



# VIULY.COM

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The world's first decentralized video sharing platform

**A revolutionary solution that changes the multi-billion dollar market of online video forever.**

**We aren't searching for solutions to non-existent problems - we're solving the actual ones!**

**White  
Paper**

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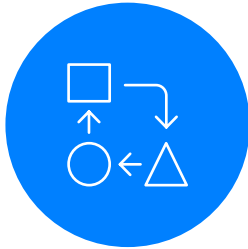
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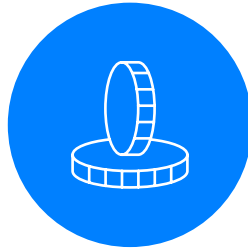
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# MARKET ANALYSIS

*The market volume of online video was about \$25 billion in 2016, and will be \$30 billion by 2018. Including advertising revenue, the online video streaming industry worldwide is worth hundreds of billions of dollars. During the last 5 years, from country to country, average growth has been 15-30%. At the same time, traditional television is stagnating and its percentage of total video content is constantly decreasing.*

Broadband video will grow from 17% of total viewing minutes in 2015 to 38% by 2025, according to The Diffusion Group (TDG).

By 2020 more than 80% of internet traffic will be video. End-users (individuals) make up a significant part of the growing community of video consumers. However, rapid growth is not only due to the consumer segment. The video sector is building confidence in the industry; an increasing number of companies are using video to promote their products, services and brand.

**Currently 2.7 billion people watch videos online daily: almost half of the global population. 5 billion videos are watched daily on Youtube alone.**

By comparing the advertising budgets of TV and YouTube, Google has claimed that YouTube ads generate a better return on investment for brands most of the time. The Internet giant has unveiled a report analyzing ad campaigns across eight countries that show in 77% of cases YouTube ads were far more effective than TV ads in driving sales. Google's analysis of 56 case studies from brands within six different types of industries suggests advertisers will be allocating up to six times more of their budget to YouTube than they currently do.

Viuly, the world's first blockchain-based decentralized video platform will tap into the exponentially growing global video sharing market. The platform will reward authors, users and advertisers alike, while eliminating middlemen and access restrictions altogether.



# VIULY

## The first decentralized video sharing platform.

*This video content is often accompanied by ads – a nuisance which allows us to watch interesting videos for free.*

Currently, the owners of these video platforms earn about 50-60% of the advertising revenue. This inequitable distribution of advertising funds is also accepted by both advertisers and viewers. In other words, we feel very annoyed while watching ads, while the faceless centralized video platform makes most of the money.

**AND NO ONE HAS EVER ASKED A SIMPLE QUESTION “WHY”?**

**Every day, around the world people are watching billions of videos, most of them hosted by major video platforms such as Youtube.**

Answer the question: “Are you ready to get a reward just for watching the video content you are interested in”? Are you ready to get paid for what you used to do for free? You can withdraw and spend the funds received. Or you can support video creators directly on the platform, or pay to access premium content, training courses, etc.

Yes, that’s right! No more compromises and tricks! This is a huge new market for the sharing economy. Each of the 3 billion people watching a video should be rewarded in exchange for their attention and time given to ads in the video. And every author, who creates videos, should get more money than they get now on other platforms!

We eliminate this great injustice once and for all! How to achieve this? By using a blockchain-based decentralized video sharing platform. Each of you can participate and receive rewards both for creating and watching video content.

**The Alpha version  
of the Viuly video  
platform is released  
on October 10th.**

*By visiting the alpha version of the video  
platform, you will be able to:*



**Sign up and get 50 VIU tokens to  
your user account**



**Upload your first video and get 100  
VIU tokens to the user account**



**Get 50 VIU tokens for each new referred  
user, who confirmed email address**

**VIULY ALPHA VERSION LINK: VIULY.IO**



## The functionality of the platform

**Viuly is a video sharing platform, where authors are paid for their content, and users are rewarded for watching free videos!**

*Here are a few of Viuly's key features:*



**Upload free videos and create channels**



**Sell access to your premium content**



**Support and donate to content creators**



**Be rewarded for watching free videos**



**Buy premium content with VIU tokens**



**Advertise and pay directly to our users**

All payments on the platform are carried out automatically in VIU tokens and stored on the blockchain.

VIU tokens are based on the Ethereum blockchain smart-contract and represent the main tool for transferring the value between advertisers, content creators and users.

VIU tokens can easily be purchased or sold on any of the world's cryptocurrency exchanges immediately after the token sale is finished.



***Decentralized storage of videos uploaded on the platform is built on top of the IPFS protocol, which allows storing files in a distributed network without a shared control center.***

Practically anyone in the world can use the extra space on their hard disk to store videos uploaded to the Viuly and be rewarded for this.

We use so-called cyclic codes to make sure uploaded files don't get lost due to various faults. They split stored videos into many segments so that only a small part is needed for recovery of the original file. In other words, by splitting a video of 100 megabytes into 1000 parts, we need only one of them for a full recovery.

Full data encryption helps prevent their theft, in cases where a video is not intended for public viewing or is shown only for a fee. And no one will be able to determine which files and on what computer they are stored. There will not even be information on their size. This will prevent unauthorized blocking of individual videos and channels.

100% anonymity, autonomy and safety of the users is due to the complete decentralization and the blockchain technology. However, in order to avoid the upload of video content that are an affront to common sense and standards, we are creating an automatic pre-moderation system of all video files uploaded on the platform.

When violations occur, the system will automatically detect it and send the information about the video to moderators. If the violation is confirmed, the video will be deleted and the user's rating, who tried to upload this video, will automatically be downgraded. The moderators are users with the highest rating on the platform, who have been randomly selected by the automatic system.





# THE MAIN PROBLEMS

## Of Video Platform Users Today

### Users do not receive any reward for watching videos

User attention is the most valuable resource, for which any and every advertiser competes. Many of you watch dozens of videos on different video platforms every day, whose owners earn on advertising hundreds of billions of dollars a year. Being a valuable resource, user attention is exploited without proper compensation.

### Video creators receive less profit

The video platforms existing today take the lion's share of the money received from advertisers, and video creators only receive about 40%-50% of it, depending on their home country and the total number of subscribers/viewers they have. Many people would like to earn by creating high-quality video content (for example, to create a vlog or to host a show), but they don't, as centralized platforms take up to 60% of the profits, and it is simply not profitable to create high-quality video content.

### Advertisers' expenses are increased due to intermediaries and fraud

Intermediaries, represented by the centralized video platforms, include their operating costs and profits in advertising costs, thus, advertising costs grow by an average of 15-20%. Also, a large part of advertising budgets is wasted due to various bots and other methods of click fraud, which also leads to a cost increase for real views.





# HOW WE SOLVE THESE PROBLEMS

The decentralized blockchain-based video platform completely eliminates all the above problems.

*All mutual settlements are carried out directly between advertisers, content creators and users, since intermediaries are excluded.*

## Users are rewarded for viewing videos

User attention is the most valuable resource on the Viuly video platform, and it is rewarded! Any registered user who has watched a video, will get from 25% to 95% of the funds allocated by advertisers.

## Video creators earn from 65% to 90%

Creators who upload their video content on the platform, receive 65% of the funds spent by advertisers, and 90% of the funds received as payment from users who watch their premium content.

## Advertisers save on the costs of intermediaries and always have accurate and transparent statistics

Viuly provides advertisers with accurate statistics for each ad view. All data is recorded on the blockchain and can be checked by both advertisers and third party auditors. The payments for user's attention are made directly, without intermediaries and is completely transparent. Advertising costs are 20% lower than on centralized video platforms.

# HOW IT WORKS

## ADVERTISERS



Advertisers may upload on the platform their advertising video that promotes an event, a website, a product or a service, by indicating in the settings a cost-per-view and by targeting based on audience country, city, gender, age and interests.

The video will only be shown to those users who are in the selected targeting group. A reward, specified by an advertiser in the settings, will be added automatically to users' wallets for each unique viewing of the video.



Advertisers may add their banner or a short promotional video for up to 30 seconds to appear in the videos that are listed as free to view by their uploaders.

It is possible to choose targeting based on audience country, city, gender, age and interests. Both the author of the video where the ad is displayed, and the user who watches the video, will automatically receive a reward specified by the advertiser for each unique ad view.

The author receives 65% of a cost-per-view, and the user receives 25%.



Advertisers may add a video that promotes a specific product or a service, to the Viuly marketplace, along with a text description, technical characteristics and price.

Users can buy the product or the service advertised in the video, by clicking the "Buy" button and paying VIU tokens directly from their wallets to the wallet of the advertiser.

# HOW IT WORKS

## CONTENT CREATORS



**Video creators can upload their video and specify the price on a per-view basis.**

Users who are interested to watch premium content, pay the indicated cost and automatically get access to the video. For example, the author may sell a video lesson on a per-view basis.



**Video creators can create a paid channel, for which users pay a daily, weekly, monthly or yearly subscription fee.**

For example, the creator of a unique forex trading course can upload on their paid channel one video lesson per week.

Subscribers can also view all the videos uploaded to that channel.



**Video creators can upload their video and specify them as free to watch.**

In this case, advertising may be embedded in these videos and they will automatically receive in their wallet 65% of the cost specified by the advertiser for each unique ad view.



**Video creators can upload their video and specify that users can watch the video for free, and that the video is ad-free.**

In this case, users can find the “Donate” button below the video, and if they liked it, they can support the author by sending any amount of VIU tokens.

# HOW IT WORKS

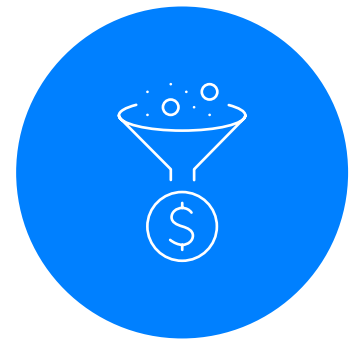
## USERS



Users can watch free videos without ads with the option to support content creators by donating some VIU tokens if they liked the video.



Users can watch free videos with ads embedded in them and automatically receive in their wallets 25% of the cost-per-view specified by the advertiser.



Users can watch promotional videos uploaded by advertisers and automatically receive in their wallets 90% of the cost-per-view specified by an advertiser.

Important! Users never know for which video they will receive a reward. Therefore, it cannot be considered as a reward based view.



Users can watch premium content on a pay-per-view basis, or pay a subscription fee for a daily, weekly, monthly or yearly access.



Users can buy the goods and services, advertised in the videos and pay sellers with VIU tokens directly from their wallet.

**VIU tokens represent the main tool for transferring value between advertisers, content creators and users on the Viuly platform.**

# VIU TOKENS

*VIU tokens are based on Viuly's Ethereum smart contract (ERC20). All transactions on the platform are transparently recorded and stored in the blockchain, where they can always be checked.*

Blockchain and tokens are necessary to achieve full transparency of payments, anonymity, and for reaching the full decentralization of the video platform, both in terms of video storage, and mutual settlements between users.

## THE FUTURE OF VIU TOKENS

Primarily, the prospects for the VIU token are associated with the growth of the user base of the Viuly platform. The more users and video views, the more advertisers will advertise their products. Due to this, the turnover and demand for tokens will grow. Moreover, there will be a marketplace on the platform, where users can purchase various goods and services and pay for purchases with VIU tokens.

All mutual settlements between advertisers, content creators, users, sellers and buyers are carried out by VIU tokens: this will directly boost demand for VIU tokens.

The physical quantity of VIU tokens is limited. Therefore, due to persistent demand for a scarce resource, the cost of tokens should constantly increase.



# MISSION



## OWNERS OF CENTRALIZED VIDEO PLATFORMS DO WHATEVER THEY PLEASE

**Currently, any video creators' channels can be closed at any time without explanation.**

The previously accepted content is now blocked or demonetized. The rules are applied selectively, based on the policies and opinions of a narrow (and what is really important, directly concerned) group of people.

Even though powerful platforms like YouTube are nothing without the millions of content creators who, in fact, create their growth and drive their advertising revenue.

This is also the most important ethical and moral issue. Money isn't everything. People should be allowed to express their opinions freely, without fear that their opinions will be removed. The only censorship on the Viuly platform will be users themselves. People will decide for themselves which videos should be rewarded and which will be blocked.

**We change the perception of 2 main issues:**



## THE COMPANIES THAT OWN CENTRALIZED VIDEO PLATFORMS ARE JUST INTERMEDIARIES BETWEEN ADVERTISERS AND VIDEO CREATORS

**At the moment large centralized video streaming platforms take 50-60% of total advertiser spend. Instead, the Viuly team will redistribute 95% of advertising budgets from the pockets of intermediaries, into the pockets of video creators and users who watch these videos.**

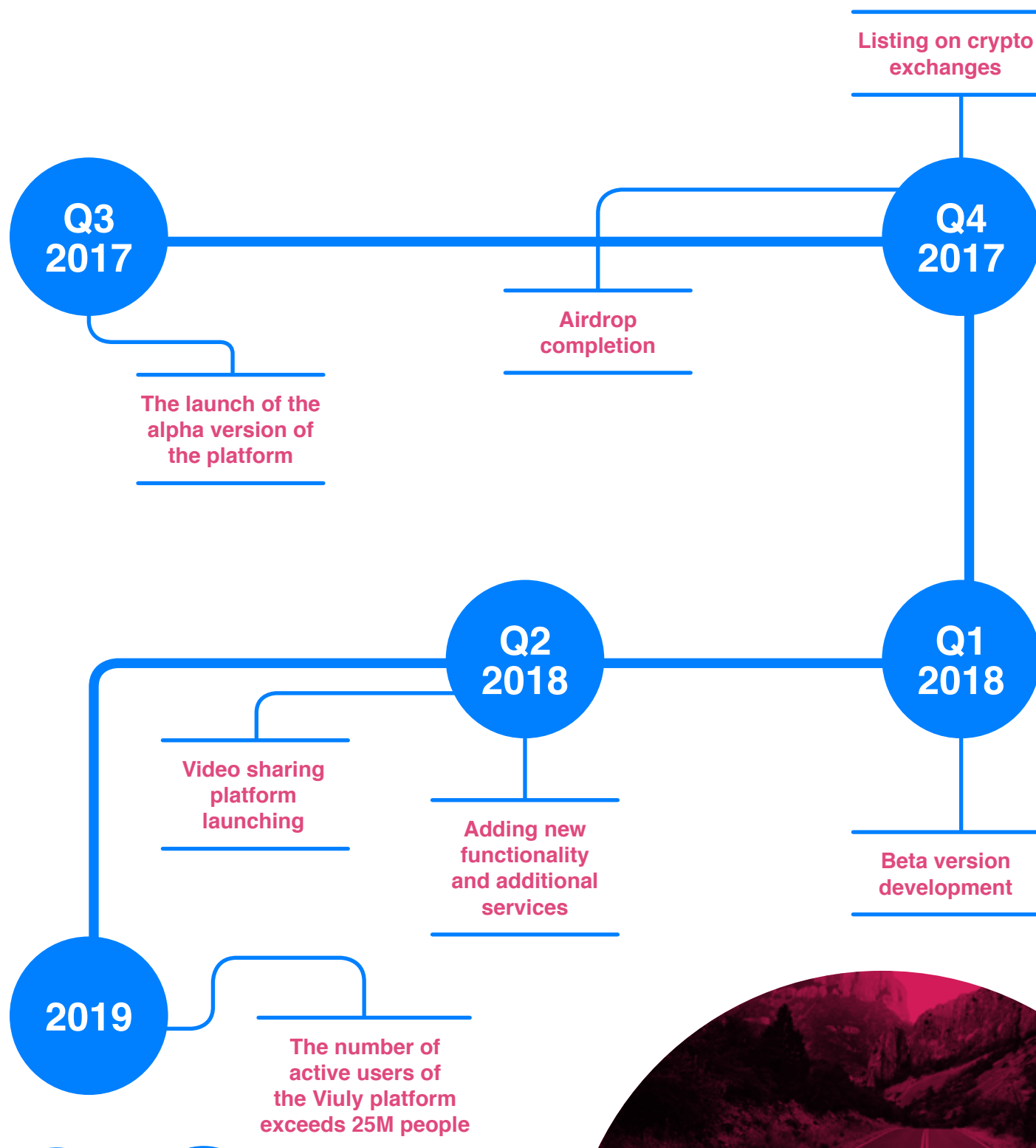
We believe that user attention is the most valuable resource and that it should be rewarded accordingly.

Due to the inherent benefits in our platform for viewers, advertisers and content creators, Viuly should take market share away from legacy centralized video platforms. We will take away their profit and redistribute it fairly among our users. The world is changing rapidly, the 5th wave is already underway and it cannot be stopped.

With your help, Viuly will be the main driving force of these changes.



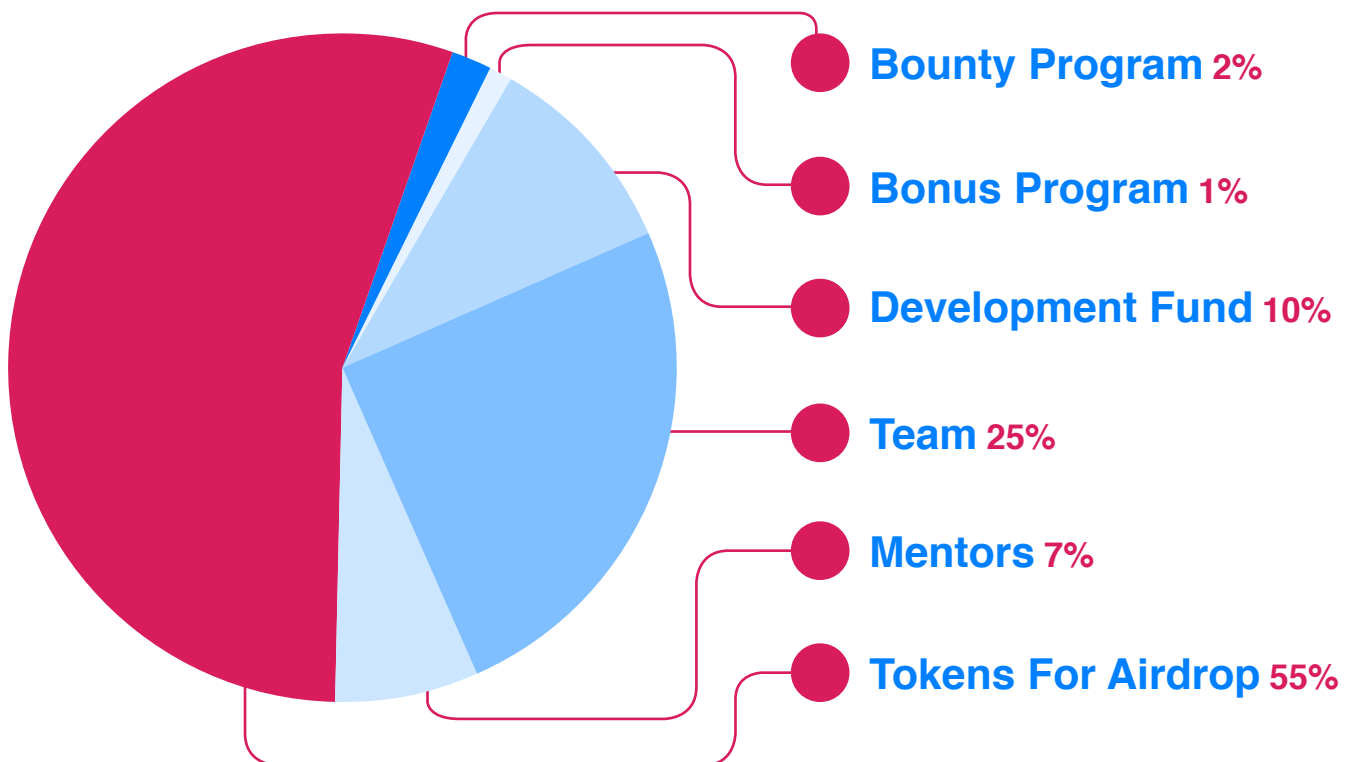
# ROAD MAP



# TOKEN DISTRIBUTION

**TOTAL TOKENS  
ISSUED: 1 000 000 000  
(1 BILLION)**

## DISTRIBUTION OF TOKENS



# TEAM



## Ruslan Popa

**Founder and CEO**

Ruslan Popa has more than 12 years of experience creating and managing IT start-ups. He has served as CEO of several payment service providers, including the likes of RuPay, Qiwi and Rompay. Continually showed stunning results in the rapid achievement of high financial performance of the companies being managed by him. Married, has two sons.

**Motto: I came, I saw, I conquered.**

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## Silvia Martirosyan

**CMO**

A strong, self-motivated, responsible, creative professional and leader with 15 years of experience in launching and promoting about 30 projects in retail, corporate and financial sectors at the federal and regional level, as well as 6 years of direct management of a team of 9 experts. Has solid experience in marketing as well as strategic, operational, and managerial experience.

**Bachelor, Master of Philology, MBA (ANH; Moscow Institute of Economics, Management and Law; Kingston Business School).**

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## Aleksey Vasyanin

**CDO**

Has more than 10 years of experience in creating, structuring and developing partner networks in a highly competitive telecom market. Has expertise in e-commerce, VAS services, and content production. Great experience in the organization and control of the company's operations, financial planning, optimization of business processes, selection and adaptation of personnel, and has excellent interpersonal skills.

He is married and has three sons.

**Motto: Motion is life. Participant of bike marathons.**

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## Mahendra Panchal

**Founder Partner & Blockchain Developer**

**[linkedin.com/in/blockchainenthusiast/](https://www.linkedin.com/in/blockchainenthusiast/)**

# ADVISORS



**Yuriy Chayka**

*Advisor*

Yuriy is a seasoned entrepreneur and investor focused on building financial projects, President of Ukrainian E-business Association, ideologist and founder of Fintech Cluster. Founder of RBKMoney, Autopay, Interkassa, MoneXy, mWallet, MobiPay payment systems.

Partner of FinovateStudio (the studio of innovative fintech solutions and services)

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**Andrei Druta**

*Advisor Business Development*

Business and Finance graduate of Oxford Brookes University has started professional career at Mayfair based investment fund in London. Then moved to launching an oil&gas trading company and finally co-launched one of the biggest mining farms in Eastern Europe.

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**Zahid Ali**

*Advisor - Strategic Business Development*

Law and Business graduate and seasoned entrepreneur with over 15 years of experience under his belt. Primary focus on development and strategy the latter years and blockchain solutions more recently.

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# VIULY.COM

## CONTACTS & LINKS



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