



# BeatzCoin

# **White Paper v0.5**

[www.beatzcoin.io](http://www.beatzcoin.io)



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## Definitions

The below definitions are used in the context of this white paper

### VibraVid

A multi-chain, decentralized-model platform designed to efficiently stream audio and video, where users and creators engage toward earning cryptocurrency. Tokens are not intended to be securities tokens in any jurisdiction. Please consult our full disclaimer at the end of this document.

### BeatzCoin

A digital token utilizing blockchain technology.

### Cryptocurrency

A digital currency that uses blockchain technology to provide an auditable, open, and distributed ledger.

### Fiat

Traditional government issued money.

### Content creators

A person or group who provides content for others to read, listen to, or view.

### Users

Consumers of the products that content creators produce.

### Token trading event

A preliminary and main event where participants can trade Tron (*TRX*) and other cryptocurrencies for BeatzCoin (*BTZC*).

# Introduction

## What are VibraVid and BeatzCoin?

VibraVid is here to change the way consumers interact with digital content, while increasing the revenue potential of content creators. VibraVid is a free P2P/peer-to-peer desktop and mobile streaming application that enables users to view and listen to content created by video and audio creators.

VibraVid is a platform for creators to upload, store, market, lease and sell their content to users with the added benefits of being able to crowdfund and sell merchandise and event tickets directly to their subscribers and fans.

BeatzCoin is a cryptocurrency which is the exchange of value on the VibraVid platform. Together, VibraVid and BeatzCoin provide an ecosystem that allows creators and users a means of exchange, peer-to-peer, for goods, services, through bounties, and as prizes. Both, users and creators, are rewarded for their participation by receiving BeatzCoin, which they can use to purchase content, fan merchandise and event tickets, as well as to promote their own content.

## The problem:

Over 600,000 hours of video content and 18,000 hours of music is uploaded to the major free streaming services on the web daily for consumers to view and listen to. This makes it incredibly difficult for an emerging creator to be noticed. Creating high quality content requires time and resources, as does content marketing.

A paradoxical situation arises wherein the creator is forced to forsake production in favor of marketing and advertising. Instead of using time and talent to produce creative works, the creator becomes a marketer, resulting in a massive amount of low quality content made available to users, who, in turn, lose interest.

Even with a successful team and marketing campaign, statistics show that the majority of any targeted audience does not interact with a content creator's advertisement or provide feedback. The VibraVid platform aims to solve the issue of discoverability with the added benefits of an improved method for increasing user interaction, critiquing and feedback.

Existing platforms are focused primarily on increasing advertising revenues and provide insufficient participation incentives for users and content creators alike. They offer marketing solutions to creators at a premium and do not incentivize users to view or listen to new content.

The most successful creators earn a minority share of revenue from the platforms they upload their content to. VibraVid feels that this is an unfair business model and our platform seeks to change the status quo in favor of content creators and users by incentivizing them to create and enjoy quality content. We believe that this not only will allow more creators to start making new and independent content, but will also allow them to generate a fair income that is truly based on the popularity of their content.

### **The solution:**

With BeatzCoin at the center of VibraVid, we are able to offer both users and creators a new way of earning money for creating, watching, or listening to what they love. While advertising is not a thing of the past, we believe that users should be able to decide if they want to view adverts, and creators should be able to decide whether, and how frequently, advertisements are displayed during the duration of their content.

Some of the ways VibraVid **users** will earn BeatzCoin are:



**Signing up** to the VibraVid platform



**Locking** their tokens via POLS



Participating in **bounties**



Opting to watch paid to view (PTV) **advertisements**



**Competing** in daily and weekly challenges

Some of the ways **creators** on the VibraVid platform will earn BeatzCoin are:



Having their **content watched or listened to**



Having the **most views** in a selected period



Allowing paid to view (PTV) **advertisements** on their content



Receiving **tips** from viewers



**Crowdfunding** on our platform

## The opportunity

In 2016, the music industry generated 15.7 billion dollars, globally. This was after a 15 year decline in revenue from 1999 to 2014 where it declined by 40%. This up-tick in revenue is attributed to the accessibility of digital music. From 2004, where digital music held a share of 0.4% of the total market revenue, it has now grown to exceed 50% of the market.

This is mainly due to technological advancements, better mobile data connectivity, and streaming services, the latter of which turned the music industry around after many years of piracy-related decline.

The industry is now growing steadily at approximately 5.9% per annum, with 60.4% growth in streaming services and 17.7% digital revenue growth. Physical revenue is down 7.6% and download revenue is down 20.5%.

Video streaming has had an equally meaningful impact on us, with over 100,000 hours of video being streamed every minute on subscription based services, and more than 600,000 hours of video being uploaded to free video streaming services - all indicators that the industry is experiencing exponential growth. The 2017 revenues created by the top 10 streaming video providers stood at \$781M. The most interesting statistic being that Q1 2017 realized \$145M in revenue, and Q4's revenue was \$242M.

VibraVid's timely market entry is a strategy certain to genuinely benefit and justly reward a large variety of creatives including, but not limited to, popular video creators, instrumental producers, musicians and movie producers and their many fans and followers.

## How it works (Mass Adoption)

Joining VibraVid will be a simple process. Anyone wanting to participate will register, and a Tron wallet will be generated for you.

### Users

Users will be able to decide whether they would like to view adverts on the platform, which will earn them BeatzCoin, or they may opt to turn it off. The selection will not be fixed and can be changed by the user at any time.

They will be able to stake their tokens and earn interest by using Proof of Locked Stake (POLS). The tokens will be locked for predetermined periods which will lower the circulating supply.

Users may choose to enter various bounties on the platform in order to earn additional BeatzCoin. There will be two types of platform-based bounties; free and paid. Paid bounties will require all participants to pool a small amount of BeatzCoin in order to stand a chance of winning a larger amount of tokens.

The platform will also offer daily challenges and contests where the user can participate in to win tokens.

Users will be able to search for content by audio or video and play it on either their mobile or desktops. Some content will have a cost which is allocated by the creator, and some will be free or paid to the user to play or download.

## Creators

Once a creator has completed their registration, they will be able to upload their content to our blockchain-based P2P network.

Creators will then be able to set the fee for playing/viewing the individual track, album, video or episode.

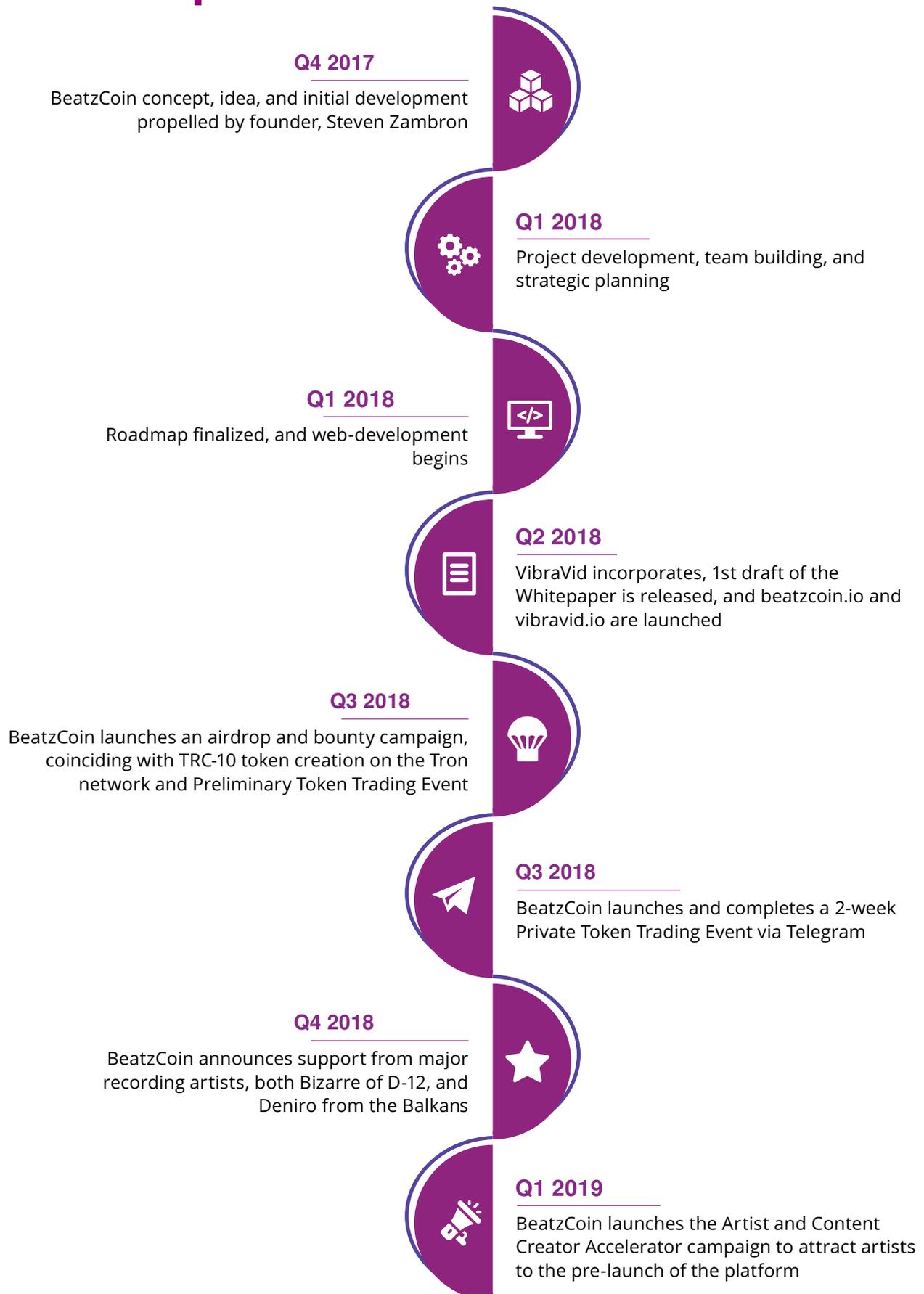
They will be able to decide whether they will make their content available as a stream or download, and set the bounty or cost respectively.

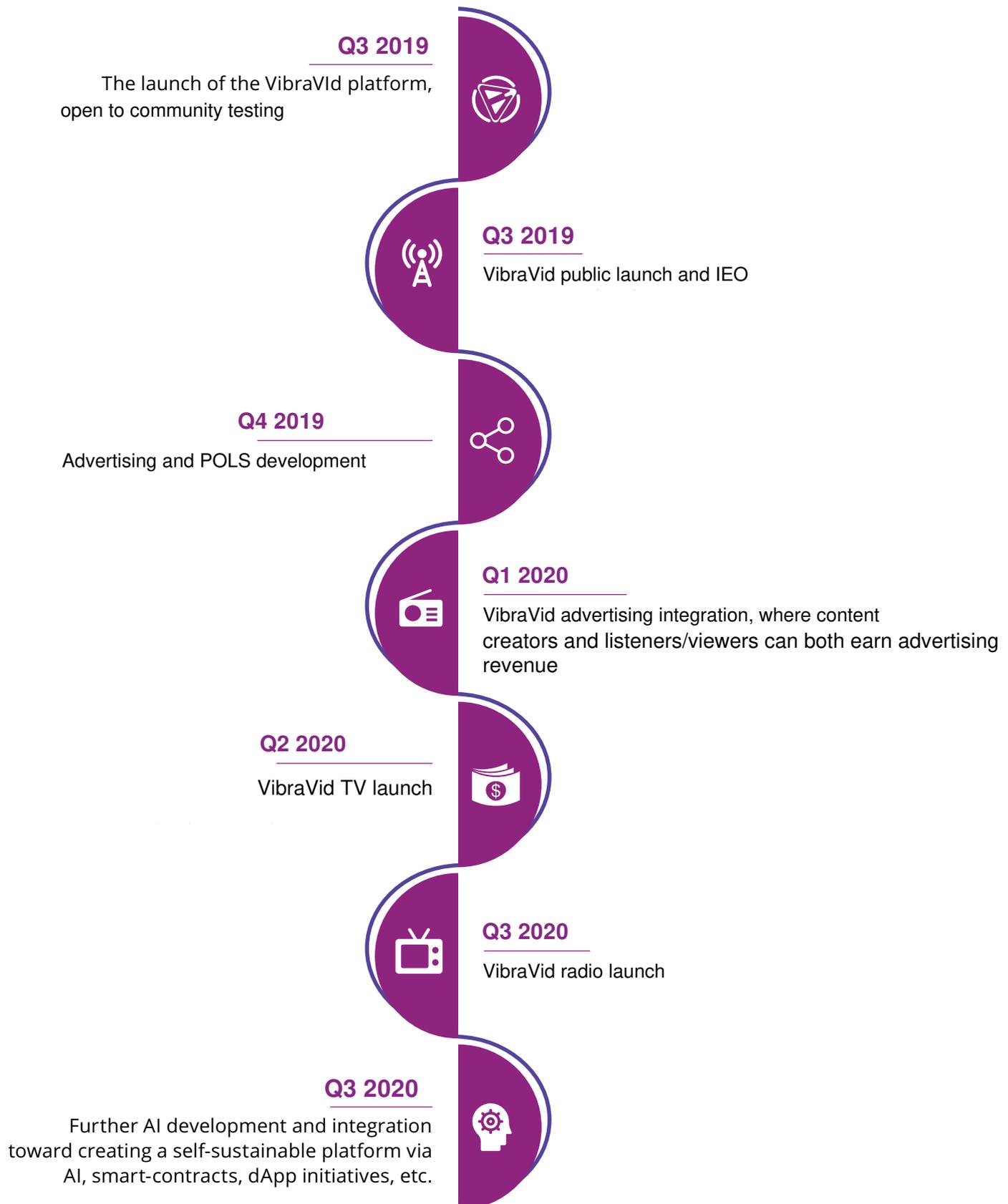
VibraVid will also provide creators with the means to create crowd-funded projects, as well as sell merchandise and tickets to events.

The marketing section on the creators dashboard will allow for the set up of bounties for platform users to earn BeatzCoin, focused recommendations to users, spotlight promotion, as well as rotation spots on our streaming platforms VibraVid TV and VibraVid Radio.

Creators will also be able to participate in VibraVid sponsored creator competitions.

# Roadmap





## Technology and security

The three primary aspects of BeatzCoin are the Video/Audio Streaming, Payment Incentivization, and License and Distribution Control.

VibraVid aims to build a reward structure for accessing, watching and listening to content while allowing for the licensing control of the content to be held directly by the creator.

We will make use of the BitTorrent Protocol. Under this protocol, the transfer of large and highly demanded files will be facilitated without the use of a centralized server.

BitTorrent allows for files to be shared and accessed by many distributed devices. These files will be accessed by referencing cryptographic hashes (info hashes) which verify each piece of data that is being transferred. These info hashes are assigned upon upload to the VibraVid platform, from here the files are distributed amongst users and are tracked via a BitTorrent distributed database of peers.

VibraVid chose to use BitTorrent for several reasons:

- Due to nodes on the network, space is plentiful
- A Tron based protocol aligns with the VibraVid vision.
- Fast Bandwidth Speeds.
- Larger files can be automatically split into chunks.
- Eliminates the possibility of a single point of failure (such as a server connection).
- BitTorrent is a proven decentralized protocol with over 100 million users worldwide.
- VibraVid users will not only receive incentivization in the form of BeatzCoin but will also be rewarded for sharing files via BitTorrent in the form of BTT (if they choose to).

VibraVid acknowledges one potential issue:

- The possibility to steal content from the site using 3rd party plug-in applications.

VibraVid will embed all video, audio, and image files directly on to the site. This will prevent users from simply right-clicking and download any of the content within the site.

The team is continuing to research MusicTrace Watermark embedding as well as hidden video watermarking to be used on the VibraVid platform to combat unauthorized downloading.

The Tron Mainnet will be used for all cryptocurrency transactions made between users. Transaction made within the platform between wallets have tested to be confirmed in 3-5 seconds. Transactions from platform wallet to an exchange will still take an average of 5-10 minutes depending on the amount of confirmations required from the specific exchange. Tron charges a transfer fee of 0.1 TRX per wallet to wallet transfer. VibraVid will sustain by charging a very small transfer or transaction fee, where BeatzCoin will be the best method/option.

Lastly, VibraVid is an advocate of free speech without censorship, however, there is also the concern of illicit materials such as pirated content or pornography making its way into the network. The team will monitor content to ensure that these materials do not get uploaded to the platform, however, should they be uploaded, we will blacklist the hash for any of these videos, making it irretrievable. VibraVid plans for further decentralization by implementing consensus-based reviews of posted material. This will allow the community to determine what is not safe for viewing.

# Crowdsale overview

## **Know your customer/anti-money laundering regulations**

For our token sale, VibraVid will follow all mandatory legal requirements in line with the KYC (Know Your Customer) and AML (Anti-Money Laundering) regulation and with solutions in place to detect and prevent suspicious activity for our token sales.

As part of the token sale, background and compliance checks are executed on all token buyers. The KYC process is a fundamentally important part of VibraVid's promise to identify users who require further investigation, and for ultimately providing evidence to enable VibraVid to approve/deny new users.

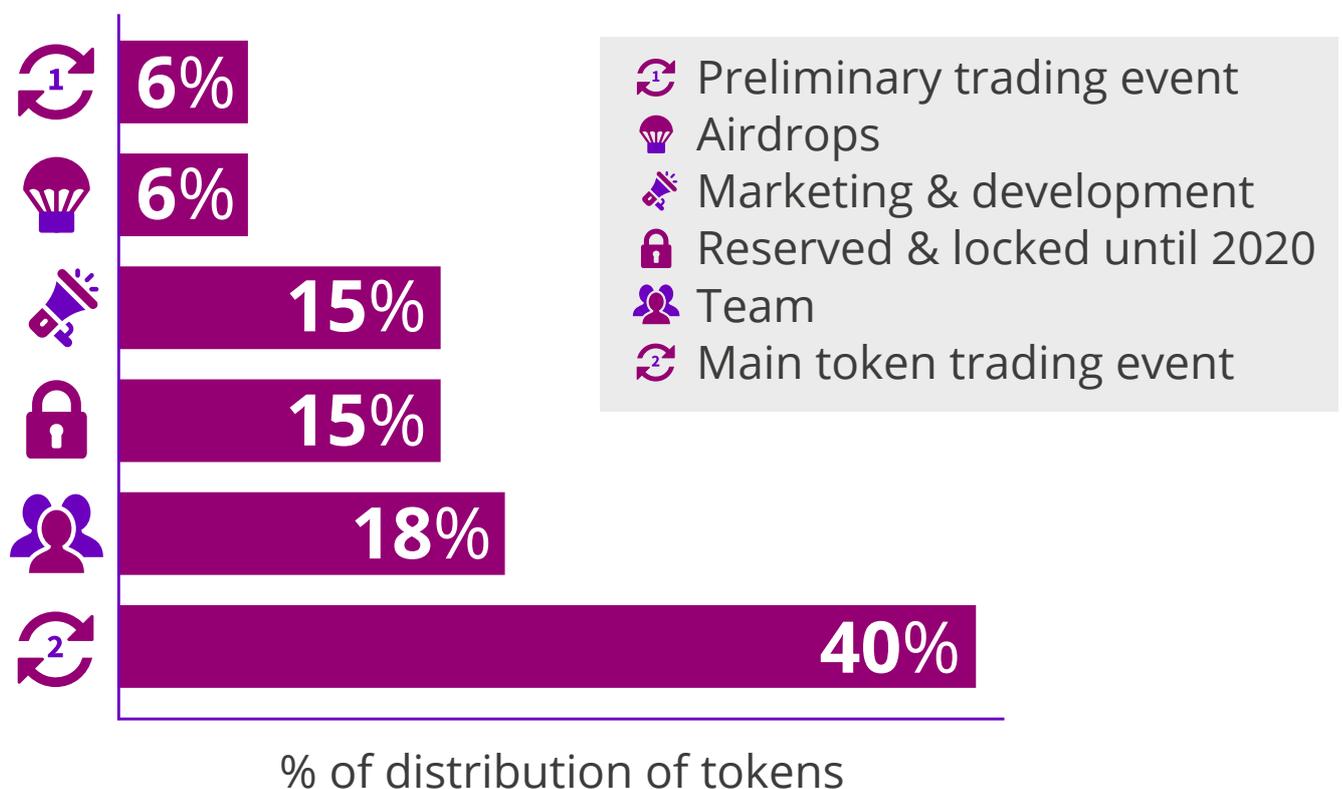
The KYC process includes validating the identity of users involving personal ID verification checks. A successful KYC process must also comply with local regulations, and VibraVid will do so without altering the customer experience. The platform that hosts the token sale for VibraVid will include, KYC processes and procedures as well as establish specific rules to comply with local regulatory requirements

## **Token structure**

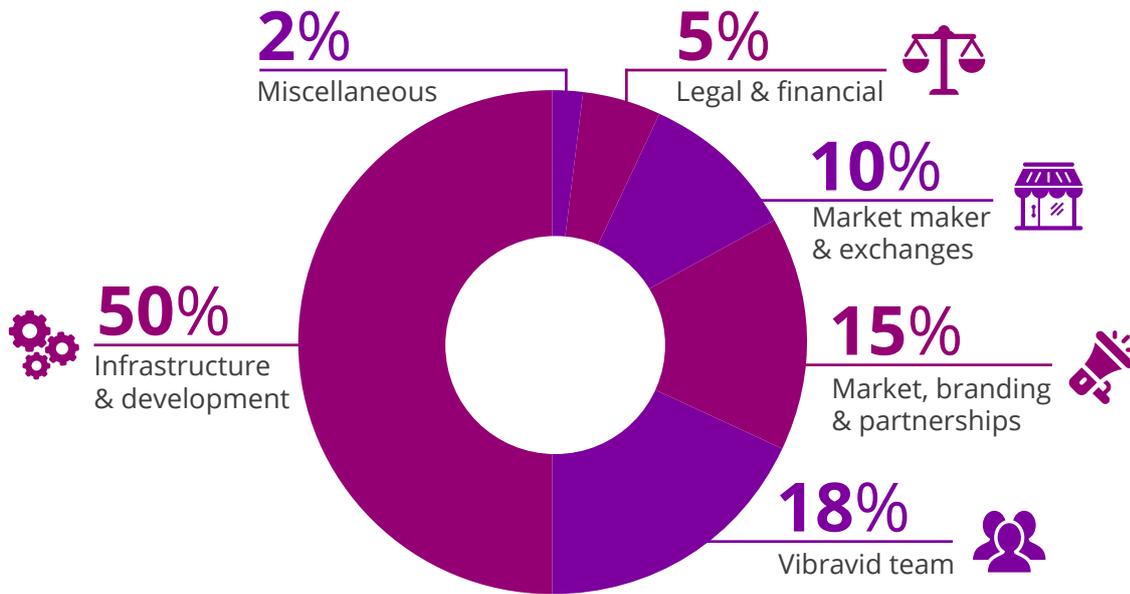
VibraVid will hold a preliminary Token Trading Event, and a Main Token Trading Event. The preliminary will be announced in August 2018 and will run until October 15, 2018. The Main Event will be held on an exchange as an IEO (Initial Exchange Offering). We will be offering 1.2 Billion BTZC at a value of .5 TRX. The IEO is expected to take place in Q3 2019, pending exchange support and VibraVid public launch.

VibraVid will create 3,000,000,000 (3 billion) BeatzCoin. From these tokens, 6% is allocated to the Preliminary Token Trading Event, and 40% will be allocated to the Main Token Trading Event. The VibraVid Team will be allocated 18% of the total supply, which will be locked for a period of 18 months. 6% will be allocated to Bounties and Airdrops, and 15% will be used for marketing and further development. VibraVid will hold onto the remaining 15%, which will be locked until January 1, 2020, and used for future funding and our POLS system.

Tokens may be exchanged using Tron (TRX). Tronscan.org and Telegram will be the only 2 platforms to participate in our Preliminary Token Trading Event. The location of the Main Event is still to be determined. Be sure to verify any offers through our website and social-media. Our official TRON WALLET address is: **TV6jkvfAntSDohZF3onVSnpb4wceEPh32a**  
Our Official Token ID: **1002413**



## Token trading event overview



Allocation of IEO revenue

### Preliminary

During the Preliminary, we will offer 180,000,000 tokens, which accounts for 6% of the total supply. These tokens will be exchanged at the price equivalent of **5 BTZC = 1 TRX**.



### Main Token Trading Event

The Main Event will see us offer an additional 1,200,000,000 tokens. These tokens will be exchanged at the price equivalent of **1 BTZC = \$0.02 (or .5 TRX, whichever is lesser at the time)**.



## Ensuring decentralization

In an effort to protect the integrity of the VibraVid platform and prevent Beatzcoin price manipulation, we'll take the following steps:

- We will implement a rewards and burn structure for unsold tokens\* \*
- The reserved supply of 15% will be locked until 2020
- 67% of the tokens will be distributed to the community through airdrops, sales or as payments for services.

\*\*

- 20% allocated for business partnerships
- 20% allocated for artists' development and onboarding
- 15% locked until 2021
- 15% locked until 2022
- 30% burn schedule

# Terms & legal

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(IV.) units in a business trust;

(V.) derivatives of units in a business trust; or

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