

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

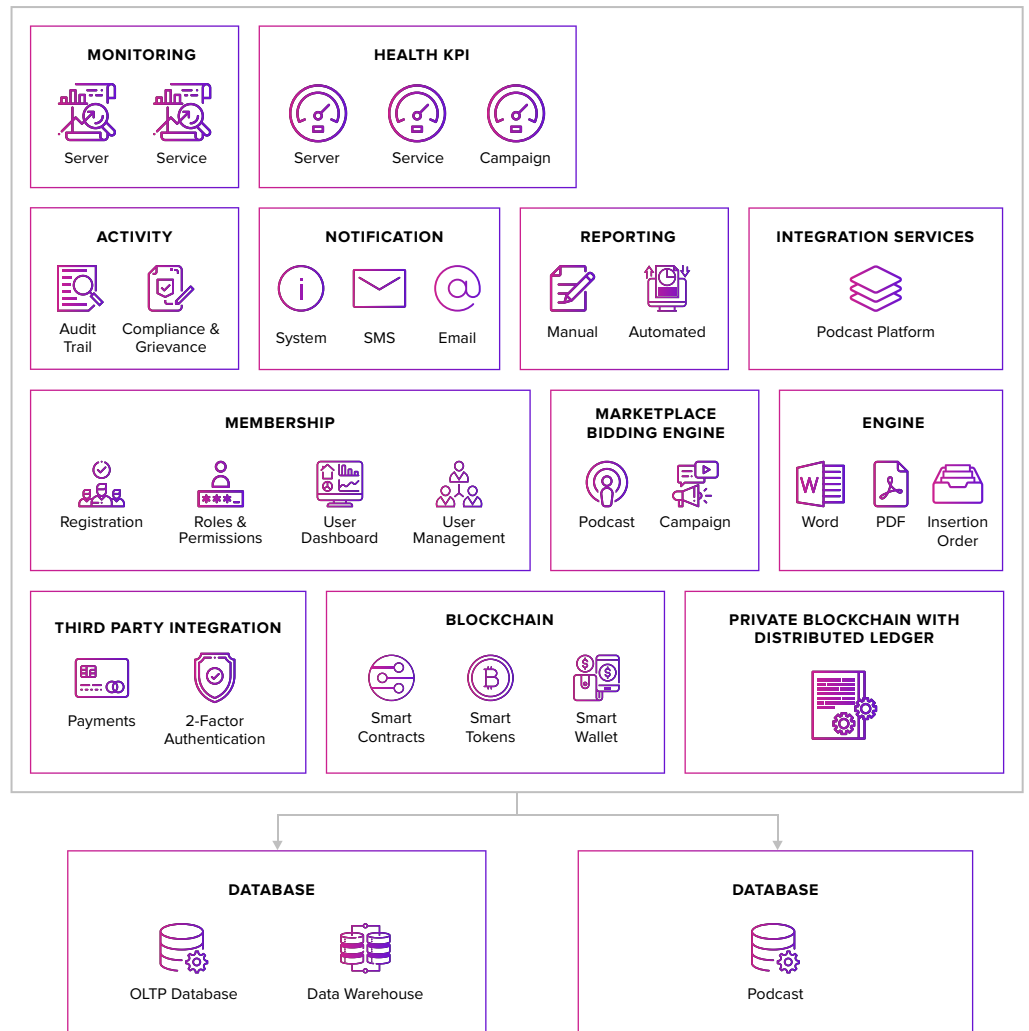
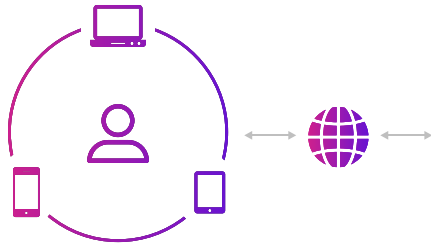
PODCASTERS

- 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

Technology



- Ethereum
- Node.js
- Angular
- HTML 5

Dev Framework & Environment



- Angular JS - Frontend
- Node.js - Backend
- Visual Studio Code

Application Design



- Micro Services
- Architecture

Database Environment & Methodology



- MySQL
- Jira
- Bitbucket
- Agile

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.

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