

GOVIDDO

Disrupting Cinema Through Blockchain

WHITE PAPER



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1. Legal Page

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by _____ in this whitepaper is confidential; therefore, reader agrees not to disclose it without the express written permission of _____.

It is acknowledged by reader that information to be furnished in this whitepaper is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader, may cause serious harm or damage to _____.

Upon request, this document is to be immediately returned to _____.

Signature

Name

2. Definitions

GoViddo: GoViddo is a private limited company registered in England and Wales with registration number 11225090.

Producer/Film Maker: An individual who creates, produces or owns video content to share on their own online video channel to generate both views and revenue from their audience.

Crypto Economy: Ecosystem in which GoCoins are utilised for transactions

Management: Core team listed in this White paper

-Platform: The combined suite of technology and products that power the GoViddo movie sharing Ecosystem and Economy

GoCoins: Cryptographically secured digital utility coins, which will be created and used within the GoViddo movie sharing Ecosystem and Economy, and verified on the GoViddo platform developed on EOS Blockchain.

Blockchain: The Blockchain network that uses Delegated Proof of Stake consensus. It will generate GoCoins and confirm transactions for the GoViddo movie sharing Ecosystem and Economy as further described in the "Blockchain" section below.

3. Key Takeaways

GoViddo intends to create the following disruptions to the incumbent movie sharing sector:

For filmmakers. We are providing crowd-fundraising, project development and direct release and new age distribution platform for filmmakers.

Enables investment and participation through the GoCoin economy along with Fiat economy.

Offers an option to stream movies for free while respecting Intellectual Property Rights (IP) of others

Rewards viewers for watching videos and sharing on a platform

Provides accurate user engagement metrics using Blockchain technology to advertisers and filmmakers

4. Executive Summary

GoViddo Ltd. is a London based blockchain enabled entertainment start-up which provides services from fundraising to distribution for filmmakers, while offering free to watch films, shows and documentaries for viewers, aiming to revolutionize global film distribution. This model enables advertisers to enjoy transparency in their engagement with users, with new incentives.

Pain of the customer

Filmmakers:

- Current complex and time consuming film financing and film distribution (Cinema-TV-Digital) system.
- Middlemen distributors benefit while which muddy the reward structure for film creators/producers.

Viewers:

- Viewers need to pay to consume cinema, TV and digital entertainment.
- There is not a single option available to consume premium quality entertainment for free in a legitimate way.

Our Solution

Empowering Film Makers:

- GoViddo provides an end-to-end solution for their dream project where they can
- Raise Finance through authorised crowd-funding.
- Develop project.
- Distribute filmed projects.

Empowering Viewers:

- Watch premium quality movies, series, shows and documentaries for free.
- Earn money to engage (watch, share) content.

GoViddo addresses the bottlenecks of the current film financing, development and distribution problems through a comprehensive platform beneficial to both filmmakers and audiences. GoViddo provides filmmakers with a platform to raise funds for their film projects through crowd funding and release their content directly on the GoViddo platform, making films instantly available globally and providing an opportunity for direct revenue stream, thus providing filmmakers an end-to-end solution from fundraising to distribution and a potential return on investment (ROI) on their projects as a one stop solution under GoViddo's umbrella. GoViddo users will have free access to these films, while filmmakers are compensated generously for choosing GoViddo as their release platform. GoViddo generates revenue from commission through raised funds for filmmakers' projects, advertising on the distributed projects and content licensing.

GoViddo enables direct distribution of films on a secure digital platform developed using blockchain technology which will provide free to watch entertainment for audiences and provide granularity for advertisers in their engagement with viewers. GoViddo introduces new ways to incentivise engagement between filmmakers, viewers through the use of GoCoins which can be cashed out in fiat currency. Main differences between GoViddo and other mainstream crowdfunding and video sharing platform like YouTube are mentioned in competition analysis point, number 5.5.14

GoViddo CROWDFUNDING



Producer raises funds
for a film project

FILM PRODUCER



Produces a film

GLOBAL RELEASE

Free to watch, recovery of
movie with extra earnings



GoViddo RELEASE

Direct release on GoViddo

5. GoViddo Ecosystem

5.1 Current Position

GoViddo is developing its platform in EOS Blockchain which is available on web and android iOS applications to provide accurate, secure and auditable audience metrics and incentivising GoViddo community.

5.2 Why are we doing this? (Problems and Opportunities):

Problem for Filmmakers

There are many independent filmmakers] across the world that have high quality content but lack partnerships with established film studios and affordable distribution and marketing pathways. These filmmakers are unable to tap into their potential audience and achieve the revenues they deserve. In addition to this, the lack of funding to some filmmakers are a hurdle, preventing production of good content.

Independent filmmakers - like other content producers—can distribute online using YouTube, however YouTube offers no viable revenue stream and is unsecured, making content easily subject to piracy.

Problem for Viewers

Online film content platforms are largely subscription-based models. A significant number of consumers download pirated content because there is no practical alternative legal option available. Gaps in the market being filled by pirated content include wide-scale “fan-subbing” – unauthorised subtitling of content for particular markets where traditional distribution has not been possible under current business models. Piracy is expected to cost the TV and film industries US\$52 billion by 2022.

5.3 How are we solving these problems? (Proposed Solution)

With the power of Blockchain technology we are aiming to disrupt the existing paradigm of film distribution by enabling direct distribution on a secure digital platform developed using Blockchain technology which will:

- Provide crowd fundraising, project development and distribution opportunities for film producers;
- provide free to watch entertainment with the consent of IP right holders (stopping piracy);
- provide better granularity for advertisers in their engagement with users;
- enable new ways of incentivising and engaging the community (Producers, Users and Advertisers) through the use of crypto coins.

The technology we use for streaming is secured with digital rights management (DRM), forensic watermarking and encryption to ensure that we can detect and stop any breach of content i.e. copying. We have control over geographic streaming, which allows us to provide tailored content to the viewer. Users cannot download the content from the platform, which will curb illegal distribution of content.

5.4 Here's how everything works

1. Filmmakers pitch their ideas along with their terms on the GoViddo
2. Every filmmaker and pitch will be carefully scrutinised considering all quality standards of the content and guidelines of the platform with the help of our highly experienced in house producers. Successful pitches will be available on GoViddo crowdfunding platform.
3. Filmmakers will need to reach to investors in their own network to get the investment of basic minimum funds for the project and in addition to this they can receive funds from GoViddo crowdfunders and film investors.
4. Filmmakers have complete autonomy to set the terms for ROI to their investors.
5. Crowdfunders invest in the ideas they like and GoViddo takes 5% commission from every successfully funded project.
6. GoViddo reserves rights of 10% content ownership on every successfully funded projects.
7. Filmmakers develop the projects under the observation of GoViddo Executive Producer and distribute with GoViddo streaming platform non exclusively.
8. Filmmakers can distribute/release their content anywhere (streaming platform/TV/Cinema/Inflight) they wish apart from GoViddo and GoViddo will take 10% fees from it.
9. Advertisers pay GoViddo to display their advertisements.
10. Depending on the number of views GoViddo pays:
 - a. Filmmakers in \$\$\$
 - b. Viewers through GoCoins*
11. Filmmakers pay the crowdfunders as per the promised terms
12. Viewers can encash their GoCoins for \$\$\$ on the exchanges
(Investors can either transact in GoCoin or in fiat)

5.5 GoViddo for Filmmakers

- Fundraise - Content Development - Distribution: an end to end solution under single umbrella.
- Marginal commission on raised funds to cover operating costs.
- Complete autonomy to set terms with investors in the content.
- Can enjoy better returns compared with YouTube.
- Can distribute content on other platforms and enjoy more earnings.

5.6 GoViddo for content investors

- Can enjoy exponential return on investment with the popularity of the content.
- Can hold the funds in GoCoin and enjoy benefits from GoCoin trade
- GoViddo understands the risk factor with Investor's objective and henceforth uses ESCROW as a security third party holding between GoViddo and Investor during the transaction and holds the investment until project completion/acquisition.
- UK Govt. Financial Conduct Authority's regulation

5.7 GoViddo for Viewers:

Watch free content on the GoViddo platform.

GoViddo incentivizes Viewers to watch and share the content by rewarding them with GoCoins.

5.8 GoViddo for Advertisers and Sponcer

GoViddo creates a direct value exchange between brand spend and viewer interaction, with each view recorded in a way that is transparently auditable through the GoViddo Blockchain.

Advertisements and Proof-of-View (storage of views in the blockchain) enables transparency in total number of views. This provides confidence that the advertisements are reaching the target audience with no fake/inflatable views possible. Advertisers will be able to pay for their advertisements through GoCoins, available for purchase on various exchange platforms.

6. Business Strategy

6.1 Business Model

There are 4 revenue streams

1. Crowdfunding:

- Unit of value: 1% of fund raise
- Cost of sale per unit: 10% of unit value
- Number of units we expect to sell at point of maturity (10 years out): 5000
- This represents as a percentage of total addressable market (TAM): 25%
- TAM = £600 Mn

2. Content Licensing:

10% Rights for perpetuity on every content funded through GoViddo

3. Streaming:

- Unit of value: Set of non skippable ads 1 min Video Ads at the beginning of the movie/content
- 1p per ad x 6 ads = 6p per view
- Cost of sale per unit: COS (filmmakers) = £0.002 per unique view.
- Customer Acquisition Cost (CAC) = 1p

4. Costs:

- Marketing
- Servers /Streaming cost
- Fees to the filmmakers (producer/Producer)
- Company Details

6.2 Company Details

GoViddo is a private limited company. It is registered in England and Wales with registered number 11225090.

6.3 Mission

To reduce online piracy of movies by providing quality entertainment for free to watch on global market with IP owner consent through an easy to use digital platform.

6.4 Objectives

- Years 1 and 2 - To provide film and television content distribution platform for Producers for which they receive higher revenue using existing distribution channels or other avenues.
- Years 3 to 5 - To demonstrate the potential for healthy profit margins.
- Long term - We aim to release mainstream movies and series on the platform for free and to make GoViddo the leading global brand for all movie industries in the world. We want to become known as the world's first free digital theatre and legal option to consume entertainment without the threat of piracy.

6.5 Core Values

- We believe in the simple, not the complex.
- We participate only in those deals where we can make a significant contribution.
- We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate and create in a way that others cannot.
- We don't settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we're wrong and the courage to change.

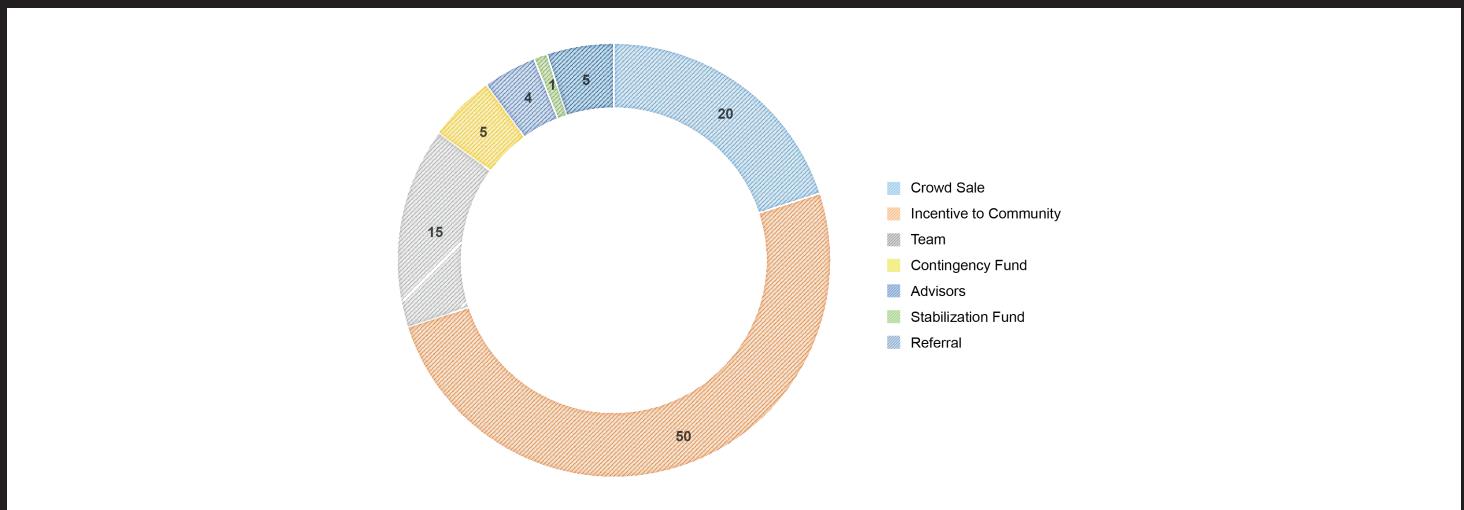
6.6 Keys To Success

To succeed in this business, we must fulfil the following:

- Products - Very easy to use products – OTT platforms.
- Content - Collaboration with talented and credible filmmakers while distributing quality entertainment on the platform.
- Content Investors - Create solid and loyal pool of content investors.
- Advertisers - Provide satisfactory value proposition to advertisers to get them and retain them with us.
- Technology – Create constant innovation in the technology to provide great immersive user experience through quality entertainment

7. Crypto Economy

The GoCoin is the exchange medium for transactions in GoViddo Economy. The GoCoin will use the EOS platform and blockchain (B-C). The different stakeholders using the platform such as Advertisers, Producers, Users, Sponsors and the GoViddo organisation itself will be able to transact with each other by using GoCoins. Initially, 2.5 billion GoCoins will be minted, of which an amount will go for sale at the ICO. Further details are described in the subsequent sections of the White Paper



7.1 The GoCoin Supply Mechanism

Of the initial 2.5 billion cryptos, 20%, i.e., 500 million cryptos, will be made available for sale through the ICO at a base price of \$0.01 per GoCoin. The remaining GoCoins will be distributed as per the chart. The initial sale of GoCoins will be used to raise US\$5 million for the operational and expansion costs in the early stages. The total crypto supply for the GoViddo ecosystem will be variable and based on an inflation target of 3%.

The different participants on the platform and their roles and rewards are described below.

Viewers

Viewers will constitute the largest proportion of the GoViddo community, joining to watch quality content for free, interact with other Users and, in the process, earn financial rewards.

The Viewers will be rewarded in the form of GoCoins for activities such as signing up on the platform, watching content, sharing content on social media.

Filmmakers and content Investors

Anyone who wants to invest in the content can have option to invest with GoCoins.

7.2 Estimating the demand for GoCoins

Estimation of the demand will be from content investors. This is concerned with the transfer of GoCoins due to contributor interaction. The transactional demand can be determined based on the supply of GoCoins needed. A part of the transactional demand was covered in the section above, where the crypto disbursement was estimated over a 10 year period. This consideration provides an idea of the demand expected from GoViddo to transfer cryptos.

GoViddo will balance out the demand either by minting new GoCoins or taking excess GoCoins out of circulation, all the while maintaining the 3% inflation rate.

This monitoring will also allow GoViddo to keep the speculative demand for GoCoins in check. By ensuring the demand is matched by supply, the value of the GoCoin is prevented from large fluctuations, in this way providing an implicit deterrent for speculative holding. The aim is to keep the GoCoins as a utility crypto-currency, with a stable value.

7.3 Matching the demand and supply

The balance between the demand for cryptos and their supply is important to keep the platform operational. To match the reward based demand, the rewards will be disbursed from the Incentive to community fund, which contains 1.25 Billion cryptos. The estimates for the reward-based demand show that this fund will be more than sufficient to provide the rewards to the contributors over a 5 year period. The stabilisation fund will serve the purpose of stabilizing* the economy in two ways: releasing cryptos if the supply can't match the total demand or buying free cryptos to add them to the fund if there is an over-supply of cryptos. The latter case will occur when contributors or investors sell their cryptos to cash out. The supply of GoCoins in the market will be regulated to ensure sufficient liquidity and this supply will be constantly monitored for data analytics to understand trends and devise future strategies.

As the platform matures, those Users, who hold a large share of the GoCoins available in the market, will be incentivised to invest further into GoViddo by means of funding content creation either directly or indirectly through the GoViddo platform. This will also ensure transactions grow continuously and there is sufficient liquidity of GoCoins in the market. In case of a severe shortage due to unforeseen circumstances, the GoCoins held in reserve in the form of 'stabilisation fund' can be released in the system, thus regulating both the supply and the price of each GoCoin. Finally, GoViddo will have the ultimate ability to mint any new GoCoins to suit its business needs. These measures will empower the GoViddo platform to grow in a sustainable manner.

7.4 Growth and sustainability mechanism

We believe that for a system to grow and be sustainable, all the participants in that system should benefit from the activity taking place in the system, i.e., there should be a win-win strategy for everyone. As the idea germinated after observing a large gap between the number of consumers who like to watch entertainment online for free and the lack of sufficient supply of good quality content which can be watched for free and importantly, in an authorized manner. Therefore, naturally, the growth of the platform translates to increasing the supply of content and a growing user base. The more the interaction between different participants by means of watching, commenting, sharing, etc., the more vibrant the platform becomes and attracts new Users and content. The platform is fuelled by the desire of the advertisers and Sponsors to showcase their products and services to every user visiting the platform and thus, achieve their marketing and sales targets. Therefore, a platform teeming with participant activity becomes an attractive place and a one-stop solution for brand, product and services visibility, making it highly lucrative for advertisers and Sponsors. This fuels the demand in advertisement slots and paid product placements and endorsements, which in turn drives up the price of the GoCoins, which are the exchange medium for any transaction on the platform.

The increased value drives up the capital available for further growth and expansion, thus setting in motion a growth cycle based on the positive feedback mechanism. This will enable the platform to grow and be sustainable in the long run.

Naturally, as in any economic growth process, several hurdles such as lack of sufficient number of GoCoins, devaluation of GoCoins due to sudden release in the market or inconsistent demand, inflation of GoCoins due to insufficient liquidity in the market could stymie the growth process. However, with the different measures mentioned earlier such as release of new GoCoins from stabilisation fund, incentivis

tools to make proper interventions to ensure that growth stays on track and the economy is sustainable. A constant, diligent monitoring of the GoCoin economy and the data driven approach will help us achieve our growth objectives. A large proportion of the profits of the economic activity will be reinvested in the growth and expansion of the platform and in implementing innovative new features in the initial few years.

7.5 Where to buy and sell GoCoins

The GoCoins could be bought and sold directly from the market through secure online portals such as DEXEOS.IO . In addition to that, the GoCoins could be transacted from GoMarket on the GoViddo platform in the form of investments in new creation and their subsequent returns.

7.6 Go-Market

Users will have the opportunity to invest in new content creation, either directly funding the Producers by means of GoViddo cryptos or indirectly funding the Producers through GoViddo. The Users will be rewarded for their investment, again through GoViddo cryptos, depending on the revenues generated by the content they have invested in during its creation. This part of GoViddo transactions – investing and receiving returns on the investment will be operated via a secure portal (Go-Market) made available on the GoViddo platform.

Since we believe in the ethos of collaboration, and care for genuinely good quality content creation, the Producers will also have the option to invest into content creation either directly or indirectly and they will be rewarded for their contribution in the same way as Users, as explained above.

Competition and competitive advantage:

- Competitive advantage over other Crowdfunding platforms such as Indiegogo, Kickstarters or Crowd cube
- Focussed on movies and entertainment content.
- End to end solution - Fundraise to Development to Distribution.
- Less commission on raised funds.
- Transparent transaction recorded in blockchain ledgers.
- Competitive advantage over other streaming platforms such as YouTube, NetFlix and blockchain projects such as Verasity and D.Tube
- Proof of View- Views are stored in blockchain which brings more transparency.
- End to end solution - Fundraise to Development to Distribution.
- Free streaming of premium quality content unlike NetFlix/Amazon Prime/ Verasity.
- More earnings to Film Makers than YouTube.

8. Competition and competitive advantage

Competitive advantage over other Crowdfunding platforms such as Indiegogo, Kickstarters or Crowd-cube

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Competitive advantage over other streaming platforms such as YouTube, NetFlix and blockchain projects such as Verasity and D.Tube

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- End to end solution - Fundraise to Development to Distribution.
- Free streaming of premium quality content unlike NetFlix/Amazon Prime/ Verasity.
- More earnings to Film Makers than YouTube.

9. Market Analysis

Global film industry is worth \$136 billion as of 2018.

Online video consumption is one of the most popular internet activities worldwide. According to recent industry data in 2018, 1.87 billion people worldwide watched digital video via mobile phone at least once per month, up 11.9% over 2017. These individuals will represent more than three-quarters (78.4%) of all digital video viewers.

The global online video ad market is expected to grow to \$53Bn by 2023

Adoption of blockchain technology in mainstream markets is predicted to grow from \$215 million in 2016 to \$2.25 billion by 2021. (Oxford Blockchain Strategy Programme).

10. Strategy & Implementation

Film Makers:

With the value proposition for filmmakers we plan to have partnerships with all Filmmakers around the world. The filmmakers' project, team details alongwith background checks will be scrutinised before giving them approval on the platform.

To popularise the platform amongst filmmakers we plan charge as minimum 1% commission on the raised funds and to give more GoCoin incentives

We plan to promote crowdfunding platform online and offline in film schools, film festivals, Country Wise film associations, Film Business Trade magazines/press.

Content Investors:

Any user of GoViddo can be a content investor. In addition of this GoViddo will also partnering with Film Financing companies and every project pitched on GoViddo platform will be shared with specialised film financing companies, depending on their interests Filmmakers can attract their funding. Filmmakers are also required to bring minimum investment from their own network.

Viewers:

After development of the content and distribution on GoViddo non-exclusively viewers will get to see the content for free and will get the incentives to watch and share the content. We believe free to watch content and incentives will act as a promotional tool to attract more viewers.

We believe Filmmakers will also promote the content to attract more views.

GoViddo will be promoting the brand online and offline to engage with more viewers.

Advertiser Acquisition Strategy

At the beginning we plan to partner with Google Adsense and other leading advertising aggregators. As we grow we plan to develop our own ad software.

Data:

With the available information on viewing habits of users, we can analyse the data, accordingly creating and distributing content to retain the same user base which will help advertisers to target the right demo-graphics.

11. Technology

The GoViddo Platform features a range of proven content delivery technologies and security features while seamlessly integrating the latest generation of the EOS blockchain for its DLT solution. The Blockchain technologies incorporated ensure that video streaming and corresponding transactions are transparent while Secure Wallets are safe. GoViddo serves to curb piracy and the gaming of the system by third parties.

11.1 Hosting and Distribution Technology

Video Player

GoViddo has a partnership with the third-party video player VdoCipher (www.vdocipher.com) which is optimised for providing scalable high quality video experiences as economically as possible. The latest Internet protocol performance standard, QUIC (Quick UDP Internet Connections), is used to reduce buffering and providing an increased video resolution for viewers. This is based on the secure Transport Layer Security (TLS) and User Datagram Protocol (UDP). Viewers would be able to access content from a variety of modern browsers without having to install any additional plug-ins or playback software or through a dedicated mobile application.

- A brief list of the different specifications for the streaming technology are:
- An HTML5 and piracy-proof player
- Lightweight and adaptive for mobile screens
- Fully configurable, customizable and API enabled
- 1080p / 60 frames-per-second Full HD ready
- Proof of View (PoV)

GoViddo will develop a verification system that securely verifies audience metrics (views) in a way that will be transparent to the public and tamper-proof. Such a system would ensure the integrity of all the elements in the GoViddo system.

11.2 Proof of View (PoV)

GoViddo will develop a verification system that securely verifies audience metrics (views) in a way that will be transparent to the public and tamper-proof. Such a system would ensure the integrity of all the elements in the GoViddo system.

11.3 Gopay

The GoPay component will provide the ability for community members to buy GoCoins easily. Third party integration manages all the necessary transactions and security protocols. GoPay will support the GoViddo micro-transactions between Viewers, Publishers, Producers, Advertisers and Sponsors. This ensures users have a seamless experience to join and utilise the ecosystem.

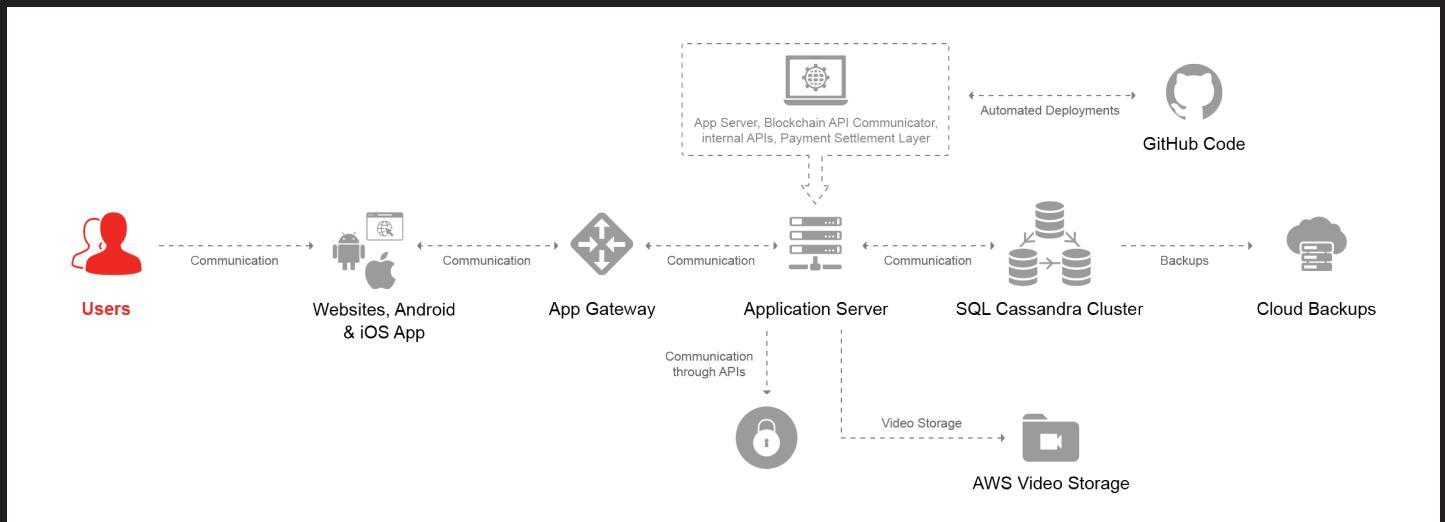
11.4 GoWallet

GoViddo is launching a desktop and mobile wallet application to safely store users' GoCoins. This application will provide users access to their GoCoin balances in real-time and allow transfer of funds seamlessly between wallets. It will also allow users to act as verifiers for transactions and participate in the creation of new blocks.

11.5 Smart Contracts

GoViddo uses EOS Smart Contracts to facilitate all kinds of transactions in the ecosystem. These contracts make transactions between participants instant without third party intermediation.

11.6 Basic Technology Architecture



GoViddo's architecture is a hybrid cloud-blockchain solution. Users will experience seamless service made more secure and economical by blockchain and DLT (Digital Ledger Technology) innovations..

Key components of the architecture include:

Front End Web Interface:

- Language Used for Development - Node JS Core for the backend , Angular 5 for the Front end Node JS Core Web APIs for API.
- UI designing - SASS, CSS3,Bootstrap

Backend system:

- Server Used - Amazon Web server
- Database Used - Cassandra
- Language used for backend - .Net Core ,Entity framework Core, Repository Pattern.

Mobile Applications:

- Language Used for Development - JAVA
- Software Used - Android Studio
- UI designing - XML
- JSON parsing is done for the data fetching

Application use requires working internet connection as data is accessed in real-time from the web server.

Platform Functionality and Application Features:

- Supportable Android Versions are KitKat 4.4 and above
- User friendly login is provided for user. - Facebook and Google Login are provided for end user
- Navigation Drawer is provided for the profile updating options and user friendly logout option
- Tab layouts are provided for the different type of the videos to clear visibility for the users
- Search bar provided for the faster search and delivery of results
- UI changes according to the screen size and screen orientation which gives better feeling to the users for that purpose different XML layout options are used
- Tabs are changeable on tab click also changing on click of the drawer menu or changing by page sliding using view pager.
- * VDO Cipher player is integrated using JAVA
- after playing video the data and timing are stored in the database with the geocoder location and user specification and details
- Web View is used for the purpose of giving the terms and condition and Company details
- Streaming: Currently VdoCipher is our strategic streaming partner based in Delhi, India. As we progress we are developing in house streaming solution.

11.7 Content Management, Discovery and Features

Searching and Promoting Content

Searching content on GoViddo is achieved through ranking using data points, such as using the transactional data that viewers engage in for particular videos. Besides this, metrics such as views over time, keywords, upvotes and comments will be used to develop better search algorithms. Additionally, use of machine learning algorithms to improve content searching will be implemented.

Promotion of content for filmmakers is achieved by providing them with a direct interface to promote their content on the platform. Promotional spots will be available to enable the filmmakers to market themselves on the platform. However, only a limited number of promoted videos will appear in any search or recommendation, to maintain a high quality user experience.

Content Moderation

Since advertising is associated with viewer time and not the content in the GoViddo ecosystem, the moderation of content will undergo a shift, resolving many issues facing traditional social media models, where the content or advertising is “censored” due to a complex moderation policy. With the primary aim of protecting the economy, ecosystem and community as a whole while minimising content moderation, GoViddo will focus first on the consumer experience, providing the right content to the right consumer.

Any form of moderation in the ecosystem will be initially undertaken by a team of GoViddo administrators, with users able to report issues with content. Following this, there will be a gradual shift to involving the community in this process. This would allow GoViddo to effectively scale the platform, maintain an impartial perspective, and allow the economy and ecosystem to become more self-sufficient.

There would be rewards for users who accurately report content. GoViddo will also develop an automated algorithm using machine learning and artificial intelligence which would “learn” on the fly, based on moderator and community reports, and eventually take over moderation.

The content moderation rules include but are not limited to:

- Legality of content in the jurisdiction.
- Prevention of hate speech and online bullying.
- Prevention of impersonation, availability of confidential information.
- Age verification for adult content.
- Compliance with copyright and any other content sharing laws.

11.8 Additional Features

Filmmakers will be able to assess content performance. There would be detailed analytics of engagement, performance and optimisation of content while still maintaining the privacy of the viewers. Users will be able to easily share content across social media platforms to promote videos and attribute GoViddo cryptos back to the promoter.

GoViddo intends to implement a recommendation engine that would utilise machine learning for analysing viewers' interests provide matching recommendations from the database. The platform will work seamlessly in both desktop and mobile browsers. In addition to this, GoViddo will publish apps for multiple devices including iOS, Android, PlayStation, Roku and other leading OTT platforms.

11.9 Blockchain Development

GoViddo utilises the EOS blockchain technology to enable a transparent, accountable and effective solution to many of the challenges within the video content economy. The key elements to GoViddo's Blockchain based technologies are:

1. GoViddo Blockchain
2. GoViddo Micro Transactions
3. Proof of View (PoV)
4. Delegated Proof of Stake (DPoS)

Blockchain scalability and performance is the number one priority for a commercial system like GoViddo. In order to achieve the performance levels required for such a large micro-transaction based ecosystem, the GoViddo team aims to achieve advances in performance that were order of magnitudes higher than what is available from most currently available blockchain solutions.

GoViddo will create their own Blockchain solution which would yield the following advantages:

- Gives GoViddo the ability to quickly add new transaction types and Smart Contracts to the blockchain
- Transaction fees get contributed directly back into the GoViddo economy
- All enhancement to the Blockchain can be managed for ecosystem compatibility
- Ensures that the GoViddo ecosystem does not suffer from congestion of another ecosystem using the same blockchain framework.
- GoViddo can minimise risks associated from potential legal, economic, or geo-political use of a public blockchain project.

By basing the GoViddo Blockchain on EOS Graphene, it is possible to handle a much higher volume of transactions compared to other platforms. This will be essential to scale the economy and platform while still minimising the amount of data required for each transaction.

The GoViddo Blockchain will optimise resource usage so that speed and volume of transactions can be maintained as the economy scales. For example, where possible the software will store data in RAM. This will minimise the number of time consuming database queries required and help when scaling to handle up to, and beyond, hundreds of thousands of transactions per second.

Please note: the EOS GoViddo cryptos created and distributed on the EOS Network are for the purpose of a crypto Sale and will fund the development and adoption of the GoViddo platform. Once the platform is live, GoViddo running on the GoViddo Blockchain on a 1:1 basis will replace these cryptos.

Proof-of-View (PoV) on the Blockchain

Proof-of-View (PoV) on the Blockchain

PoV is a system designed to securely verify content consumption on the ecosystem, in a way that is publicly transparent and tamper proof. It is utilised within the GoViddo platform to ensure the integrity of audience metrics and therefore the integrity of the ecosystem as a whole. This is essential to counter the fake view statistics that currently plague media ecosystems.

Examples where such integrity of audience metrics are essential include the Go Marketplace where audience metrics influences the channel value, and content surfacing where inflated audience metrics would manipulate content ranking thereby eroding trust in the system. To ensure an accurate and transparent PoV, GoViddo will implement publicly auditable logs. These logs will contain all views and content recommendations along with anonymised viewer information, maintaining privacy of viewers. The information will all be handled to satisfy the General Data Protection Regulation (GDPR), Payment Card Industry (PCI DSS), and ePrivacy regulations

Furthermore, the blockchain database itself is split into chunks, similar to the blocks on the blockchain. Each time a new block is created in the Blockchain, the database mirrors it by adding in a new chunk

As this data is stored in a decentralised manner (similar to the blockchain), third parties are able to prove each entry added to the Blockchain is accurate and unchanged. This allows any third party to verify that the logs added within each new block on the B with, changed, branched or forked.

How PoV Prevents Fake Views

1. Views only from signed in users are counted towards statistics. The videos will be available for viewing for free without signing in, but the views from such cases will not be counted in and no payouts will be made for views.
2. Multiple views by a given account are not allowed at the same time i.e. multiple browser sessions while allowed, do not count towards the views. This can be assessed by the user's unique ID
3. Random checks for any suspicious activity, such as confirmation of video streaming and CAPTCHA tests for repeated playing of videos in a given timeframe.
4. PoV data is publicly auditable and transparent. In a decentralised mode, tampering of the data will be impossible as the data would exist across multiple Go-Verifiers.

The PoV system prevents multiple methods users may try to manipulate view counts and audience metrics such as:

- Automated repeated viewing of videos (looping views)
- Attempting to load multiple videos in parallel
- Loading videos in hidden windows / tabs
- Attempting to manipulate analytics without watching content
- GoViddo or other party altering the views database

DPoS Blockchain - Delegated Proof of Stake as GoViddo's Consensus Mechanism

An accounting ledger in the blockchain technology decentralised system to achieve transactions through a digital ledger whereby the entire history of transactions are recorded and are transparent to the user community. Independent nodes from within the decentralised community are either assigned or voted upon to conduct the validation process.

GoViddo will use an evolution of Proof-ofStake called Delegated ProofofStake (DPoS). This method, provides the fastest, most efficient and fairest mechanisms for transaction verification. In DPoS users can be elected as representatives to witness the creation of new blocks. Users can be elected as representative by other users of the system based upon a consensus of trust of that user by the community. This way even users who aren't running the full client are able to have an influence over the creation of new blocks. An elected representative can be removed by the community by voting in new representatives. This could occur in situations such as a representative failing to witness the creation new blocks. Each user in the community has their vote influence weighted proportionally to the number of cryptos they hold. This means users who own a large number of cryptos have a larger say in who the elected representatives are. To take complete control of the elected representatives a user must hold more than half of all the cryptos and this is therefore less likely to occur than a single user being able to acquire a controlling position.

12. Team and Advisors

Core Management

Pratik Shelar Founder, Director, CEO

Graduated with MBA Marketing from Coventry University and has 10 years of extensive experience in entertainment business in various areas such as film production, writing, acting, distribution, ticketing. The idea of the business is conceived by Pratik.

Chitrarth Lav - Research & Development Executive

Chitrarth is associated in providing consulting to GoViddo on integration of blockchain technology into the GoViddo platform. He is currently a PhD candidate at University of Melbourne and a graduate from Imperial College London. He specialises in providing consulting to clients from various industries ranging from automotive, oil & gas to aerospace, marine and electronic appliances manufacturers.

Sidhant Khinvasara – Head of Finance

Sidhant is working as Finance Executive with GoViddo, He is Bachelor in Commerce , Chartered Accountant with 3 years hands on experience in field of finance and direct taxes (India) , Certified in Open Innovation - London School of Economics.

Abhijeet Sangle - Crypto Economics Strategist

A Materials Science Ph.D. from University of Cambridge and graduate from IIT Bombay. He has good experience in conceptualising, planning and delivering research projects.

Sandeep Dighe - Head of Brand and Communications

Strategy Consultant with more than 11 years of international experience working with some of the biggest brand projects across multiple sectors, from India, UK, Singapore, Australia, New Zealand, Europe, Canada and Malaysia.

Part of the team behind successful brands such as Sky, Australia Post, South32, Fonterra, KPMG, National Australia Bank, United Overseas Bank, Reliance Jio, Life OK, Indian Super League, Star TV, , Macquarie Group, Petronas, Khazanah, Hyundai, Barangaroo, etc.

Nikhita Sarode - Community Manager

A vibrant MBA and Engineer by degree and entrepreneur in spirit. She is an adept professional with diverse management experience in IT industry within Telecom and Utilities domains. She has effective leadership and strong communication skills coupled with creative problem solving.

Kavita Tanwani - Community Manager

MBA from Coventry University. She has more than 5 years of experience as community manager with social and commercial organisations.

Technology

Ajit Sabnis - Product Manager

Director of Gestalt IT Consultancy Ltd. He has more than 15 years of technology experience and has been gainfully employed as an investor, founder, and senior executive in building IT and non-IT companies.

Satish Khachane - Former Assistant Vice President at Credit Suisse

Sr. Blockchain Developer

Imran Mulani - Blockchain Developer

Wasim Pathan - Sr. UI Developer

Pratish Shelar - UI-UX Designer

Shveta Khandekar - Lead Tester

Poonam Sarwagod - Tester

Neha Mulani - Full Stack Developer.

Creative

Alessandro Repetti - Producer

With BA (First Class Honours) in Media Production from Coventry University he has 10 year successful career in media and solid experience in directing large-scale productions. Producer and Director at Only Motors (Travel Show for US Network), directed Generation Falcone, photography of the Channel 4 production Cappuccino. He is a determined creative, always on the cutting-edge of the market with up-to-date knowledge in trends, demand, audience insight, technology, evolving creativity and market predictions.

Rajeev Mohite - Creative writer, Director

Rajeev finished his film education from prestigious London Film Academy. He has written and directed more than 10 short films. His movies have won several awards in film festivals including prestigious Raindance Film Festival, Nokia Short film competition, BBC Film Network - online screening, Off-on Film Festival, Poland - Official Selection. London film Academy, London – Best Promising Script Award, Mumbai International Film Festival - Special Mention Jury Award Ladakh International Film Festival - Best Film Award Clermont Ferrand International Short film Festival, France – Indian Retrospect

Jayprad Desai - Producer, Writer, Director

Jayprad finished his film education from prestigious City University of New York,

Writer – Director of NAGRIK (MARATHI FEATURE) -Winner of 5 Maharashtra State Awards: Best Social Film, Director, Dialogues, Cinematography and Lyrics at the 52nd Maharashtra State Awards. Winner of 5 Prabhat Puraskar, 2 Sahyadri Awards, Best Director, Jury award at MICTA, Sydney. He has written and directed various Television Commercials, documentaries and short films.

Abhishek Kolge - Creative writer, Director, Producer

Abhishek did his graduation as a Filmmaker from Met film school, London and BUFA studios, Berlin. He is specialised as Director/Producer/Cinematographer. He produced his first independent short film 'Avasaan' in the year 2017, where he Directed, co-produced and did the additional screenplay for the film. Currently his film is in running process for international film festivals worldwide such as Cannes and Berlin Film Festival.

Incubation Partner

The project is under incubation with Coventry University, London.

Advisors

Viren Gandhi - Blockchain Advisor and Community Builder for 3rd Generation Blockchain (DLTs) and EOS, and new DApps for cryptoised ecosystems.

Co-founder of new blockchain incubator Quanto, a full services catalyst for tech start-ups ICOs. Founding member of EOSIO DAC Bangkok. Blockchain Advisor and Community Builder for 3rd Generation Blockchain (DLTs) and EOS, and new DApps for crypto ecosystems.

Simon Gadir (PhD) - Co-founder of Quanto, Strategic Business and Market Research Advisor.

Dr Gadir is a marketing and communications expert with extensive experience in market research and corporate development in the finance and media industries. He has worked for Australian film exhibition and distribution giant Village Roadshow, and as a pioneer of the Australian pay television industry he was an Executive Director of the successful bidder for Australia's first satellite television licenses.

Kenneth Choy - Legal Advisor.

Kenneth Choy is a consultant and head of Technology Transactions practice of the Hong Kong office of an international law firm. His practice spanning more than 30 years in the U.S. and Asia has evolved into a combination of traditional IP, technology, transactional and emerging company practices. He navigates the developing regulatory environment of crypto-currencies, blockchains and ICOs.

Rob Moss - Business Strategy

MBA, business coach, marketing professional and chartered manager with 35 years of extensive experience in developing start-ups, University commercialisation programmes, international innovation networks and management consultancy for SMEs. Responsible for providing strategic advice to the Board.

John Marsden

Investor, Advisor, Founder Innotec

Raju Bhoja Chitrala - Investor, Advisor

Niranjan Shetty - Investor, Advisor

13. Appendix

Source 1

<http://bit.ly/2HSqWNn>

Source 2

<http://bit.ly/2hc9s1N>

Source 3

[statista.com http://bit.ly/2dnHHo8](http://bit.ly/2dnHHo8)

Source 4

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Source5

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Source 6

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Source 7

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Source 8

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Source 9

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