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# 1 Resume

The Trus Protocol is a content revenue distribution system powered by blockchain network. When a user requests for settlement after revenue is generated from the content, the revenue can be fairly distributed according to clear standards such as content-related information.

The system can solve the deep-seated problems of the content market, which is enjoying exponential growth. The first problem is the lack of clarity in the pattern of revenue distribution. Current revenue distribution structure is unreasonable as content creators only receive fixed amounts of earnings, regardless of the total revenue generated by the content. It is also unreasonable as content creators usually receive the same amount of income. Additionally, reinvesting in content and creating new content is delayed as the process from revenue generation to revenue distribution is complicated. Eventually, exponential growth in the number of content cannot be expected.

The Trus Protocol builds a foundation for solid content market growth by solving the aforementioned problem. Our protocol establishes an ecosystem where quality content can be created continuously, distributing content revenues with fair and clear standards, while simplifying the content revenue settlement and payment process. Eventually, Trus will improve the content ecosystem as a whole so that content contributors can focus on creative work while also securing their rights.

## **2 Exponential growth of the content market**

2. The exponential growth of the content market Users can easily access and use diverse content due to the development of the Internet, an unlimited virtual space and infrastructure that powers the Internet.

Greater awareness of internet users about content leads to strengthening the content market as users not only consume content but also generate revenue by submitting self-made content. In the case of the Over-the-Top (hereinafter referred to as "OTT") market, a market represented by Netflix, the market expects an increase in global market size of \$1 trillion by 2027, according to research conducted by Allied Market Research.

2.1 Low Revenue Distribution Pattern It is clear that the total volume of content revenue is increasing along with the strengthening of the content market. However, in most cases, most suppliers that contain the fixed amounts of the original source provided by the contractor receive the same amount according to a tax provided by the contractor. Furthermore, contributors who have participated in creative work are overlooked in the process of distributing forms and tools that lead to a small number of studios and a small number of revenue when certain content receives great attention from the market for its value. In other words, most contributors who participated in carrying out creative work do not receive adequate amount of rewards.

## 2.2 Inefficient content creation process

Alongside the diversity of content that is sacrificed by the logic of capitalism, it is difficult to expect qualitative and quantitative growth due to the current content creation process that only aims to maximize profitability. In order for contributors to receive the revenue generated by the content, they have to go through a complex, time-consuming process. Therefore, inefficiency occurs during the process. In most cases, contributors who participate in creative work have a hard time burdening labor costs, technical expenses, and production costs required in the early stages.

However, it is necessary to improve the efficiency of the process, including the investment, creation and distribution of revenue, as it is impossible to ignore the profitability of the content. In short, the need for a platform that distributes revenue accurately and quickly according to standards and allows the reinvestment of revenue for content creation.

## 3 Vision

### 3.1 Fair distribution of revenue

The Trus Protocol suggests clear standards for fair revenue distribution. The standard is transparently open to everyone as the standard is written into the blockchain network. Therefore, the standard is protected from individuals and entities that pursue unjust and irrational private interests. In addition, the pattern can be used to reduce costs that may arise from unnecessary conflicts.

### 3.2 Sustainable ecosystem for content creation

Content creators can continually produce quality content as they The system alleviates the cost burden by allowing immediate settlement of payment upon request of the content contributor. Content creators can focus more on creative work as the system supports them to overcome the limits of the current content market, where big studios, distributors and agencies have initiative.

### 3.3 Protection of Content Asset Rights Ultimately

The Trus Protocol will develop an ecosystem that accurately suggests shares within content and protects the rights of content assets. Revenue generated from the content is paid to contributors according to individual shares of content as per terms and conditions becomes content participation.

## **4 Innovative revenue distribution**

### **4.1 Innovative Revenue Distribution**

Trus Protocol is the system for distributing revenue from a content based on the contribution each contributor makes to the content. This serves as a clear pattern for distributing the revenue from the content. Content shares, which used to belong only to a few product writers, including the director and screenwriter, are now also distributed to collaborators who have explicitly participated in the production. Contributors can enjoy a persistent income through content to which they have contributed and that can serve as an incentive to value the quality of content. In addition, the cost burden for creators has been reduced by simplifying the plex revenue distribution process. The revenue generated from the content can be verified in real time, and as its settlement is daily, the distribution of revenue is made to the content contributors in a short time. Such an efficient settlement system facilitates quantitative content growth through production circulation, revenue distribution and reinvestment.

### **4.2 Use of cross-platform data**

The strength of Netflix, a global OTT company, is not just the subscription economy. The key point of Netflix is 'Custom OTT'. They collect and analyze viewership data from their subscribers to provide personalized curation service. But Trus Protocol is not limited to a certain platform, it can collect data from subscribers on various OTT services to be added. So simple but clear big data consisting of content and users just can be built and personalized service beyond the 'platform' limit can be provided.

## 5 Expected scenario

### 5.1 The content creator

Content creators must continually focus on doing creative work earning revenue through guaranteed content rights. In the case of video content, securing content rights on OTT platforms has become a major issue, as revenues generated from online platforms including but not limited to OTTs outstripped revenues generated in theaters. The Trus Protocol may secure the Creator's individual content rights based on reliable information such as contribution information. As such a force can attract potential and current content creators, content creators will upload and showcase their creative work.

### 5.2 Content Provider

OTT platform companies including but not limited to Netflix, Amazon Prime Video Plus are investing in content creation on an ongoing basis to grow subscribers and increase retention rate. The purpose of original content is to retain consumers. However, content channels must be diversified in order to maximize revenue per content. The pricing system that allows users to pay for content is necessary to monetize individual content, as the differentiation strategy is weaker when content is shared across different platforms simultaneously. Our protocol can be adopted as a solution that connects these niche markets.



### 5.3 Content Consumer

As different content platforms appear and the subscription system becomes popular, content users have become able to enjoy a wider range of content at a lower cost. However, the time limit on content consumption has ironically increased the psychological cost of choosing the platform. As a service focused on individual content consumption and not on the OTT platform, Trus Protocol can solve an inconvenience that consumers may experience.

## 6 Token metrics

### 6.1 Token distribution

Reserve 30,000,000,000 50%

Token sales 1,200,000,000 2%

R&D 3,000,000,000 5%

Marketing 7,500,000,000 12.5%

Operation/ecosystem 15,300,000,000 25.5%

Staff and CEO 3,000,000,000 5%

Total 60,000,000,000 100%

\*\*Reservation blocked for 3 years after listing on the first exchange.

\*\*Team and ceo blocked for 1 year after listing on the first exchange