

JESKEI

Imagine the possibilities

Problem: Video services are designed to serve studios and not content creators or consumers



Content creators with few exceptions are locked out of revenue sharing opportunities



All the IP sits with the studio or video service and not with their creators with no way to trade or monetize IP



Cinemas are squeezed by the studios and need alternative content to survive



Consumers denied a social experience by current video streaming platforms



No transparency of the flow of benefits from the consumer to all involved in the creation process



Content creators leaving platforms such as YouTube and campaigning for film industry change

Solution: Decentralise the process



Content creators are paid autonomously and transparently based on production rules



Digital assets are tokenized and owned by their creators and made available to productions or for trading



Cinemas can access new content packaged as familiar Digital Cinema Packages (DCP's)



Platform is social allowing fans and creatives to come together for mutual benefit



Content creators work together on productions, sharing the benefits fairly



Crowdfunding for new productions, merchandising, an economy where consumers fund and join the studio

Why now?

- **Rapidly growing market** (see next slide)
- Today's closed models depend on outspending other streaming services to maintain quality and variety but as more services compete and fees are forced lower to retain customers this model comes under strain. (84% of people rank cost and 79% of people rank variety of content as extremely important when choosing a video service)
- Growth of independent content creators on YouTube, independent film makers and struggling cinemas creating perfect storm right now for providing new independent content to the widest audience.
- Covid-19 accelerating home viewing audiences and content creation while putting cinemas under increased strain.
- Wider variety of content and creators needs a much better way to distribute and monetise content.
- Popular **YouTubers abandoning** the **service** due to **low revenue** making **levels** or opportunities
- Industry shift needed now to support flexible **IP ownership, revenue sharing, fund raising and merchandising**
- Next to **no opportunity** for content creators **to directly engage with the audience**

Why now?

- Global streaming market was worth \$42.6 billion in 2019[1]. It's expected to grow more than 20% per year to \$184.3 billion by 2027.
- Netflix added almost 16 million subscribers during the first three months of 2020[2] to reach **183 million** subscribers.
- Amazon prime tops **150 million subscribers** in 2020[3].
- YouTube has over **2 billion active users**[4].
- Disney+ earned 10 million subscribers in one day[5] to over **54 billion**[6].
- More households subscribe to a video streaming service than to pay TV[7]
- According to the Nielsen Total Audience Report, 84 percent of users rank cost as an extremely or very important attribute when selecting a streaming service. This is closely followed by ease of use (81 percent), variety or availability of content (79 percent), streaming and playback quality (77 percent), and speed of menu selection and content loading (74 percent)[8].
- PCs are the most popular devices for viewing content in Asia according to Conviva Q4 2019 report
- Users subscribe to an average of **3 video streaming services** according to Deloitte study
- **Access to original content** is a top reason for subscribing Deloitte found
- 44 percent of consumers cite an **ad-free experience** as being a top reason for using streaming services according to Deloitte

[1] Grand View Research - <https://www.grandviewresearch.com/industry-analysis/video-streaming-market>

[2] Netflix article - <https://www.forbes.com/sites/arielshapiro/2020/04/21/netflix-stock-up-5-after-hours-reports-158-million-additional-subscribers/#7e30fee73d18>

[3] Amazon prime - <https://variety.com/2020/digital/news/amazon-150-million-prime-members-1203487355/>

[4] YouTube statistics - <https://www.youtube.com/about/press/>

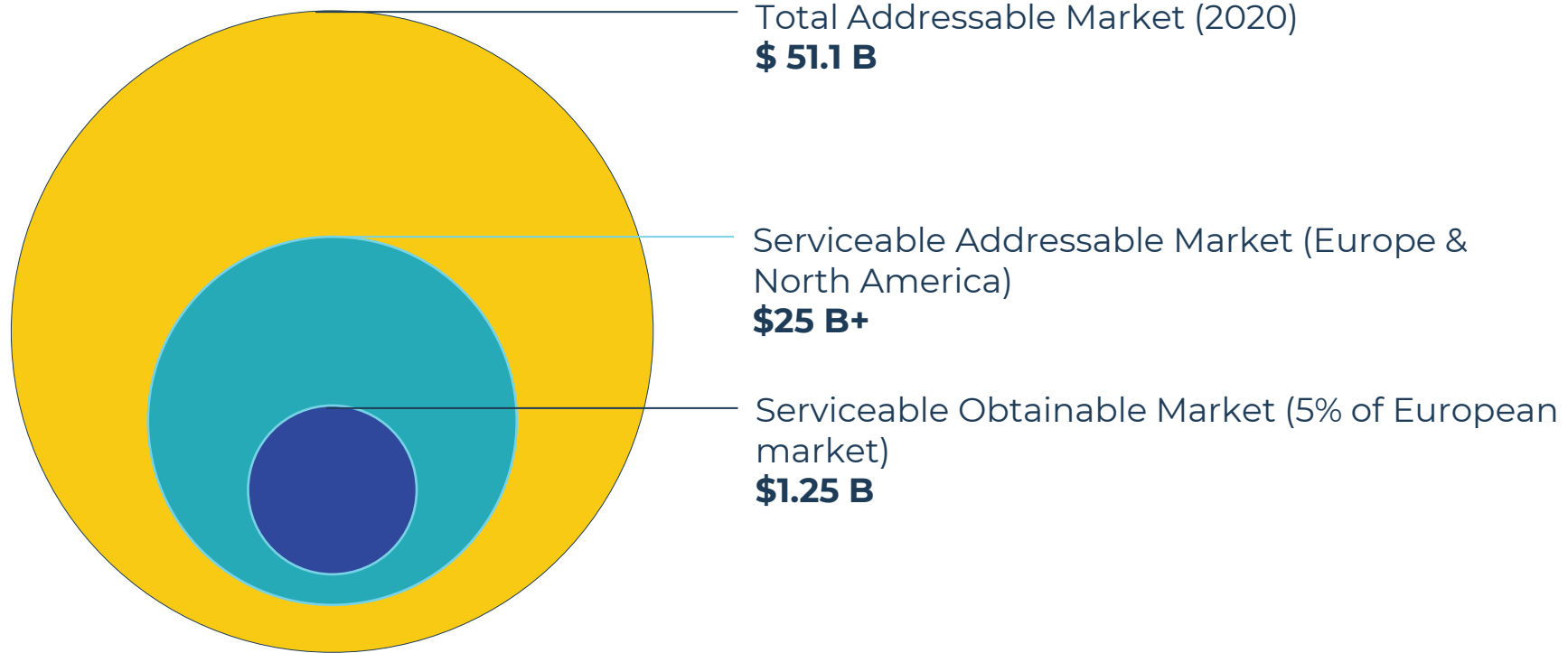
[5] Disney+ news - <https://www.theverge.com/2019/11/13/20963172/disney-plus-subscribers-10-million-star-wars-marvel-pixar-launch>

[6] Disney+ update - <https://www.cnbc.com/2020/05/05/disney-reports-33point5-million-disney-plus-subscribers-at-end-of-q2.html>

[7] Digital media trends survey, 14th edition - <https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/summary.html>

[8] Nielsen report - <https://www.nielsen.com/us/en/insights/article/2020/playback-time-which-consumer-attitudes-will-shape-the-streaming-wars/>

Market size



Introducing Jeskei



- Decentralised streaming service built on Catalyst
- Content creators turn IP into NFTs to earn
- Content creators collaborate (digital studio)
- Creators earn from Pay Per View, Subscriptions & Advertising
- Viewers form social groups following creatives and productions
- Viewers can invest in productions (be part of digital studio)
- Viewers can buy merchandise, be part of experience
- Cinemas can access broader range of content

* More content variety, value flows to creatives and independents rather than held by cartel of studios, cinemas given lifeline, viewers invited to be part of film process (social).

Introducing Jeskei

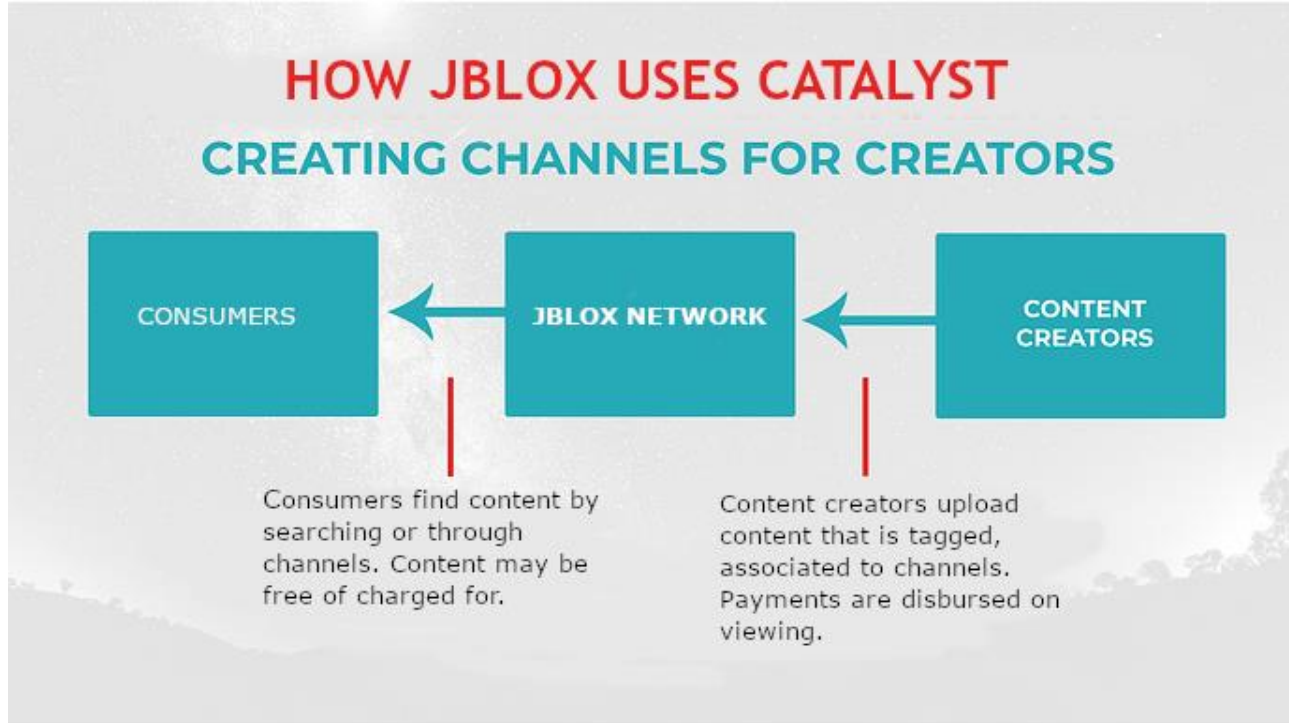
TRADITIONAL MOVIE STUDIO MODEL



Producers paid
flat rate, no
opportunity for
Revenue share

Licensed content deals:
1st 4 weeks
• Studio keeps X% of revenue
2nd 4 weeks
• Theater keeps X% of revenue

Introducing Jeskei



Competition



YouTube

Netflix

Prime

Jeskei

Atomic Network

Theta

Professional content

No

Yes

Yes

Yes

Partial

No

Home produced content

Yes

No

No

Yes

No

Yes

Support for cinemas

No

No

No

Yes

No

No

IP ownership

Partial

No

No

Yes

Partial

Partial

Revenue sharing

No

No

No

Yes

Yes

No

Decentralised

No

No

No

Yes

Yes

Yes

Business Model



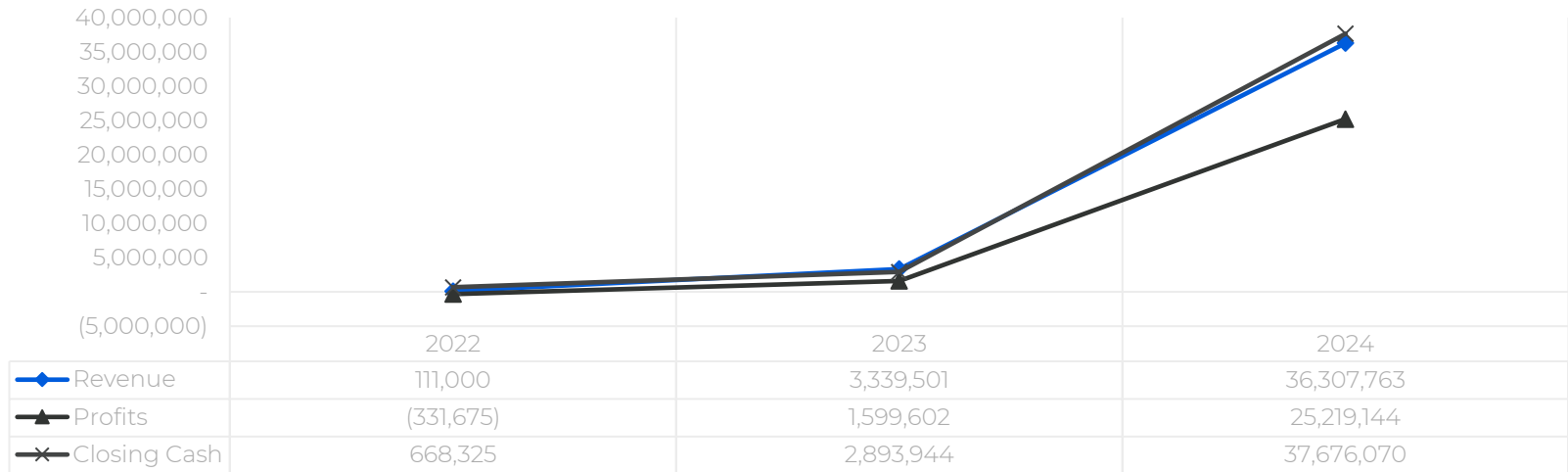
Revenue model

Feature	Cost
Standard Channel Creation	Free
Branded Channel Creation with Private Domain Name	\$100
Viewing fees for paid content	5%
Exchange fees *	5%
Advertisement fees	20%
Merchandise fees	5%
Crowdfunding fees	5%

* Exchange fees only apply when taking money out of the ecosystem. Transactions within the ecosystem are free and so paying \$10 to watch a movie that pays 100 content producers as part of a revenue split incurs one fee on the \$10 payment and not 100 separate fees.

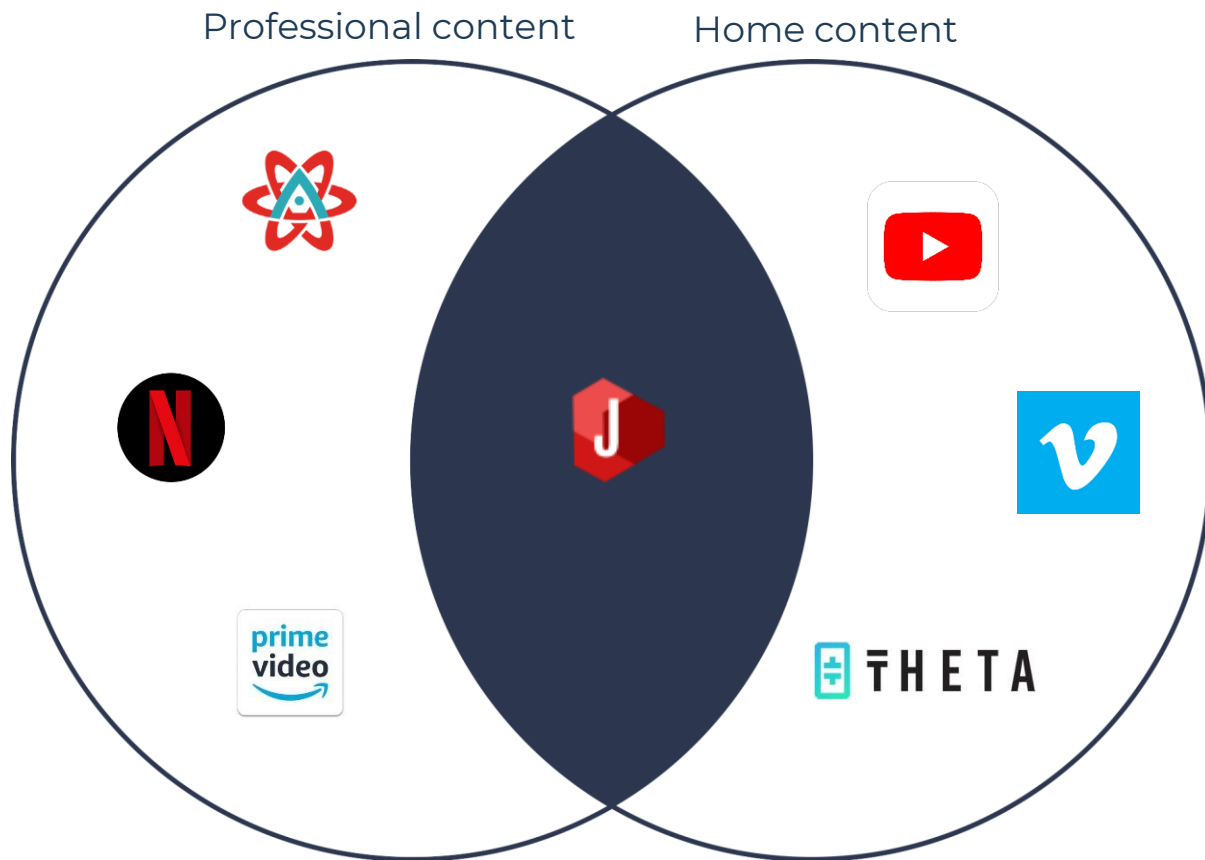
Financials

3 YEAR FORECAST



Roadmap





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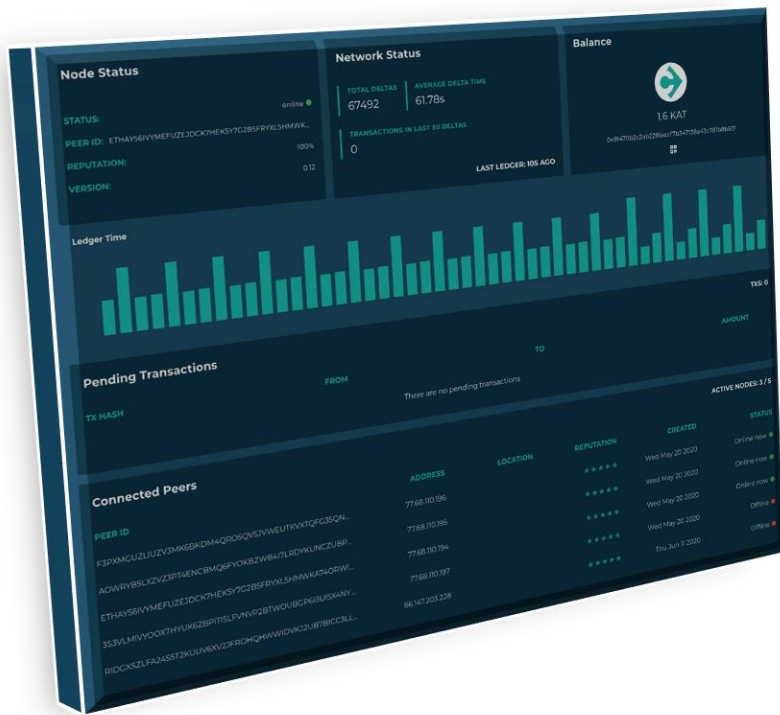
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Background



Introducing Catalyst



An [open-source protocol](#) that has been built for extensive enterprise usage. The Catalyst codebase is built from scratch and overcomes the prevailing issues of scalability and practicality.

- Business consortiums can generate synergies with complete control over shared data
- Decentralised applications to support business automation and improved resiliency
- Private instances to consolidate supply chain networks and increase efficiency
- Enhanced accountability through immutable records and data sharing on the public network

Dashboard: <http://catalystexplorer.z33.web.core.windows.net/dashboard/#/>
Block explorer:
<http://catalystexplorer.z33.web.core.windows.net/?network=Node%201>
Test network wallet: <https://wallet.catalystnet.org/#/setup/0>

Catalyst: a unique solution



Distributed File System (DFS)

Cryptographically secured data stored across multiple locations and devices

.NET Core

Compatible with widely used languages to allow for easy integration

Modular Architecture

Customizable features based on the business requirements

Ethereum Compatible

Supports all Ethereum smart contracts and dapps via virtual machine

Container Environment








Complete support to run applications without restrictions

Transaction Confidentiality

Catalyst provides the option to disclose transactions

Competition

When compared to its peers, Catalyst is more adaptive and practical for enterprise use for 3 key reasons: supported languages, integrated file storage and modular architecture.

							
	Ethereum	Neo	Corda	Catalyst	Near	Dfinity	Hedera Hashgraph
Funding (to testnet)	\$18.4M (Crowdsale)	\$4M (Crowdsale)	\$107M (Series A)	\$5M (Seed)	\$12.1M (ICO)	\$195M (Venture)	\$124M(ICO)
Github repositories	234	124	102	32 (75)	69	3	22
dApp language	Solidity	C#, Python	Kotlin	Net, Solidity	Rust, TypeScript	Motoko	Solidity
Integrated File storage	No	No	Yes	Yes	Yes	No	No
Modular Architecture	No	No	No	Yes	No	No	No
Transactions per second	20	33	6,300	1,000 (Minimum)	Not tested	1,000	10