



TRUS

PROTOCOL



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1) Resume

The Trus Protocol is a content revenue distribution system powered by blockchain. When the revenue is generated by the content it can already be distributed according to clear and fair standards and information regarding the content.

The system can solve serious problems in the content market. The first problem is the lack of clarity in the current distribution pattern. The current Distribution Standard is not understandable as content creators only receive fixed amounts regardless of the total revenue generated by the content. Additionally the creation of new content are delayed with form the revenue generation process for current and complex distribution revenue.

Our Protocol solves the above mentioned problems. Furthermore, the Trus Protocol establishes an ecosystem where content can be created continuously. With the revenue being distributed fairly and clearly.

2) **Content market growth**

2.1 Significant growth of the content market

With the growth of the content market, users can easily access various content. Due to technological advances that allow access to more modern devices and support platforms of "OTT" styles.

Greater awareness of these users leads to the growth of the content market, as they not only consume content, but also generate revenue by submitting self-made content.

In the case of Over-the-Top (hereinafter referred to as "OTT") , a market represented by Netflix and Amazon Prime. The market expects an increase in the global market size of US\$ 1 Trillion in 2027. According to a recent study carried out by Allied Market Research.

2.2 Unclear revenue distribution system

With the growth of the content market so does the total volume of revenue distribution. However, most of the contributors who participate in the process of creating these contents only receive fixed amounts of fees from the revenue generated by the content. Furthermore, most contributors are overlooked in the distribution process while platform, agencies and studio take most of the revenue.

2.3 Ineficiente new contente creation process

As the current content creation process is only aimed at maximizing profitability. In order for contributors to receive the revenue generated by the content they go through a complex process that takes a lot of time. As a result, there is an inefficiency in this current system. In other words, most employees have difficult and overworked times. And all this complexity and delay in revenue distribution ends up delaying the creation of new content.

Therefore, it is necessary to improve the efficiency of the process in the creation, investment and distribution of revenue. Finally, a platform that distributes revenue quickly according to standards is needed.

3) **New revenue distribution**

3.1 Fair distribution of revenue

The Trus Protocol suggests a clear and fair Revenue Distribution system. A system open to everyone in a transparent way and with data recorded on the blockchain network. Protecting the system from individuals or entities that pursue unfair private interests.

3.2 Sustainable ecosystem for content creation

The extent to which the system reduces the cost charge, allowing immediate withdrawal of payment upon contributor's request. Pleased the contributor can indulge more in their creative works.

4) **Trus protocol ecosystem**

4.1 New revenue distribution

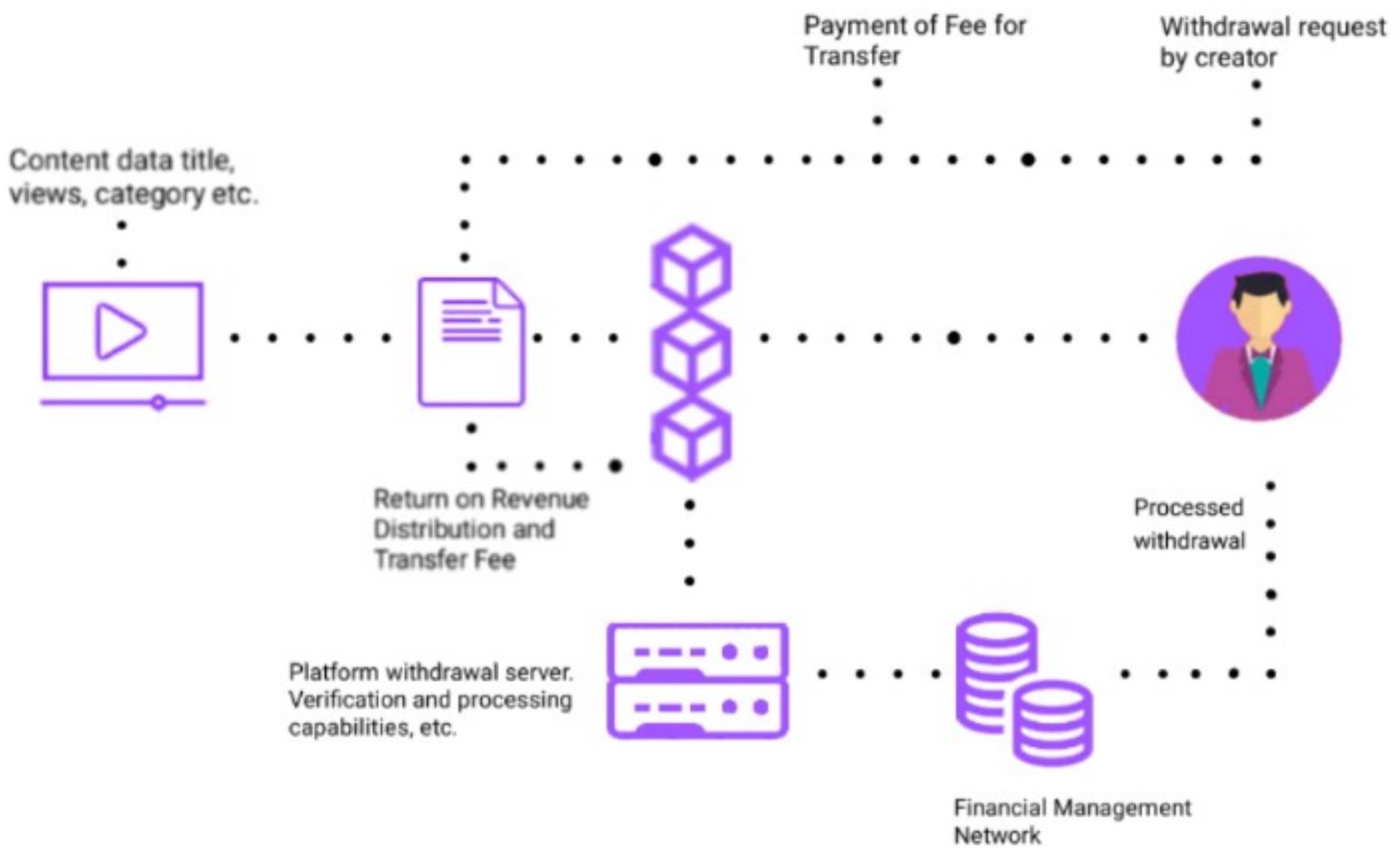
Trus Protocol and the system for distributing revenue from content with part of the collaboration of each contributor. Serving as a clear revenue distribution pattern. The revenue from the content that used to belong to a few producers and writers is now also distributed to other contributors. That they can enjoy an income through the content, in addition, it serves as an incentive for them to increasingly value the quality of the content. The system also reduced the cost burden for creators by simplifying and streamlining the revenue distribution process. The revenue generated by the content can be monitored in real time and its settlement is daily.

4.2 Use of cross-platform data

Leading global OTT companies collect viewership data from their subscribers to provide personalized service. The Trus Protocol does not only record data regarding the content, It also collects data from subscribers of this style of platform consisting of content and users and users can only be built and personalized services. Furthermore, the Trus Protocol is not limited to just one platform and can provide this service to all of them.

5) Architecture of the new distribution system

5.1 Revenue Distribution System Architecture



6) Expected scenario

6.1 Content creators

Content creators must continually consent to doing creative work earning revenue through content rights. In the case of "OTT" style platforms but not limited to them, it became an important issue as the revenue generated by these platform styles exceeded the revenue generated in the cinema. The Trus Protocol guarantees the creator's individual right based on reliable information. Attracting new potential new creators who will be able to upload their creative work.

6.2 Content Provider

"OTT" platform companies but not limited to them. They are investing in content creation on an ongoing basis. To increase the retention rate and subscribers. Therefore, channels must differentiate themselves in order to maximize the revenue generated by the content. With the faster distribution system and reinvestment in content this allows channels to focus on differentiated content making it different from other platforms. The Trus Protocol can be adopted for faster revenue distribution, but also as a solution for diversifying content from platform to platform.

7) Token nomics

7.1) Trus protocol token distribution



Reserve 30,000,000,000 50%

Token sales 1,200,000,000 2%

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

Marketing 7,200,000,000 12%

Operation 4,200,000,000 7%

ecosystem 11,400,000,000 19%

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**