



Podcasters and Advertisers Marketplace on Blockchain

Client Profile

Our client is the world's largest podcast network, pioneering the system to host and publish podcasts in 2004, and since then has grown to the largest leading podcast network.

Country: USA
Domain: Entertainment & Media



13

Years +
Serving The
Podcast
Community

62

Million +
Monthly
Audience
Members

35

Thousand +
Podcasts
Hosted

4.6

Billion
Podcast
Downloads
in 2016

Business Challenges



120 days
payment cycle
& transaction
cost



Offline
facilitation of
podcasters &
advertisers



No value addition
to podcasters &
advertisers



Knowledge
management
on excel sheets



Insignificant
Podcast
analytics

Proposed Solution



During discovery, Cygnets worked with client's team for technology consulting over the platform requirement and respective delivery.



Cygnets recommended an online marketplace for advertisers and podcasters on state-of-the-art blockchain technology.



Blockchain and Smart Contracts specifically for futuristic marketplace where the supply & demand sides can engage in trusted trading transactions based on business rules in a decentralized manner.

AI to Provide Business Insights



Ad Agencies

- Availability matching
- Insights to Ad Agencies



Podcasters

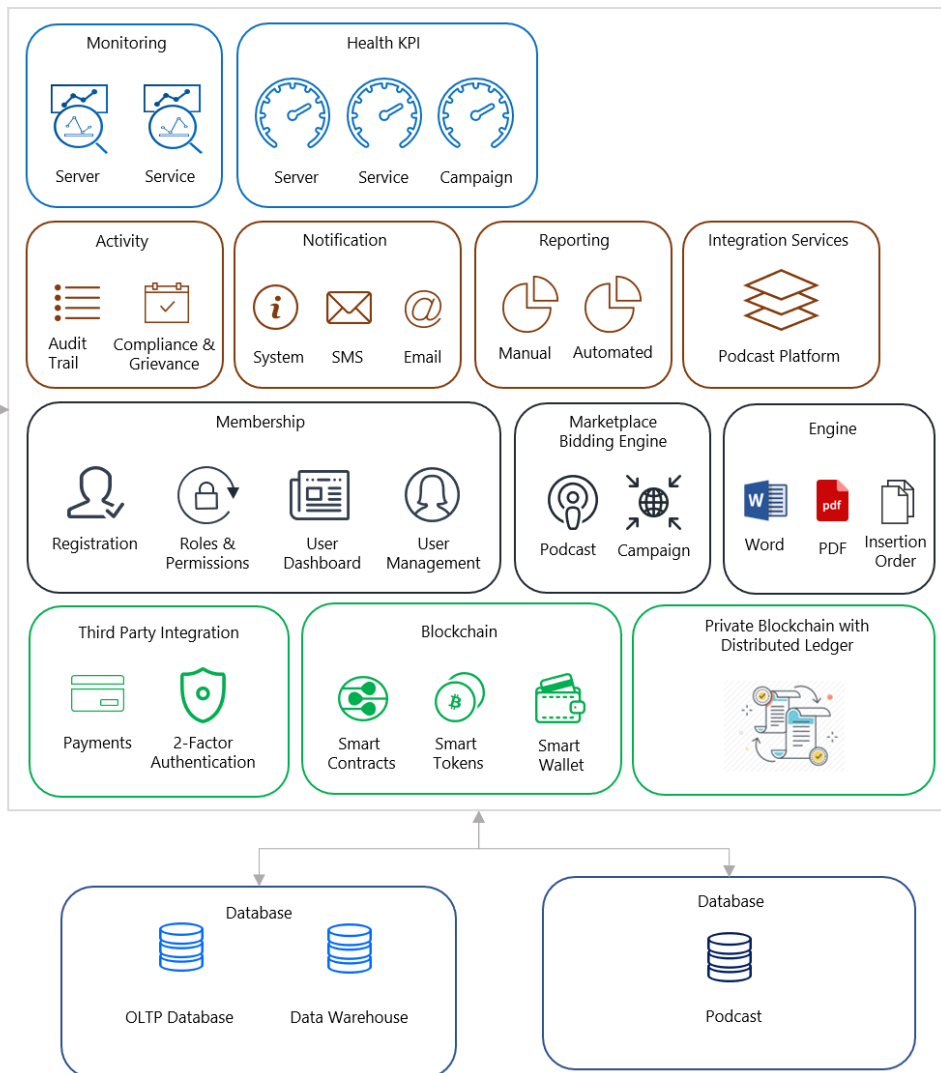
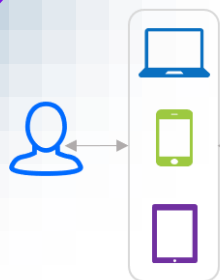
- Suggestions to podcasters on genres, content, rate and timeslots



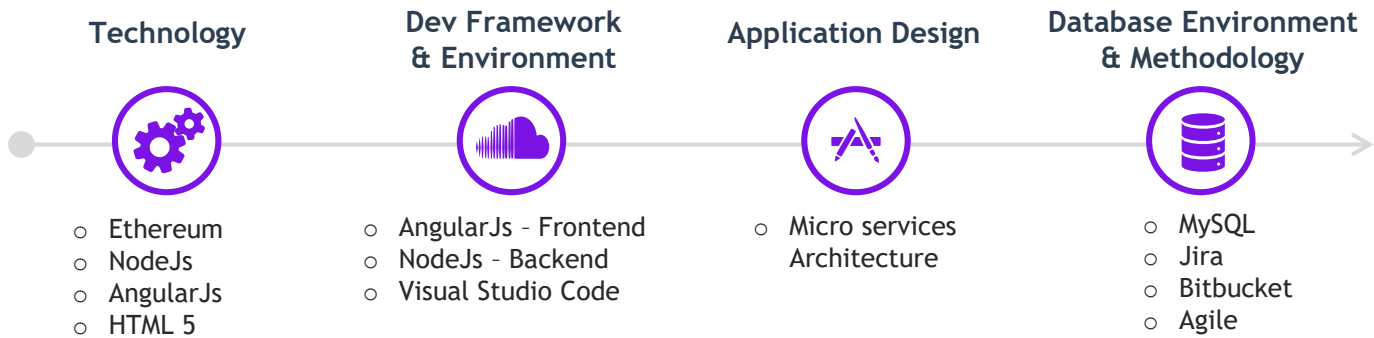
Network Admin

- Suggestion to participate in campaigns
- Suggestions about star podcasters and rates

System Architecture



Tools, Technology and Methodology



Business Benefits

Promotion

- Our client company will now be able to attract and promote more podcasters.
- The marketplace will enable smart work and boost productivity.

Opportunities

- The marketplace will bridge podcasters and advertisers.
- Decentralization and smart contracts will reduce existing 120 days payment cycle to 45 days.

Smart Contracts

- Smart contracts will eliminate paper work and excel sheets.
- Data integrity will improve, and maintenance will be simplified.

US Office

Cygnnet Infotech LLC.
125 Village Boulevard,
Suite 315, Princeton,
NJ 08540



+1-609-245-0971



inquiry@cygnnetinfotech.com

