

# Little Shephard Network

A decentralised / centralised (multiunit) platform for Film streaming

## Abstract

Online streaming services were a watershed moment in the entertainment industry over the last decade. Anyone can watch their favourite shows and films on YouTube, Prime Video, Netflix, and other platforms. The video streaming market is expected to reach US\$ 50 billion in 2022, with a CAGR of more than 17 percent from 2022 to 2032, accumulating a market value of US\$ 241 billion. However, with this advancement comes centralised control over content by large production houses and studios. You can't own it or share it with your friends or loved ones like you could with physical assets like DVDs in the past. Once you have paid your subscription, you have no true value in terms of ownership. We would like to change that with our innovative ecosystem of streaming platforms on the blockchain.

Furthermore, artists have minimal control over how their content is distributed and little visibility into who is streaming it. To address these and other problems faced by artists, we introduce Little Shepherd Network (LSN), a fully decentralised video streaming ecosystem built with public blockchain infrastructure and other decentralised technologies. LSNetwork allows content owners to distribute to and get paid directly from their audience/fans, and is comprised of the following components:

1. An efficient token economy powered by the Little Shepherd Network platform token (LSN).
2. A decentralised storage solution and ledger for sharing Video and metadata
4. A decentralised governance protocol, whereby artists, node operators (in future with our protocol), and fans are individually and collectively enfranchised in decision making about protocol changes and upgrades.

*Note: LSNetwork is a work in progress and the contents of this paper are subject to change.*

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## Introduction

In the past two decades, technology has fundamentally altered how films/videos are made and distributed. Anyone in their bedroom may start making videos using inexpensive tools and software and with a team of producers. Similarly, Video streaming platforms have made it possible for content owners to disseminate their own content, eliminating the need for video recording factories to create physical video discs and distribution networks to get those videos/films into stores.

The network of middlemen that developed in the early days of recorded video content still exists today, even though it is no longer necessary in the age of digital distribution. They continue to prosper on the backs of content owners and curators while the mechanics of value transfer and accrual are still largely obscured.

LSNetwork is introducing "The world's first digital streaming Platform and Marketplace" through its NFTs on blockchain that aims to build a collaborative content ecosystem with the core purpose of giving audience a choice to own the content and use it for passive income, seed funding, incubating and curating film makers and content producers around the World.

The platform will create direct financing and investments for deserving content creators, film professionals and media artists who have the talent but not the resources giving them access to global investors through Nfts sales as well as a global audience. As NFTs, they can buy and sell these assets. Furthermore, our content owners will be able to use these NFT as referrals to generate passive income by sharing it with a larger audience. They can earn up to 50% - 100% of their referral sales through various limited NFT reward programmes. Not only that with our future subscription plan, a huge percentage of income shall be shared with all the NFT holders (as per their % of ownership). We want to build a decentralised ecosystem around a streaming service that would be owned by our audience. This would not only put control in the hands of our audience, but would also benefit independent filmmakers and artists.

With creating a collaborative workspace where the platform will assist its audience and as well as content creators in carrying out their dream projects building a sustainable ecosystem. LSNetwork is truly a unique platform where the likes of Netflix, YouTube, and crowdfunding platforms are all combined into one powerful ecosystem, for its audience and content creators which is backed by the power of blockchain. The creators of LSNetwork like to call it a content-based ecosystem with seed funding for filmmakers or any kind of content creators. It helps put the artist's work in front of a mass audience which can help the creators gain recognition and basking the appreciation whilst sharing the ownership of the project with its audience and monetization opportunities like no other platform.

## **Current Problems**

We see a number of specific challenges faced by artists and fans today:

1. There is little to no transparency around the origins of content owners payouts (e.g. number of plays, location, original gross payment before fees)
2. Incomplete rights ownership data often prevents content owners from getting paid; instead, earnings accumulate in digital service providers (DSPs) and rights societies.
3. There are layers of middlemen and significant time delay involved in payments to owners/artists.
4. Publishing rights are complicated and opaque, with no incentives for the industry to make rights data public and accurate.
6. Licensing issues prevent DSPs and content from being accessible worldwide.

## **The Little Shepherd Network Project**

We propose the LSNetwork project as a solution to these problems. The mission of the LSNetwork project is to give everyone the freedom to distribute, monetize, and stream any video content.

The LSNetwork brings content creators/artists, node operators (in future), and fans together in an incentive-aligned way, allowing these actors to collectively provide a high-quality video streaming experience guided by the foundational beliefs that:

1. Users should be compensated in proportion to how much value they create for the network.
2. Content owners/Artists should directly engage with and transact with their fans.
3. Governance power should be earned by creating value in LSNetwork, and shared consistently between user groups contributing to the protocol (in future).
4. Prices and earnings for participants should be consistent, predictable, and transparent
5. Access should be democratised; anyone can contribute to LSNetwork if they follow the platform rules, and all information is publicly accessible.
6. Intermediaries should be removed when possible; when necessary, they should be transparent, and verifiably accurate.

The LSNetwork allows content producers, artists, fans, and node operators (in future) to collectively provide a high-quality end-user video streaming experience with a mix of decentralised and centralised infrastructure.

## **Token Model**

The LSNetwork ecosystem will be used by a number of different stakeholders with different goals. In order for these different stakeholders to effectively work together toward common network goals, there needs to be a unified incentive structure that aligns the interests of the individual with the interests of the platform. The LSNetwork ecosystem is powered by the LSNetwork token (LSN), and with the community's support, will likely leverage 3rd-party stablecoins as well.

## **LSN Token**

The BNB smart chain would serve as the foundation for our native token "Little Shepherd Network Or LSN token." It will be used as a transaction tool on the streaming server to buy and sell NFTs. It can be traded on the available DEX/CEX. Our native token can be staked for passive income through our future staking programmes.

LSNetwork platform tokens (LSN) have three prongs of functionality within the ecosystem unlocked by staking:

- Reflection
- Feature access
- Governance (in future)

LSN tokens are staked as collateral for value-added services. In exchange, stakers earn ongoing reflection, governance weight (in future) and access to exclusive features. LSN tokens are staked by node operators to run the LSNetwork protocol (in future), and by artists and curators to unlock exclusive features and services. Any LSN staked within the protocol is assigned governance weight( in future), used to shape future iterations of the protocol.

## **Token Distribution**

LSN tokens will be distributed with fixed genesis allocation and by ongoing issuance modifiable by governance in future.

Max supply- 1 billion

35% - Presale

25% - Liquidity

10% - Development,Marketing,Partnership

15% - Early Investors.

15% - Core team

## **Transaction tax**

Buy - 0%

Sell - 10% ( 3% burn wallet + 2% staking holders + 2% Liquidity + 2% marketing + 1% creators Fund )

(A 25% sell tax would apply to transactions that make up 0.5% or more of the entire supply in 24 hrs. from one specific wallet address.)

## **LSNetwork Products and Utility**

LSN MINT - Minting your own project as NFT, your own marketplace for buying and selling of created content NFT.

NXT CHILL - Content viewing and subscription based platform Like Netflix.

LSN ORIGINALS - Original Film and Series project will be produced with the leading production companies and talent around the globe.

LSN CROWDFUND - Creators can launch their projects for funding through NFT financing.

LSN SEED - Seed funding for aspiring Filmmakers and content creators.

LSN TUBE - Freelancing and monetization platform for content creators

LSN MOBILE APP - IOS/Android

STAKING PLATFORM - To access premium features and rewards.

In the long run, this platform aims to become a self-sustaining community driven ecosystem that will fuel the creation, trade, consumption, and production of content around the globe.

### **How is it different from other similar projects?**

- i. The projects will be distributed as limited NFTs ( eg. 1000-10000 limited NFTs)
- ii. NFTs buyers will be credited as producers.
- iii. They will be able to self distribute/rent these NFTs and earn from them through referral and reward programs.
- iv. Once our subscription based NEXT CHILL platform is up and running, our NFT holders would be sharing upto 80% of total earning from the platform as per their percentage of each NFT holding.
- v. On Completion of every Original Content NFTs sell for each project, 5% goes to creators Fund and 20% of total sell amount of the project would be used to buy native token from the open market and send it to burn wallets and respectively. This would help raise the price of the token as well as strengthen the token in the bear market.
- vi. Our sell tax system will fully support and strengthen the token as 10% sell tax will be going to ( 3% burn wallet + 2% staking holders + 2% Liquidity + 2% marketing + 1% creators Fund ).
- vii. Developing our subscription based streaming platform, ( 80% of all earnings to its NFT holders, 5% to liquidity, 5% marketing and development, 5% to buy back and burn, 3% to creators fund wallet and 2% to founders.
- viii. LSN token is a community focused DEFI token that forms parts of the expanding LSN ecosystem. It is highly deflationary because it burns transactions in the ecosystem on many levels.
- ix. The LSN project has the real products and utilities in the pipeline.
- x. Anti whale system ( A 25% sell tax would apply to transactions that make up 0.5% or more of the entire supply in 24 hrs. from one specific wallet address.)

xi. We wish to create an ecosystem for independent filmmakers and artists supported by decentralised financing systems to finance original films and shows. That gives power into the hands of its audience and creators.

## **ROADMAP**

### **Start up**

Startup Launchpads application.  
LSN Early investors token pre-sale  
LSN token pre-sale  
LSN token launch  
Marketing & Campaigning for the project.  
Company formation.  
Community building  
White paper V.1

### **Phase -1 (October-December, 2022)**

Website launch  
Staking program launch  
Listing on coin Gecko and coin market cap  
Contract Audit

### **Phase -2 ( January-March, 2023)**

NFT Mint platform Development.  
LSN Seed Program launch.  
FILM NODE NFT launch for a decentralised platform.  
Research and development for streaming server with self distribution plan.  
Listing on Dex /Cex  
Marketing and development of next limited film NFT project Launch  
White Paper Updation

### **Phase -3 ( April-June, 2023)**

First premium NFT reveal and marketing  
First premium limited NFT launch  
Listing on more tier -1 exchanges  
Web based streaming server with self distribution through referral programs ( beta launch)  
Second premium limited NFT launch with extra rewards



Grand get together On completion of sell of second premium limited NFT for holder in Dubai  
( condition apply)

#### **Phase -4 (July-September, 2023)**

Promotion and marketing for the streaming server.

Launch of streaming server for self distribution for all the NFT holders.

Interesting reward programs for all NFT holders.

More listing on cex

Reveal of the next premium limited NFT.

More partnerships with big studios to bring more interesting films as premium limited NFTs.

Bringing 100+ projects on the LSN platform by the end of phase-4.

White paper V.2

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