



Entertainment = Education

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IMARA.TV ECOSYSTEM OVERVIEW

[NIKO.IMARA.TV](https://www.niko.imara.tv) – CREATOR ECONOMY INFRASTRUCTURE

Prepared By GAIA Council, 9th April 2026



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Table of Contents

1. INTRODUCTION.....	3
2. CORE COMPONENTS.....	3
2.1 NIKO.IMARA.TV (Content Layer)	3
2.2 CREATOR ECONOMY MODEL.....	3
2.3 LOCAL USER COMMUNITY ADMINISTRATORS (LUCA)	4
2.4 GLOBAL ADMINISTRATION, INNOVATION AND ACCOUNTABILITY COUNCIL (GAIA COUNCIL).....	5
2.5 CONSUMERS	5
2.6 REVENUE STRUCTURE.....	5
2.7 GOVERNANCE FLOW.....	6



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1. INTRODUCTION

Imara.TV is a youth-centered digital media and economic platform designed to enable content creators to produce, distribute, monetize, and govern their own content ecosystems.

The platform operates through a decentralized structure composed of:

- LUCA Youth (creators)
- LUCA Councils (local governance)
- GAIA Council (global oversight)

This system enables both content creation and economic participation at scale.

2. CORE COMPONENTS

2.1 [NIKO.IMARA.TV \(Content Layer\)](#)

This is the publishing and engagement layer where:

- Creators upload video content (HLS streaming)
- Users watch, engage, and interact
- Content is distributed and monetized

Each piece of content is tied to:

- A unique video ID
- A creator (user ID)
- A revenue attribution stream

2.2 CREATOR ECONOMY MODEL

Each creator earns from:

- Ad impressions (pre-roll, mid-roll)
- Engagement metrics (views, watch time)
- Future e-commerce integrations

Revenue is tracked per video and mapped to the creator profile.



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2.3 LOCAL USER COMMUNITY ADMINISTRATORS (LUCA)

A LUCA is a geographically or socially defined creator ecosystem.

Each LUCA consists of:

1. LUCA Youth

These are the community's youth content creators. Only youth born after 1st August 1985 qualify to join a LUCA.

Their Responsibilities include:

- Produce and publish content like films or text posts on niko.imara.tv
- Engage audiences
- Maintain content standards
- Participate in governance processes

Their Privileges include:

- Earn from content
- Vote or influence LUCA decisions
- Qualify for LUCA Council roles

2. LUCA Council

The governance body elected by the LUCA youth from among the LUCA's youth. It is made up of upto 9 members who serve for a maximum term of 1 year. A council member can serve unlimited number of terms

Each LUCA establishes a council responsible for:

- Approving new LUCA Youth members
- Maintaining quality and compliance standards
- Managing local growth and partnerships
- Overseeing revenue integrity within the LUCA

The LUCA Council acts as the governing body of the local creator economy.



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2.4 GLOBAL ADMINISTRATION, INNOVATION AND ACCOUNTABILITY COUNCIL (GAIA COUNCIL)

This is the global governance council also made up of maximum 9 members. Only former LUCA Youth Council members qualify to be elected to the GAIA council. Members serve a term of 1 year and there are no term limits.

The GAIA Council operates at the global level and is responsible for:

- Strategic direction of the platform
- Treasury and revenue oversight
- Governance frameworks
- Cross-LUCA coordination

2.5 CONSUMERS

These are public viewers who do not qualify to be creators by virtue of being born before 1st August 1985.

They can perform the following roles:

- Watch content on Niko.Imara.Tv
- Share and like content
- Buy from ecommerce vendors on the platform

2.6 REVENUE STRUCTURE

Revenue flows through the system as follows:

1. Ads are served on video content
2. Revenue is generated per impression
3. Net Revenue is distributed to:
 - Youth creators get 90%
 - LUCA Council get 9%
 - GAIA Council get 1%



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2.7 GOVERNANCE FLOW

1. LUCA Youth create and publish content
2. LUCA Council reviews and governs participation
3. GAIA provides oversight and system integrity

3. CONCLUSION

Niko.Imara.TV is designed to:

- Create sustainable digital employment for youth
- Enable decentralized governance of digital media
- Build a Kenya Shilling-backed digital economy (Stars)
- Scale across Africa and globally

Imara.TV is not just a platform. It is an economic and governance system where:

- Content = value
- Participation = ownership
- Youth = administrators of the future

The LUCA Youth form the foundation of this system. Their actions will define its success.