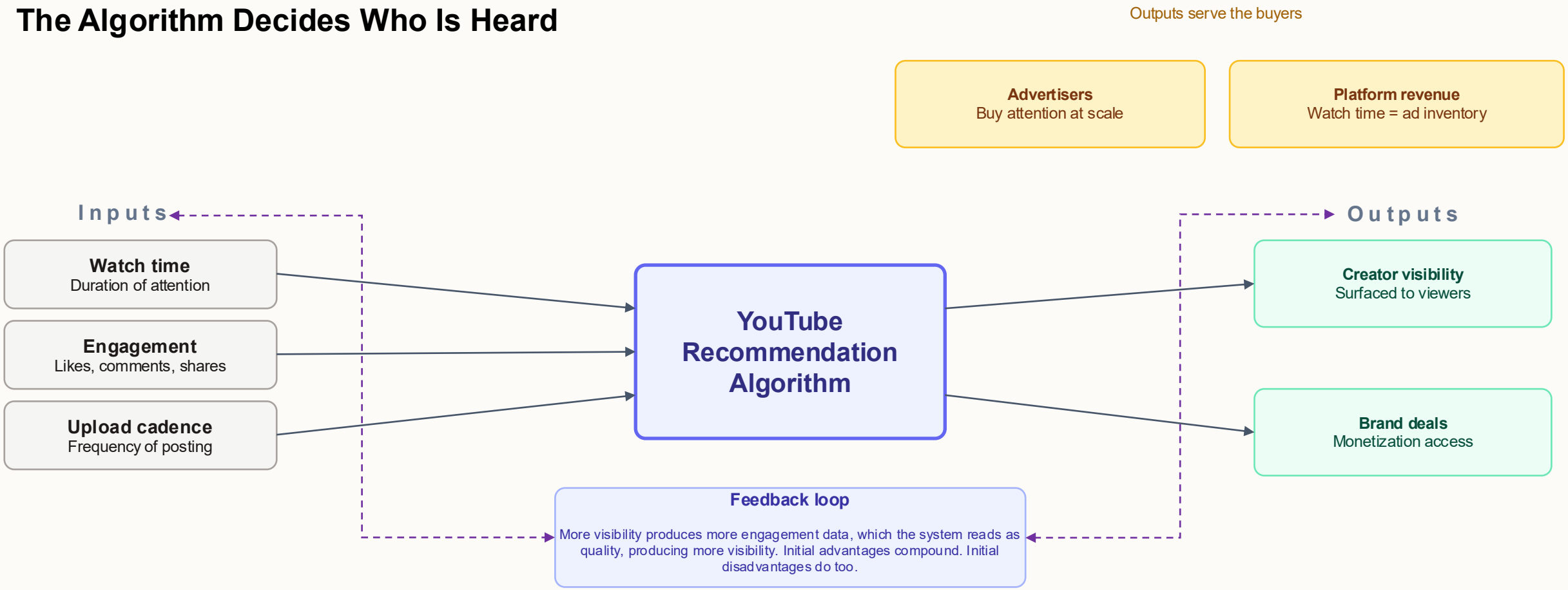
EPISODE 1

The Algorithm Decides Who Is Heard



Excluded zone

These creators enter the same recommendation pool. They are progressively shown less before ranking.

Regional creators
Tier 2 and tier 3 cities

Non-English creators
Regional languages

Low-production
Without studio gear

Stage 1
Algorithm learns from English-language content that already performs well

Stage 2
Lower initial reach → less engagement data

Stage 3
System reads as lower quality → further suppression next cycle

The creator never sees the loop. They only see that their reach plateaus and cannot work out why. A small disadvantage at the start compounds into a structural one within months.