Livepeer Retro-Active Grant Funding Application - Entry #12

Applicant Information

Name or Nickname
Who is the main point of contact for this application?

Eneche

Contact Email

hidden

Recipients ETH Address
Address to where funds will be delivered if the applicant is awarded funds? NOTE: All LPT funds are on the Arbitrum network

0x6dF4f5910bB848962cCF56A4837D1CE5d205741a

Lens Handle (if applicable)

Empty

Twitter Handle (if applicable)

Empty

Discord Handle (if applicable)

Empty

Project Information

Project Title

Livepeerjs-IMA Package

Project Description
Please provide a brief overview of your project, its objectives, and how it has benefited the Livepeer ecosystem.

The package is a wrapper over the Livepeer Player component(primitive) ,enabling in-stream ads with VOD or Livestream contents. The package is an extra tool for developers building a mature video platform on Livepeer infrastructure . With ads enable by our package ,platform can earn extra income in addition to video subscription and content tokenization.

Duration of the Completed Project
Specify the period during which the project was active or completed.

March 19th - Present

Project Impact
Describe the impact your project has had on the Livepeer ecosystem,

Our package makes it easier for any developer building on Livepeer infrastructure ,to integrate ads on VOD or Livestream content. We believe expanding a platform means of monetizing can be an attractant for developers, individuals or business looking to build a mature video platform with ad incentive, making Livepeer a viable

including any measurable results or outcomes.	option . The package is a tooling for developers to build on Livepeer and enable ads.
Team Members List the team members involved in the project, including their roles and relevant experience.	1. Eneche Godsgift - Team lead, Developer 2. Precious Ameachi - Developer

Technical Details

Is the project open source?	Yes
GitHub Link: (if applicable)	https://github.com/livepeer-ssai/IMA-Adwrapper-Livepeer
Technology Stack List the technologies, languages, and frameworks your project is based on.	1. Reactjs 2. IMA sdk 3. Livepeer react sdk
Explanation of Retroactive Funding Use Explain how the retroactive funding will be used, such as to cover past expenses, support ongoing maintenance, or further enhance the project's impact.	The fund will be used to continue maintenance of the project,as new release of the Livepeer react sdk are pushed ,our sdk as to be in sync with these releases. Also we will like to explore two areas with this funding:1.Dynamic ads insertion, with AI drive additional layer of ad placement abilities 2. R&D for server side ad insertion in catalyst.
Community Engagement How have you engaged with the Livepeer community and users during and after the project's completion to promote its benefits and adoption?	Yes we have severally engaged with the Livepeer community about ads on Livepeer ,Client side and Server side implementations. I had previously spoken about the topic in two weekly water cooler chats on discord ,to gather interest and as well, discuss implementation.
Collaboration Have you collaborated with other Livepeer developers or projects? If so, how?	Empty
Additional Information Any additional information or details you would like to share with the Retroactive	My team vision is to build a solely dedicated ad pipeline or network for Livepeer. A network where ads are served from Livepeer ,with Dapps on Livepeer as publishers. We will like to introduce ad stitching capability in Catalyst ,similar to AWS media tailor, to become a third party in the pipeline for ad serving and

Grant DAO regarding your project or retroactive funding request.	stitching. We think Gateway/Broadcaster can earn from this ad incentives and pay orchestrator for other jobs. Our first step towards this goal is enabling ads in the Livepeer player . Link to demo app video:https://www.loom.com/share/982bc249599d44998e1f3af1635b1aed?sid=2f7ec968-3b29-4c78-a6fe-423d9354c117 Link to demo app:https://livepeerjs-ima.vercel.app/
Supporting Documentation Please attach any relevant documentation, such as project proposals, technical specifications, or mock-ups, that will help us better understand your project.	ads-workflow.webp Screen-Shot-2024-04-13-at-1.53.40-AM.png

Livepeer Innovators DAO