Cyblox

STREAM - TO - EARN

Live Streaming App with Gamification Concept

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OVERVIEW

"CyBlox is where millions of people gather every day to chat, interact, earn crypto - NFTs, do assignments and make their own entertainment together..."
- David Ritter (Penta Global)

Live streaming has now become a vital part of people's lives. The rapid and massive growth of the live streaming industry is truthfully one of the positive outcomes of the COVID-19 pandemic. People turned to online media streaming to fill the void that stay-at-home orders and canceled social plans brought forth. Not to mention, this also became the only way to break down geographical limitations; hence, to stay connected with people and events in different parts of the world.

Prior to this, people only considered video streaming as a form of entertainment. In the light of the pandemic, live streaming became the bridge that connects the physical to the virtual world. Specifically, in the entertainment industry, performances were made through live streaming which helped create the illusion of being there — being present, despite physical limitations. This exact phenomenon gives a new sense of urgency which makes people feel like it's never going to feel the same when you view it afterwards, in other words, fear of missing out.

The real-time engagement that live streaming provides, gives a different sense of excitement to viewers. Not only that, the instant and real-time connection that it offers is also among the reasons why more people turn to live streaming. However, live streaming now does more than what people expected it to do. Needless to say, it is not surprising to see different sectors turn to live streaming as well for business purposes. In fact, the use case of live streaming has expanded to professional settings —to the point that even market analysts predict that live streaming would stay even postpandemic. It is now among the biggest industries in the market[4] and an even better choice for more expedient options in various situations.

Live streaming has evolved into being a crucial method for businesses to reach more audiences despite the physical limitations that the pandemic caused. Today, the rise of live streaming has made more organizations notably jump into the market and utilize it as an effective tactic that generates a high return on investments for companies.

For ordinary individuals who take live streaming as their passion, in other words, streamers, they also generate a huge amount of money from this kind of work. There are streaming platforms that incentivize streamers for their live streams; hence providing profit to both parties. In line with this, some streaming platforms even incentivize viewers as well.

All of the things mentioned above are the reasons why CyBlox's features are the best fit for the Crypto - LiveStream CyBlox.tv platform. CyBlox.tv, an innovative platform backed by blockchain technology, aims to bring live streaming to the next level and at the same time, solve the existing problems that the live streaming industry faces, like geographical and audience restriction.

More so, CyBlox.tv also seeks to provide better compensation for the streamers as there are also limitations that live streaming encompasses like platform fees, income, and profits. In essence, CyBlox.tv connects streamers and users who want to watch live streams coming from different parts of the world. It will conveniently allow both streamers and viewers to stream or watch anytime, anywhere. What's more, as it is powered by blockchain, it also boasts a native cryptocurrency, CyBlox (BLOX), which will be the driving force for CyBlox's core features and ecosystem.

Definition :

◯ **Governance Token   : BLOX**
◯ **Platform Currency   : biBLOX**

CyBlox will enable Viewers from all over the world to:

• Search and view all current and trending live streams from different platforms.
• Comment and engage with live streamers from their preferred streaming platform.
• Earn $biBLOX by watching ads on the CyBlox.tv platform.
• Reward $biBLOX to their favorite live streamers.

CyBlox will enable Viewers from all over the world to:

- Simulcast from CyBlox.tv to platforms like YouTube, Kuaishou, Twitch, AfreecaTV, etc.
- Reach and engage with all or selected fans using special filters.
- Earn 100% of all their $biBLOX rewards
- Auto-generate subtitles to multiple languages based on filter settings
- Choose to display ads of their choice while they live stream
- Mint their videos and upload to the NFT marketplace

CyBlox.tv intends to integrate blockchain technology to connect online users with streamers in a modern and enhanced manner. It will focus on providing the first-ever blockchain-based live streaming platform by developing the platform with three different types of layers; CyBlox Service Layer, CyBlox Streaming Encoding layer and CyBlox Blockchain layer.

DEMAND CHANGES

"..86% of businesses today use video as a marketing tool and 88% of marketers admit that video content generates a positive ROI in their businesses."
– HubSpot, 2021

TBy the end of this year, live streaming would account for 82% of the entire internet traffic — this is a big deal, given that there are a lot of other things that you could do on the internet, not just live streaming.

Moreover, advances in live streaming — thanks to artificial intelligence and blockchain, will take a big part in the continued growth of the live streaming industry. Market Research Future even predicted that by 2027, the live streaming industry would skyrocket to $247.275 million market value.

Over the years, the live streaming industry slowly but gradually flourished. It is shown in the graph below that the demand for live streaming pre- and post-pandemic has significantly accelerated. This means that the pandemic has directly affected the sudden growth of the live streaming industry.
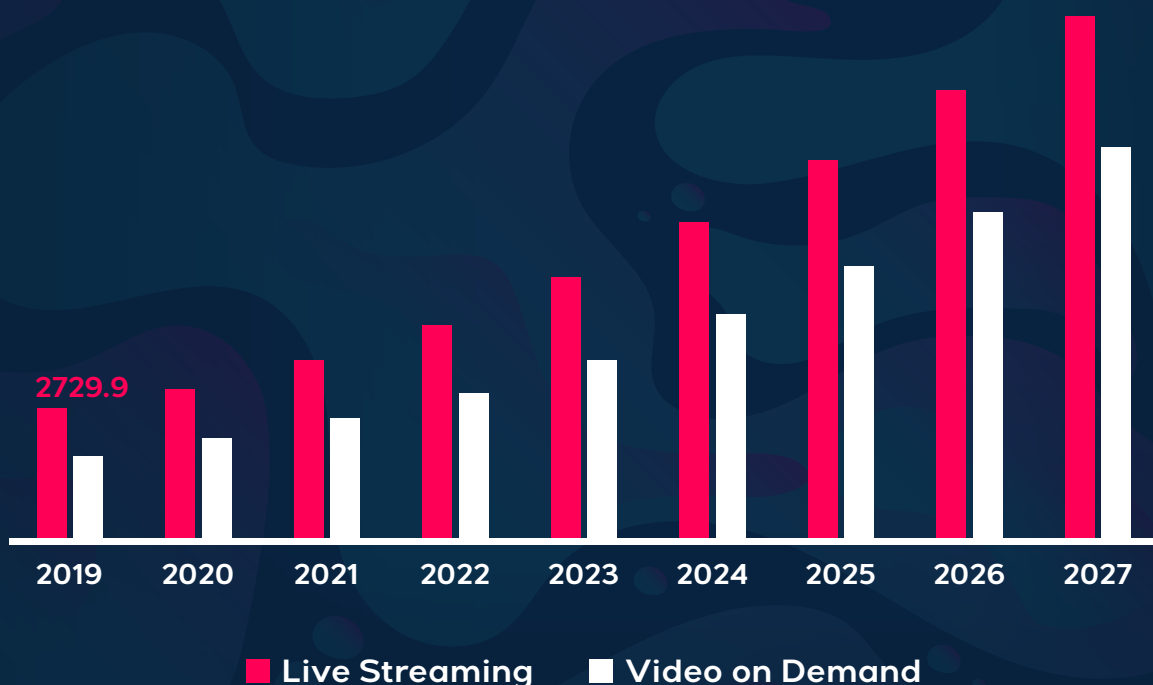

2729.9

| 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 |

■ Live Streaming   ■ Video on Demand

Figure 1. The growth of users' needs for Live Streaming and On-Demands Videos
Source: researchdive.com.

However, noting how different sectors today have seen the benefits and advantages of live streaming, it's not surprising to hear how market analysts predict the industry would continue to grow even after the pandemic.

Suffice to say, the live streaming industry is exponentially growing and has been stably progressing to address challenges and provide more ways on how it can benefit users even beyond the situation with the COVID pandemic.

THE PLATFORM

A. Use Case

Figure 2. Use-case scope of Cyblox Platform

The CyBlox Service Portal Layer provides two interfaces: Web and Application. These interfaces help users get access to CyBlox from across the world. This layer enables global streaming platforms to stream, view, edit, and upload videos on CyBlox using a seamless connection through API (Application Programming Interface).
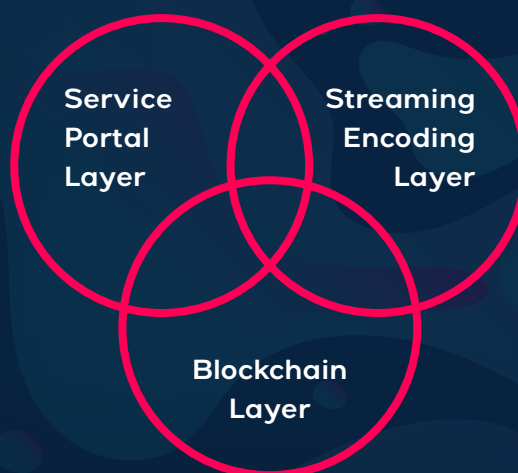

Figure 3. Core platform integration

1. Service Portal Layer

A) CyBlox provides a multi-streaming interface that enables live streams to be simulcast on a wide range of social platforms; hence, allowing streamers to focus only on the broadcasting.

B) Streamers can choose to expose their live stream videos to all or selected fans using exposure filters such as nationality, country, gender, and age.

C) Option to select the kind of advertisements that will be embedded between their live streams. If not, CyBlox can do this on behalf of the streamers.

2. Streaming Encoding Layer

The CyBlox Streaming Encoding Adapter Layer analyzes real-time live stream content that has been transmitted from different devices (web, mobile, etc.). This layer guarantees optimized broadcasting transmission for streamers and manages the traffic situation of viewers.

3. Blockchain layer

In detail, the CyBlox Blockchain layer is responsible for propagating on the blockchain by integrated filtering and disseminating all transactions occurring on the platform. It is composed of blockchain integration, the BLOX Token Wallet, and the NFT Marketplace. This enables anti-counterfeit and provides digital image owner registration on CyBlox. Furthermore, this layer is responsible for:

- Crypto Transaction Interface : Managing the reward system on the platform and handling deposit/withdrawal on the platform.

- Digital Video Anti-counterfeit (Counterfeit Prevention) Interface.

- BLOX Token will also have its native cryptocurrency, BLOX Token (BLOX), which will be the driving force of the CyBlox ecosystem. All users of CyBlox will utilize BLOX Token (BLOX) when receiving and giving out rewards. To make it more interesting, even mere viewers can earn BLOX Token (BLOX) just by watching advertisements on every stream. Suffice to say, BLOX Token (BLOX) will be the key mover to operate and gain revenues from CyBlox.

To summarize, Binance Smart Chain will help CyBlox achieve its goals by fulfilling the following roles:

- Blocking will be shorter than Ethereum.
- Time to confirm the finality of transactions will be shorter.
- Block rewards will be collected from gas fees, and similarly, gas fees will be paid in BNB.
- The system will be made compatible with Ethereum, as much as possible.
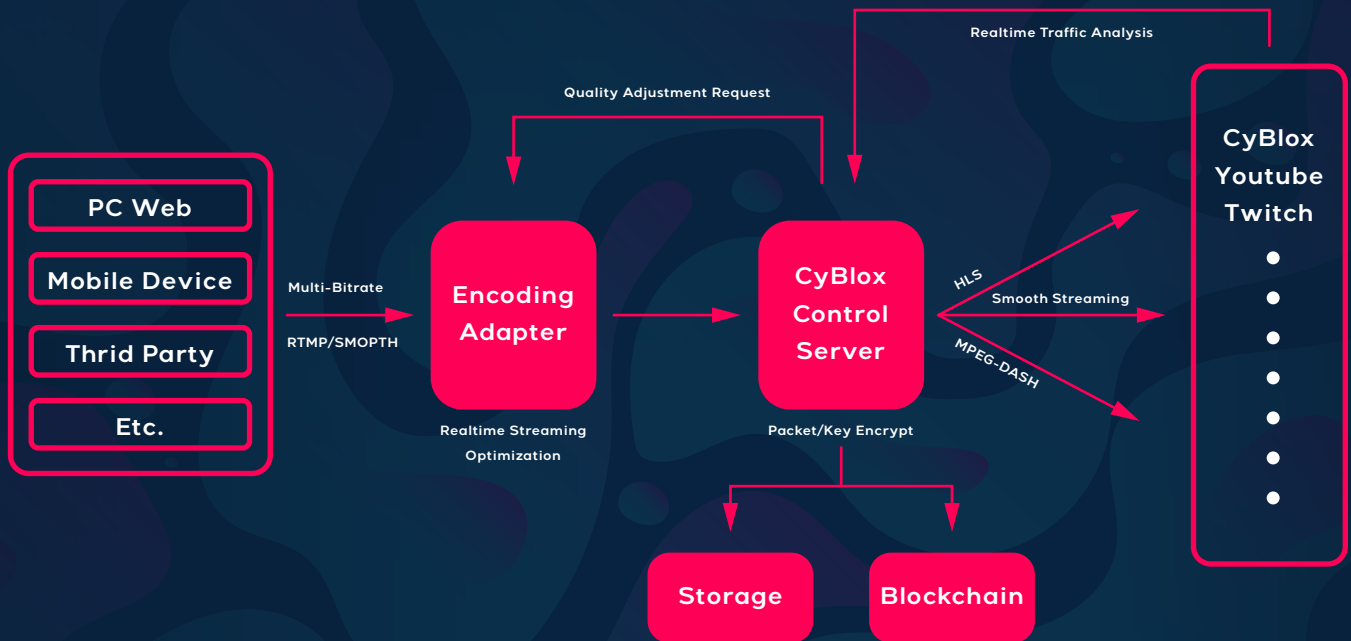- It will enable modern staking-based network governance.

Figure 4. Technical Op and Framework of Cyblox Platform

B. Technology Features

CyBlox transforms the familiar communication channel of live streams into an all-in-one blockchain-based platform. Both Viewers and Streamers can enjoy the CyBlox platform that has a decentralized, peer-to-peer network mechanism.

CyBlox's technical features are as follows:

- Enables API interfaces to external platforms
- Simultaneous and real-time multi-streaming to different platforms (YouTube, Kuaishou, Twitch, AfreecaTV, etc.)
- A blockchain-based novel video integrity mechanism for tampering protection
- Real-time auto-translation for viewers (E.g., English, Korean, Chinese)
- An interactive platform where viewers can engage with the streamer and fellow users

As a streaming channel, streamers can take advantage of the multi-streaming feature of CyBlox. To put it simply, when users stream live on the platform, the video will be automatically shown to different streaming platforms — all at the same time. Through this, not only would the streamers break down geographical constraints but also be exposed to a wider audience wherein they can generate profit. Being in several streaming channels will help the streamers boost their reputation, be exposed to new audiences, and have more resources for gains and revenues.
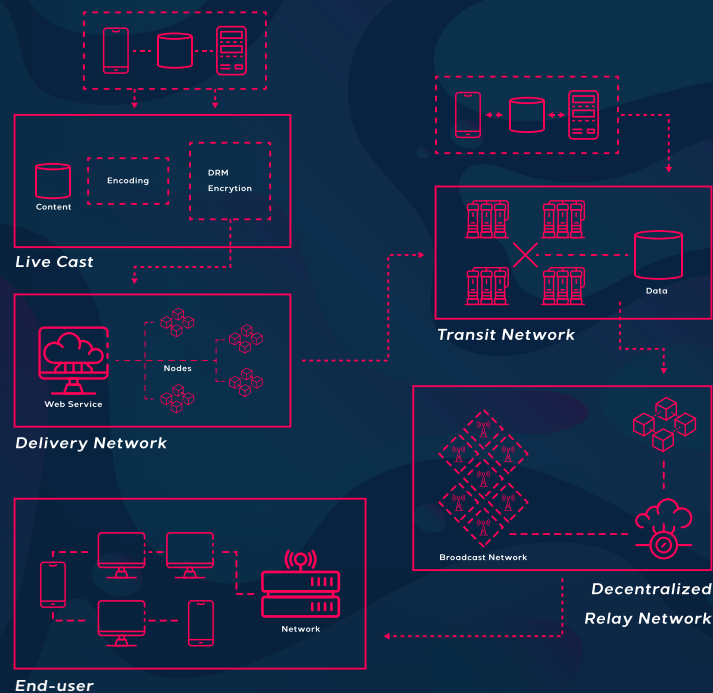

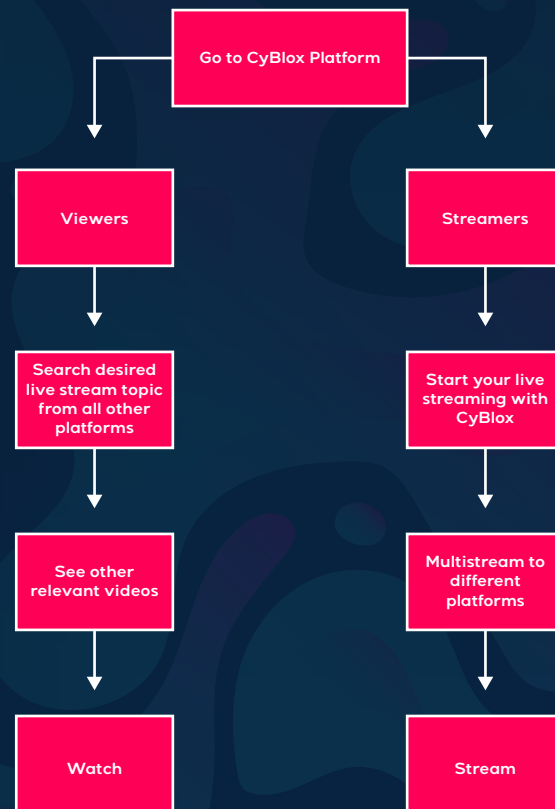*Figure 5. Network Mapping and Processing Flow*

C. How it Works?

Figure 6. How it works?

Streamers :

- Sign up to CyBlox : Sign up to CyBlox and connect with different live streaming platforms.
- Multi-stream across platforms : Multicast to audiences across all your social channels.
- Reach and engage with all your fans : View comments and respond to fans from all your social channels from a single dashboard.
- Earn while you stream : Earn BLOX Token (BLOX) from viewers and fans who are willing to reward you.

Viewers :

- Download the CyBlox app : Download and sign up for the CyBlox mobile app.
- Search and view live streams : View and search trending and current live streams from content creators across the globe.
- Machine learning Incorporation : Enjoy relevant videos that are recommended based on your most or recently watched topics using machine learning technology.
- Auto-translated Subtitles : Get real-time subtitles translated in your preferred language (English, Chinese, Korean, etc.) as you watch any live stream.
- Earn while you watch : Earn BLOX Token (BLOX) just by watching the advertisements on the live streams.

TEAM OVERVIEW

The success of CyBlox Market depends not only on the solution being created and the technology behind the solution, the success is about the team that intends to utilize that technology in order to successfully implement a solution. What makes the team at CyBlox unique?

The strength of the team relies on the theme of key milestones achieved over the past few years in development the CyBlox Play application:
- Strong team that has already been working together for several years.
- CyBlox Market is the next evolution of a product roadmap resulting from traction.

The CyBlox team is well-rounded in terms of muscle, brain, years of experience, and areas of expertise across business and engineering, especially across AdTech and blockchain. The team has demonstrated the ability to operate and move quickly and efficiently as one. The founders of the company have more than four years of experience working together, across two businesses.

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