durability of the data.

2.3 Data Encryption

- The content uploaded by users is encrypted before storage, and only users or authorized parties with the decryption key can access it, protecting data privacy.

3. Smart contract-driven economic model

3.1 DSC Token Management

- The smart contract is responsible for the generation, distribution, and destruction of DSC:
 - Generation: Dynamically adjusts the number of generation based on the storage capacity and data processing load of the server.
 - Distribution: Distribute rewards to nodes and users according to preset rules.
 - Burn: When users use DSC for recommendations, advertising payments, etc., the consumed tokens will be automatically destroyed through the contract.

3.2 Automated Operations

- All economic activities (e.g., DSC reward distribution, referral weight adjustment, etc.) are automatically executed by on-chain smart contracts, ensuring transparency and efficiency.
- Transaction and reward records are publicly available on the blockchain to avoid human intervention.

4. Decentralized Identity (DID) and Data Management

4.1 DID (Decentralized Identity)

- Each user has a decentralized identity (DID) on the DS platform, which is registered and managed through the blockchain.
 - Security: DID is protected by asymmetric encryption to ensure that identities cannot be tampered with.
 - Privacy: Users can choose to participate in social activities anonymously while verifying their identity with zero-knowledge proofs.

4.2 Data Ownership Management

- Each piece of content uploaded by a user will generate a unique hash record on the blockchain, which is bound to the user's DID to ensure the ownership of the content.
- The user has full control over the data and can authorize or deny access to third parties.

5. Consensus mechanism and node incentives

5.1 Consensus Mechanism

- DS project uses an improved version of Proof of Stake

(Proof of Stake, PoS) or (Proof of Storage, PoSt) :

- PoS: Participate in consensus by staking DSC to ensure network security.
- PoSt: Nodes participate in consensus based on the quality and quantity of stored data, incentivizing storage nodes to actively maintain data.

5.2 Node Incentives

- Servers running DSS (Decentralized Social-media Service) will receive DSC rewards based on storage volume and efficiency in processing requests, motivating more users to join the distributed storage network.
- Node incentives are transparently executed through smart contracts, and reward distribution can be verified on the blockchain.

6. Data Privacy and Security

6.1 Zero-knowledge proofs

- Zero-knowledge proofs when a user needs to be verified for identity or behavior, allowing verifiers to confirm the results without having to access the user's specific data.
- This enhances user privacy, especially in the storage and verification of sensitive data.

6.2 Data Encryption and Storage

- All uploaded videos and user data are encrypted using Advanced Encryption Standard (AES) and can only be decrypted and accessed by the user or an authorized party.

6.3 Data Destruction Mechanism

- Videos that exceed the storage time limit (e.g., 144 hours) and do not meet the storage conditions will be automatically deleted through smart contracts and removed from the distributed storage network to reduce storage pressure.

7. Transparent governance mechanisms

7.1 Community Governance

- DS platform realizes community autonomy through blockchain, and users who hold DSC can participate in platform governance voting, such as recommendation algorithm optimization, reward distribution rule adjustment, etc.
- Voting is executed through smart contracts, and the results are open and transparent.

7.2 Reward Adjustment Mechanism

- Based on market demand and community feedback, the platform adjusts the DSC reward and burning mechanism through on-chain proposals to ensure the dynamic balance of the ecosystem.

8. Scalability of the technical architecture

8.1 Modular Design

- The technical architecture of the DS project is based on a modular design, which allows for future functional expansion (e.g. the introduction of new reward systems or advertising models).

8.2 Cross-Chain Interoperability

- Through cross-chain bridges (such as Polkadot or Cosmos), the DS platform can interoperate with other blockchain ecosystems, enabling cross-chain circulation of assets and data.

The DS project has built a secure, efficient, and transparent social media platform through blockchain technology and decentralized storage. Whether it's a smart contract-driven economic model, decentralized identity management, or storage and privacy protection, DS's technical architecture embodies the advantages of blockchain, providing users with an innovative social experience and a sustainable economic ecosystem.

DS project roadmap and future development plan

In order to ensure the sustainable development and technology implementation of the DS project, the following is a roadmap and future development plan based on the project goals and market demand.

road map

Phase 1: Proof of Concept and White Paper Release

Time frame: Q1 2025

- Objectives:

- Define the core functions, technical architecture, and economic model of the DS project.
- Write and publish a white paper on the DS project (in both English and Chinese).
- Establish the brand image, including the DS project logo design and the launch of the official website.

- Key Results:

- Engage early supporters and technology partners.
- Collect feedback from the community and potential users to optimize feature design.

Phase 2: Smart contract and basic functionality development

Time frame: Q2-Q3 2025

- Objectives:

- Development of DSC smart contracts (based on the ERC-20 standard) to implement token generation, distribution, and burn mechanisms.

- Build a DSS (Decentralized Social-media Service) program to support users running nodes on private computers.

- Integrate decentralized storage technologies (e.g., IPFS) for video management.

- Key Results:

- Completed the testnet deployment of DSC.

- Develop the basic features of the platform, including video publishing, browsing, and recommendations.

Phase 3: Testnet launch and community testing

Time frame: Q4 2025

- Objectives:

- Launched DS Testnet, allowing users to experience the core functionality of the platform.

- Recruit community nodes to test the stability and incentive mechanism of the DSS program.

- Validate the distribution and destruction mechanism of DSC through the testnet to optimize the economic model.

- Key Results:

- Gather test feedback to optimize platform performance and user experience.

- Build a core community to nurture early content creators and node operators.

Phase 4: Mainnet launch and token distribution

Time frame: Q1-Q2 2026

- Objectives:

- Officially launched DS mainnet, supporting global users to register and participate in the platform ecosystem.

- Launch of DSC initial distribution events (e.g. IDO or community airdrops).

- Turn on the platform's referral and reward features to attract more content creators and regular users.

- Key Results:

- Build a complete decentralized social ecosystem.
- Ensure the liquidity and practical application of DSC.

Phase 5: Multifunctional Expansion and Commercialization Exploration

Time frame: Q3-Q4 2026

- Objectives:

- Launched more functional modules, including ad payment and intelligent recommendation algorithm optimization.
- Launched a global go-to-market plan to expand the platform's user base.
- Build alliances with partners in the blockchain space to explore more commercialization possibilities.

- Key Results:

- Advertising features go live and bring in revenue streams.
- The number of users of the platform has reached tens of millions.

Phase 6: Global Expansion and Cross-Chain Integration

Timeframe: 2027 and beyond

- Objectives:

- Achieve cross-chain integration and interconnection with other blockchain ecosystems (such as Polkadot and Cosmos).
- Promote the launch of the DS platform in more countries and regions to attract more localized content creators.
- Create an open decentralized social ecosystem and support third-party developer access.

- Key Results:

- To be the world's leading decentralized social media platform.
- Forming a sound ecosystem and a sustainable economic model.

Future development plans

1. Technology development direction

- Continuously optimize the performance and stability of DSS nodes, lower the threshold for operation, and attract more users to participate.
- Research and apply emerging blockchain technologies (such as ZK-Rollup and DID) to enhance platform privacy and security.
- Launched the DS Developer Platform, which allows third parties to build DApps and enrich the DS ecosystem.

2. Community and ecological construction

- Launched the DSC token holder governance mechanism to guide the development of the platform through decentralized governance.
- Encourage the community to spontaneously organize activities and promotion, and gradually form a user-centered decentralized management model.
- Launched a content creator support program to provide additional rewards and traffic support for high-quality creators.

3. Commercialization path

- Develop a DSC-based ad payment system to engage advertisers.
- Introducing subscriptions that allow users to subscribe to premium content or specific creators.
- Promote the DS platform to become an advertising and content distribution center in the blockchain space, attracting more enterprises to cooperate.

4. International promotion

- Cooperate with the global blockchain alliance and content platform to promote the implementation of the DS platform in overseas markets.
- Develop functional modules that meet local needs for different countries and regions.

5. Social responsibility and public welfare

- Leverage blockchain technology to solve social problems such as content censorship, fake news spreading, etc.
- Provide an open, free, and fair content creation and distribution platform to drive change in the social media industry.

DS Project Risk Statement

Thank you for your interest and support of the DS project! Please read the following risk disclosure carefully before participating in the DS project or holding DSC (Decentralized Social Media Coin). Investing in blockchain projects is risky, and we recommend that you fully understand the relevant information before participating and make rational decisions based on your own risk tolerance.

1. Market Risk

The value of DSC as a cryptocurrency can be significantly affected by market volatility. Market prices can fluctuate dramatically due to the following factors:

- changes in the overall dynamics of the cryptocurrency market;
- changes in user demand and market acceptance;
- Speculative trading or other market factors beyond our control.

The DS project team cannot guarantee the stability of the value of DSC, and investors should carefully assess the potential risk of market fluctuations.

2. Technical Risks

DS projects rely on blockchain technology and decentralized storage systems, which, while innovative, may also face the following technical risks:

- Technical vulnerabilities: There may be security vulnerabilities in blockchain smart contracts or DSS programs that lead to token theft or data breaches.
- Technology upgrade failure: The iteration or upgrade of the technology framework may have unforeseen difficulties and affect the normal operation of the platform.
- Storage failures: Decentralized storage networks can experience data loss or unverifiable.

We will strive to reduce the technical risks, but we will not be able to eliminate them completely.

3. Legal and Compliance Risks

Blockchain technology and cryptocurrencies have imperfect legal and regulatory frameworks around the world, and may face the following compliance risks:

- Policy changes: Governments around the world may introduce new policies or regulations to restrict the use of blockchain technology or cryptocurrencies.
- Judicial constraints: Platforms may face conflicts of regulatory requirements in different regions, affecting the operation of DS projects.

Investors should understand and comply with the laws and regulations of the country or region where they are located.

4. Operational and team risk

The success of the DS project is closely related to the team's operational capabilities, and the following operational risks need investors' attention:

- Team changes: Changes in core team members can adversely affect the progress of the project.
- Project schedule delays: Project development may be delayed due to technical, financial, or other factors beyond our control.
- Competitive risk: DS projects may face competitive pressure from other blockchain social media platforms.

The team will work hard to ensure that the project goes smoothly, but investors need to be aware of the uncertainty of the project's operation.

5. Invest in liquidity risk

DSCs may face the following liquidity constraints:

- Lack of market demand, resulting in low trading liquidity for DSC.
- Cryptocurrency exchanges may restrict trading in DSC due to policy or technical issues.
- In some regions, investors may not be able to legally convert DSC into fiat currency.

Investors should understand and accept the possible impact of insufficient liquidity in advance.

6. User Data and Privacy Risks

Although the DS platform uses blockchain and decentralized storage technology to protect user privacy, there may still be the following risks:

- Failure or attack of the data storage node;
- Incorrect authorization of sensitive data by users leads to privacy leakage.

The platform will do its best to protect the privacy of users, but investors need to be aware of potential privacy risks.

Important

1. Before investing in DS projects, please fully understand the high-risk nature of blockchain technology and the cryptocurrency market.
2. DSC is not legal tender and its value is entirely dependent on market behavior. Investors may face partial or total losses.
3. Investment activities should be carried out voluntarily and reasonably according to the individual's risk tolerance.

Epilogue

The DS project team will move forward with the project with honesty, transparency and professionalism and try to mitigate the risks as much as possible. However, cryptocurrencies and blockchain projects are inherently uncertain, and investors should be cautious and responsible for their own decisions.

Thank you for your understanding and support, and we look forward to working with you to build the future of decentralized social media!

DS Project Team

January 1, 2025