

# An Introduction to Ecat

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**Ecat.media**

There are probably more than a million ways to describe what the internet is and to some degree most will be correct. Now a days we can design systems which utilize different architectures and platforms in different layers and create the information age's "Frankenstein's software". If the idea

is based on correct logical bases there are probably many ways to implement as there are ways to describe the internet.

With limited technical knowledge you can harness the power of platforms like Google Firebase as a database server or use services like Imgur to host your image assets. By combining these services with bitcoin payments one can create a monetization portal and start exchanging content for any kind of money. However, there are much more interesting applications you can create with such systems by combining them with Bitcoin SV. That is how we got the idea of ecat.

There is a lot of talk about how bitcoin is going to take over the world as the next global currency, but the true essence of Bitcoin and what it represents is not being discussed much. What makes Bitcoin different than other systems that are out there is you can use it as a fulcrum and develop a small scale business idea to something that scales indefinitely. This means that you can rely less on data centers and the costs associated with them to run your small or big scale online business.

Bitcoin introduces a unified communication layer for software. This opens up a new world for development of tools which helps us in everyday life and creates opportunities for growth all over the world. With ecat.media we tried to provide a solution that makes it easier for a small online business to leverage the network power of Bitcoin Satoshi Vision to grow. We started with making publishing digital content as easy as the process of sending an email. Keep in mind that publishing on BSV means that only you store and secure your content online permanently and are able to grant others a variety of different types of access to the said content in exchange for value.

Publishing is a process that can be lengthy and it usually requires involving 3rd party companies in the ownership and the right to use published content. A musician could pay up to 90% of what they make to record labels in order to use their infrastructure. Writers and many other

people who make a living from creating content are no exception to that rule.

Originally ecat protocol was designed to power Soundchain, a sound streaming platform based on BSV blockchain's capability to store information. After building the back end in development we realized that with a few modifications, our platform could be used to power applications such as Soundchain as well as many more applications that could leverage its power so we put our focus on developing ecat.media.

The release version of ecat.media acts as an outlet to give the power of publishing content to anyone anywhere on the planet as easy as a few clicks. We plan to gradually introduce the other functionalities to make interacting with information on the BSV blockchain more dynamic. As early Bitcoin adopters we see BSV as a sleeping dragon which sooner or later will wake up and devour all the empty social media talks with actual applications that utilize Bitcoin the way it was meant to be used. Utility eventually wins over publicity and what ecat.media does is bringing more utility to Bitcoin.

The main problem with the approach most development projects take towards building on Bitcoin is that as tech-savvy people sometimes we forget that not many people can grasp technological concepts. While the final products are functional, they are still out of scope for the average internet user. At ecat.media we believe that Bitcoin can be a technology for

everyone, not just people who have studied it for years. One does not need to know everything there is about the network to use the technological advantages it has to offer.

Ecat.media team is proud to present to you our protocol and platform that we design built on top of it. We are a group of people that have worked hard and dedicated a lot of our time to bring you ecat protocol and ecat.media while maintaining day jobs.

With all that said, ecat.media alpha keys are ready to be handed out. Keep in mind that we are still refining and adding features to the project. If you want the full experience you should wait for Beta where a wide range of utilities and functionalities will be implemented in platform. Meanwhile we hope you enjoy using our platform at its earlier stages and are looking forward to hearing your feedback.

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