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1. ABHTV – Founder | Team | Lead Developer

The founder, project lead, and sole blockchain developer is Franz Coleman – <https://www.linkedin.com/in/sqlprofranzcoleman/>



Systems Engineer | DBA | BlockChain Developer

2. Current Film Industry

The movie theater industry is composed of three vertical layers: production, distribution, and exhibition. In America, the big six conglomerates and a few major studios show strong presence in production (investment) and distribution; in other countries conglomerates can control exhibition as well, such as South Korea. Netflix and Amazon Prime Video are focusing on vertical integration by owning its original content and using their distribution system to deliver that content to its subscribers. Accordingly, consumers have no access to content that these institutions choose not to invest in. A few powerful corporations with strong capital are thus limiting the consumers' right to enjoy various content and the film producers' opportunity to release their work to the wider public.

2.1 Industry Oligopoly

Major studios invest in films and look into the scenarios, directors, and actors for one goal: box office hits. The directors and filmmakers must implement the commercial-centric ideas into their films to reach a wide audience. This limits film producers' freedom of expression and the film market to be supplied with mainly standardized films. In order to fund their work without the investors' interference, film producers have to either make an independent film on low-budget or receive help from crowd-funding. Even if the production is finished, profitability is difficult to achieve due to limited budget, difficulty of securing screens, exporting, and marketing of the film.

2.2 Limited Funding Options

It is extremely difficult for independent films to be regularly shown at movie theatres outside of film festivals.

After the theatrical release, VOD is another profitable market. However, blockbusters are once again gain the vast majority of profits. As for short films and independent films, revenue share agreements with VOD services are being handled in worsening conditions due to a weak bargaining power.

YouTube, another monetizing option, requires the channel to have 4,000 hours of annual viewing time and over 1,000 subscribers in order to receive ad revenue. Thus, independent filmmakers resort to uploading their content on YouTube for free, as a way of sharing their portfolios. As you can see, there are no platforms providing a fair revenue share to the creators.

2.3 Revenue Problem

2.4 Limits on distributing films

- 2.5 It may seem like the online streaming technology has provided audiences with a wider selection of films, but the centralized distribution infrastructure has yet to change, and is still a strong barrier for indie film-makers to go abroad.
- 2.6 Every year, countless films are produced and recognized for their quality at film festivals, but the difficulty of finding distributors in each limits the film producers' ability to deliver their work to the audience.

3. Solving the Problem

ABHTV will help the film industry to create an ecosystem with transparent rewards catered to the

participants' role and contribution. Participants will experience a new ecosystem by taking upon the role of a creator and viewer, etc. Other blockchain-based film projects primarily focus on maximizing the profit of the CP (content provider) and rewarding the audience. ABHTV differentiates itself from other projects as it comprises of production, marketing, and translation activities, all done by ABHTV participants.

3.1 Decentralizing the Film Industry

ABHTV will attain recognition and monetary reward from the decentralization, which will motivate indie filmmakers to continually upload high quality movies on ABHTV. Also, the creators can raise money to produce films from viewer donations. In return, the creators can provide special content, such as unreleased director's cut, or pre-release films.

3.2 Supporting Creators

The creator is guaranteed up to 80% of the revenue at ABHTV. The creator can set the price, the conditions, and terms will be applied without any approval process. The ABHTV advertising and designer's marketing material will enable the film to be distributed and boost creator earnings.

3.3 Creators Profit Guaranteed

ABHTV rewards creators transparently according to the blockchain based smart contract once the creator uploads and users purchase the content. Creators are provided with insights from their followers and viewer data, such as gender, age, and traffic source. The insight will help creators to develop and cater content in order to satisfy their audience.

4. ABHTV Ecosystem

ABHTV ecosystem relies heavily on referrals revenues, advertising fees generated from the service we provide for marketing creators films or productions, selling our merchandise, and advertising revenues generated from the platform or apps. We will incorporate our cryptocurrency by building a marketplace on our website that customers can pay using our utility token TRC20: ABHTV.

5. Token Economy

Viewers purchase the token to pay for website subscriptions costs.
Content creators purchase the token to pay for advertising services.
Customers purchase the token to pay for merchandise and retail products.

Viewers receive tokens as rewards the more they view the content.
Content creators receive 80% of the proceeds they earn from their content they upload and paid via the ABHTV token.

6. Token Allocation

50% - Mining

15% - Developers

10% - Marketing

10% - Administrative and Ops

5% - Partnerships

10% - Rewards and Airdrops

7. Roadmap

Platform version 1.0 – Launch June 2022.