



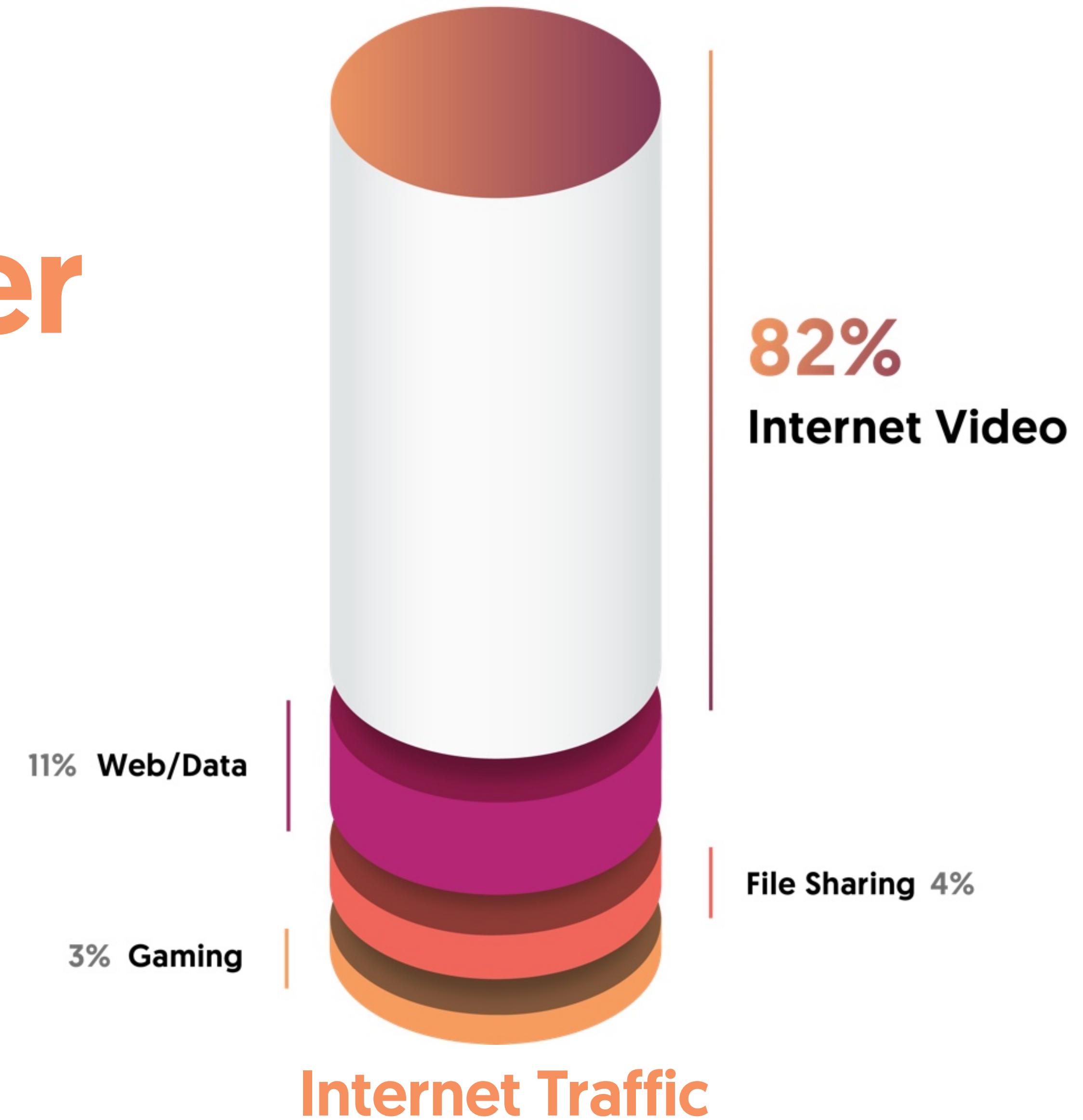
VideoCoin

VIDEO INFRASTRUCTURE FOR THE BLOCKCHAIN-ENABLED INTERNET



Video is the Internet's Largest Ecosystem

2.15B people per month watch video on the Internet





Video is the Internet's Largest Ecosystem

That is more than:

The populations of **China, the United States, Brazil, and Germany** combined.



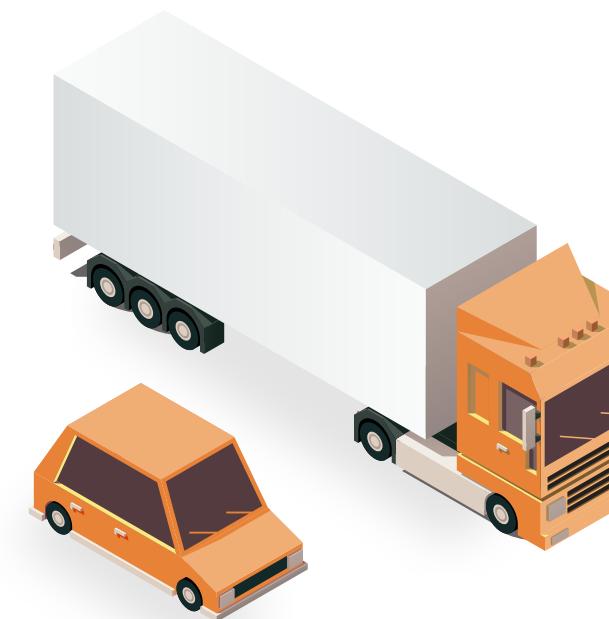
2.03B

Number of people who **remit money**.



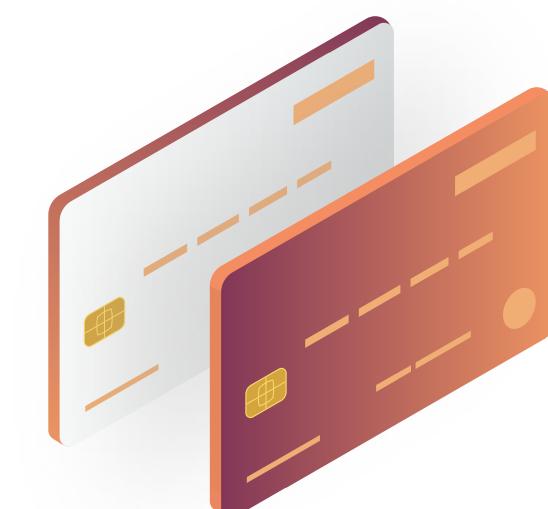
1.32B

Cars and trucks in operation worldwide.



250M

Major credit cards in circulation.



634M



Challenges of Current Internet Video Infrastructure

Centralization



Vendor lock-in limits flexibility on pricing and feature sets and brings single point of failure risk

Rising Costs



Transition from broadcast to fast-growing IP-based delivery has skyrocketed media company costs

Privacy



Distribution and consumption transaction records transparent to providers and government entities

Regulatory



Video service provider quality of service experience open to impact of regulation / deregulation moves

Censorship

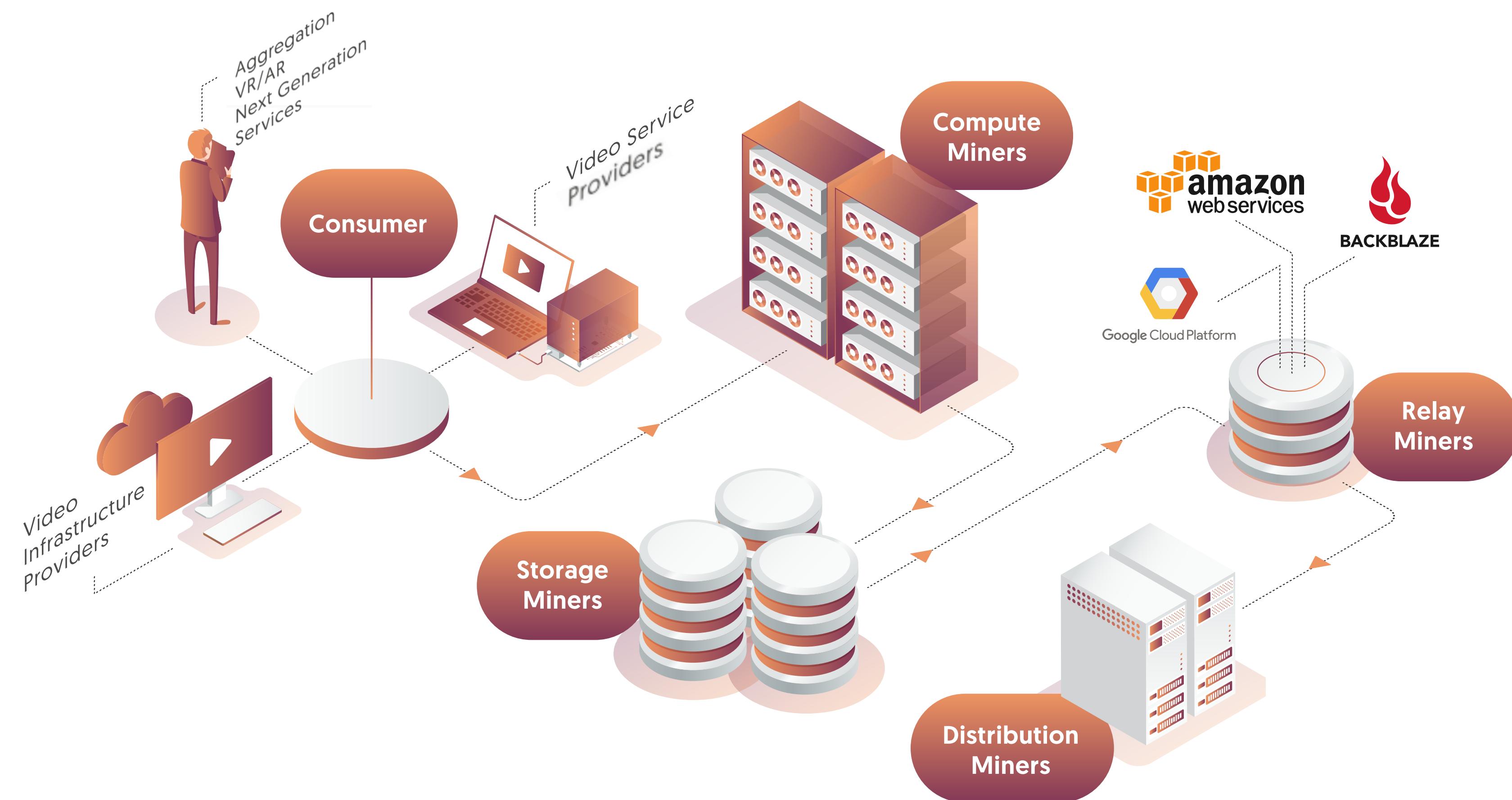


Service provision and content access at risk of politically-mandated, geo-bounded policies



Introducing the VideoCoin Network

VideoCoin is a decentralized video encoding, storage and content distribution network. It turns all cloud-based video services into an efficient algorithmic market which runs on a new blockchain with a native protocol token called VideoCoin.



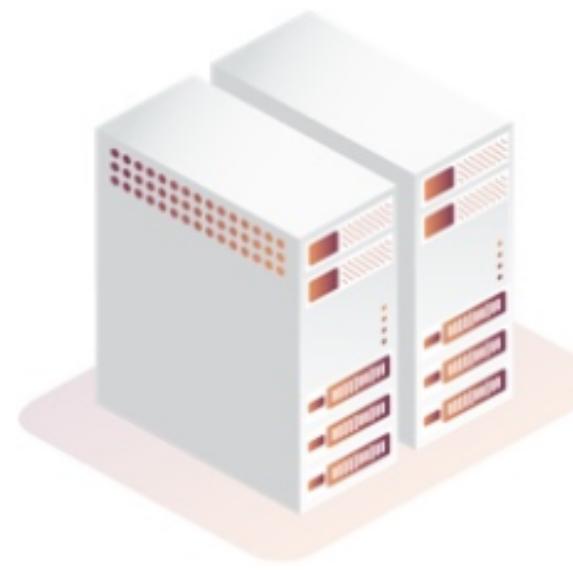


Mining VideoCoin



Storage miners

Earn Tokens by storing videos. More storage pledged, better rewards.



Distribution Miners

Earn Tokens by delivering videos (like a CDN). More bandwidth, better rewards.



Compute Miners

Earn Tokens by providing GPU time (for transcoding). More compute, better rewards.

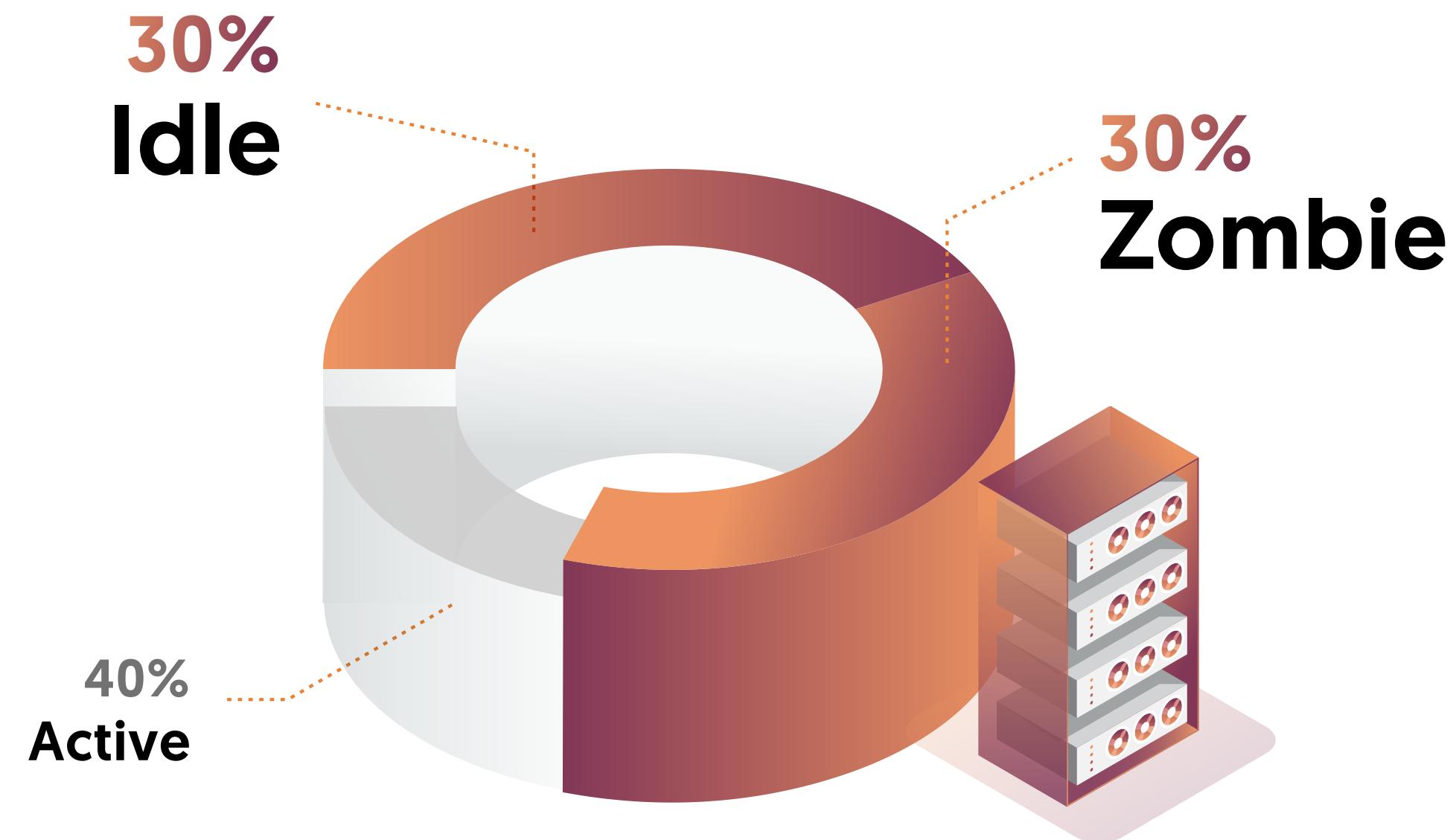


Relay Miners

Earn Tokens by relaying storage on third party servers (e.g., unused capacity on AWS). More storage + bandwidth, better rewards.



Airbnb Meets the Video Ecosystem



**20 million Internet
servers go unused every day.**

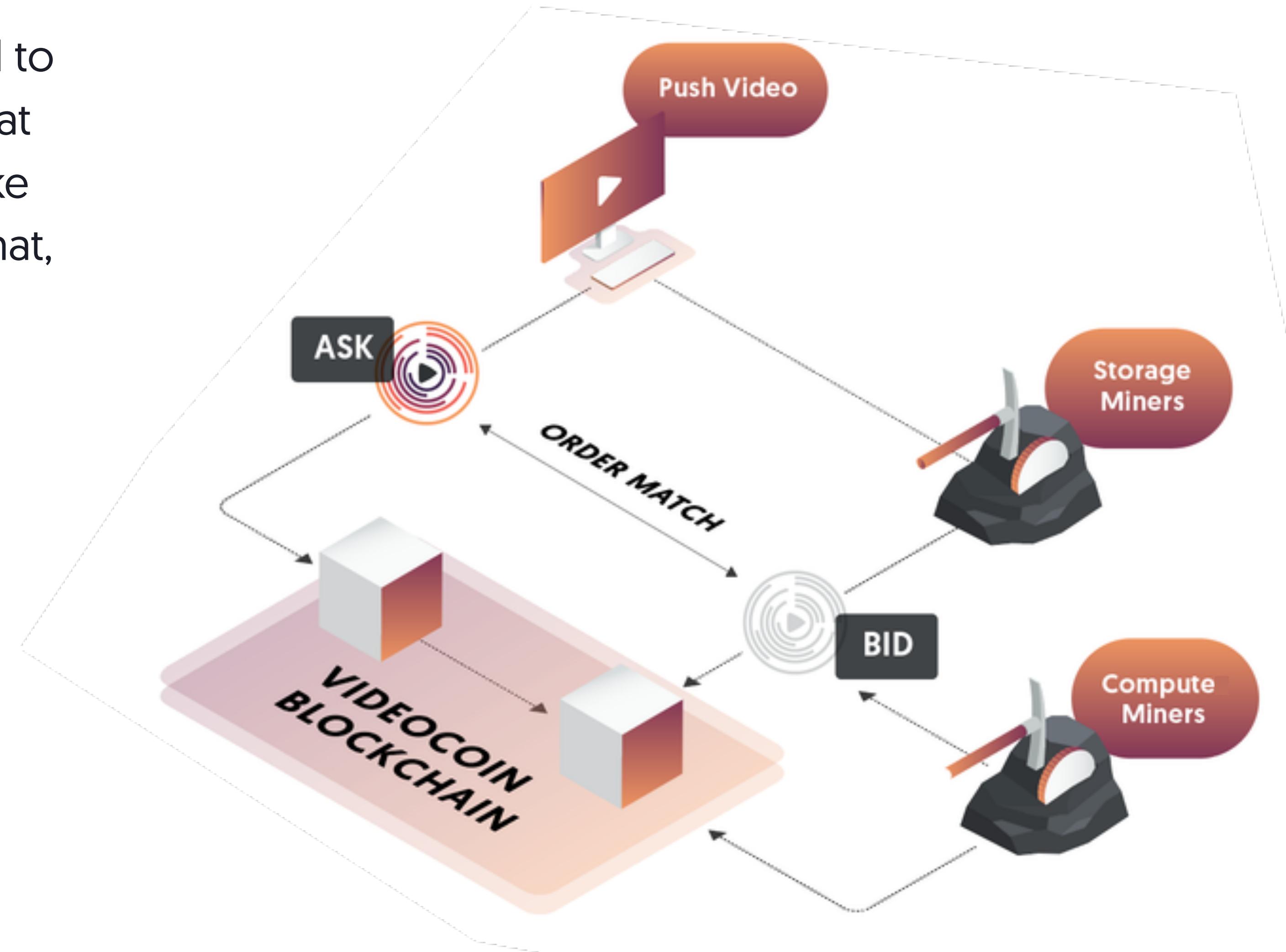
**\$30 billion of capital
investment is wasted daily.**





How Does VideoCoin Work? – Encoding and Storage

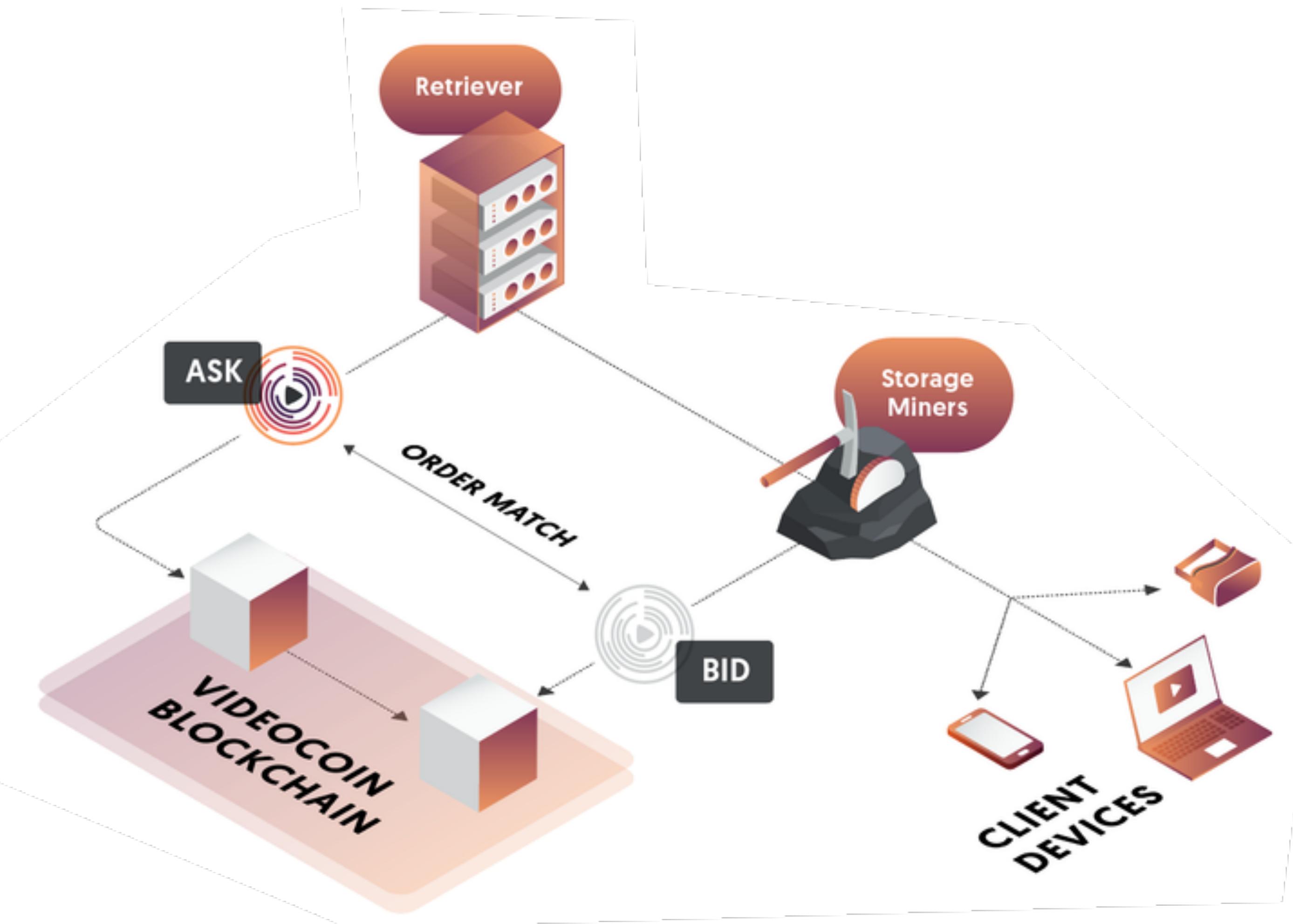
- Encoding and Storage tasks are submitted to the VideoCoin Network via a **PUSH** call that allows configuring encoder parameters like bitrate, codec, and output containers format, along with an **ASK** price
- Miners on the VideoCoin Network submit their **BID** prices for services along with proofs to establish credibility
- VideoCoin Network performs an order match and the order is written to the VideoCoin blockchain
- Storage miners store video and compute miners encode video and provide proofs





How Does VideoCoin Work? — Retrieval and Distribution

- Retrieval and Distribution tasks are submitted to the VideoCoin Network via a **GET** call that allows configuring CDN parameters like geographical region and bandwidth
- Miners on the VideoCoin Network submit their **BID** prices for services along with proofs to establish credibility
- VideoCoin Network performs an order match and the order is written to the VideoCoin blockchain
- Distribution miners pull video from storage miners and deliver it to end consumer devices or to a gateway





New Blockchain and Native Protocol Token – Why?

- VideoCoin Blockchain is specifically built to power video streaming which requires **super fast transaction times**.
- VideoCoin blockchain uses **useful proof of work** to make use of **Hardware accelerated Video functions GPUs** and **CPUs**.
- Implements novel proof of stake model to power **complex video infrastructure**.



Bitcoin and Ethereum (ERC20) cannot handle video streaming due to long transaction times, limited compute capacity, and proof of work that is not scalable.



VideoCoin Network — Benefits

**Lower costs 50% to 80%
by deploying unused
compute resources**



**Increase privacy
through decentralized,
end-to-end encryption**

**Disintermediate market
oligarchs with peer-to-
peer video distribution**

**Enable a new generation
of applications via open
APIs & open source-based
development**



VideoCoin Network — New Economics for Media

"Content companies always seek to rein in distribution risks and cost. What's intriguing about using the blockchain for media is its powerful combination of decentralization of resources and advanced native security. These fundamental qualities are allowing VideoCoin to embark on a journey to rework the economics of processing and delivering video to the benefit of everyone in the media industry."



Ted Schilowitz

Futurist in Residence, Paramount Pictures



VideoCoin Network – Technology

VideoCoin is powered by large scale, distributed cloud video infrastructure we've already built.

>200k
Lines of Code

10,000+
Hours of Videos
Processed

250
Node Clusters
under Operation

1.5
Years of
Development



VideoCoin — World Class Team



Devadutta Ghat



Devadutta was the Founder and Chief Architect of the Intel® Video Transcode Service, the basis for Facebook's video platform.

- Builder of complex cloud video systems over his career at Intel, Cloudera, and Live Planet.
- 6 video-related patents and extensive cloud, video, systems and storage experience.
- Leads the technological aspects of VideoCoin.



Halsey Minor



Halsey is an Internet visionary who has to date founded or co-founded technology companies that have created over \$100 Billion in cumulative value.

He's the founder of the crypto service Uphold, CNET Networks, the service now known as Google Voice, the leading web publishing platform Vignette, and OpenDNS. He recently founded and is CEO at Live Planet, the leading VR video platform. In February 2000 Halsey stepped down as founder/CEO of CNET, which at the time had earned \$1.5 billion and was listed on the NASDAQ 100, to help build salesforce.com, which launched in January 2000 with Halsey as its cofounder and second largest shareholder from inception until 2008.

Halsey is leading VideoCoin with his unique set of experiences in content, platform creation, crypto, and even television (as CNET produced five shows for top cable networks USA, SCI FI, and CNBC during his tenure).



Seth Shapiro



Seth is a leading advisor in business innovation, media and crypto-currency, and a two-time Emmy® Award winner.

- Governor of The Television Academy; Professor at USC.
- At DIRECTV, launched over 25 services, including NFL Sunday Ticket Interactive and TiVo, the world's first major DVR platform.
- Leads engagement with the crypto-currency community and integration of the VideoCoin Network into the operations of major media companies.



VideoCoin — World Class Team



Alexander Didenko

Alex is an expert on cloud software architecture and development. At Intel, Alex led video validation and automation tools development. His expertise includes Docker, Kubernetes, Linux Systems, and Virtual Machines.



Gregory Fotiades

Greg is expert in Linux-based software, systems, and software architecture. A former member of Intel's Media Graphics team, his background includes hardware accelerated video driver development [MPEG2, HEVC, VP9], GPGPU performance acceleration, and UI development. Greg holds a Master's degree in Computer Science from the Rochester Institute of Technology.



Alexander Korshak

As an expert Android developer, Alex has led development efforts on multiple complex video editing and streaming Android apps. He was the lead developer on UnClip, recently acquired by Samsung.



Shalin Mehta

Shalin was most recently video encoding lead at Harmonic where he developed state of the art video encoding techniques to deliver optimized consumer viewing experiences. At Intel, he developed video codec drivers focused on performance improvement while reducing power consumption. He holds a Master's degree in Electrical Engineering from Arizona State University with a research emphasis on image noise measurement and removal techniques.



VideoCoin — World Class Team



Dominik Seibold

Dominik is an expert media processing developer of video-oriented applications across platforms, with several reaching the Top-10 in the iOS App Store and on Oculus Share. He holds dual-degrees in electrical engineering and computer science from the University of Erlangen-Nuremberg, Germany.



Dmitry Serkin

Dmitry is a full-stack expert in video processing, distributed cloud computing, and front-end development. Previously a member of the Media Graphics Team at Intel, he implemented software and hardware accelerated video codecs [mpeg2, vp8, vp9] and image processing algorithms. Dmitry has also developed highly scalable, distributed video encoding platforms.



Alexander Sysoev

Alex is a DevOps expert with extensive knowledge in Linux and cloud systems. As the in-house DevOps expert, Alex has built and maintained a cloud with thousands of nodes.



Max Avdeev

Max is a Designer. For the past 8 years he has developed brands, digital products and service experiences for global brands and technology startups.



VideoCoin — World Class Advisors



Hanno Basse



Hanno Basse, chief technology officer (CTO) at 20th Century Fox Film Corp., oversees technology strategy and engineering, including home entertainment, theatrical distribution, and postproduction. At Fox, Hanno and his team of engineers are developing new distribution methods, are working on next generation entertainment technologies like High Dynamic Range and Ultra-HD as well as interactive platforms, and are involved with many other initiatives, including Content Protection, Immersive Audio etc. He earlier spent more than 14 years at DIRECTV, ultimately as senior vice president of broadcast systems engineering, with accomplishments including the 2005 successful launch of the largest HD channel rollout to date and the 2009 implementation of DIRECTV's video-on-demand infrastructure, as well as significant contributions to DIRECTV's broadcast infrastructure and construction of its Los Angeles Broadcast Center. Hanno began his career in 1991 as a scientist-engineer at the Institut für Rundfunktechnik (IRT) in Munich, Germany, and worked as a systems engineer at ProSieben Media AG, also in Germany. He has been awarded 22 patents and was named a Fellow of the Society of Motion Picture and Television Engineers in 2014. From 2015 – 2017, Hanno served as the president and chairman of the board of the UHD Alliance, an organization that brings together major content, consumer electronics and distribution companies with the goal of defining a next generation premium audio-visual experience. He is currently chairman of the board of directors of the Entertainment Technology Center at the University of Southern California.



VideoCoin — World Class Advisors



Ted Schilowitz



Ted Schilowitz is Futurist in Residence at Paramount Pictures working with the studio's technology teams to explore all the latest efforts in tech with an emphasis on virtual reality/augmented reality. Schilowitz also serves as Chief Creative officer at Barco Escape where he's been spearheading the creative efforts to add immersive right and left screens to movie theaters. His company worked on Paramount's Star Trek: Beyond and 20th Century Fox's The Maze Runner films. Prior to joining Paramount, Schilowitz was Futurist at 20th Century Fox, where he worked on the evolving art and science of advanced motion picture creation. Schilowitz was a founding member and an integral part of the product development team at RED Digital Cinema, ultra-high resolution digital movie cameras which have become standard in filming many of the world's biggest movies. In addition, Schilowitz is one of the founders and creators of the G-Tech product line of advanced hard drive storage products that are implemented worldwide for professional Television and Multimedia content creation.



Michael Terpin



Michael Terpin co-founded BitAngels (www.bitangels.co), the world's first angel network for digital currency start-ups, in May 2013, and now serves as its chairman. Terpin is also founder of CoinAgenda, a bitcoin investing conference taking place in October, and co-founder of the Bitcoin Syndicate, the largest bitcoin investor syndicate on AngelList. In addition, Terpin is founder and CEO of Transform Group, a marketing holding company that includes SocialRadius, one of the nation's first social media marketing firms, and Transform Public Relations, a global digital PR firm. Terpin also founded Marketwire, one of the world's largest and most technologically sophisticated company newswires. Terpin holds an MFA in creative writing from SUNY at Buffalo and degrees in newspaper journalism and English literature from Syracuse University, where he serves as an advisor to its top-ranked Newhouse School of Public Communications and was inducted into its prestigious Wall of Fame in 2000.



VideoCoin — World Class Advisors



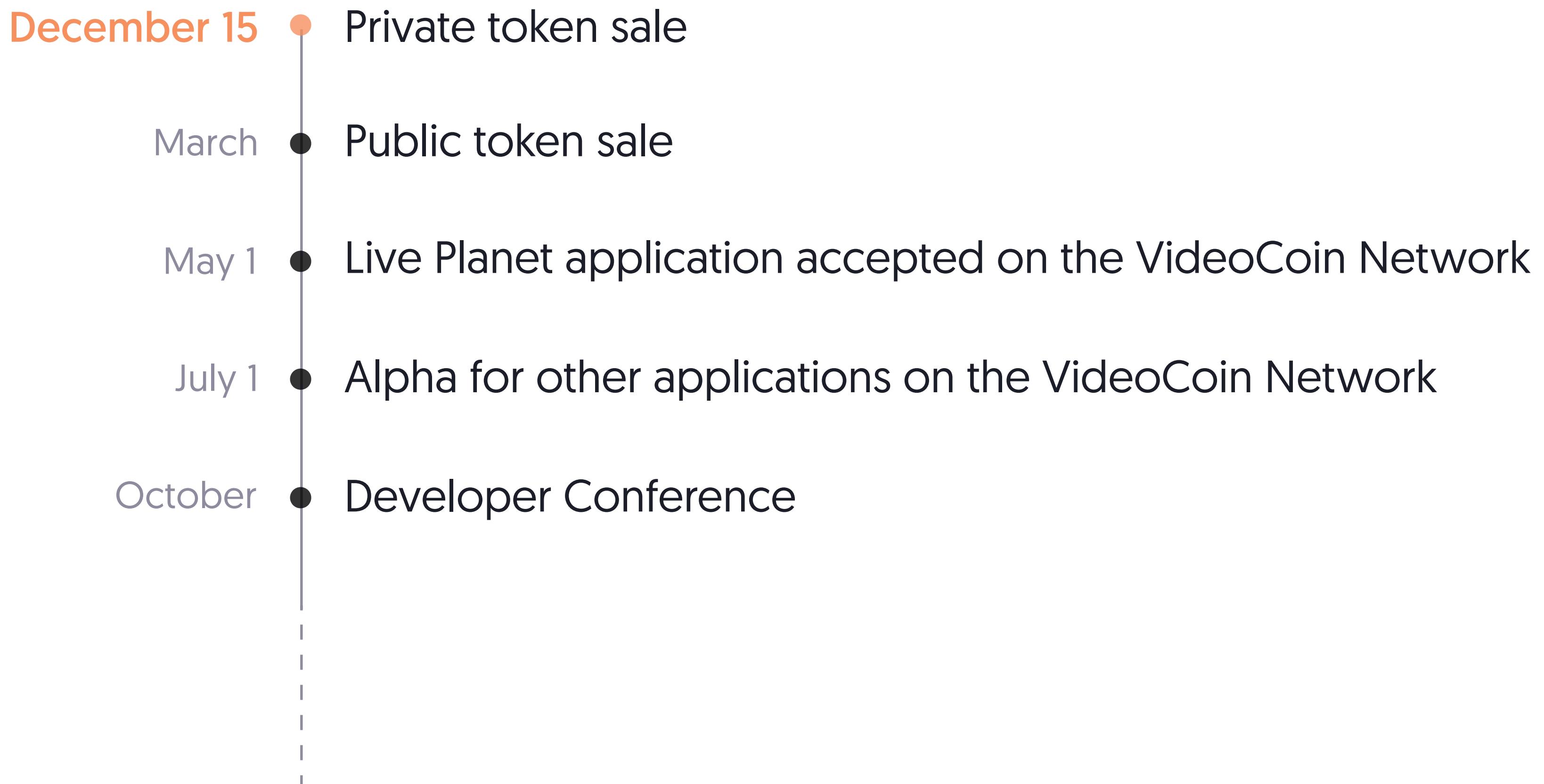
John Ward



John Ward is Senior Vice President of Content Operations for DIRECTV/AT&T Entertainment Group, responsible for on-air production for the Group's original entertainment. Ward is the winner of 12 Emmy Awards, including the 2016 Sports Emmy Award as a recognized innovator, and recipient of the George Wensel Technical Achievement Award for 4K ultra high-definition TV sports coverage. Ward directs on-air operations for programs including: The Dan Patrick Show, Rogue, Kingdom, Mr. Mercedes, Ice, Loudermilk, and Hit the Road; and strategizes operations/programming for 180,000+ out-of-market sports events airing on both linear and streaming platforms, balancing bandwidth budgets to optimize programming delivery. Previously Ward served as Vice President of Production for DIRECTV, Director of Production for Fox Sports Productions, Inc., and Production Supervisor for Fox Sports. Ward holds a Bachelor's Degree with a concentration in Mass Communication and a minor in Journalism from North Carolina State University.



VideoCoin — Timeline





Thank You!



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