

A distributed video curation protocol and streaming engine

Share, organise and monetise video on any site, app or device; keep 100% of your rights & revenue.



Why Paratii?

Over 2 billion people watch online video every month, and the industry grows at a ~25% CAGR. However, little of the value captured flows back to content producers: only the top ~3.5% monetised YouTube creators earn above the US poverty line. When seeking alternatives, most oscillate between the reach of a piracy-infested web and the restrictive models of new platforms, keen on building their own silos. Few approaches combine reach, flexibility, fairness and potential of valorisation.

Enter Paratii: a peer-to-peer protocol for securing your work and earning a living from video without depending on middlemen. It is designed to favour ever-deepening categorisation, foster niche-oriented monetisation models, and to work in any corner of the web.

Who is it for?

Creators who are demonetised: mirror your content on Paratii or produce originals to earn revenue that won't have to be divided with anyone else.

Video developers: build web or mobile based video-driven applications with simple yet powerful open source libraries.

Publishers against the wall in their business: plug content into Paratii's streaming pipeline, reduce costs & experiment novel monetisation models.

Advertisers seeking transparency: what about bidding on cheaper, crypto-verified impressions, with same resources used to play the old ad exchange game?

What is it made of?

Portal dApp (CMS)

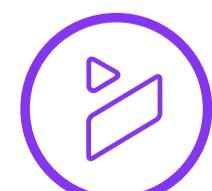


A gateway to the decentralised web, where one can register a self-sovereign identity, publish content, be free to choose among monetisation schemes, gain revenue with 0% profit-share and manage earnings.



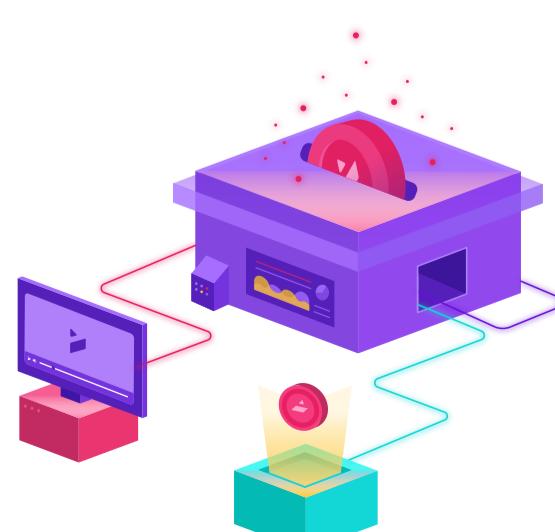
Embeddable player

A modular, extensible player that can be embedded with a single line of code, by publishers, journalists, domain owners or developers on their pages and apps. Comes with an in-player wallet for rewarding watchers, and acts as a node in the underlying p2p "CDN" network.



Protocol & token

Employs an attribution scheme + a TCR-like game to sort and curate a trusted registry, while also allowing for sublists with their own rulesets to be deployed by virtually anyone.



Status

Incorporation	Estonia	7
Full-time team members		2
Product versions released so far		+400 videos
Portal dApp being tested		

Roadmap

Private seed round	Jun-Jul'18
Public test net soft launch	August'18
Main net token launch	Q4'18

Token Metrics

Token-type	Work token, TCR-like
Supply	150,000,000 PTI
Private sale hard cap	US \$ 6,68 M



- 60% Network issuance (minting)
- 15% Token private sale
- 12% Foundation reserves
- 7% Advisors
- 6% Founding team

Core Team

Decades of accumulated experience in building enterprise-grade software, the advertising industry, and the audiovisual production ecosystem.



Felipe Sant Ana Project Lead

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Investors & Advisors



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