VirtuTV/Token Platform Whitepaper V1.0
virtu.media
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A decentralized video consumption and monetization platform
benefiting creators and viewers

Contents

1. Abstract

VirtuTV utilizes the Ethereum blockchain to power a decentralized p2p full-stack application that

- allows users to compensate content creators via
  - pay-per-view
  - one-time and recurring donations that unlock special content by creators
- allows content creators to earn the majority of pay-per-view and donation revenue
- allows content creators to earn half of all advertising revenue
- allows non content creators to earn by streaming videos and flagging content that goes against VirtuTV's policies (read below)

Currently YouTube creators that earn income for themselves find that their content is arbitrarily removed or that they are no longer eligible to earn income from their content due to having a message differing from an advertiser.

Content should not be censored because it is not advertiser friendly. The VirtuTV platform is designed to solve this problem.

VirtuTV's community will self police itself against content that goes against VirtuTV's policies (read below) due to compensation given to successfully flagging content.

YouTube	VirtuTV
Bank Account, Tax Information, Mailing Address needed to earn income	**No personal information needed**
Google Adsense Account needed	**No additional account needed**
Monetization must be turned on	**Monetization is enabled by default**
Earn only from ad engagements	**Earn per view, from one-time and recurring donations, ad-revenue and from streaming content**
Start at 0 upon sign up	**Receive 10 Virtucoin upon sign up**
Get paid once per month for previous month's income	**Get paid instantly**

YouTube	**VirtuTV**
Must earn minimum of $100 to receive income	**No minimum required**
Demonetizes Content Creators	**Will always monetize content**

1.1 Vision

VirtuTV's vision is to build a decentralized video consumption and monetization platform that is aligned with the interests of its content creators, and is governed by 3 main principles:

- **Anonymity**: Tax information, mailing address, bank account, are not needed to earn income.
- **Anti-censorship**: Since we do not rely solely on ad revenue to compensate content creators, this allows us to protect freedom of speech while preventing advertiser-driven censorship.
- **Fair compensation**: Users are instantly set up to earn income upon sign up. Content creators are compensated generously, receiving 50% of ad revenue, 90% of pay-per-view revenue, 90% of donations for locked content, and 95% of donations for unlocked (public) content.

1.2 The problem

Making a living as a content creator is difficult. Three problems creators often have are (i) demonetization and censorship, (ii) not being compensated fairly (iii) slow setup of monetization.

1.3 The solution

Instead of relying solely advertising revenue like YouTube, content creators on VirtuTV get the bulk of their compensation from pay-per-views and donations. Setting up the system in this way aligns VirtuTV's interests with content creators and not advertisers.

VirtuTV gives 50-95% of the revenue to the creator of the content.

All users are automatically ready for monetization upon a simple quick sign up.

1.4 The platform

The platform stores videos on a decentralized, blockchain-based, peer-to-peer (P2P) data store. Video content that fits VirtuTV's content policies can never be altered or deleted.

Since there is no central authority governing the rules of VirtuTV, censorship is nearly impossible for content that fits VirtuTV's content policies.

The long term vision is to have an all-encompassing media consumption and monetization platform that compensates
- users to stream media (instead of compensating the cloud)
- content creators for content creation via
  - views
  - donations
    - one time
    - recurring
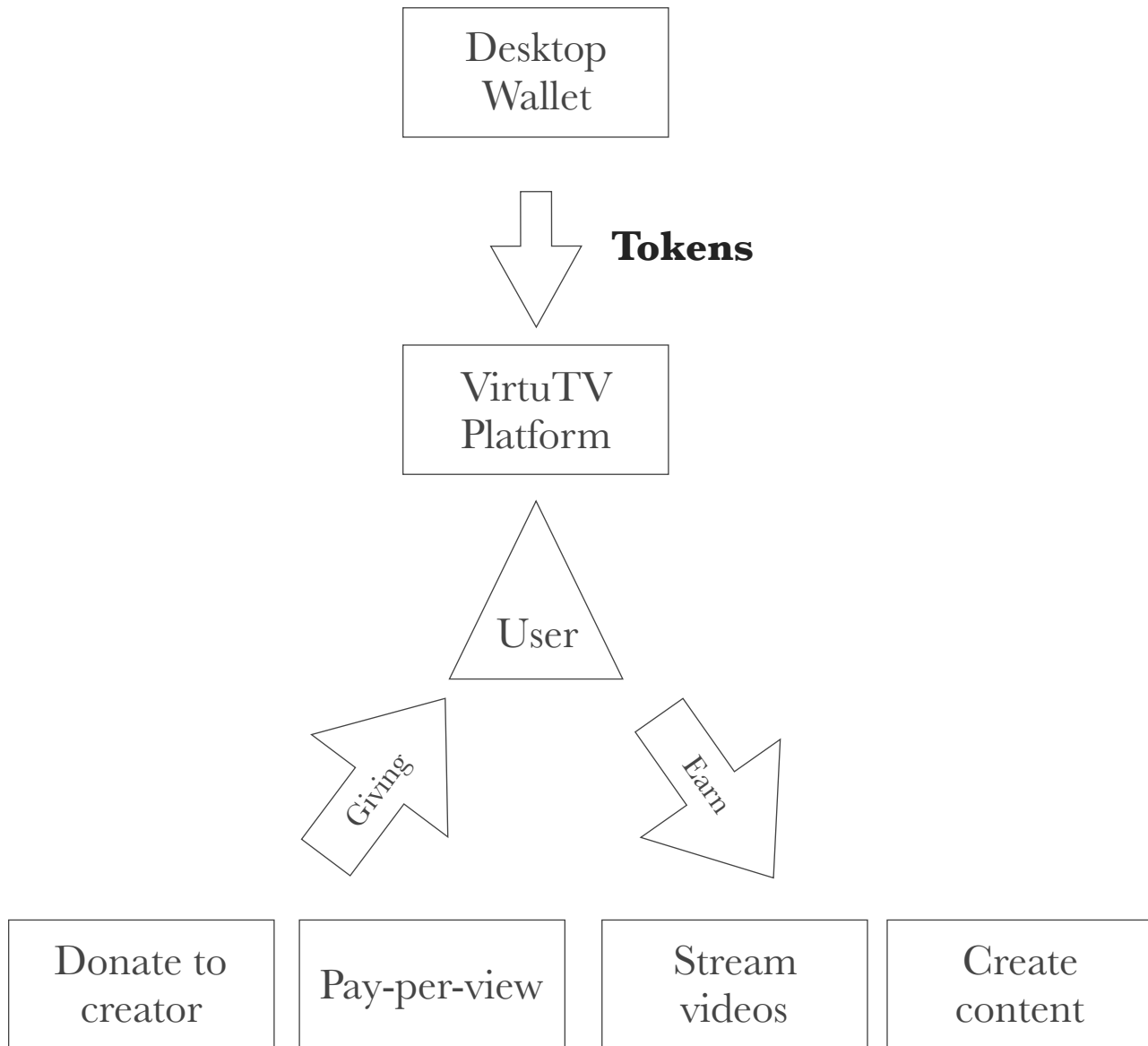 - ad engagements

Diagram of user flow

Desktop
Wallet

Tokens

VirtuTV
Platform

User

Giving

Earn

| Donate to creator | Pay-per-view | Stream videos | Create content |

Figure 1.1

2. Token and monetization

"Virtucoins" [VRTU] are the currency of the VirtuTV platform, which are used to fund creators content and streaming of videos. Built around Ethereum's smart contract technology, the user is free to store the tokens on a compatible Ethereum enabled wallet or the VirtuTV online wallet. You can trade Virtucoins like you would with any other cryptocurrency.

The first 30 seconds of each video will be free to view, but streaming costs will still be paid.

2.1 App VRTU Token

Virtucoins (VRTU) are a special kind of Ethereum token. VRTU is the base currency for services performed on the VirtuTV platform. VRTU is paid to content creators, video streamers and viewers. There is a total supply of 100 million Virtucoins, and half the supply will be given to early adopters. When a user signs up, they will instantly receive 10 VRTU for free.

2.2 App Token Usage

For the alpha product, content creators are rewarded with VRTU via one-time and recurring donations, views per video and ad revenue. Non-content creators are rewarded with VRTU via streaming videos. You can transfer VRTU tokens to a personal Ethereum wallet.

2.3 App Token Fees

VirtuTV platform charges platform fees. The platform fees support VirtuTV operations and future product development.

Donation Fees
- If content is unlocked (public)
    - 95% goes to its creator
    - 5% platform fee
- If content is locked
    - 90% of every donation goes to its creator
    - 5% will go to file streamers
    - 5% platform fee

View Fees

- 50% will go to content creators
- 5% will go to file streamers

- 45% platform fee
- 1% will go to a community bounty pool which will encourage community to flag inappropriate content and keep the platform kosher

Advertising Fees
- 50% goes to content creators
- 50% platform fee

2.4 Standard Wallet

VirtuTV is compatible with Ethereum wallets (Ethereum Foundation/Consensys/Parity). These token wallets are secure to transfer tokens to the VirtuTV online wallet.

2.5 Security

Security audits will proceed each product launch to the public. Security is treated with the highest priority. VirtuTV will subject its entire platform to detailed audits to ensure VTRU moves as intended. Additionally, we will build a dedicated server that will monitor transactions and suspicious behaviors anonymously.

3. Technology Roadmap

3.1 Roadmap in depth explanation

Product	min financing	mid-max financing
Alpha α	**Q3'17-Q4'18** - Support for VRTU tokens - Ability to post videos - Video streaming - Creator profiles - Community filtering of adult and inappropriate content - Online Wallet - Like/Dislike, favorite videos - Subscribe to creator - Flagging of content - Receiving of bounty, if content is successfully removed	- Ability for creator to set one-time and recurring donations - Private content unlocking for donations - Mobile ready - Nested Comments - User Authentication - Free 10 VRTU upon signing up to VirtuTV
Beta β	**Q1'18-Q2'18** - Ability to stream video content - Monthly pledge goals per user - Fiat currency acceptance - Creator reputation point system	- Community video feed - "Explore creators" tool - Build APIs and SDKs that allow developers to design custom organizations as needed
Beyond β	**Q3'18-beyond** - Evaluation of project and community feedback conferences and events - Support for live-streams	- Evaluation of project and community feedback conferences and events
Legend		
min	1000 ether	
mid	10000 ether	
max	62,500 ether	

3.2 α phase

The alpha phase is the commencement of the VirtuTV platform, which is aimed at cryptocurrency users who will help us build the largest decentralized video consumption and monetization platform on the internet. It includes the *CrowdSale* (explained in detail in Section 4), the exchange acceptance that will enable our users to trade their tokens,

and the development of the α client. All of our clients will eventually be *Open Source, but only when* we feel that the development has progressed enough.

Initially, we will make our dApp code repository private, to prevent others from easily copying our project and profiting from our hard work. The website and token-contracts will be open source. The source code will eventually be published on our Github under the GPL. Please see the Roadmap chart above for detailed features regarding the platform.

3.2.1 Receive Virtucoins Upon Signup

Users who signup to the platform will automatically receive 10 Virtucoin (VRTU). The signup bonus will continue until all of the 50,000,000 VRTU that are allocated to creators are exhausted or given away.

3.2.2 Monetizing content

Monetization options for creators include:
- pay-per-view (after the first 30 seconds)
- locked content that donators can receive by one-time or recurring donations
- ad engagements

Creators can set Kickstarter-style monetary goals on their profile.

3.2.3 Online Wallet

An online wallet will be made for the VirtuTV platform. It will be capable of storing and transferring VRTU.

3.2.4 Bounty Rewards

Users will be compensated for flagging videos that don't meet VirtuTV's content policies. Please read below for the policies.

Users earn a small portion of a community bounty fund.

3.3 β phase

The beta phase includes different measures that aim to open the VirtuTV platform to users who are not very familiar with cryptocurrency and attract them to its usage. This includes but is not limited to:

3.3.1 Publicity campaign

We will start promoting the VirtuTV video consumption and monetization platform to non-cryptocurrency users by communicating to video channel owners and the TV industry. All communication will be explained and publicly available in the VirtuTV Slack. We want to maintain an open relationship with our community. Users will be informed and asked to vote for some decisions regarding the future of the platform.

3.3.2 Customization options

Customization options for creator profiles will be added, and everyone will be able to create their own theme or purchase from an existing list of themes.

3.3.3 Reputation system

Creators are incentivized to post high quality content on the VirtuTV platform. VirtuTV will use internal algorithms that include multiple independent and dependent variables to judge creators reputations. The reputation is a score from (Low quality) 1 to 100 (High quality). Creators with the best reputation scores will have their content promoted on the platform. Creators with the worst reputation scores could lose platform privileges. The reputation score is displayed on the creator's profile for users to see.

3.4 Beyond β

This phase will be inaugurated with a public convention where we'll invite fans and developers to collaborate.

3.4.1 Convention

Once we have a high number of users we will encourage collaboration among content creators and fans by hosting a live convention. Brainstorming and learning from another social event is how VirtuTV will stay connected to its "for the people" mind set.

3.4.2 Support

At this point, the platform will have a pretty big user base so we will hire dedicated support staff for the platform to answer any questions and solve any problems our users experience. This includes the next point:

3.4.3 Anti-piracy moderation

We will employ moderators to complement our automatic piracy detection system. If a creator has been caught pirating content, their *reputation* score will be severely impacted. Creators with too low of a score will be unable to monetize their content. VirtuTV is meritocratic: Only the best creators that are judged entirely by their peers and the VirtuTV community will be permitted to monetize content.

4. Crowdsale

The Crowdsale is the process of raising funds for the development of the platform by selling Virtucoins (for more information on Virtucoins refer to Section 2, "Token & Monetization"). Everyone can check how and when the funds are spent. We will release a weekly report on the current state of development on our blog.

The start date of the Crowdsale is the **9th of August 2017 at 6:30 PM (EST)**. It ends the **9th of September 2017 at 6:30 PM (EST)**.

4.1 Crowdsale summary

VRTU created per 1 ether	160 VRTU
Maximum ether	62500 ether
Minimum ether	1000 ether
% of tokens to creators and crowdsale	80%
% of tokens to VirtuTV Team	20%
Maximum number of VRTU's generated	100,000,000 VRTU
Reserved for VirtuTV creators that signup	50,000,000 VRTU
For crowdfunding participants	30,000,000 VRTU (10,000,000 Cap)
For the VirtuTV founding team	15,000,000 VRTU
For additional team members, for recruiting engineers, legal and other expenses	5,000,000 VRTU

4.2 Expectations of funding for the realization of the roadmap

Some points of the roadmap, such as compensating engineers, the publicity campaign and the physical events require a lot of funding. The following explanation estimates the amount of funding the Crowdsale would need to reach to complete each step of the roadmap.

1000 ETH RAISED	We will create the alpha client
10000 ETH RAISED	We will create the beta client and have enough funds to finance marketing campaigns to promote the usage of the platform.
25000 ETH RAISED	We will be able to move beyond β. We will be able to employ full time support.
45000 ETH RAISED	With this amount of funds we will be able to organize meet-ups, conferences and other physical events
62500 ETH RAISED	There are enough funds to complete everything on the roadmap and invest in the promotion of the platform with high-profile creators and much more; perhaps proposals by our own users.

4.3 Budget

Estimations of what the funds will be used for. We assume that with maximum financing we will be able to finance a team of about 15 people of mostly developers for a time period of approximately 5 years. Other costs will go to an office in the New York City Metro or Bay Area, as well as other fringe employment related costs. Marketing will focus on user acquisition, building brand equity and establishing bilateral partnerships.

Field	Portion of the budget
Development	50%
Marketing	25%
Conferences	10%
Hosting/Legal/Misc	10%
Data Storage	5%

4.4 Crowdsale Smart Contract

Our Crowdsale is based on the Ethereum smart contract system. To learn more about smart contracts, refer to Ethereum's Github documentation. The VirtuTV smart contract will be published on Github, and you may verify every statement made in this document by checking the smart contract code once it is published or before purchasing any tokens.

Our Crowdsale requires a minimum of 160,000 tokens sold (1000 ETH). If this amount is not reached, funds are returned to the investors. This can be seen in the following section of the code:

```
/* if the funding goal is not reached, investors may withdraw their funds */
uint public fundingGoal = 160000; //minimum number of tokens to be sold

/* maximum amount of tokens to be sold,(investors) */
uint public maxGoal = 10000000; //maximum number of tokens to be sold
```

5. Our team

Pavan Katepalli | Full-stack developer
Pavan is a seasoned internet and education entrepreneur with significant startup experience. Currently, he teaches data analytics at UC Berkeley. In the past, he's taught web development at Rutgers University and Barnard College. He is the founder of INRtracker.com, a personal health management tool designed for Warfarin patients, and Chief Learning Officer of Trilogy Education Services, a technology education company, which he helped scale to over 25 colleges across the United States, and over 300 employees.

Vincent Porta | Full-stack developer
Vincent is a full-stack and open source developer, and is a master's student in Software Engineering at Stevens Institute of Technology. Vincent has made popular open source contributions that have consistently been the most downloaded and used in their respective categories. Prior to becoming a professional web developer, he was involved in real estate sales in the NYC Metro Area.
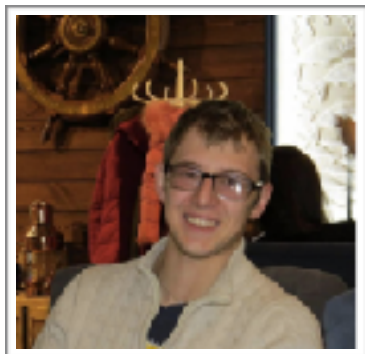
Nick West | Full-stack developer

Nick West is a full-stack developer who has been working full-time as a technologist and technology educator at Rutgers University for seven years. Nick recently made an open source contribution to the React Native developer community, and has published multiple mobile apps. Nick currently sits on the board of hyper-local news outlet *New Brunswick Today*, and is an occasional contributor to outlets such as *InsiderNJ* and *The Star Ledger*

William Vasquez | Full-stack developer

William is a full-stack web development professional bringing years of experience from different roles in both large and small companies. He founded Phuyu S. A. C., a strategic consulting company for brands, which he successfully exited in 2014. Of Peruvian descent, William holds an MBA from the Universidad del Pacífico, and has competed in various startup competitions including UPC University's START UPC, where his team took first place. Currently, William works as a consulting software developer for Citibank.

Dzmitry Dubarau | Full-stack developer
Dzmitry is a Michelin star chef, and was the personal chef to Michael Jordan. He speaks fluently in Russian and Belorussian and holds a degree in Veterinary Medicine. Dzmitry is also a talented software developer and is proficient in various languages including JavaScript and PHP. Dzmitry currently works as a full-stack developer at Telesource.

Matt Davis | Full-stack developer
Matt is a Software Engineer at Senseye Inc where he programs computer vision algorithms and video processing pipelines. Matt is a rare coding talent and is currently ranked in the top 8% on Hackerrank. Matt is proficient in a number of languages (Python / Java / C++ / JavaScript), algorithms, data structures, AI and VR (Amazon Echo/Alexa, A-Frame/WebVR), and game development. When he is not building software, he is working as a Senior Programming Tutor for top tier universities like University of Texas at Austin, Rutgers University and Northwestern University.

6. Blockchain

6.1 Benefits

Why choose the blockchain as infrastructure? A blockchain-based financial-social platform reduces financial friction (high fees, low liquidity, accounting records, potential fraud from organizers) and automates an existing concept already proven in communities online, such as Patreon and Twitter.

We foresee that blockchain technology will impact the video consumption and monetization sector in the following core areas:

A. **New Revenue Sources**. Smart contract technology enables end-to-end automation of payments. This substantially lowers operating costs for media corporations and allows creators to be more independent.
B. **All-Inclusive Digital Identity**. Digital identities on Blockchains create opportunities for individuals to transact across international borders without the hassles of conflicting governance and corporate bureaucracy.
C. **Transparency**. On most blockchains, transparency is a platform-level feature. All data in a smart contract based system is publicly audited and can be freely analyzed by third parties, while preserving privacy as required.

6.2 Decentralized Applications

Applications that use smart contracts for most of their backend processing are called dApps. A dApp is short for decentralized, or a distributed application. The user interfaces for these dApps consists of languages you may already know of such as HTML, CSS and JavaScript. These files can be hosted on a traditional trusted web server (in a centralized way) or via a decentralized file service such as Swarm or IPFS.

See the diagram below to better understand the differences between centralized and decentralized applications.

6.3 Censoring Content

We reserve the right to remove content from our particular site that violates our content policies, but the content will remain on blockchain indefinitely. Since the Ethereum blockchain is public, the content is made available for all to view anywhere in the world. There is no central authority that can remove the content on the blockchain.
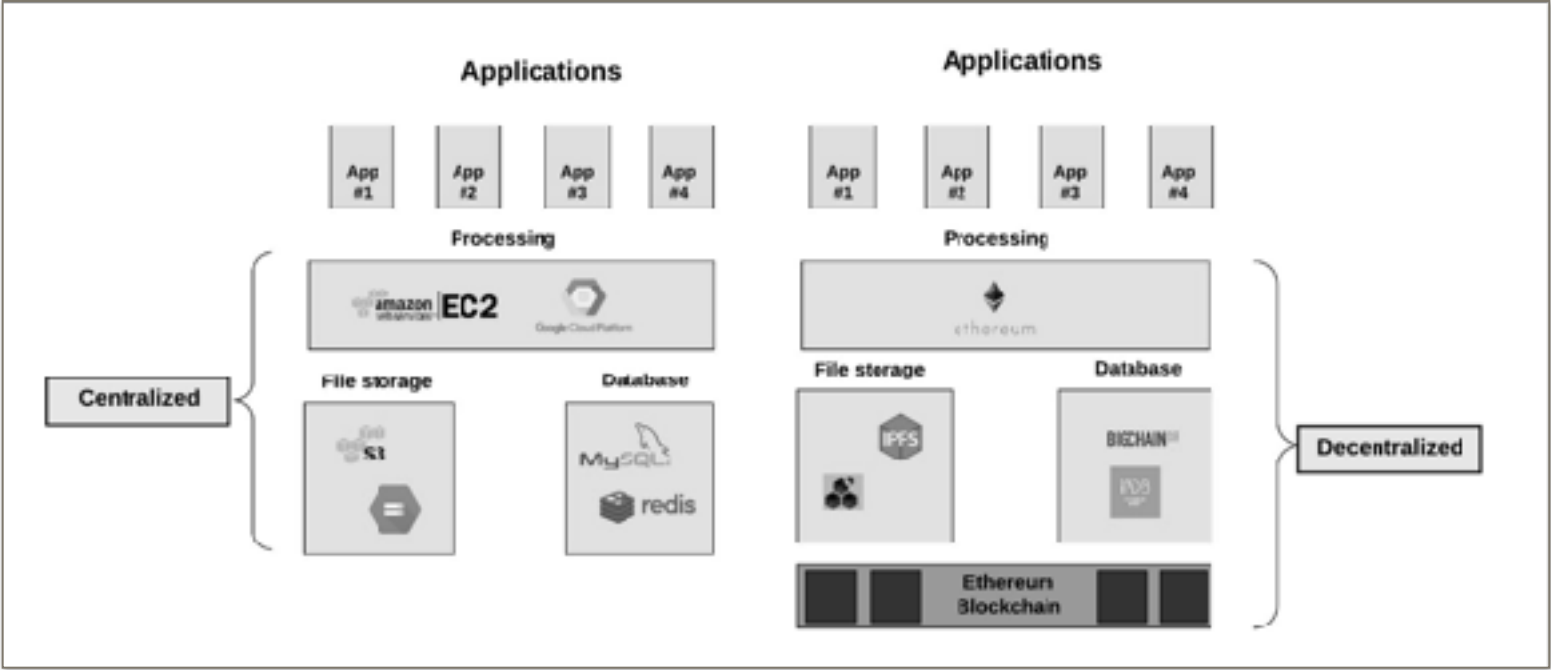
Centralized vs. Decentralized Applications

Figure 1.3

7. Risk Disclosure for the VirtuTV Coin Crowdsale

Last Updated June 23, 2017

VirtuTV RISK DISCLOSURE DOCUMENT - RISKS ASSOCIATED WITH Virtucoin AND THE VirtuTV NETWORK

This document does not constitute an offer or solicitation to sell shares or securities in VirtuTV, Inc. or any related or associated company. Any such offer or solicitation would be made only by means of a confidential offering memorandum, which this is not, and in accordance with the terms of all applicable securities and other laws. None of the information or analyses presented are intended to form the basis for any investment decision, and no specific recommendations are intended. Accordingly, this document does not constitute investment advice or counsel or solicitation for investment in any security. This document does not constitute or form part of, and should not be construed as, any offer for sale or subscription of, or any invitation to offer to buy or subscribe for, any securities. VirtuTV, Inc. expressly disclaims any and all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this document, (ii) any error, omission or inaccuracy in any such information or (iii) any action resulting from such information. VirtuTV Token, ("Virtucoin"), is a cryptographic token used by the VirtuTV network, operated by VirtuTV, Inc. (the "Company"). Virtucoin IS NOT A SECURITY AND THIS IS NOT AN OFFER TO SELL A SECURITY. Virtucoin IS NOT AN INVESTMENT AND SHOULD NOT BE PURCHASED AS AN INVESTMENT. If you purchase Virtucoin you certify that you are doing so out of a desire to use or consume Virtucoin on the VirtuTV network, to participate in the VirtuTV community, or to attempt to personally generate any consideration by using Virtucoin on the network or in the community. You certify that you are not purchasing Virtucoin for any speculative, investment or other financial reasons. Virtucoin is not a cryptocurrency of value. At the time of this writing, Virtucoin (i) cannot be exchanged for goods or services, (ii) has no known uses outside the VirtuTV network, and (iii) cannot be traded on any known exchanges. There is no guarantee – indeed there is no reason to believe – that the Virtucoin you purchase will increase in value. Virtucoin MAY – AND LIKELY WILL – DECREASE IN VALUE. Virtucoin is not evidence of ownership in, or right to control, the Company or the VirtuTV network. Holding or using Virtucoin does not grant you ownership or equity in the Company or the VirtuTV network. Virtucoin does not grant any right to participate in the control, direction or decision-making of the Company or

the VirtuTV network. 1) Risk of Losing Access to Virtucoin Due to Loss of Credentials The purchaser's Virtucoin may be associated with a VirtuTV account until it is distributed to the purchaser. The VirtuTV account can only be accessed with login credentials selected by the purchaser. The loss of these credentials will result in the loss of Virtucoin. Loss of credentials associated with any third party and or digital wallet containing and or controlling Virtucoin will result in loss of Virtucoin. Best practices dictate that purchasers safely store credentials in one or more backup locations geographically separated from the working location. 2) Risks Associated with the Ethereum Protocol Virtucoin and the VirtuTV network are based on the Ethereum protocol. As such, any malfunction, unintended function or unexpected functioning of the Ethereum protocol may cause the VirtuTV network or Virtucoin to malfunction or function in an unexpected or unintended manner. Ether, the native unit of account of the Ethereum Protocol, may itself lose value, which could have a negative impact on the functioning of the VirtuTV network. More information about the Ethereum protocol is available at http://www.ethereum.org. 3) Risks Associated with Purchaser Credentials Any third party that gains access to the purchaser's login credentials or private keys may be able to dispose of or misappropriate the purchaser's Virtucoin. To minimize this risk, the purchaser should guard against unauthorized access to their electronic devices. 4) Risk of Unfavorable Regulatory Action in One or More Jurisdictions Blockchain technologies have been the subject of scrutiny by various regulatory bodies around the world. The functioning of the VirtuTV network and Virtucoin could be impacted by one or more regulatory inquiries or actions, including, but not limited to, restrictions on the use or possession of digital tokens like Virtucoin, which could impede or limit the development of the VirtuTV network. The legal ability for the Company to operate the VirtuTV network in some or all jurisdictions could be eliminated by future regulation or legal actions. In the event that it is not legal for the VirtuTV network to operate in a jurisdiction, the Company will cease operations in that jurisdiction. There is a serious risk that the Company will be unable to operate if regulation makes it difficult to do so. 5) Risk of Alternative, Unofficial VirtuTV Networks Following the pre-sale and the development of the initial version of the Virtucoin platform and VirtuTV network, it is possible that alternative networks could be established, which utilize the same open source code and open source protocol underlying the VirtuTV network. The official VirtuTV network may compete with these alternative, unofficial Virtucoin based networks, which could potentially negatively impact the VirtuTV network and Virtucoin. 6) Risk of Insufficient Interest in the VirtuTV Network or Distributed Applications. It is possible that the VirtuTV network will not be used by a large number of businesses, individuals, and other organizations and that there will be limited public interest in the creation and development of distributed applications. Such a lack of interest could impact the development of the VirtuTV network and therefore the potential uses or utility of Virtucoin. 7) Risk that the VirtuTV Network, As Developed, Will Not Meet the Expectations of the Purchaser The VirtuTV network is presently under development and may undergo significant changes before release. Any expectations regarding the form and functionality of Virtucoin or the VirtuTV network held by the purchaser may not be met

upon release for any number of reasons, including a change in the design and implementation plans and execution of the VirtuTV network. 8) Risk of Theft and Hacking Hackers or other groups or organizations may attempt to interfere with the VirtuTV network or the availability of Virtucoin in any number of ways, including, but not limited to, denial of service attacks, spoofing, smurfing, malware attacks, or consensus-based attacks. 9) Risk of Security Weaknesses in the Virtucoin network Core Infrastructure Software The VirtuTV network consists of open-source software that is itself based on open-source software. There is a risk that the Company team or other third parties may intentionally or unintentionally introduce weaknesses or bugs into the core infrastructural elements of the VirtuTV network interfering with the use of or causing the loss of Virtucoin. 10) Risk of Weaknesses or Exploitable Breakthroughs in the Field of Cryptography Advances in cryptography, or technical advances such as the development of quantum computers, could present risks to cryptographic tokens and the VirtuTV platform, which could result in the theft or loss of Virtucoin. 11) Risk of Virtucoin Mining Attacks as with other decentralized cryptographic tokens, the blockchain used for the VirtuTV network is susceptible to mining attacks, including, but not limited, to double-spend attacks, majority mining power attacks, "selfish-mining" attacks, and race condition attacks. Any successful attacks present a risk to the VirtuTV network, including, but not limited to, expected proper execution and sequencing of Ethereum contract computations and the VirtuTV network. Despite the efforts of the Company, the risk of known or novel mining attacks exists. 12) Risk of Lack of Adoption or Use of the VirtuTV Network. While Virtucoin should not be viewed as an investment, it may potentially (but likely will not) have utility value over time. That value may be limited or nonexistent if the VirtuTV network lacks use and adoption. 13) Risk of an Unfavorable Fluctuation of Ethereum Ether ("ETH") and Other Currency Value The Company team intends to use the proceeds of the Virtucoin pre-sale to fund development of the VirtuTV network. The proceeds of the Virtucoin pre-sale will be denominated in BTC and ETH, and converted into other cryptographic and fiat currencies. If the value of BTC, ETH or other currencies fluctuates unfavorably during or after the pre-sale, the Company team may not be able to fund development, or may not be able to develop the Virtucoin network in the manner that it intended or promised. 14) Risk of an Illiquid Market for Virtucoin. There are currently no exchanges upon which Virtucoin might be resold and such exchanges may never exist. If ever exchanges do develop, they will likely be relatively new and subject to poorly-understood regulatory oversight. They may therefore be more exposed to fraud and failure than established, regulated exchanges for other products. 15) Risk of Uninsured Losses Unlike bank accounts or accounts at some other financial institutions, Virtucoin's associated with a VirtuTV account are uninsured. In the event of loss or loss of utility value, there is no public insurer, such as the Federal Deposit Insurance Corporation, or private insurer, to offer recourse to the purchaser. 16) Risk of Dissolution of the VirtuTV. Project It is possible that, due to any number of reasons, including, without limitation, an unfavorable fluctuation in the value of Ether (or other cryptographic and fiat currencies), decrease in the utility value of Virtucoin, the failure of business relationships, or competing intellectual property claims, the VirtuTV

network may no longer be a viable business and the Company may dissolve or the VirtuTV network may fail to launch. 17) Risk of Malfunction in the VirtuTV Network. It is possible that the VirtuTV network malfunctions in an unfavorable way, including, but not limited to, one that results in the loss of Virtucoin, confidential information, or personal data. 18) Unanticipated Risks Cryptographic tokens are a new and untested technology. In addition to the risks included in this Risk Disclosure, there are other risks, including those that the Company cannot anticipate. Risks may further materialize as unanticipated combinations or variations of the discussed risks.

8. Content Policy

VirtuTV strives to provide an open and fair platform for all who wish to speak and express themselves freely. We must also provide a safe platform for our viewers and community. To make the platform as democratic as possible, we will rely heavily on the community to flag inappropriate content, which will lead to the rapid removal of the content once a flag threshold has been broken. VirtuTV will also employ other methods to detect, flag, and remove inappropriate content, including algorithm detection systems and moderators, for all content that violates our policies. For explicit or graphic content, the user will receive a "Not Safe For Work" (NSFW) warning before viewing the content, which the user has the option of turning on or off in their personal settings.

Our content policy violations are listed below:

8.1 Violent or Graphic Content

Violent or graphic content's intention should not be shocking, sensational or disrespectful. It needs to be balanced with context (documentary or educational) to help the viewer understand why they are seeing violent/graphic content.

For example, a Journalist captures innocent civilians harmed during a riot. In this instance, the content will NOT be in violation of our policy.

An example of violent or graphic content that would be in violation of our content policy would be a video of someone committing suicide. In this case, the context is sensational and neither educational nor journalistic in nature.

8.2 Child Endangerment

VirtuTV has a zero-tolerance policy for all content that endangers the lives of children, especially sexual content involving minors. Uploading, commenting, or engaging in any type of activity that sexualizes minors will immediately result in an account suspension. In cases where a video contains child sexual abuse imagery, our team will report it to NCMEC, who in turn works with global law enforcement agencies.
Any report of predatory, exploitative, or other child endangerment material including video content, comments, comments with links to sexual content involving minors will immediately be removed and reported to law enforcement.

8.3 Harassment & Cyberbullying

Users who harass or cyberbully others on the VirtuTV platform are subject to permanent removal. Examples of harassment and cyberbullying include:

- a user has stolen my videos
- a user is revealing my personal information on the site
- a user is harassing me on the site

8.4 Threats
Users will be encouraged to identify and report content that contains violent threats. We want to ensure that VirtuTV is a safe place for our users while allowing for a vibrant community to flourish. While some content may be insulting or offensive please note that we will only remove serious threats.

8.5 Nudity or Sexual Content
A video that contains nudity or other sexual content that is not labeled "adult" may be allowed if its primary purpose is educational, documentary, scientific, or artistic, and if it isn't gratuitously graphic. For example, a documentary on breast cancer would be appropriate, but posting clips out of context from the same documentary might not be. Any other adult content that does not fit into the above category should be labeled "adult."

8.6 Impersonation
We will not allow accounts that impersonate other channels or people. "My channel is being impersonated" complaints:
- This channel is impersonating a VirtuTV channel I follow or am familiar with
- I am being impersonated and the channel is using my real name
- My trademark or company is being impersonated

8.7 Spam, Misleading Metadata, and Scams
It is not okay to post large amounts of un-targeted, unwanted, or repetitive content. Also, metadata added in an attempt to game search algorithms, content that deliberately tries to mislead users for financial gain, and anything that artificially increases the number of views, likes, comments, or other metric are all against our terms. Mass advertising
- Pharmaceutical drugs for sale
- Misleading text
- Misleading thumbnail
- Scams/fraud
- Artificial traffic

8.8 Privacy

Users will able able to report violations and learn about protecting their privacy when they suspect their personal information is stolen or being used without their permission. Personal information includes:

- User image, photo, video, or voice
- Full name
- Financial information
- Contact information
- Other personally identifiable information

*Read terms of service for details regarding acceptable content