

The Future of Media: Communiverse

Authors:

Carmen Cordova (cordovag@usc.edu)

Maram Finnell (mfinnell@usc.edu)

Diana Valdes (valdesco@usc.edu)

In the digital age, forging alliances between legacy storytellers and emerging filmmakers, who shape new tools, is crucial. The future of storytelling blends tradition with innovation, where legacy talents collaborate with rising creators, and organizations play a pivotal role in supporting this transformative journey. This convergence of tradition and innovation can revolutionize storytelling. To support this vision, organizations and institutions should provide a space where these collaborations can thrive. The focus should be on fostering communities and nurturing meaningful connections, while facilitating access to the wisdom of storytelling veterans. To ensure that this community fosters collective growth, we propose a novel social media platform called Communiverse. Our platform connects rising talent with legacy experts, encouraging mutual learning and collaboration.

Existing social media platforms are algorithm-driven, often stifling meaningful connections and prioritizing aesthetics over substance. Creators lack control over their content, and superficial "likes" fail to express genuine appreciation. We advocate for a shift in the language of support, from "like" to "love" and "give," to cultivate deeper connections. This language evolution promotes exploration, stimulating creativity and intellect for creators and filmmakers.

Our vision is to create an online community for legacy talent and rising creators to collaborate and innovate. Communiverse will focus on trust, meaningful language, and collaborative support, paving the way for the future of storytelling to blend tradition with innovation. This vision is supported by a comprehensive two-sided business model. Rising talent pays a supporting fee to gain access to exclusive content from legacy storytellers. Legacy, in turn, has the opportunity to set their own supporting fee. This platform's uniqueness is further emphasized by the idea of a legacy archive, where exclusive content is housed and accessible to paid subscribers. Rising talent can access this archive by showing appreciation for legacy's work through a nominal monthly contribution. Non-paid subscribers can also benefit from the wisdom of legacy through shared non-exclusive content.

Furthermore, legacy storytellers can choose to host live Q&A sessions exclusively for paid subscribers, enhancing the value of the platform. Rising talent can build their profiles with components such as current work, past work, and a 'vet' button, facilitating discovery by legacy storytellers. Legacy storytellers can actively support rising talent by 'giving' feedback and making monetary contributions to fund their projects. This unique ecosystem ensures that both rising talent and legacy storytellers can thrive. The platform's revenue model is sustained through a 10% cut from supporting fees paid to legacy, ensuring long-term viability for this collaborative storytelling community.