ZLOADR WHITEPAPER

By Sam Enrico Williams

Zloadr / ZDR Token

www.zloadr.com **/ 95% Complete!**

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About Zloadr

Zloadr is a revolutionizing blockchain publishing platform that allows content creators to connect, earn, reach and sell their content to a wide and demanding audience.

Over the last few years of developing and creating unique publishing tools, Zloadr 90% complete to releasing a full blockchain publishing platform for creators of all kind, to come together to make, produce and sell their content to a wide and global audience without losing valuable income.

With over 450K articles and 21K publications successfully created and distributed on the beta platform alone, a full publishing platform is in its final stages of development to rival major media aggregators such as Yahoo, Google News & MSN, with set a release date scheduled for Q4 2017.

The Zloadr crowdsale and ZDR token issuance will step up efforts to grow, market and signup influencers and help with the development of smart contract technology within the platform using the Ethereum blockchain.

Tokens will be used on the platform and weigh stronger than traditional currency, encouraging advertisers to purchase tokens when taking up services such as advertising, business listing, classified ads and job posting within the Zloadr platform.

Introduction

New and existing content creator nowadays, discover there are several factors that will determine if they are to survive and earn enough revenue to keep successfully, doing what they set out to.

These factors come in the form of 1. Income, 2. Discovery, 3. Distribution & 4. Positioning. We fully well know that these four factors are mainly controlled by major organizations, who possess the power to make or break a content creator or digital media publisher.

Most major organizations have somewhat positioned themselves into this mix, making it difficult for new media companies and content creators to establish and carve out a place in the online media hemisphere, where favoritism is given to the selected. Moreover, in 2016, global advertising spend topped $500 Billion, with the top organizations (Google, Facebook & LinkedIn) owning huge market shares of industry related ad markets; depriving hard-working content creators and media publishers out of significant revenues generated from their own creative content; with this only to get worse and continue into other industries.

Although, there are creators and media companies out there doing well in earning significant revenue from advertising and positioning, were noticing a current trend as time goes by, where major organizations are now positioning themselves to completely increase their foothold in as many content industries as possible, leading to lower income and presence for media companies and creators who earn a living outside of these major organizations platforms.

This white paper focuses on where and how Zloadr is positioned to innovate in this fast changing landscape; by empowering media companies and creators with tools to publish in as many formats as possible, earn significant revenue, reach new audiences and compete on the same level as favored media publishing outfits by the said major organizations.

Another focus of Zloadr is to tap into the growing ad market and allow advertisers to reach and target their desired audience with clarity and transparency via blockchain technology at a fraction of the current going rate.

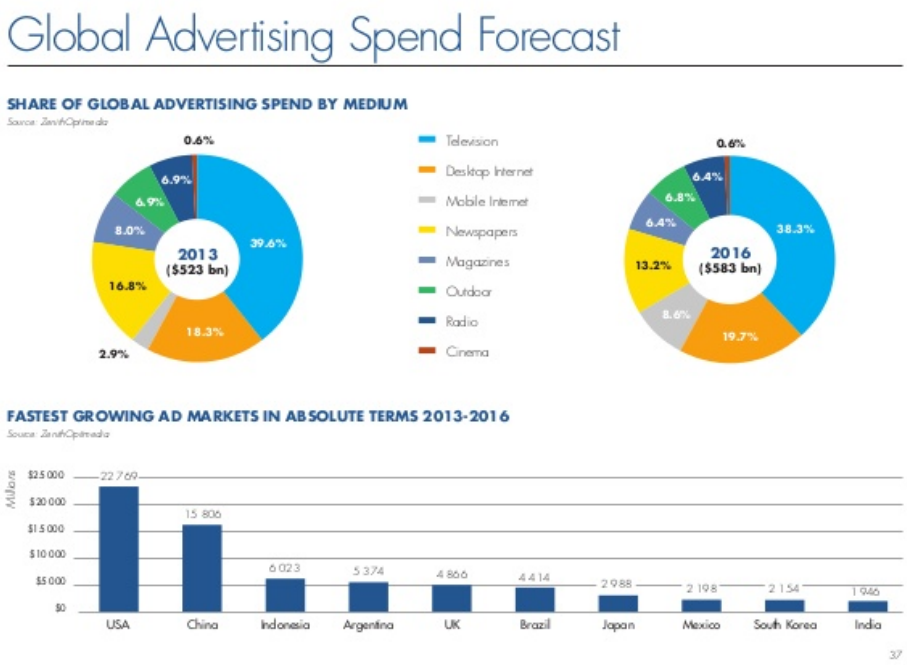
Blockchain & Publishing

Blockchain being present during the publishing era enables clarity and confident to all contributing parties concerned with regards to content creation and the ad industry. Many content creators continue to rely on systems behind the scenes pouring out stats based on information from their content activity. Why there is always a possibility that figures could be manipulated, this can give a reason for concern and an excuse for creators to shy away because they feel sales and figures generated from their content may not be what is being shown.

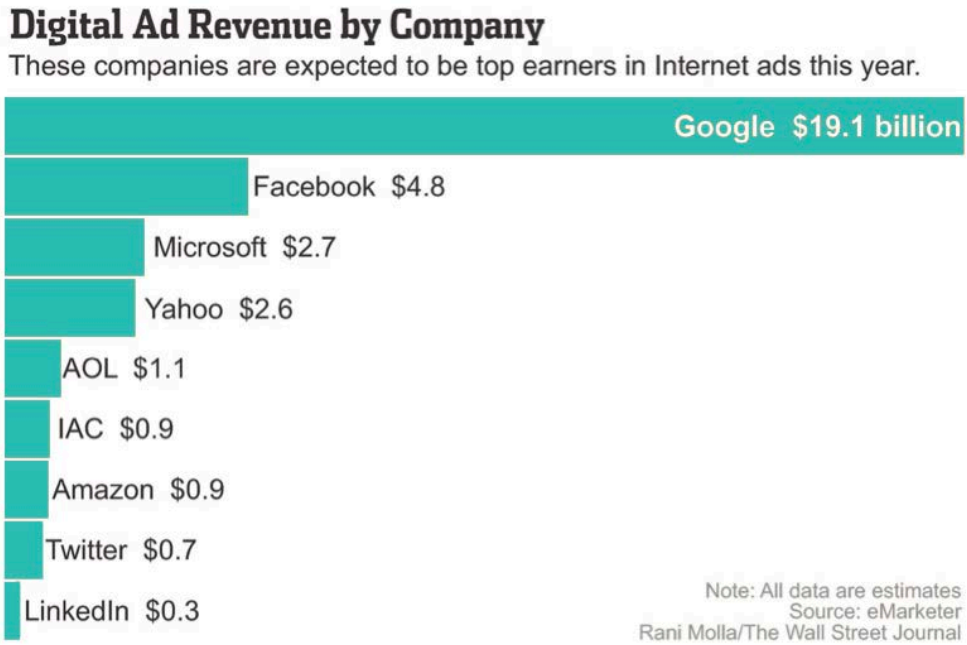
With the adaptation of blockchain being incorporated into publishing platforms, it paints a clear and fair picture of how and where a content creator's material is consumed, providing room for improvement or deep analytical valuable information.

Difficulty of Earning a Significant Income and Audience

With $500 Billion earned in advertising revenue alone in 2016, you would be blind not to see that content creators are rewarded very low selective percentages for their hard craft and efforts and advertisers forking out huge sums to get their products and services into the hands of potential customers, which have led to companies such as Google, Facebook & others earning record revenues of the back of advertisers and content creators and in some cases returning little or less.



This is set to continue and with even a tighter rope hanging with social media and mega platforms aiming to carve up a share of news and content related sectors. If this continues, advertisers and content creators are set to lose the freedom to continue the craft without sacrificing creativity. Advertisers will continue to face the dilemma of spending huge amounts with negative impact due to the inaccurate targeting of demographic due to the large scale of billion user platforms.

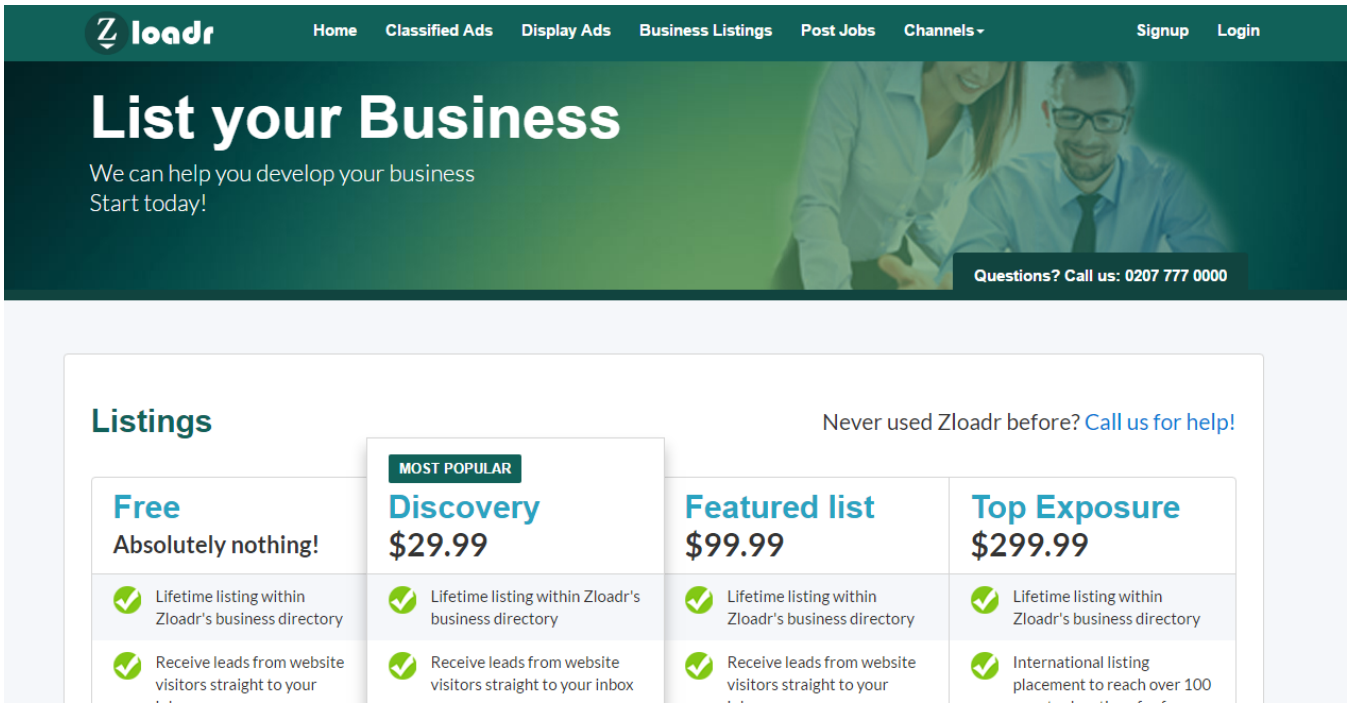


Use of tokens on the Zloadr Platform

Advertising plays a significant part in the overall fixture of tokens being used on the blockchain publishing platform. The use of tokens to purchase advertising and listing services within the following sections of the platform; benefits advertisers, as ads will last longer over a period, rather than the use of fiat currency; creating a strong demand for ZDR tokens on crypto currency exchanges.

- Job Posts (Tokens allow job ads to last 5 times longer than equivalent in USD)
- Business Listings (Tokens allow business listings to last 7 times longer than equivalent in USD)
- Classified Ads (Tokens allow job ads to last 5 times longer than equivalent in USD)
- Display Adverts (Tokens allow classified ads to last 3 times longer than equivalent in USD)

Revenue earned from Zloadr's in-house articles are used to fuel creator's income, allowing the constant creation of unique and informative being made available onto the platform. The platform's focus is to expand on building viral and shareable content around news, business listings, career information, travel guides, food, and beverage recipes, leisure, sports, and hobbies; providing advertisers with set targeted audience to their ads, listings and in-return growing the overall value of ZDR tokens.



ZLOADR: Characteristics & Advantages

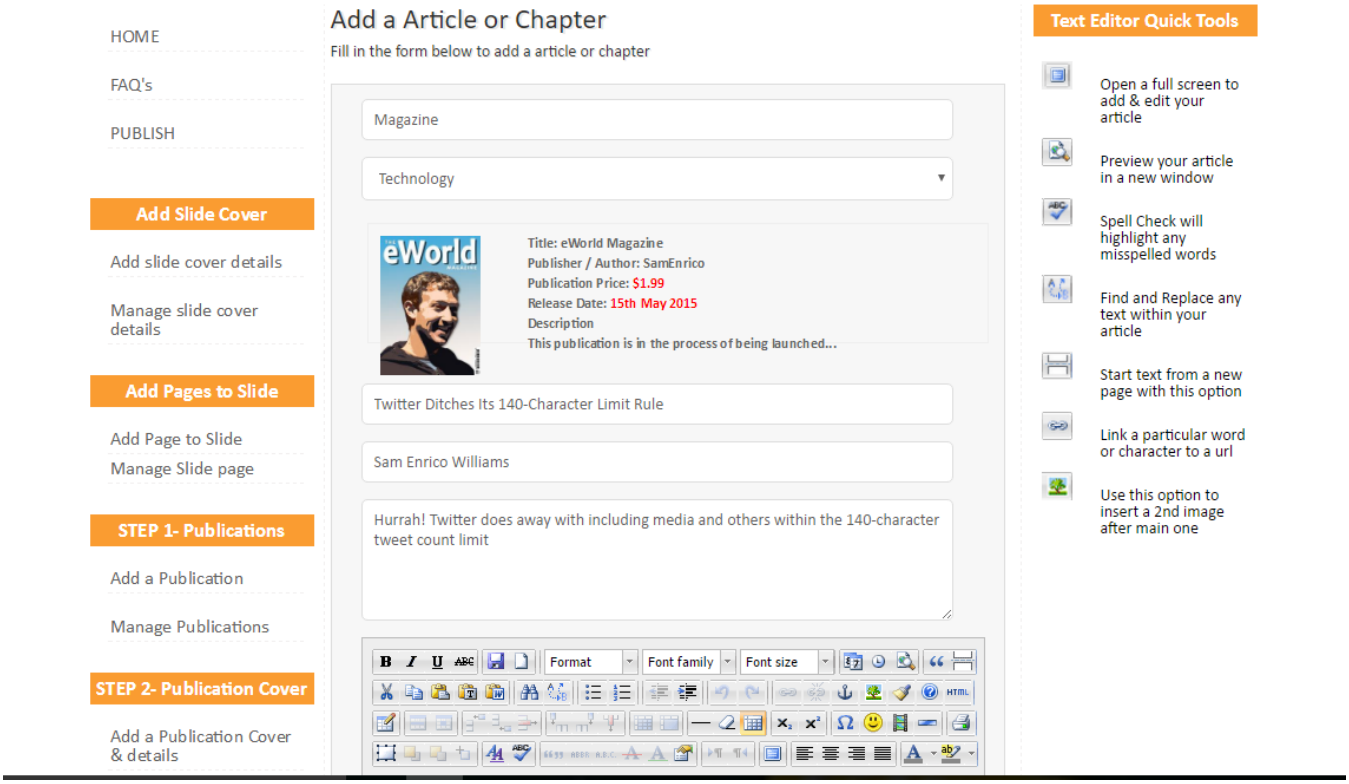
The issue of creators earning a fair income from their creative work is a problem that needs fixing. The Zloadr Blockchain publishing platform aims to tackle this issue head-on and at the same time, seize a huge share in various advertising industry sectors.

Zloadr plays the role as an escrow, creator, advertising and distribution platform for every type of brand, creative person, author, writer, blogger, and business; providing them with unparalleled tools to publish and reach new audiences across the web and on social networks.

Main characteristics of Zloadr are:

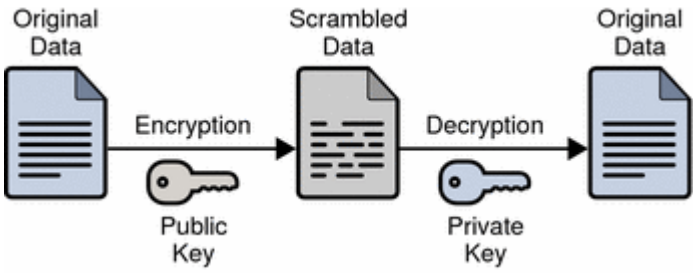
Content Publishing

Upon creating the content the creator is given an option to encrypt his or her content, possibly adding a free preview, and then creating a subscription package. This package is then listed within the zloadr platform and trafficked by connectors/influencers for exposure. Encryption keys are produced during the process for later sharing with whomever the creator wishes to share with.



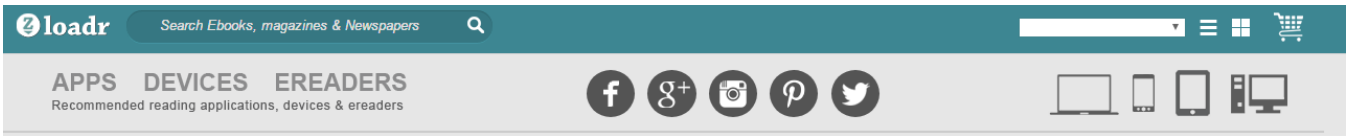
Pay Per View Process

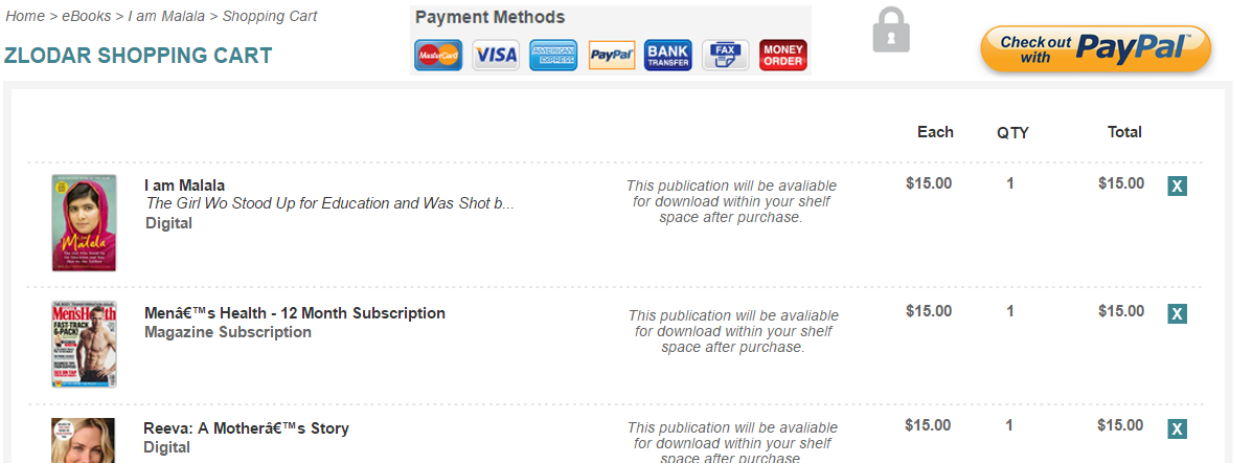
This stage involves buying the content. When a consumer has checked out the preview and is interested in purchasing a creator's content or a subscription package, he/she will then be prompted to download the encrypted part, pay for it and retrieve the encryption keys via the blockchain with the use of smart contracts along with their Zloadr ID or login.



Payment & Royalties

All creator's wallets are credited with fiat currency. Fee and royalties are also paid to contributors and connectors/influencers as to information established within the smart contract.

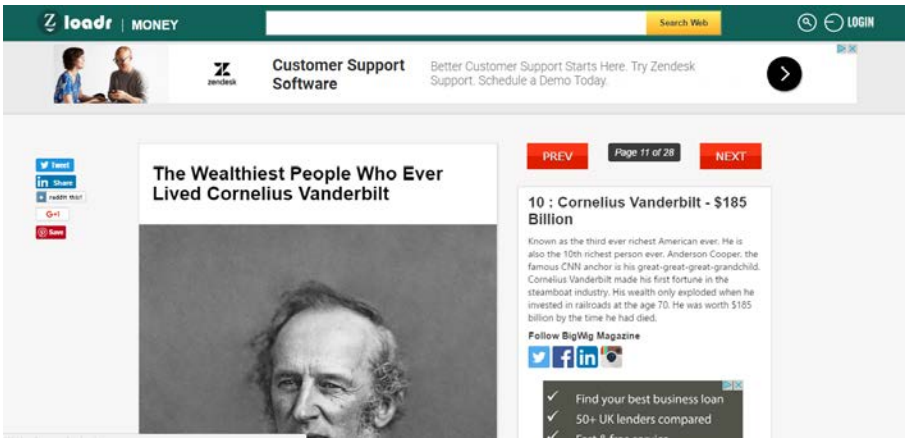




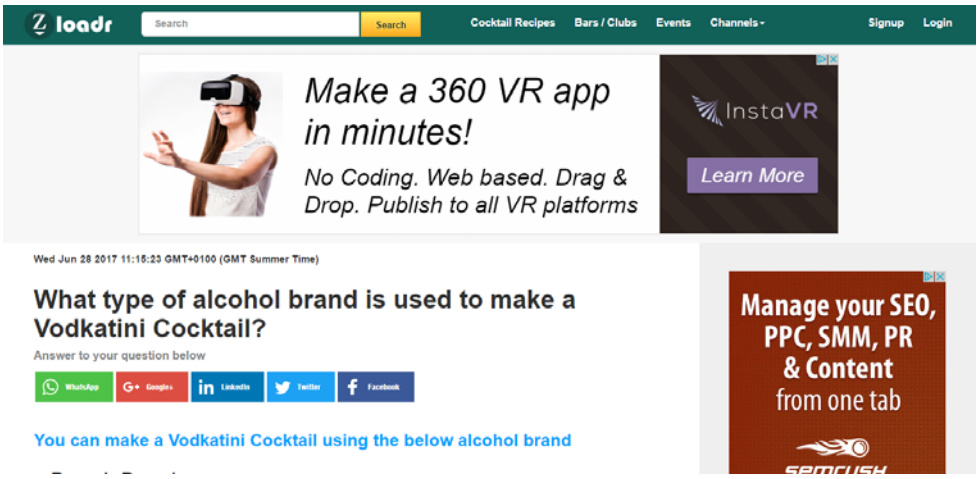
Formatting & Delivery

Users are welcomed with tools to create encrypted types of sellable content on the platform such as subscription-based articles, Slides, eBook's, magazines and newspapers. Content that is created on the platform can be automatically distributed via Zloadr to third party retailers, with the creator opting in to share encryption keys.

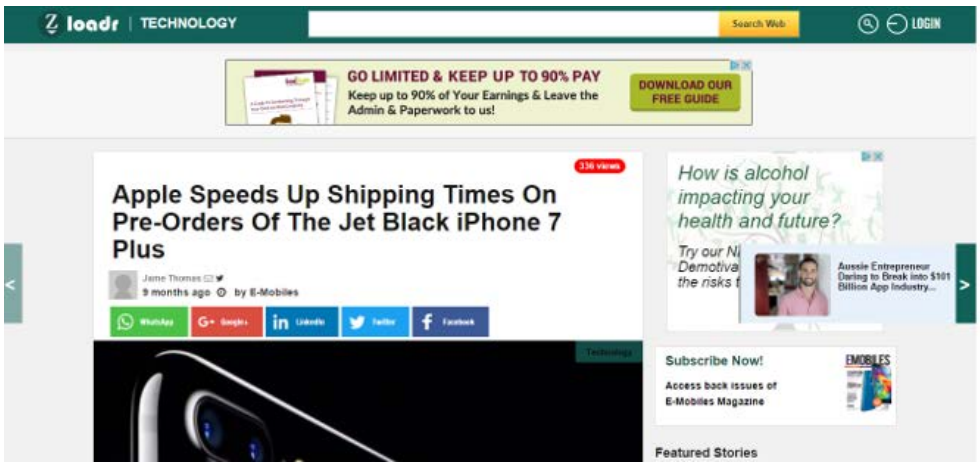
Slide Content



Informative Content



Subscription Content



Reach and Exposure

By publishing on the Zloadr platform, users content and material is automatically distributed via influencer's traffic avenues; helping creators gain traction to their content. Influencer's social media channels and connector teams, play a huge part in making publishing on Zloadr as profitable for a creator as possible by leveraging fans and huge followings on social networks and within topic related forums and chat rooms.

Distribution

Our mission is to eliminate any borders to entry for new and undiscovered content creators wishing to get their content or material out to consumers and into the wider domain. Over the development stage of the Zloadr platform, multiple distribution agreements with some of the biggest retailers have been established, resulting in over 21,000 publications being made for sale.

21,000 plus Zloadr publications created and distributed to the below retailers for sale

App

Zloadr blockchain app structure will allow content creators to replicate the pay per view process on mobile devices or even create their own white labeled apps to promote their content off the Zloadr platform.

Contribution

Zloadr allows creators to tap into a pool of contributors who are willing to collaborate on projects that may be too large for single creators to handle alone on or off the Zloadr platform.

Fair and transparent

On the blockchain publishing platform, all creators or branded material is published on a first post and transparent basis, meaning that every first and unique published post cannot be replicated or duplicated; allowing the original source to earn the maximum exposure and income without worrying about secondary reporting cashing in on the hard work and research that had been carried out.

Profitable

Consumers are given the option to purchase creators content or material on the platform. Creators retain the majority of the profit derived from their content/material published on the platform.

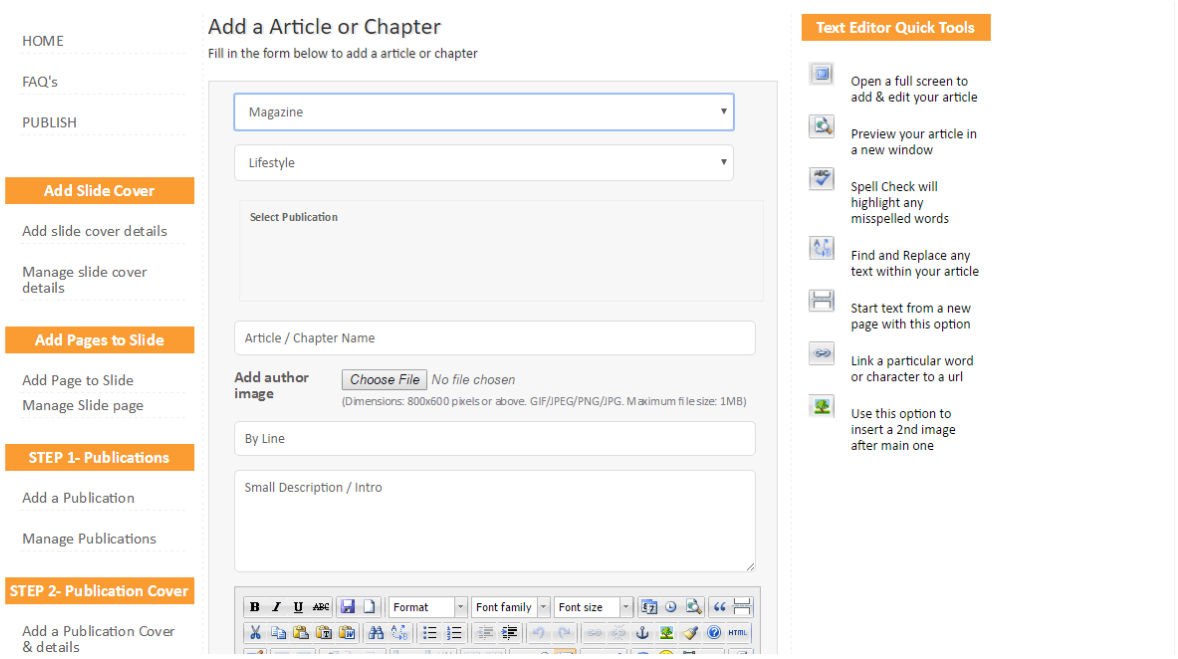
Spam and Plagiarism

All content published and uploaded onto the Zloadr platform goes through a Plagiarism and spam checker to ensure content or material is of quality and correct ownership.

ZLOADR: Who can use it & why

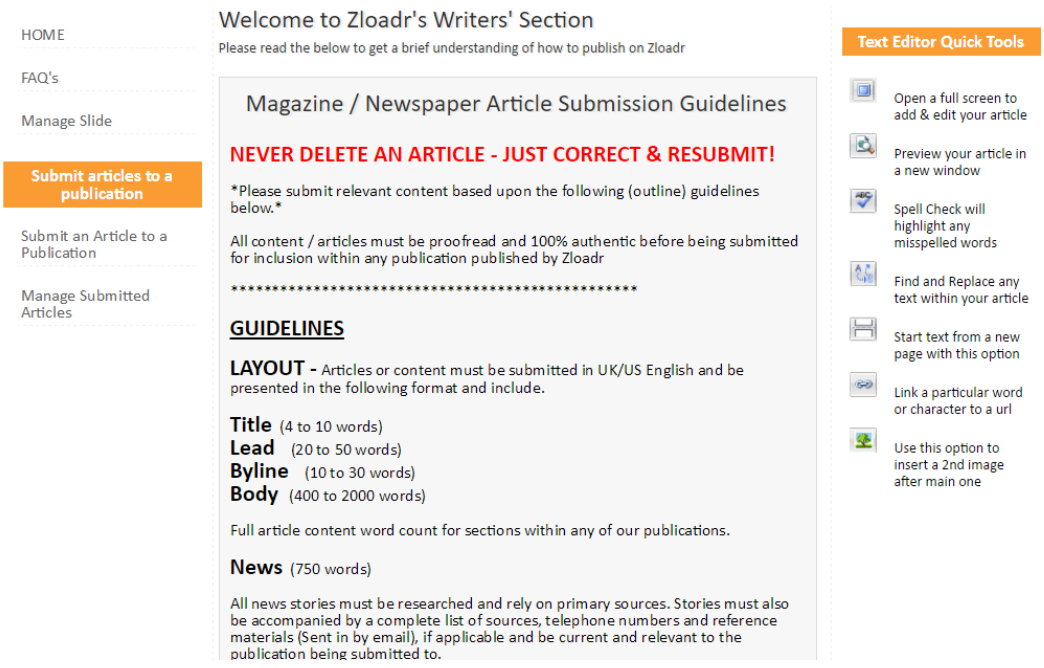
Creators

The blockchain publishing platform is designed primarily for creators to earn income from their content. Creators are provided with tools and analytical user interface to help improve their overall understanding of how their content is making waves and where improvement can be applied. For every content with a value, a smart contract is set in place to honor services provided by third parties.



Contributors

The Zloadr platform works as a marketplace where contributors are given options to submit material and content to existing publications, projects and brands for a fee. A smart contract is set in place between the creator and the contributor for services rendered. Contributors are compensated by the creator in tokens or fiat currency.

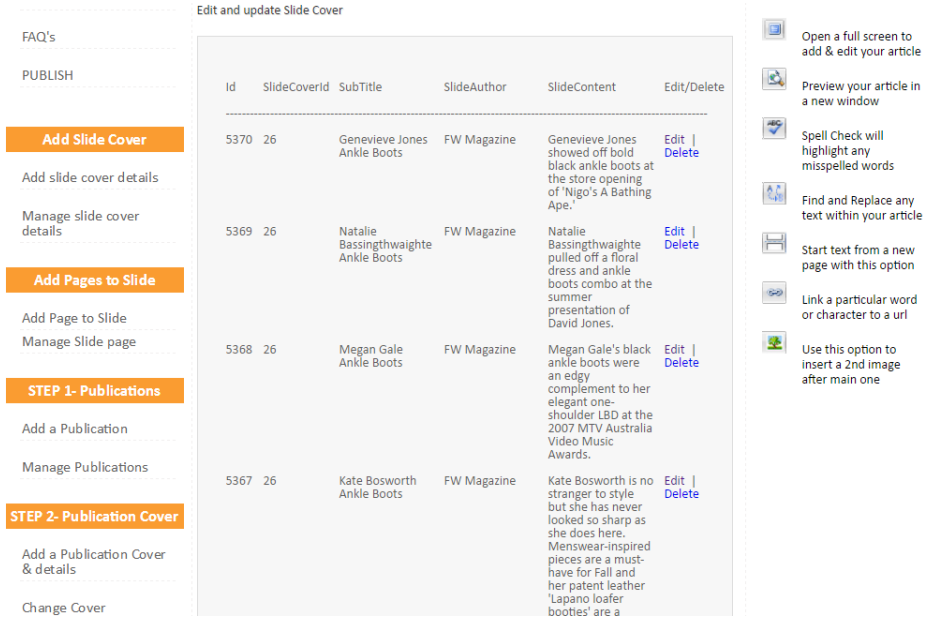


Advertisers, Brands & Businesses

The advertiser can use ZDR tokens on the platform, the tokens carry a much stronger weight than fiat currency and have more of a value, meaning that using ZDR Tokens will allow ads and listings to stay much longer on the platform than fiat currency. Advertisers can place various types of ads in different formats within specific sections of the Zloadr platform.

Connectors (Influencers)

These are individuals who are rewarded in ZDR tokens or traditional currency, in return for sharing or selling content. A smart contract is set in place between the Zloadr's creator and the connectors for services rendered. Connectors are recruited and subjected to tight criteria's before they can assume the role of a connector.



Smart contracts and copyrighted content

In an industry, such as the publishing industry, either the creator themselves or a publishing company own the rights to the content being made public for subscription or sale.

As such, these copyright privileges allow the holder(s) to receive a royalty fee every time this content is viewed or used for commercial purposes. The issue with the current system is knowing who owns these rights and then to ensure that royalty payments are distributed to all who are legally obliged to receive payment.

A smart contract on the Zloadr platform, built on a blockchain technology, keeps track of all ownership rights and stakeholders. This ensures trust in true ownership and participation – as any assistant to create a subscription or sale changes to the data on the blockchain requires a consensus from all parties on the network.

Because of knowing true ownership, the same smart contract would ensure that royalty payments are generated and paid in real time to stakeholders – with the added benefit that as the transaction is broadcast across the blockchain, every relevant stakeholder can instantly reflect this on their accounting.

Using smart contracts within the Zloadr platform

Current Actors:

- **Creator**

Creators upload content, label it and then publish ownership information of content or material on the blockchain. They are then awarded royalties instantly from subscription or unique sales of their content based on information supplied to the blockchain.

- **Contributor**

Contributors receive royalties/ fee instantly, transparently and automatically based on their stakeholder information contained in the blockchain database. This relates to a contributor writing and submitting an article that will later be published in a magazine or newspaper belonging to a creator, that is then downloaded via the Zloadr portal or mobile app.

- **Connectors/Distributor**

Sharing policies and inbound traffic calculating factors of content shared via social networks and other traffic generating platforms are written into smart contracts that automatically allow connectors to receive fees for performing a service relating to driving up subscriptions or sales.

ZLOADR Platform: Technical description

Use Cases

Zloadr is an autonomous content publishing and distribution platform. All activity and payments run through smart contracts along the blockchain, which is a public distributed ledger of all transactions that will occur when the platform fully launches.

Collation of Multi-User, Multi-Format Multi-Digital Content & Publication Production Platform

ABSTRACT

A method for the monitoring at a server of crowd-sourced content from any one of a group of participating contributors. To include the monitoring of the submitting, editing, refusing, reallocating and approving of such content.

The System

Note: In this documented example Contributors A and B are used. Each of these contributors represents a set of typical contributor roles, as described at the end of this section.

Contributor Roles:

A = Publisher or Editor

B = Author, Writer, Journalist, Illustrator, Photographer or Agent.

Connector Roles:

Distributor = Influencer, Sharer & retailer

The method to utilize a status server, which will store the organization of content, including titles, descriptions, dates, payment subscriptions, users, subscribers and contributor information, such as which contributor submitted which content. This data will be stored according to previously-established rules stored in the network.

The status server to include a formatting module which will collate data relating to Contributor A into digital publication formats for subscription, sale or distribution via the Zloadr platform, apps, mobile devices and third-party retail outlets.

FIG. 1 shows an example of a multi-user, multi-format digital content production platform.

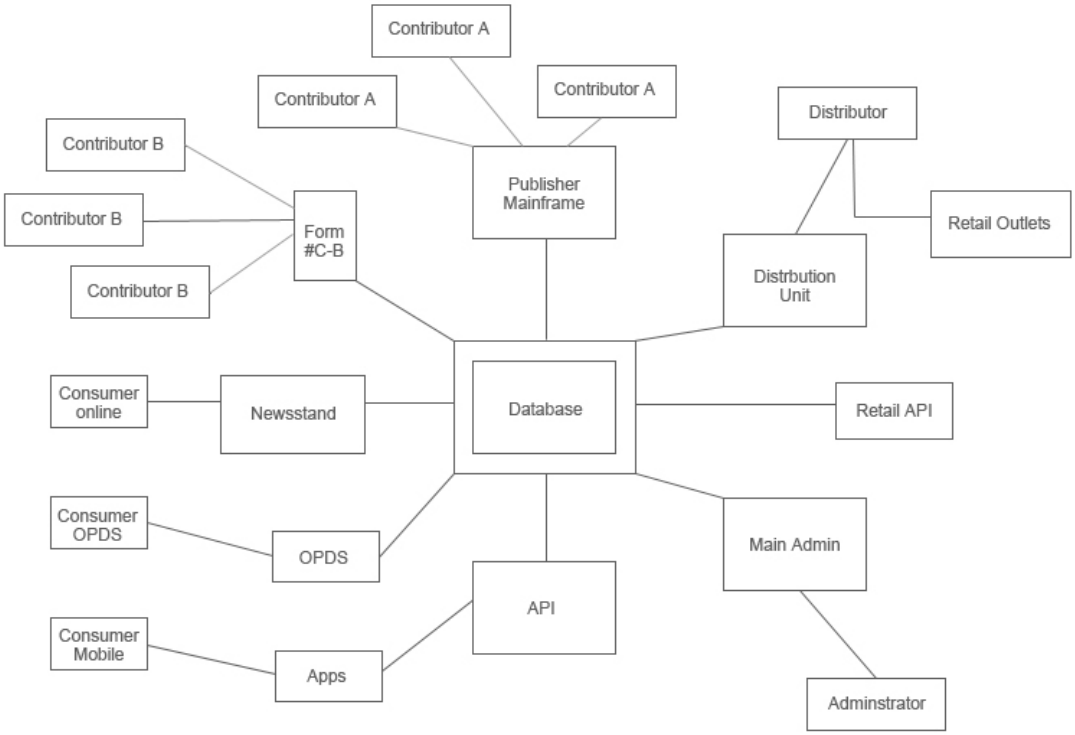


FIG. 2 is a flowchart of a method of creating material, managing its content, submitting it, and extracting the final output in various formats by Contributor A.

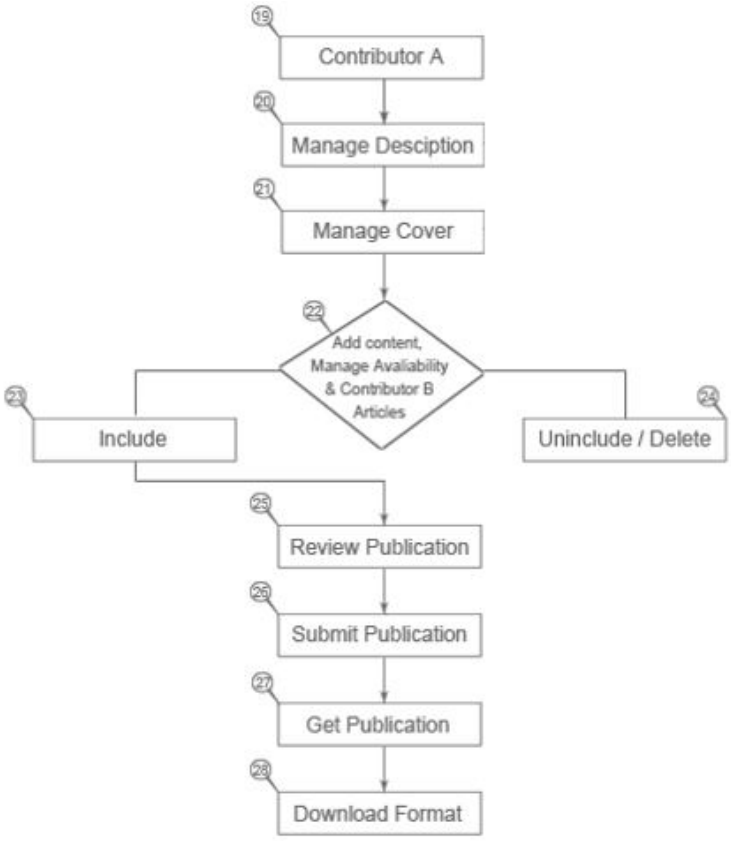


FIG. 3 is a flowchart of a method of choosing a shell (publication or brand) to submit content to by Contributor B.

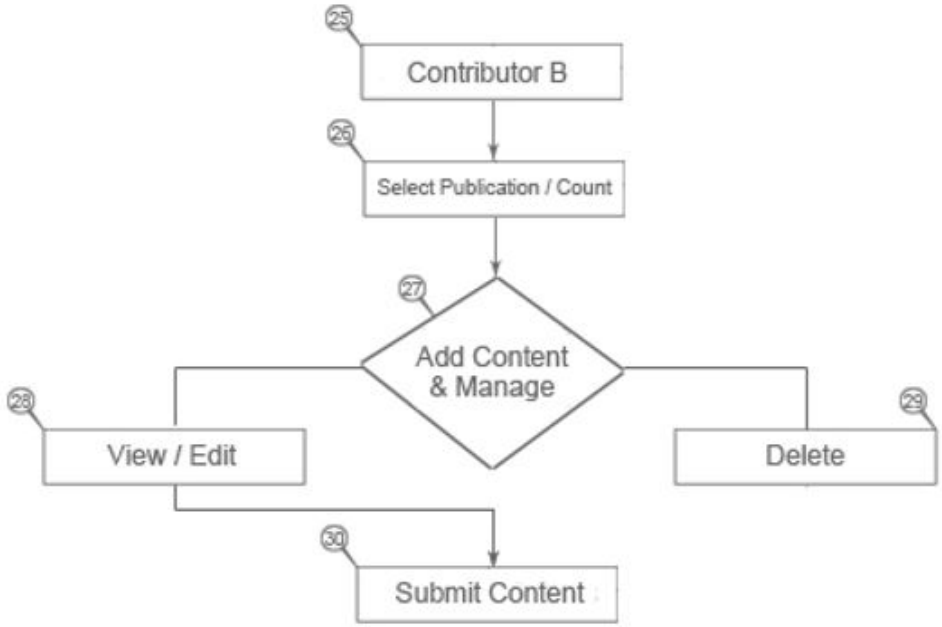


FIG. 4 is a flowchart of a method of approving and managing Contributors A and B, and of approving publications, and managing the status of publications for delivery to the marketplace by an admin user.

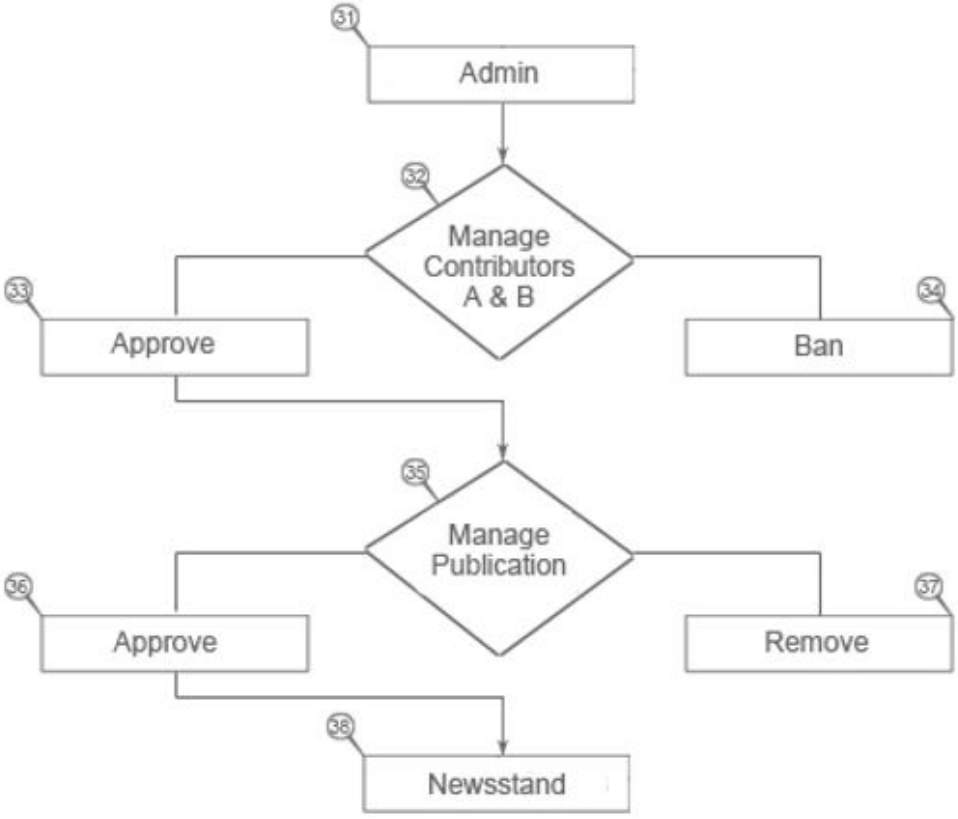
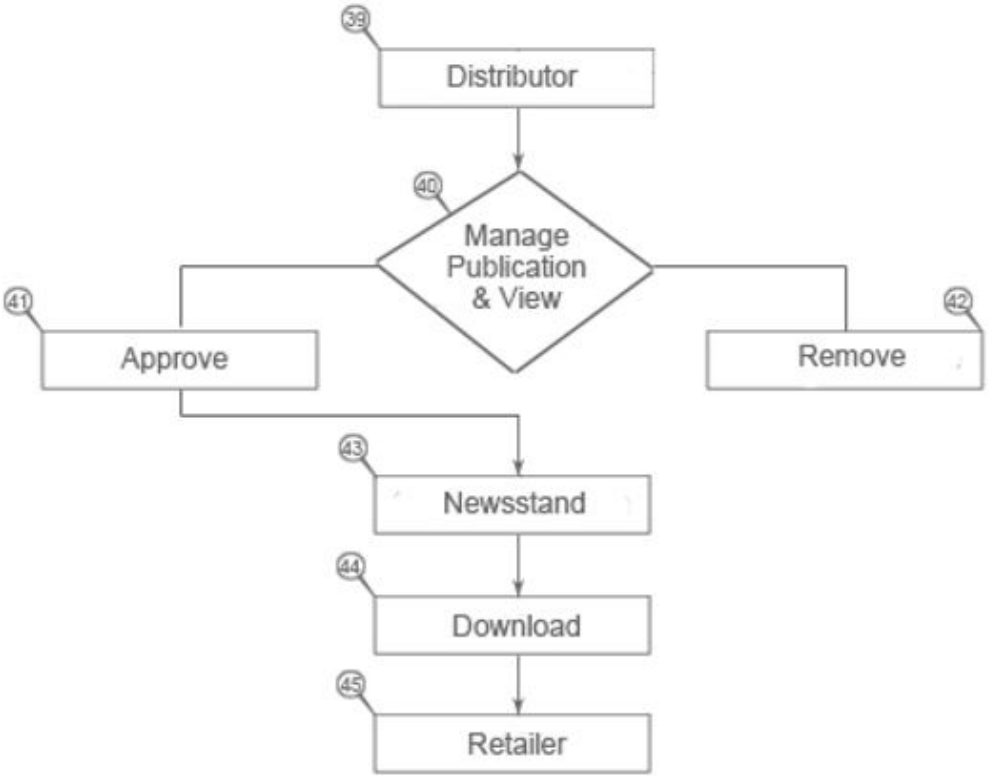


FIG. 5 is a flowchart of a method of approving publications and content, managing the status of publications and content for delivery to the marketplace, and for downloading to a retail outlet by the distribution team.



DETAILED DESCRIPTION OF THE FIGURES

FIG. 1 shows an example of a multi-user, multi-format digital publication production platform in which automated, collated status content is collected by a Form (**3**) and sent to the database by a Contributor B (**1**) for inclusion in the publication selected in the Form (**3**).

It should be noted that while many contributors, each connecting to the network, is shown here, any number of contributors for any number of publications connecting at any time to the network is contemplated as part of this solution.

In the example in FIG. 1, the Contributor B's (**1**) are all submitting content to selected publications (**26**). It should also be noted that Contributor B's (**1**) are only collaborating in the putting together a digital publication by submitting content via the Submission Form (**3**), as represented in FIG. 3.

The Form (**3**) provides a Contributor B (**1**) with information about the availability of publications (**26**) that are open for collaboration, articles available for inclusion within publications, descriptions of publication, update information on previously submitted articles within publications and the text editor described in the discussion of FIG. 3.

In the example in FIG. 1 and the flowchart in FIG 2, Contributor A's (**2**) are shown to also be submitting content to the Publisher Mainframe (**4**) which can retrieve and manage the cover of publications (**21**), manage publication descriptions (**20**), submit publication (**26**), get publications (**27**), and select the download format of publications (**28**) and the content (**22**) that has been submitted by Contributor A's (**2**) and Contributor B's (**1**).

In the example in FIG. 1, the Publisher Mainframe (**4**), which is discussed in the description of FIG. 2, sends updates to Consumers (**5**, **6** and **7**) of any new publication releases and subscription renewals. It also handles and manages the status of the content submitted by Contributor B's (**1**), and updates Contributor B's (**1**) submission Form (**3**) with the status of articles which were submitted for inclusion within a publication selected via the Form (**3**).

If the outcome of a submission is "Include" (**23**) (see FIG 2), then the article submitted via the Form (**3**) cannot then be deleted or edited. The number of articles displayed for that publication in the Form (**3**) will be minus the number of articles submitted that have the status "Include" (**23**).

If a Contributor A (**2**) chooses to "un-include" (**24**) the content submitted by a Contributor B (**1**), then the count of articles available for submission will increase by the number of un-included article(s) and a Contributor B (**1**) will be able to edit (**28**), delete (**29**) and reallocate (**27**) (see FIG 3) the article submitted previously to the publication via the Form (**3**).
In addition, if a Contributor A (**2**) chooses to delete an article submitted by a Contributor B (**1**), then number of articles available for submission will be restored by the number of articles deleted by the Contributor A (**2**) and Contributor B (**1**) will then be able to edit (**28**), delete (**29**) and reallocate (**27**) the article(s) to a different publication listed within the Form (**3**), as illustrated in FIG. 3.

The Publisher Mainframe (**4**) also provides Contributor A's (**2**) with options to download a publication in various formats for distribution once it has been submitted for approval. Once the publication is submitted for approval, from either the Administrator (**18**) or the Distributor (**13**), the Contributor A (**2**) will not be able to make any changes to the publication as he or she waits for approval from Main Admin (**17**) operated by the Administrator (**18**), who will then decline or release the publication for sale on the Newsstand (**8**) (see FIG. 4 for more details).

Once a publication is submitted, both the Distributor (**13**) and the Administrator (**18**) receive a notification to review the publication for release and distribution. The Distributor (**13**) can remove a publication from sale, release it for sale and download the publication via the Distribution Unit (**14**) for submission to any Retail Outlets (**16**).

In the example in FIG. 1, Consumer online (**5**) receives the purchased publication from the Newsstand (**8**) in their "shelf space" once registration and payment has been confirmed. The Consumer online's (**5**) purchase status is then updated in the Database (**11**).

This can also be said for Consumer OPDS (**6**), purchasing a publication via a mobile device that retrieves publications information via the system's OPDS (**9**) catalogue. The method is similar to that described above for the Consumer online (**5**), but is different because of the way the Consumer OPDS (**6**) selects a publication to purchase because the OPDS (**9**) catalogue feed is installed within an eReader application that supports the listing and display of the publications for sale.

In the example of FIG. 1, the API (**12**) plays the role of bridging the gap between the Apps (**10**) which are located on a digital device. The API (**12**) updates and retrieves content from the Database (**11**) and submits it to the Apps (**10**), once Consumer Mobile (**7**) app's unique identifier has been stored within the Database (**11**).

FIG. 4 shows a flowchart of a method for an Admin User (**31**) to Approve (**33**), Ban (**33**), Manage (**32**) Contributor A's (**2**) and B's (**1**), and for approving publications (**36**), and removing (**37**) and managing (**35**) the status of publications for delivery to the Newsstand (**38**) by an Admin User (**31**).

FIG. 5 shows a flowchart of a method for a Distributor (**39**) to Approve (**41**) publications, remove (**42**) publications from sale, Manage (**40**) the status of publications for delivery to the Newsstand (**43**) and for Download (**44**) to a Retailer (**45**) by the distribution team.

Next Steps

Zloadr is a publishing outfit, aimed at creating income revenues for creators who create content for sale on the platform. Its main roles will be the issuance of digital tokens, advertising, distributing content and management of bounty payments. The development of Zloadr will be covered via the pre-sale in Q2 2017.

Conclusion

One can see that the market of Digital Content Distribution is dominated by oligopolies worldwide. Centralized Digital Content Distribution Platform take unnecessary fees from authors and/or content consumers and have the ultimate right to manipulate (or refuse to publish) the created by authors, according to their Terms of Use. Zloadr offers a Blockchain-based open source decentralized solution to this problem, free to use for everyone.

References

https://www.draglet.com/blockchain-applications/smart-contracts/use-cases