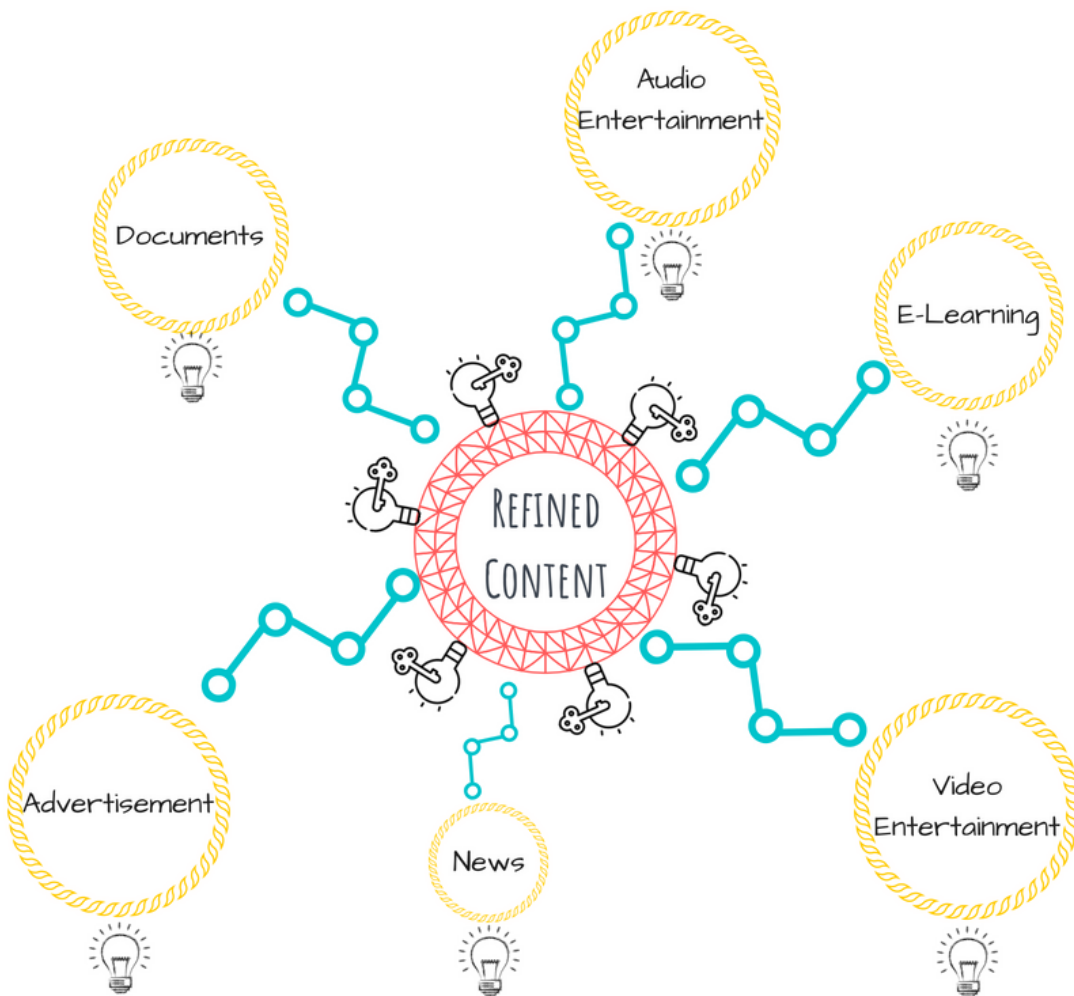


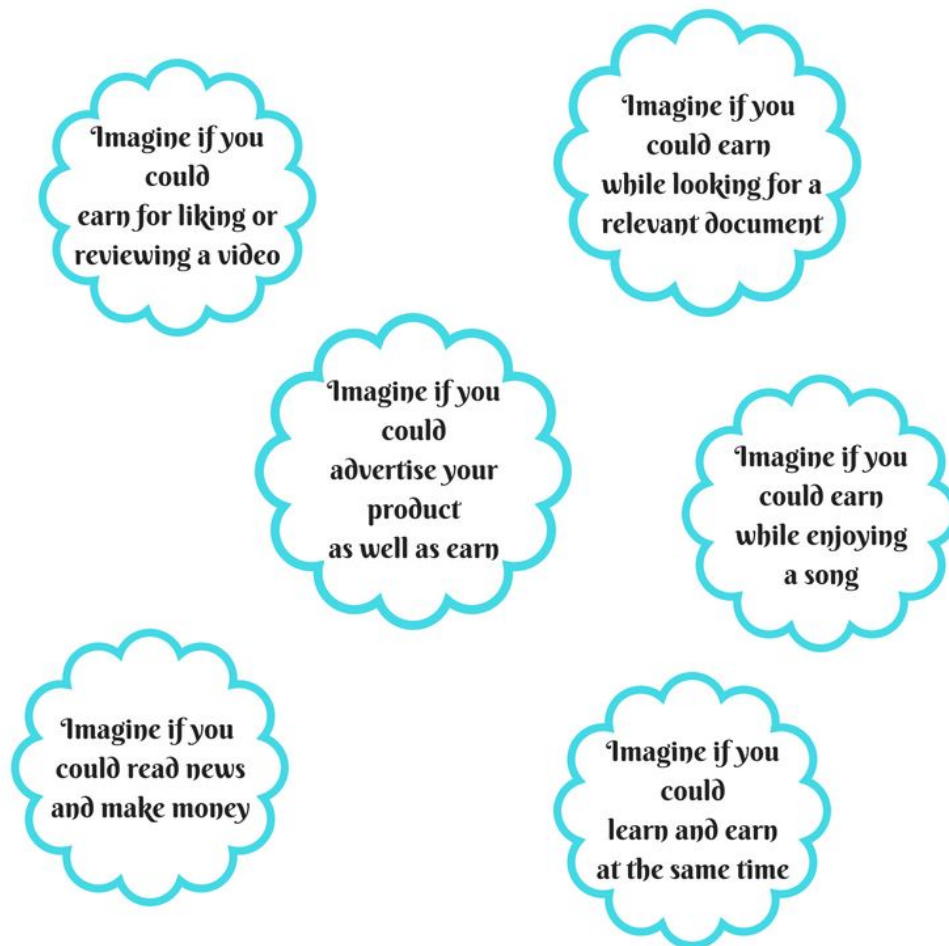
- **Introduction:**

Refine Medium is a decentralised online multimedia sharing platform based on Ethereum Technology. The Refine Medium solution provides a platform where the power and control is equally divided among all its stakeholders. In doing so, it leverages the blockchain technology and a Decentralised Application (DApp) governed by Smart Contracts. It acts as a key to the ideas emerging from all major categories of the online multimedia industry- Audio & Video Entertainment, E-Learning, Documents, Advertisements, News and will open-heartedly encourage and welcome budding innovative categories of the industry.



Refine Medium is set to transform the existing perspective of the online multimedia industry. The platform is based upon the idea **“You Imagination, Our Obligation.”**. Moreover, the platform sets its obligations in proportion and equivalence to your power of imagination. This online multimedia platform takes you one step beyond accessing media free of cost. Refine Medium

ensures hike in earnings of quality content creators at the same time rewards end-users for making use of the content.



A plenitude of multimedia platforms have been burgeoning in the recent years and are highly successful in generating a humongous revenue. However, the segment is supremely-centralised with a infinitesimal number of corporates controlling the entire distribution ecosystem. Refine Medium aims to transform the existing industry through path-breaking technologies and make the segment more transparent, secure, decentralised and thus enhance the social experience of customers.

Mission:

“Validation, Verification and Vindication of online media along with a rigid, immutable and secure ledger in order to build trust in the blockchain system.”

Vision:

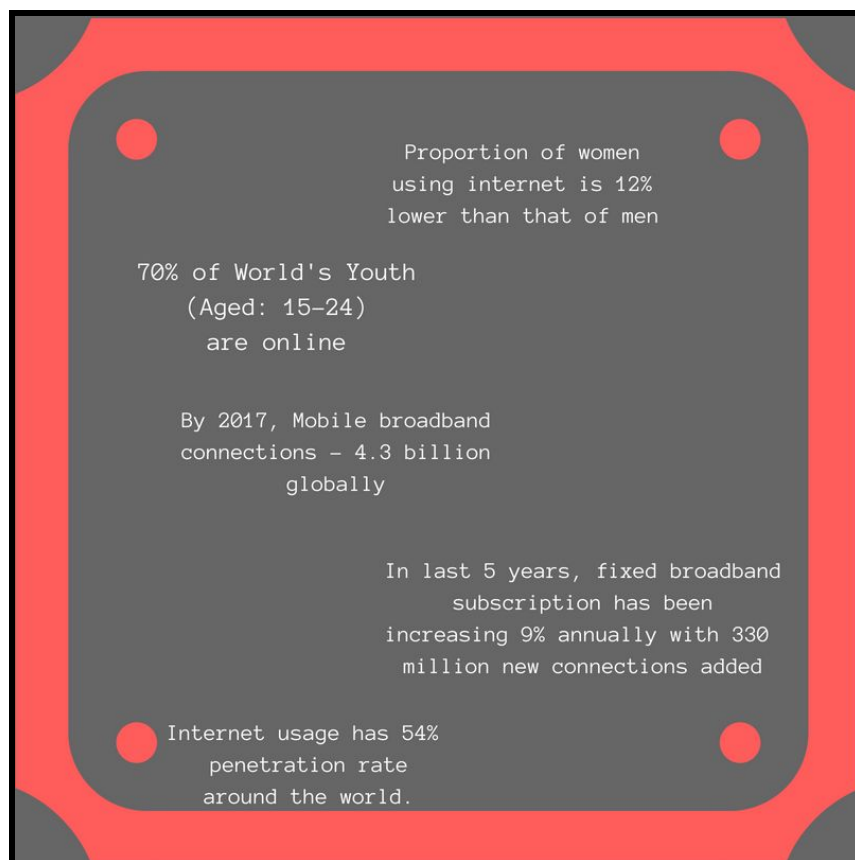
Refine Medium is constantly working with assiduousness, perseverance and diligence to achieve

the immediate mission, at the same time, working on a roadmap for a vigorous future through state-of-art technological breakthroughs and with a desire to be a mandarine in online media market segment. Thus, providing an impetus to ultimate user experience and satisfaction through online multimedia industry.

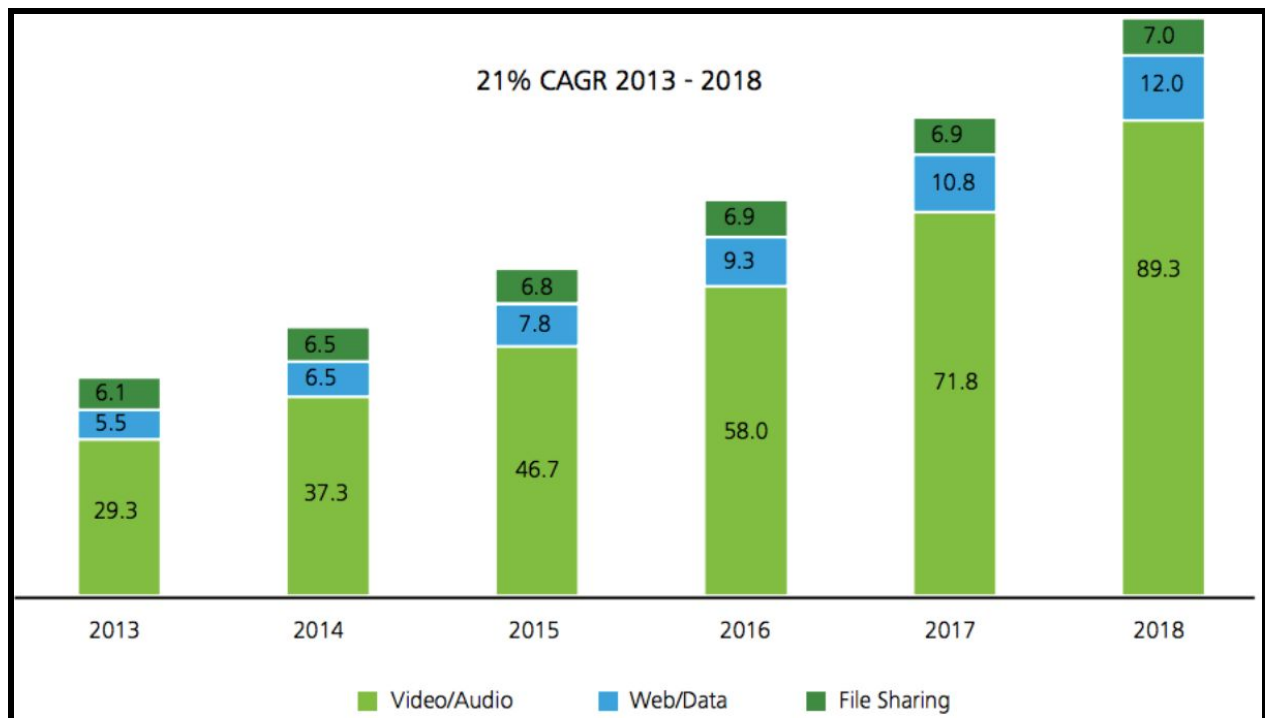
- **Market Opportunities:**

The online multimedia industry is valued at around US\$ 1.5 trillion with about 48% of world population having access to the internet. A dramatic increase in- the number of devices capable of supporting digital media and internet access speeds, has resulted in a significant leap from orthodox media to new (digital) media. The predominance of television, as the main entertainment hub, is intermittently challenged by the likes of YouTube, Netflix, Amazon, Hotstar, Apple TV etc. This has provided the customers with a choice of accessing media content be it- information, entertainment or social activity anytime, anywhere.

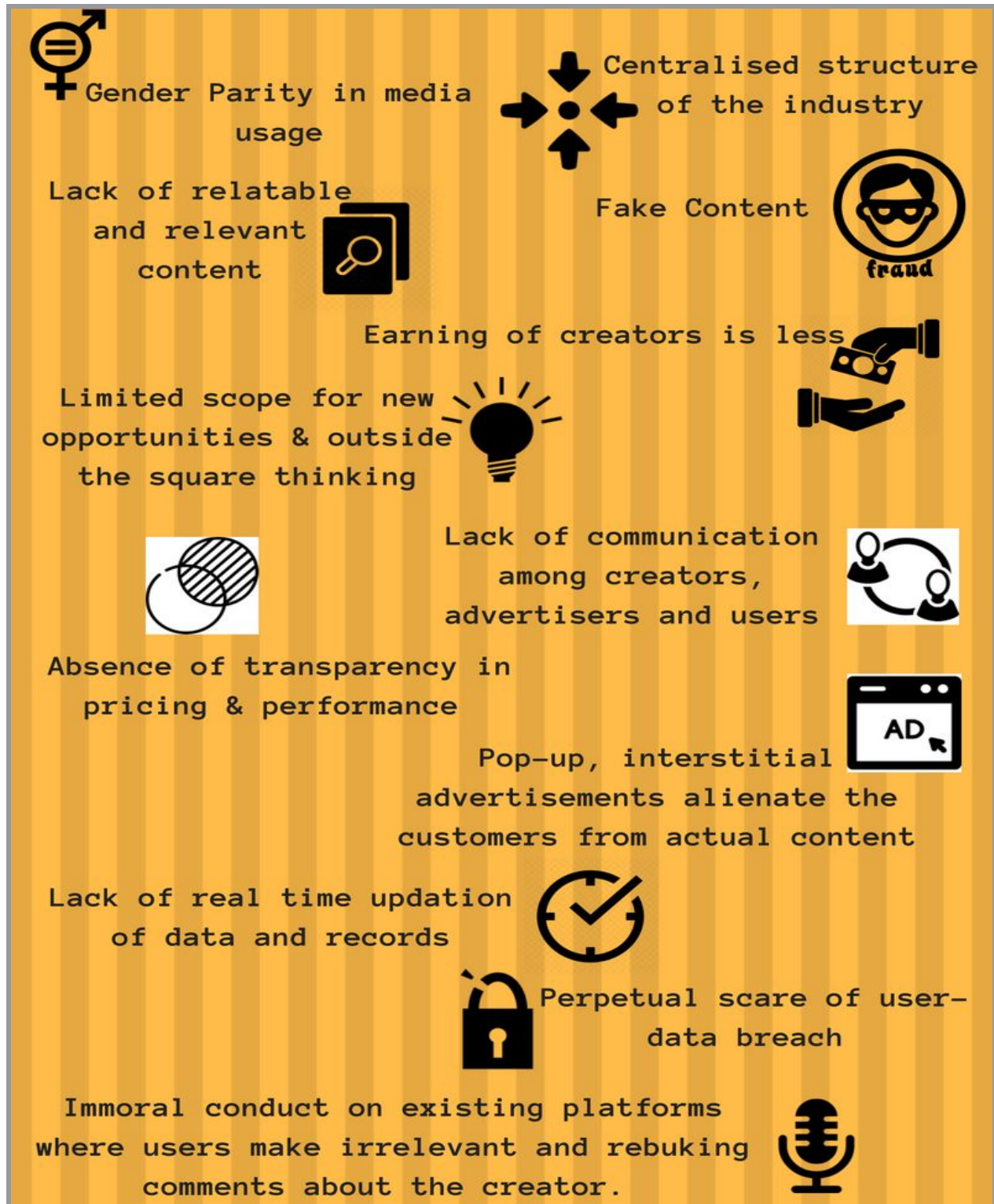
As of 2017, Half of the world's total population is online. This can be attributed to the fact that broadband services are being offered at much higher speeds, mobile broadband prices have dropped by almost 50% over the last three years and increase in the number of devices compatible with broadband services. Online multimedia consumption has witnessed a tremendous increase in the past few years. Here are some facts about data consumption and devices which enable it around the globe:



Refine Medium platform mostly targets Video/Audio, Web/Data and File sharing segments and will rollout features which will encourage customers of all age groups to engage themselves in this enchanting social experience. The cumulative annual growth rate of the online multimedia market is 21%, as of 2018. The global audio and video traffic combined is expected to reach 82% of all internet traffic by 2018. The graph below shows the consumption of internet data (in Exabytes/month) by different market segments of the online multimedia industry across the world:



- Problem Statements:



- **Our solution to existing problems:**

- **Gender Parity:** Rewards and concessions designed specifically for females in order to check the gender parity in internet or media usage. Recent studies show that number of female internet users is 12% lower than that of male users. Refine Medium takes up this state-of-art initiative to bridge the gap of gender parity existing among internet users across the world.
- **Centralisation:** The online multimedia industry today is supremely-centralised with a handful of corporates having a say in profits and decision making. Refine Medium aims to break the shackles of the existing industry and will distribute the power and control among all it's stakeholders in equal proportions.
- **Fake content:** Refine Medium platform will have a sophisticated content verification and vindication mechanism which will handpick only original and verified contents for sharing purpose.
- **Relatable:** Refine Medium is entering into the online multimedia segment after conducting a comprehensive research on the current market trends keeping in mind the likings of users of all age groups. It was observed that users do not often get hold of content they are actually looking for. On this platform, users will find exacting media according to their needs and demands.
- **Creator Earning:** Creators who upload their media on the Refine Medium platform will receive 85% of the fund received from the users as well as 60% of the payments received from advertisers. This will amalgamate more creators with the Refine Medium platform as the compensation/profits received from this platform will be more than any other existing decentralised online multimedia platform and also encourage them to produce quality content.
- **Opportunities:** Refine Medium will proactively search for innovative out of the box contents and will reward them accordingly to encourage such creators. The platform will always provide opportunity to budding concepts and promote them actively so that they compete with other valued content creators. This will only improve the content on the Refine Medium platform.
- **Communication Gap:** Refine Medium will roll out a state-of-art user interface which will enable the creators, advertisers, users and the platform to be in correspondence with each other. Since the entire Refine Medium ecosystem is decentralised, any decision or transaction will require the consent of all the stakeholders involved in it.
- **Transparency:** Each and every transaction that will take place on the Refine Medium Platform will be powered by Blockchain Technology. This technology will enable the concurrent involvement of all the stakeholders in case of any dispute, claims, decision-making and transactions. The performance of the platform will also be made available to all the stakeholders with real-time data analytics.

- **Unnecessary advertisements:** Unnecessary Pop-ups, slideshows and interstitial advertisements alienate the users from actual content of the platforms. Refine Medium platform will set a threshold to the number of advertisements per content above which advertisement of any kind will not be entertained. This threshold will be less than any existing online decentralised multimedia platform, as the satisfaction of the customer is of utmost importance to Refine Medium.
- **Real-time Updation:** The Refine Medium platform will have a segment which will exhibit real time reviews and transactions of a particular media content and will enable the users to judge the content through data analytics.
- **Privacy breach:** The data provided by the user or creator will be stored by making use of Blockchain Technology. Any third party will not be able to access the data until and unless the user gives them the authority to. This will be enabled by Smart Contracts in the Refine Medium ecosystem.
- **Immoral Conduct:** The online multimedia platform by Refine Medium will be entirely different from other social platforms where the creator is abject to harsh criticism, disapproval and personal remarks based on the content of the video. The set of principles governing the Refine Medium source code does not allow or rather “refines” irrelevant comments and remarks made on the platform. This encourages the creator to produce open-heartedly and removes the anxiety issue which is quite relevant in existing scenarios.

- **References:**

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3. <https://www.itu.int/en/ITU-D/Statistics/Documents/facts/ICTFactsFigures2017.pdf>
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