



# Blockchain Movie Club

White Paper Preview

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MCN Technologies Inc,



# Problem

The product is targeted to solve a key issue independent filmmakers face

Independent or small budget filmmakers face a difficulty in distributing the content through theaters or online platforms. These hurdles discourage artists to experiment and innovate with the film media even though there is a huge segment of audience that are receptive to these films.

Platforms like youtube seems to address the above issue to certain extent, but the business models of such organizations still creates a layer between audience and artists.

Advertisers play a key role in sponsoring and making video content freely available to the audience, but again the nature of the business models followed by the platforms may not be very effective as artists are not direct beneficiaries.



# Problem Summary

Movie Audience: I like to watch movies but there are very few releases that I like

Filmmaker: I can make good movie but difficult to sell it.

Advertisers: It is very difficult to measure the effectiveness of Ad campaigns on video platforms



# Solution Overview

BlockChain Movie Club is a decentralized autonomous entity that runs on a blockchain using the smart contract technology.

The platform provides direct interaction between movie content creators, audience and advertisers. The platform allows audience view movie content either freely when sponsored by advertisers or buy it directly from content creator. Content creators will have full control over the content distribution and content is protecting using DRM. The platform allows advertisers to monitor the effectiveness of their ad campaigns by accessing the statistics from the blockchain transparently.

The platform facilitates all the payment transactions between the parties, distribution of content access permissions and logs the usage statistics.



# Benefits

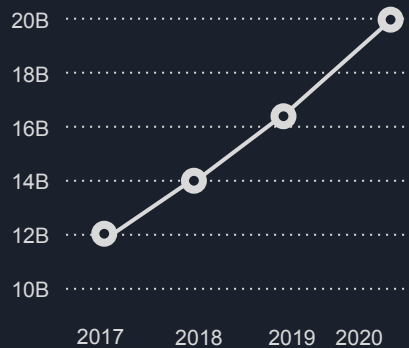
Increased Personalization: Increases production of films that caters for individual choices rather than following "One size fits all" model of film making.

Unleashes Artist's Creativity: Artists will find the audience that appreciate their work as well as advertisers that can sponsor the content.

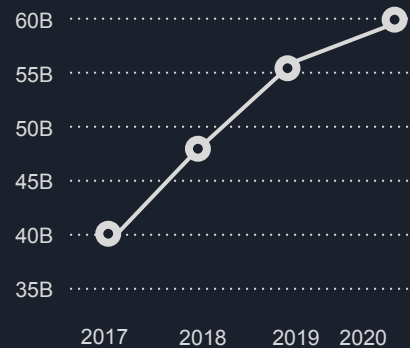
Effective Ad campaigns: Advertisers can measure and monitor the contextuality and consumption of the ads directly.

# Market

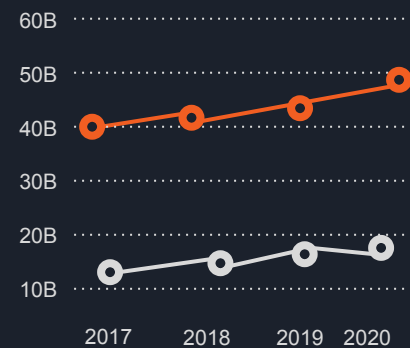
## Size of the related market segments in USA



US Digital Video Ad Spending



US Online Ad Spending



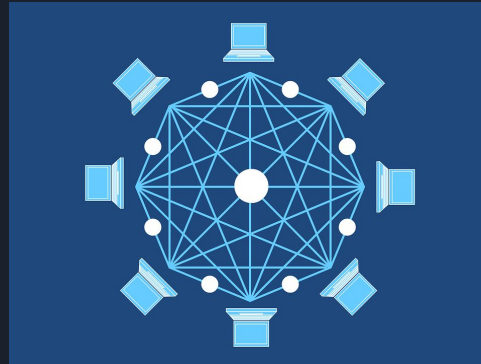
US Film Revenues US/Global

# Technical Overview

Blockchain Movie Club: A decentralized autonomous entity (Ethereum Smart Contract)

The participants hold accounts on the blockchain and register with the Smart Contract as one of the following:

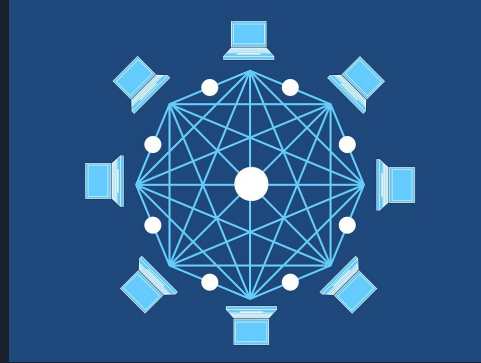
- Media Player
- Movie Provider
- Advertiser



# Technical Overview

## Movie Provider

- Stores a Movie on a storage server with DRM protection
- Register a movie with the BCMC
  - Price
  - Duration

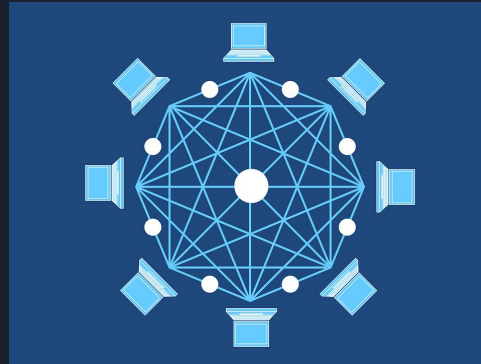




# Technical Overview

## Movie Player

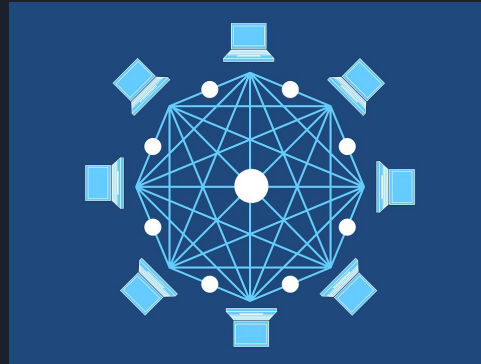
- Registers with the BCMC
  - Capabilities
  - Preferences
- Buys a movie or selects a sponsored movie
- Retrieves movie (and advert URLs) and plays



# Technical Overview

## Advertiser

- Sponsors a movie solely or jointly
- Uploads adverts to a Storage server
- Specifies preferences for targeted audience



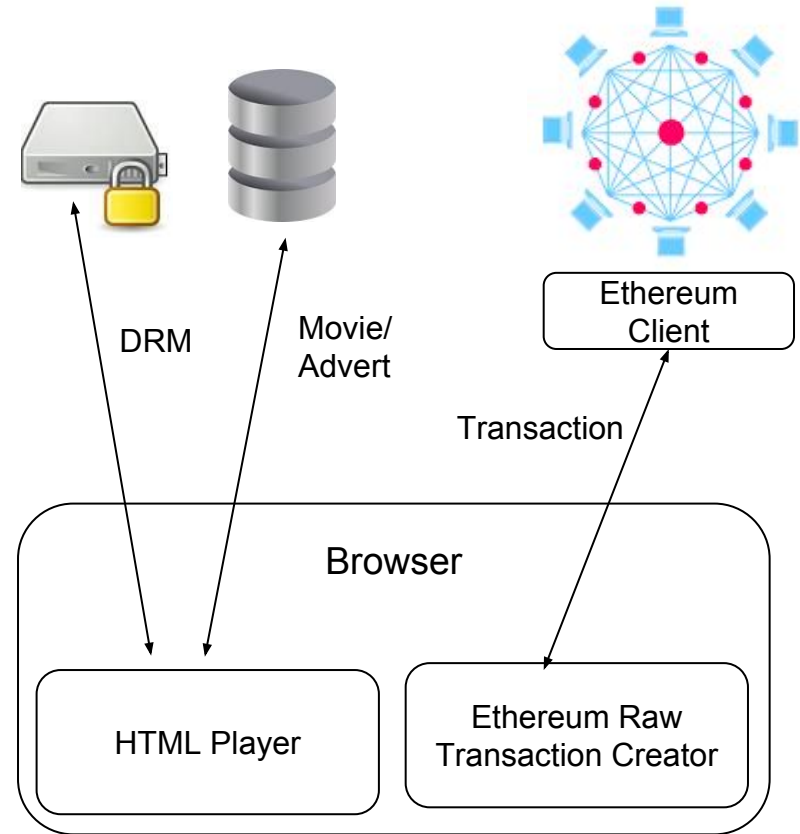
# Movie Player

The media player is HTML5 Player running in all the popular browsers:

- Chrome,
- Mozilla and
- Internet Explorer
- Safari

The media layer connects to the blockchain using a remote Ethereum node.

- Obtains Movie and Advert URLs from Blockchain
- Sends Player statistics to Blockchain





# Development Overview

## Prototype

Implement and test on Ethereum Private Network.

## Share

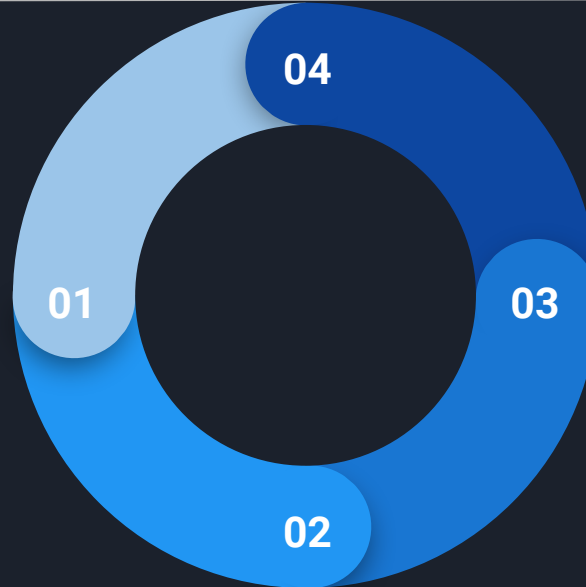
Migrate to a testnet, invite blockchain community and do field testing

## Production

Migrate to Mainnet of selected Blockchain.

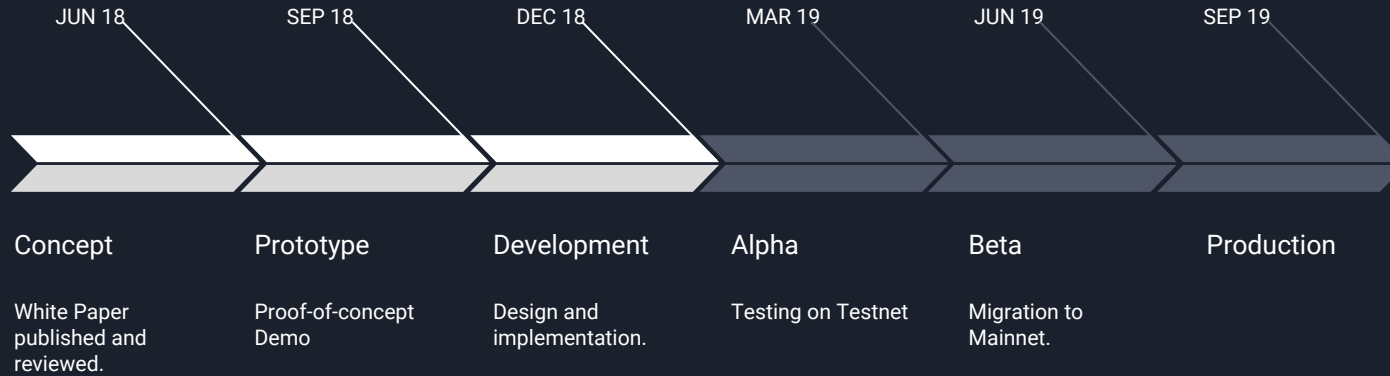
## Development

Blockchain selection ( Rootstock, Ethereum Sharding, Nebulas...) and development





# Project timeline





# Open Platform : Opportunities for Innovation and experimentation

AI : Additional applications can be developed to analyze the data and give feedback to filmmakers, advertisers and , give recommendations to audience.

VR : As the platform provides direct connection to audience, it allows filmmakers to experiment with new technologies such as VR/AR.

UHD, 11.1 channel Immersive Audio : HQ video and audio Content may be generated and consumed.

This application provides environment for studying scalability of a Blockchain for massive microchannel payments.



Thank you!

GIT Repo: <https://github.com/mcntech/BlockchainMovieClub.git>