

LensPlay V1

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1. Abstract

LensPlay is a decentralized, mobile-first platform that lets users access the Lens Protocol, and enables them to effortlessly create, edit, and release their video content. The platform offers a seamless experience that ensures that all users can easily explore and interact with the video content uploaded by creators, and react to it in real time.

2. Introduction

LensPlay is a mobile application that offers a great way to explore and interact with the videos published on Lens Protocol. The app provides a user-friendly platform that allows users to quickly and easily create their own high-quality video content on Lens, which can be shared with the community.

LensPlay allows users to engage with publications in a whole new way. Users can comment, like, and share videos with other users, and even follow users favourite creators to stay up-to-date on their latest videos. The app's seamless integration with Lens Protocol makes it easy to discover new content and connect with other users who share users interests.

2.1 Features

2.1.1 Explore Personalised Feed

Take the time to explore a personalised feed that is tailored specifically to users. Users be able to discover content that is tailored to users interests, so you can always keep up with the latest and most relevant content.

2.1.2 Explore Trending Videos

Users can explore the latest trending videos and take a deep dive into the content that's buzzing on the lens. From hilarious clips to informative tutorials, there's something for everyone to discover. Dive into the world of trending videos and explore the content that's making an impact. Filter out the trending video with filters that are created for convenience, like the latest uploads, the top commented videos, the top collected videos, the top mirrored videos, or even curated profiles that have been hand-selected so you can easily find the videos that are most relevant to users.

2.1.3 Video Interactions

Interact with videos in numerous ways - like them, dislike them, share them with users friends and family, comment on them to express users views and opinions, and even mirror them to make

them more accessible to others. These interactions can help you to engage with the content of the videos and make them more meaningful for viewers.

2.1.4 Notifications

Get notifications tailored to users needs and interests related to liking, collecting, sharing, commenting, subscribing and mirroring. Stay up-to-date on the latest topics and conversations by receiving notifications that are delivered directly to users device.

2.1.5 Shots

With LensPlay shots, users can experience the platform's content in a more immersive and engaging way. Due to their shorter length, users can quickly and easily browse through multiple videos, making it easier to discover new content.

3. Problems in existing ecosystem

3.1 Centralized Governance

Centralized governance is a system wherein decisions are made by a central authority, rather than by individual members or groups. Centralized governance is becoming increasingly problematic in the modern world. By centralizing power, decisions can be made that are not in the best interests of the people, and this can lead to oppressive policies and unfair economic systems. Additionally, centralized power makes it much easier for powerful entities to control the flow of information, manipulate public opinion, and censor creative expression. This can have a detrimental effect on society, particularly when it comes to issues such as democracy, freedom of speech, and public safety.

3.2 No Portability

One of the major issues with existing social media networks is the lack of portability. Users are locked into a single application, and their profiles, friends, and content are all owned by the application operators. This means that users are unable to switch platforms without losing their content, audience, and livelihood. This creates a zero-sum game for the platforms, as they fight for user attention, and users can be left feeling powerless when their content is suddenly removed or lost.

3.3 Centralized Monetisation

Centralized monetization can be disadvantageous for content creators in many ways. Centralized platforms often take a significant cut of the revenue generated from ad revenue or subscriptions. This means that creators may not receive a fair share of the profits generated from their content. Additionally, these platforms may have strict guidelines on what type of content can be monetized, which can limit the creative expression of content creators. Often times, platforms prioritize popular creators with large followings, making it difficult for new or smaller creators to gain visibility and monetize their content. This can create a system where only a select few creators are able to make a living from their content, while others struggle to gain any visibility or financial support.

4. Solutions

4.1 Community Governance

Decentralized protocols like Lens Protocol allow for community members to have a say in the future development of the platform. This could be extended to LensPlay, where users can propose ideas and vote on them, giving them a voice in the direction of the social graph. This could lead to a more democratic and transparent system, where the power is distributed among the users rather than being concentrated in the hands of a few individuals or entities. With community governance, users can ensure that their needs and priorities are being heard and addressed, creating a more inclusive and equitable platform for all.

4.2 User-Owned Social Graph

By providing a user-owned, open social graph, Lens Protocol solves the major issue of existing social media networks where users are locked into a single application, and their profiles, friends, and content are all owned by the application operators. Users have the power to decide what platform they want to use and can be certain that their content is safe and secure. Additionally, this portability creates a level playing field for applications, as they can no longer use their platform as a means to retain user attention.

4.3 User Incentives

Collects are a way for creators to monetize their content. The Lens Protocol enables creators to maintain ownership of their content, while also granting them the ability to allow their followers to purchase it. This means that creators are able to distribute their content in a more efficient and streamlined manner, while also providing their followers with a unique and exclusive way to engage with their work.