

Fireside CEO details first 'participatory' media network

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SUMMARY

Fireside is a participatory entertainment platform that allows creators and their audiences to co-create content in real-time, enhancing viewer engagement through live interactions. The platform utilizes NFT-based memberships to empower fans to influence content creation, aiming to revolutionize media and entertainment by integrating audience participation.

- Fireside enables creators to record audio and video shows with their audiences, fostering a collaborative content creation process.*
- The platform supports NFT-based memberships, allowing fans to have a stake in the success of creators' networks.*
- Creators can build participatory entertainment networks, similar to having input in a major media production.*
- Fireside's partnership with comedian Adam Waheed exemplifies its model, allowing fans to contribute ideas for comedy content.*
- The platform aims to unlock new entertainment formats, such as cooking or home makeover shows where audiences can actively participate.*
- Fireside has quickly gained significant reach, achieving a billion views in just three days.*
- The company plans to use its funding to focus on growth and monetization, anticipating the emergence of new media hits through creator-community collaborations.*

well tiktok has shown the appeal of creator driven content and fireside is a platform where viewers and listeners can chat virtually with creators all of it live here with more is fallon fatimi ceo and co-founder of fireside audio finances ali garfinkel joins us for this conversation as well fallon it's great to have you on the program tell us a little bit more about your app which again also has the support of mark cuban let's say for example i wanted to go on

fireside and spew off about markets or monetary policy or what have you how does fireside enable me to do that exactly so at fireside we're building the future of media and entertainment which like you said is participatory where audiences aren't just part of the show they can be the co-creator and they can play an intimate part in the creating process additionally there's creators out there today that audience reached and traditional media and entertainment networks and with the

right technology platform analytics and ownership model of their audience and their audience data and ip we can help accelerate in building the multi-billion dollar media and entertainment companies of the future and so fireside's the first participatory entertainment platform that puts the power of a web3 content studio in the

palm of a creator's hands to record audio and video shows with their audiences and distribute it wherever those audiences are in a way that's unlocking entire new formats of entertainment that are

groundbreaking so to answer your question instead of watching the food network imagine you can now cook along with michelin star chefs and actually turn on your camera and join the stage and show your end product or instead of watching hgtv and a home makeover now you literally get to see a home makeover happen in someone's home turn on your camera hop on the stage and get advice from design experts as to how you should redo your home

so fallon great to see you thank you so much for joining us one of the key features of fireside are the nft based memberships so tell us a little bit about how those memberships work absolutely so um with the announcement today we enable select talent to launch participatory entertainment networks with nft powered membership so the value prop is something my mom can understand which is imagine being at the on the ground floor of let's say oprah

launching her own network and not just being able to be in the writer's room part of the content creation process and really feel like you're on set but really be able to have input on where that media and entertainment network evolves and with the value that i'm then generating and creating and contributing the value of my membership also increases in line with the success of that network as well and that's what we believe is game changing and is the

future so today fallon fireside is also announcing a partnership with adam waheed who's a veritable tick-tock celebrity comedian tell us what makes adam in particular a good fit for fireside adam is incredibly talented and a pioneer in his own right um he uh is actually bigger than netflix in terms of his reach his content gets 1.4 billion views per month and this is across

youtube instagram and um other platforms like tick tock and netflix last year got 221 million um he's uh you know extremely funny and incredibly talented comedian um and award-winning uh you know influencer as well and what he is launching is a next generation comedy network that enables the fans so the members of his network to be able to be in the writers room and actually help him ideate and come up with ideas for

his short comedy films um and includes a lot of other programming including leveraging that platform and that distribution and reach that he has to really help up and comers get discovered as well and then fallon i want to ask about what's the next steps i know that you have plans for nft is kind of getting into the metaverse as well but look at the end of the day all of it's still about the money right now you've got

eight million dollars you got big names like larry fitzgerald also mark cuban as i mentioned at the top what do you see this company deploying in terms of using that money to grow grow it further well what's incredible about the um networks uh that are launching on fireside of which we're announcing first big one today um is we thought it would take six months to get a billion in reach of individual creators brands talent organizations um and other also

traditional broadcasters and it took us three days so we are deploying our uh dollars to really focus on growth and obviously monetization we are already seeing signals that the next big content hits and media and entertainment companies are going to be created between creators their communities and with brands supporting all of that