

# Internet Native Value

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Figure 1: [This image](#) can be purchased and owned by [any market participant in the world](#) with value flowing directly to the [creator](#) via immutable code. The underlying technology that [powers this market](#) is the same that powers [trillions of dollars of volume](#) in stablecoins, protocol tokens, memecoins, [foreign exchange](#), and content. In short, we've attached the greatest markets with the greatest property rights in human history to a valuable photo someone took on a walk.

## 1 Summary

The internet has fundamentally changed almost every part of human lives. Money was once metal ingots valued for their intrinsic worth and traded by weight, but now money exists as digital entries in online databases, accessible instantly across the globe and backed by the trust users have in the system. Collectibles have evolved from tangible items like Michael Jordan rookie cards to virtual assets like Counter-Strike skins, which have managed to [outperform the S&P 500](#). Marketing that was once physical billboards on the side of the highway are now billboards inside each device via

ads and notifications. All of these modern forms of value are powered by the internet. We built Doppler to intertwine the assignment value to their creation for Internet Native Assets

This is not to say that these older systems have entirely disappeared. Value and valuable things are incredibly [lindy](#) - assets that have value today are much more likely to have value tomorrow. In this essay, we focus on where new value is being created. The Internet has birthed entirely new forms of value that can coexist alongside these older systems, or even improve them. Rather than disregarding their potential value, the focus then shifts to understanding where and how new value emerges in the digital age.

## 2 How to Value Internet Native Assets

As online payment processors and many other internet companies began dominating their competition, people who grew up on the Internet mostly came up in a world where money was just numbers on their phone or computer screen. From bank account balances, to [coins in a game](#), [virtual cosmetics](#) that sell for hundreds of thousands of dollars, and valuable attention (via ads or deals) from users online. If the base money people are familiar with is fundamentally just numbers on a screen, then other numbers on a screen should also be valuable.

Value created entirely from the internet is not a new concept. Most of the largest companies in the world are fundamentally internet businesses. Amazon is the world's largest shopping center online. Most trading firms are trading around bits in three NJ datacenters at nearly the speed of light. Eight of the ten [largest US companies by market cap](#) (as the time of writing) either supply tech companies or are tech companies themselves. These businesses thrive by creating and capturing value within digital ecosystems, thus reshaping global markets.

However, there is a clear difference between value created entirely on the internet for the users and value that is funneled out of it. One important difference is there is a desync between where and how the asset is valued. In particular, the vast majority of this **internet native value** is then funneled out to legacy systems like traditional banks or skeuomorphic representations of offline entities - like c corporations. This creates a disconnect. Internet-native assets are valued in decentralized, dynamic digital environments but are often stored or represented in rigid, skeuomorphic systems, thereby limiting their potential to transform economic paradigms.

Internet native value exists on a spectrum. There are representations that are brought online of offline items and there are things natively valuable because of their place on the internet. One example of Internet native value is content, most content these days is functionally only on the internet. Youtube houses [14 billion unique pieces of content](#) - most of which exists only online. Instagram has [1.6b photos posted on it](#) each and every day. The music industry's monetization has completely [reformed around streams](#) instead of record sales, leading to more artists monetizing their digital platforms.

One reason why value mostly flows out of the Internet is because it's fundamentally hard to value these brand new pieces created on top of it, so we do so generally by the traditional means of valuing assets - to roll them up and value them as a company. We understand how to price and value the pieces of those who control specific pieces of it like Internet companies, so the vast majority of the value trickles to them. Internet giants like Google or Meta capture disproportionate value through ad revenue. This funnels wealth to platform owners rather than creators, as traditional metrics struggle to assign value to individual digital assets like a single video or post.

This dynamic enshrines the gatekeepers of value in the Internet economy, as the current system

only lets them value assets on the internet. Record labels who control streaming services are still the main beneficiaries of the growth in songs, as they gatekeep the value generated by artists. The platforms still monetize far more of the value on the internet than the creators via ad revenues. Offline corporations still funnel the value directly out of the internet into their balance sheets instead of injecting that capital back into the Internet itself.

Most of this is downstream of the fact that [it is hard to value things on the internet](#). This has led to an explosion of “[dead capital](#)”, which are traditional valuable assets (like land or property) that cannot be used in the wider economy. Economist Hernando de Soto highlights lack of property rights as a reason for this, but I would contend another reason is the lack or difficulty of pricing these assets. The idea of fixing dead capital led to an explosion of property rights laws in most countries that did not already have them. Today, the absence of standardized valuation for digital assets hinders their economic integration.

To use the value of this asset in the economy, we first need to price that asset. How much should an individual song or a piece of content be worth on the Internet? It’s very hard to know. Additionally, who can comb through and value every single one of them? Just while you were reading that last sentence, hundreds of new pieces were just created. Automated, scalable systems are needed to price these assets dynamically, ensuring their economic integration without reliance on outdated methods.

### 3 Moving Forward in the Internet Age

Humans are creating value far faster than we can value it, and this gap is only increasing. Even worse, the amount of valueless content is also exploding, creating more noise in the system. While the average piece of content or data on the internet is likely valueless ([dead internet](#)), that does not mean there is nothing that people value on it. Value is being created on the Internet, but ascribing a fair market value to it is still horribly manual, cumbersome, and slow, often controlled by gatekeepers like corporations or platforms, leaving creators with minimal pricing power.

The most common and well-understood way to value a traditional company is via an IPO. The largest companies in the world (which are mostly internet companies) utilize this method to get a price for their assets ([or they use private credit](#)). For background, IPOs are valued by a small group of people and take many months of work to come to consensus, and even that price is often very wrong, [leading to an average loss to participants of 20%](#) which does not include [added 7% fee](#) on proceeds.

A second example of ascribing value to something is stream revenue for artists on major streaming websites. The price for this is picked via backroom deals between the three largest labels and streaming companies. Artists ultimately earn only \$0.003-0.005 per stream. This has led to many artists going independent to break away from the pricing of the labels and gain independent pricing power.

We need new forms of pricing value that is just past the traditional gatekeepers throwing darts at a dartboard, and we need systems that can keep up with the deluge of new assets being generated daily. We need to price internet native value automatically on internet exchanges.

To come full circle, I will state a belief I have on the value of content on the internet. This piece will (hopefully) get many eyes on it as I continue to reference the ideas found inside of it. Just like a billboard brings eyes to a product due to its placement along side a highway in the world, this post functions as a type of digital billboard on the Internet superhighway, bringing people to see

this specific photo as opposed to the billions created per day. Perhaps, that brings it value. The beauty is that anyone in the world can decide by choosing to buy or sell pieces of the ownership of that image anytime, anywhere.

## 4 Doppler Protocol

We built the ability to price arbitrary assets on the Internet with [Doppler Protocol](#). Doppler has helped price over [half a million pieces of value](#), with value flowing directly to creators and entrepreneurs. More unique assets, more participants, and more new markets are being created everyday.

The Internet is clearly where the majority of new value is being created, and we are on the forefront of this new value chain. Follow along with us on this journey to create and preserve the value of the Internet on the Internet