Kavi

Welcome to Kavi

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Thank you for your interest in becoming a content creator at Kavi. This document will walk you through everything you need to know — benefits we offer, compensation structure, applying to create, and more.

With any questions, you may reach out to:

Role	Name	Email Address
Founder / CEO	Srihith Pallamreddy	srihith@kavi.audio

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Types of Content

Kavi hosts multiple types of content: podcasts, audiobooks, audio shows, indie music, and bites (short-form, sub-90 second audio content). Step one is deciding which type of content you're looking to take on.

Podcasts

Definition: episodic audio conversations or monologues, covering anything from comedy / self growth to history, sports, or culture.

Creating podcasts is the perfect way to get into the audio space if you have an idea or a topic of expertise you can talk about for episodes on end or if you love interviewing guests. Kavi offers numerous perks including recording studios and editing services (see *Creator Perks*).

Audiobooks

Definition: full-length books narrated by professional voices, immersing the listener in stories or nonfiction.

If you are a traditional book publisher or an author, audiobooks are the best way to foray into Kavi's content space. Kavi will take care of turning your work into audiobook format so you can focus on writing. In exchange for streaming rights to your work, we'll give you the audiobook file to sell elsewhere. Optionally, we can take care of monetizing your audiobook as well so you can earn profits without any effort.

Audio Shows

Definition: serial-style, scripted productions that feel like TV for your ears - dramas, thrillers, talk-shows, etc designed for binging.

If you have a storyline idea and a group of voice artists to voice the characters, audio shows are your top pick. Shows monetize at higher rates than other content on Kavi and you still get access to all the podcast creator perks (see *Creator Perks*).

Indie Music

Definition: original music tracks from independent artists, outside the mainstream music giants.

If you have a passion for music and create your own original music (not including covers), Kavi can support your indie music journey. You get access to monetization from day 1 and almost all the podcast creator perks (see *Creator Perks*).

Bites

Definition: sub-90 second audio content similar to TikToks or Instagram Reels, but audio only.

If you are a creator on TikTok or Instagram Reels and are looking to create similar content, or if you are looking to foray into that space, Bites is for you. You get access to a completely Telugu audience and can bring in your own sponsorships / brand deals in addition to monetizing via creator subscriptions (see *Creator Perks*).

Other Audio Sources

If you run or are affiliated with a news channel or radio station and are interested in live streaming content, contact Srihith Pallamreddy at srihith@kavi.audio to talk about a potential partnership.

Creator Perks

Kavi's creator perks are designed to remove all the friction of getting started. From the 1000s of dollars of investment to marketing and editing strategies, we'll handle it all. The following are perks organized by category:

Podcasts, Audio Shows, and Indie Music

🎧 **Telugu Audience**	Forget the painstaking process of marketing and trying to build an audience. Kavi offers subscribers exclusively Telugu content. By having your content listed on Kavi, it gets promoted to the right audience without additional effort.
💵 **Financial Compensation**	Spotify, Google Podcasts, and Apple Podcasts don't pay you a penny for most podcasts. Kavi does. From day 1. Make use of multiple monetization channels including subscriptions, merch, and ad revenue, made simple by Kavi.
🎛️ **Editing Services**	A simple 1 hour podcast takes 3 - 5 hours to edit. Record and forget with Kavi's in-house editing solution. For a small cut of your earnings, we'll handle everything post-production, so you can focus on the best part - creating. Currently unavailable for Indie Music
🎙️ **Kavi Recording Studios**	Setting up a studio takes a lot of time and a lot of money. Instead, use Kavi's network of professional-grade recording studios. Just schedule a time and record, all for no extra cost. Not near one? We'll ship you professional equipment to your doorstep. Shipping equipment is currently unavailable for Indie Music, studios are available
🌐 **Virtual Recording Studio**	No one wants content recorded with Zoom audio quality. When you're recording content with someone far away, use Kavi's proprietary Virtual Studio to retain the best possible audio quality in your final product.
🏢 **Creator Community**	Gain access to a Discord server with tons of other creators partnered with Kavi. Bounce ideas, discuss topics, and be involved with others in the same space.
🖋️ **Graphic Design Services**	Not everyone's an artist, and that's ok. Kavi's graphic designers will take care of making your content's thumbnails and promo art, all for no additional charge.
🎯 **Creator Dashboard**	Remove the guesswork by making use of Kavi's Creator Dashboard. We'll do all the number crunching behind the scenes so you know what's working and what's not.
🤝 **Content Assistance**	Ideating is hard. Need ideas or want to flesh out a concept? Book a meeting with our Content Team and we'll help you bring your vision to life. Currently unavailable for Indie Music
🚀 **Listener Memberships**	Connect with your audience and earn more by providing early launches and exclusive content to your fans who pay an extra subscription fee.
📦 **Merch Management**	Managing a merch line is a lot of work so let us handle it and send you the profits. Fulfillment, shipping, etc - let us take care of it. Our wholesale discounts mean higher profit margins for you.
♻️ **Feedback Loop**	Have multiple ideas and not sure what to pick? Use Kavi's built-in feature to poll your audience about what they want to hear next.

👕 **Free Merch**	We love our creators! So to show our support, Kavi creators get free merch when their content launches with us. Enjoy your favorite Kavi merch in your favorite color delivered to your doorstep (plus a few surprise items)!
📱 **Free Subscription**	Enjoy a free premium subscription to Kavi as long as you're creating. Listen to all our content ad-free, year-round!

Audiobooks

🎧 **Telugu Audience**	Forget the painstaking process of marketing and trying to build an audience. Kavi offers subscribers exclusively Telugu content. By having your content listed on Kavi, it gets promoted to the right audience without additional effort.
🎛️ **Audiobook Creation**	It takes 40 - 60 hours and several thousand dollars to narrate and edit an audiobook on average. In exchange for giving Kavi permission to stream your book, Kavi makes your audiobook for free and sends it to you so you can find ways to monetize it yourself. Or we'll take care of publishing and monetizing it for you if you opt-in!
📚 **Audiobook Publishing**	Don't want to worry about monetizing your own audiobook? In addition to Kavi making the audiobook, we can also monetize it for you, as a publisher. Sit back and relax while we handle the financials and marketing.
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Bites

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🎯 **Creator Dashboard**	Remove the guesswork by making use of Kavi's Creator Dashboard. We'll do all the number crunching behind the scenes so you know what's working and what's not.
🏢 **Creator Community**	Gain access to a Discord server with tons of other creators partnered with Kavi. Bounce ideas, discuss topics, and be involved with others in the same space.

🚀	**Listener Memberships**	Connect with your audience and earn money by providing early launches and exclusive content to your fans who pay an extra subscription fee.

Compensation Structure + Monetization Strategies

Kavi gives you 3 ways to monetize your content — revenue per stream, creator subscriptions, and merch sales.

Revenue Per Stream

Podcast, audiobook, audio show, & indie music creators are eligible (custom pricing for radio stations and news channels)

Spotify, Google, and Apple either don't pay non-music creators or require large amounts of traction before you can enroll in their payment programs. Kavi pays you from day one. No more hunting for partnerships - just make content and make money. Kavi sends payouts every 2 weeks and as you rack up your content, streams on your older episodes / content are still eligible for payouts. Rates vary by type of content amongst other factors. See the corresponding sections below for compensation information.

Podcasts

Podcasters earn a base rate of $10 per mil - meaning every 1000 views correspond to $10. This is 2 - 3.3x YouTube's rates and Spotify's music rates.

Making use of Kavi's editing services takes a $3 cut from this base rate. A 1 hour podcast episode takes around 3-4 hours to edit, so let us handle it. On average, this service saves creators 168 hours a year! All you have to do is record content and send us the raw files.

Payout also depends on exclusivity period, which is the amount of time that your content stays exclusive to Kavi before you launch it on other platforms. We encourage going fully exclusive to build a tight-knit community and maximize your payouts.

Note that fully exclusive podcasts come with free editing services (we don't take a $3 cut)! This means you get almost double the value by being fully exclusive compared to a 3 month exclusivity period.

	Payout without editing service (per mil)	**Payout with editing services (per mil)**
Fully exclusive	$10.00	$10.00
3 months	$7.00	$4.00
2 months	$6.00	$3.00
1 month	$4.00	Ineligible for editing services
0 months	$1.00	Ineligible for editing services

To give you a reference as to what these rates look like for multiple view counts *per episode* (without editing): *See following page for chart*

	10,000 views	50,000 views	100,000 views	500,000 views	1,000,000 views
Fully exclusive	$100.00	$500.00	$1,000.00	$5,000.00	$10,000.00
3 months	$70.00	$350.00	$700.00	$3,500.00	$7,000.00
2 months	$60.00	$300.00	$600.00	$3,000.00	$6,000.00
1 month	$40.00	$200.00	$400.00	$2,000.00	$2,000.00
0 months	$10.00	$50.00	$100.00	$500.00	$1,000.00

Audio Shows

Audio shows are higher production cost, so they earn a base rate of $12 per mil - meaning every 1000 views correspond to $12. This is 2.3 - 5x YouTube's rates. Unlike podcasts, audio shows include editing services for no additional cost (worth $3 per mil) and are subject to being fully exclusive to Kavi. See *Compensation Structure → Revenue Per Stream → Podcasts* to fully understand what this means.

Audiobooks

Audiobooks are also eligible for per-stream compensation. Compensation amount is determined on a case by case basis. If you are an author or publisher, contact Srihith Pallamreddy at srihith@kavi.audio to talk specifics.

Indie Music

Indie music earns a base rate of $5 - meaning every 1000 views correspond to $5. This is around 2x Spotify's rates. This is upped to $5.50 for an exclusivity period of 3 days and $6.50 for an exclusivity period of 7 days for the lifetime of that song / album. See *Compensation Structure → Revenue Per Stream → Podcasts* to fully understand what this means.

Radio Stations & News Channels

Compensation for radio stations and news channels are determined on a case by case basis. If you run or are affiliated with a radio station or news channel, contact Srihith Pallamreddy at srihith@kavi.audio to talk about a potential partnership.

Creator Subscriptions

Podcast, audiobook, audio show, & indie music creators are eligible

Creators who have an exclusivity period agreement with Kavi and opt in to the subscription program can charge fans a monthly fee in exchange for behind the scenes, extra content, or early releases. Creators choose what content to make available and keep 70% of the monthly revenue.

For reference, this is what revenue looks like (after Kavi's 30% cut) for various subscriber numbers and subscription prices:

See following page for chart

	$3 per month	$5 per month	$7.50 per month	$10 per month
50 subscribers	$105.00 per month	$175.00 per month	$262.50 per month	$350.00 per month
100 subscribers	$210.00 per month	$350.00 per month	$525.00 per month	$700.00 per month
250 subscribers	$525.00 per month	$875.00 per month	$1,312.50 per month	$1,750.00 per month
1,000 subscribers	$2,100.00 per month	$3,500.00 per month	$5,250.00 per month	$7,000.00 per month
5,000 subscribers	$10,500.00 per month	$17,500.00 per month	$26,250.00 per month	$35,000.00 per month

Merch Sales

Podcast, audiobook, audio show, & indie music creators are eligible

Creators who have an exclusivity period agreement with Kavi and opt in to the merch program can start their own merch line through us with no cost and no effort. Kavi has wholesale discount agreements with merch blank providers, meaning you get a higher profit margin on sales through us. For a 30% cut of profits, Kavi will manage sales, ordering, inventory, fulfillment, shipping, and returns. For a nominal fee, we offer design services as well. So — sit back, relax, and rake in profits on your brand by letting Kavi manage your merch. We use high quality brands, not your average Gilden or Hanes brand t-shirts – and all for a cheaper price due to our wholesale partnerships.

Applying to Create

To get started, we ask that you fill out the following form: Creator Sign Up.

This form won't take more than 2 minutes and helps us understand you better before we schedule our Introductory Meeting. Once you fill out the form, you can expect us to reach out to you via email within 24 - 48 hours to schedule a meeting. Following this meeting, we'll work with you to finalize your content form and topics based on your interests and expertise and guide you through the remainder of the process.

Thank you for your interest in Kavi and we look forward to meeting you. త్వరలో కలుద్దాం!