

• AVAILABLE NOW • CREATOR MONETIZATION

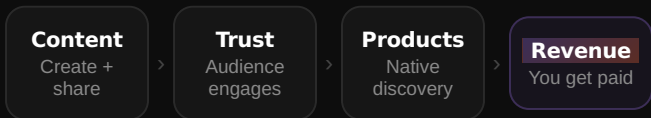
# Where Content Becomes a Business

Your content already influences what people buy. Play + Shop gives that influence a direct path to revenue — inside a creator ecosystem built to expand your earning potential over time, not cap it.

## WHY THIS HITS DIFFERENT

- Built to Compound**  
 Start with products. Expand into more monetization paths over time. This is the on-ramp, not the ceiling.
- Reach + Revenue Together**  
 Content discovery and commerce in the same flow. No split experience. No redirect drop-off.
- Additive, Not Disruptive**  
 Add a new income stream to what you're already creating. No platform migration. No business rebuild required.
- Your Audience Stays Yours**  
 Build where the rules don't change overnight. Your content, your audience, your earning potential — in your control.

## THE REVENUE LOOP



## FOUR STEPS. THAT'S IT.

- 01 Create or Share Content**  
 Videos, commentary, reviews — whatever moves your audience. Your content is the entry point.
- 02 Connect Products**  
 Tag products you want to promote or sell. Physical products are live now — more coming.
- 03 Audience Shops Natively**  
 Discovery, engagement, and purchase happen inside Play. No redirect. No friction. No lost conversions.
- 04 Get Paid**  
 A natural path from trust to transaction. Content → products → revenue. That's the whole loop.

## BUILT FOR

- Product reviewers · Brand builders · Merch sellers
- Podcasters · Affiliate creators · Media personalities
- Personal brands · Digital product sellers

**You don't need to be a giant creator.**  
**You just need content that moves people.**

## WHAT'S COMING NEXT

- Paid DMs
- Paid Circles
- Paid Livestreams
- Paid Articles
- Creator Subscriptions

Start here. Stay for what this becomes.

Ready? **Get In Early.**

Simple to start. Easy to understand. Built for where creator monetization is going next.

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