



REFERENCE

Glossary & Style Guide

Canonical terminology and usage for writing about the Viewer Economy.

How to use this guide

This is the authoritative reference for terminology and usage when writing about the Viewer Economy — for journalists, analysts, partners, and operators. Using consistent language keeps the category legible as it forms.

Glossary

TERM	DEFINITION
Viewer Economy	An emerging model of media in which audiences move from passive viewers to active participants who share in the value they help create.
Participation	Productive audience action — discovery, curation, voting, referral, advocacy, and community building — that generates measurable value.
Participatory Value	The quantifiable contribution an audience member makes to a platform's reach, signal quality, and durability.
Participation Value Index (PVI)	A proposed, falsifiable framework for scoring participatory value across reach, signal, and durability dimensions.
Discovery	The act of surfacing and identifying valuable content before it reaches scale, a core form of participation.
Advocacy	Referrals, invitations, and reputation-backed recommendations that expand an audience at low marginal cost.
Governance	Voting, ranking, and collective decision-making through which a community steers the media it supports.
Audience Equity	The principle and mechanisms by which participants share in the upside of the value they generate.
Attention Economy	The prior model that treats audience attention as a resource to be captured and resold, returning little to the audience.
Creator Economy	The model that turned individuals into media businesses, empowering creators but largely excluding audiences from value exchange.
Founding Participant	A company helping establish the Viewer Economy by building products that reward audience participation.

Naming & capitalization

- The category is **the Viewer Economy** — capitalized, with a lowercase “the” in running text (capital “The” when used as a proper title, e.g. on a cover).

- It is a **category and a movement**, not a company or product. Avoid “a Viewer Economy” or pluralizing it.
- Write **Participation Value Index** on first use, then **PVI**.
- Companies building in the space are **Founding Participants** or, generally, participants — not “members” or “partners” unless that is the formal relationship.

Voice & tone

- **Authoritative, not hype.** Make claims you can support; cite sources for data.
- **Plain and precise.** Prefer concrete nouns (discovery, voting, referral) over abstractions.
- **Inclusive of the audience.** The thesis is that audiences create value; language should center them as participants, not “users” or “eyeballs.”

Say this, not that

USE	AVOID
Participant, audience, community	Eyeballs, traffic, consumers (when describing contribution)
Participatory value, audience equity	“Engagement” as a synonym for value
The Viewer Economy (the category)	“The Viewer Economy app/company”
An open movement / category	Implying a single owner or gatekeeper

Boilerplate

One-liner. The Viewer Economy is the next evolution of media, where audiences become participants and participation creates value.

Short (≈50 words). The Viewer Economy is an emerging model of media in which audiences move from passive viewers to active participants — discovering, curating, voting, and referring — and share in the value they help create. It is an open category and movement, not a single company. Learn more at viewereconomy.com.

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