



R I S

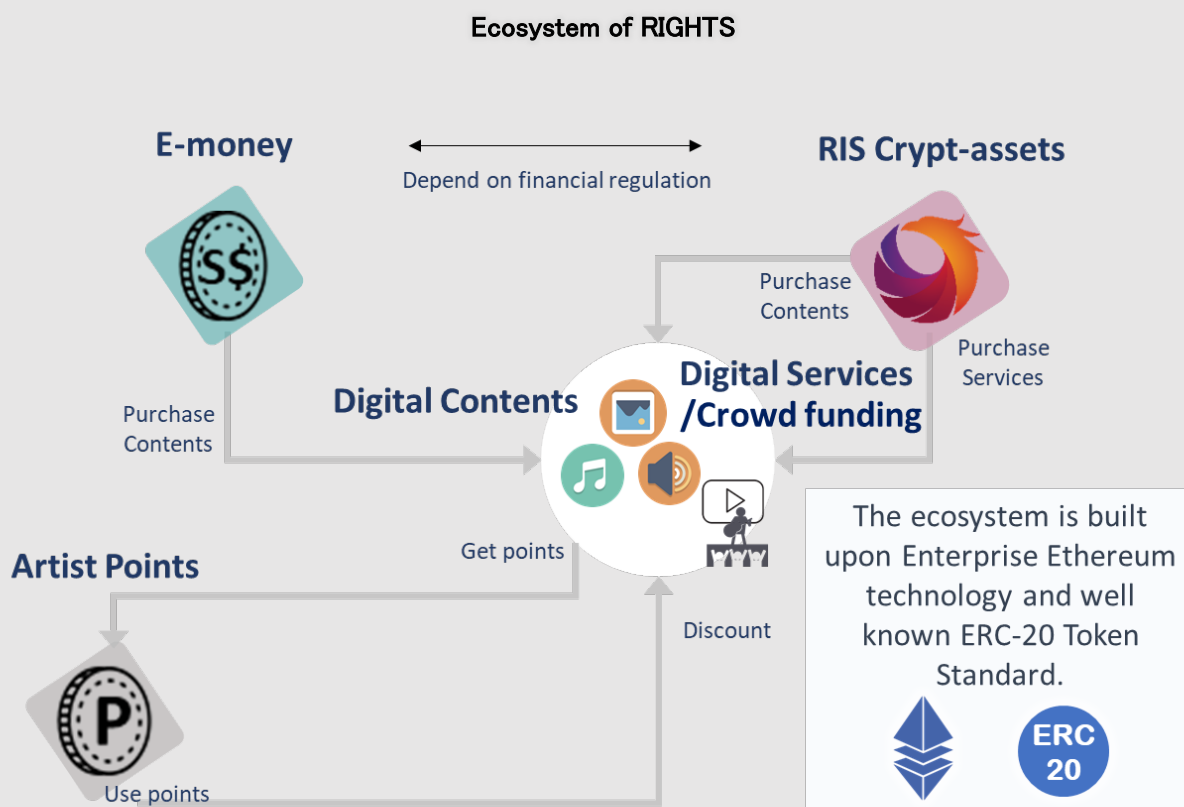
RIS Whitepaper

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Chapter 1: Rights Infinity Sphere (RIS)

Outline of RIGHTS and RIS

“RIGHTS” is the new unified digital entertainment space. Rights Infinity Sphere (RIS) functioned as the crypt-currency circulated on the RIGHTS Distributed Digital Network (RDDN). RDDN is defined as unified media market, on which ownership data of digital contents will be engraved on Blockchain. Currently unable-to-exceed data ranges such as images, audios, videos will be certainly changed to users specialized assets. Consequently, digital contents will be reborn and distributed as real-exist digital contents. RDDN services will be launched in Spring 2019.



The RIS token will be used to purchase digital contents on RDDN after the regulatory policy of crypt-currency of each country's financial authorities has been decided.

RIS will be deployed for multi purposes on RDDN. However, RIS is mainly designed for event participation rights at the beginning such as Artist Stage, E-Sports, Online Meet up and Crowdfunding. Those events will be held by not only professional players but also amateurs. Usage details herein below Chapter 2.

Main features of RIS

- RIS will be issued on public Ethereum network as ERC20 token
- RIS works as event-specialized utility token for professionals and amateurs
- RIS works with RDDN based on Enterprise Ethereum independent from public Ethereum network. Application functions are built on RDDN, but RIS on public Ethereum is used as payment currency for RDDN. And RIS is distributed as a reward for node operation of RDDN of its own Blockchain network. RIS and RDDN works with Interledger technology. As a result, Ethereum GAS cost is needed only when RIS payment contract is executed. Other smartcontracts are GAS free.
- RIS has no security function like equity, bond or others
- 800 million token amounts fixed
- Even in late, RIS will be listed on crypt-currency exchanges in the spring of 2019

Private token sale

- Token sale will be started in November 2018, as a Private Sale
- Sales targeting on Singaporeans and global investors
- In the private token sale, basically unit price of RIS is planned to be 0.02 USD (\approx 0.028 SGD) per unit
- Sold at equivalent of 100,000 USD (\approx 280,000 SGD) per one unit
- RIS tokens purchased at private sale will be subject to selling restrictions
- Those who are not permitted to purchase crypt-currencies by financial regulation of each country can not purchase RIS.

Airdrop

- Airdrop for people joining RIGHTS community will be run by early 2019.
- Program will be executed to give tokens to people interested in RIS (up to 20,000).

Public token sale

- Public token sale will be started in early 2019.
- Unit price of RIS is planned to be started at 0.03 USD (\approx 0.042 SGD) per unit. The price will be raised gradually during the period of token sale.
- Those who are not permitted to purchase crypt-currencies by financial regulation of each country can not purchase RIS.

Token Management Activities

- Issue Token
RIS issuing team will execute token transfer to each buyer who complete KYC
- Token Maintenance and Operation
RIS will be listed on crypt-currency exchanges as initially planned
Actions to prevent the collapse of token prices after listed
- Investment to acquire RIGHTS Participants
Project team invests in the potential RIS participating artists meanwhile the revenue earned from the token sale of RIS, which makes the products on RDDN more attractive.

Responsibilities of Management Team

- Expanding the use of RIS and establishing a stable economy
- Collaborating with RDDN developers to advance “Unified Digital Entertainment Space” economy
- Initially, focusing on developing markets in Singapore and neighboring Asian countries

Chapter 2: Token Usage

As mentioned in Chapter 1, RIS is a utility token working with RDDN. This chapter describes token main usage.

Rights Digital Contents

RIS will be used for purchasing Rights Digital Contents in certain Asian countries. Those countries will be chosen depends on their crypt–currency friendly attitude and regulations.



Emerging Artist Stage

In the recent years, newcomers in Entertainment Industry has been emerging remarkably. Hereinunder are collected statistics among Asia YouTube channels (China, Indonesia, Japan, Korea, Myanmar, Philippine, Singapore, Thailand, Vietnam)

Asian YouTube Channels,

- 85,000 channels in total
- 66,000 channels are less than 100000 subscribers.

Totally 1billion subscribers in this tier.

Filters

Find a channel

Country

China

Indonesia

Japan

Korea, Republic Of

Myanmar

Philippines

Singapore

Thailand

Viet Nam

Language

Category

Subscribers tier

0

100k

Advanced Search

CLEAR

GO

Views

Total
530,147,768,865
Average per channel
8,032,177

Subscribers

Total
1,121,303,486
Average per channel
16,989

Published videos

Total
25,395,333
Average per channel
385

Engagement/views (%)

Average per channel
33.11

Avg. 30 days views/video

Average per channel
24,641

Subscribers' evolution (%)

Average per channel
4.12






Show 5 rows

Evolution Last 365 days

COLUMNS

66,003 channels

123...13201>>

Rank	Channel	Category	Network	Channel's country	Channel's language	Views Last 365 days	Subscribers ↓	Published videos	Videos per week	Score
<input type="checkbox"/> 1st	 Quyết Tâm Mạnh	Education		VN Viet Nam	VI Vietnamese	9,443,543	99,984	10		452
<input type="checkbox"/> 2nd	 ราชบัณฑิตยสถาน V3	People & Blogs		TH Thailand	TH Thai	11,827,799	99,974	344		682
<input type="checkbox"/> 3rd	 Dan Jeong Conditioning	Sports		KR Korea, Republic Of	EN English	11,612,260	99,971	190		526
<input type="checkbox"/> 4th	 레벨라인 RVLINE	Entertainment		KR Korea, Republic Of	KO Korean	81,813,838	99,942	424		691
<input type="checkbox"/> 5th	 선아의 하루 Suna's Day	People & Blogs		KR Korea, Republic Of	KO Korean	9,129,665	99,941	85		621

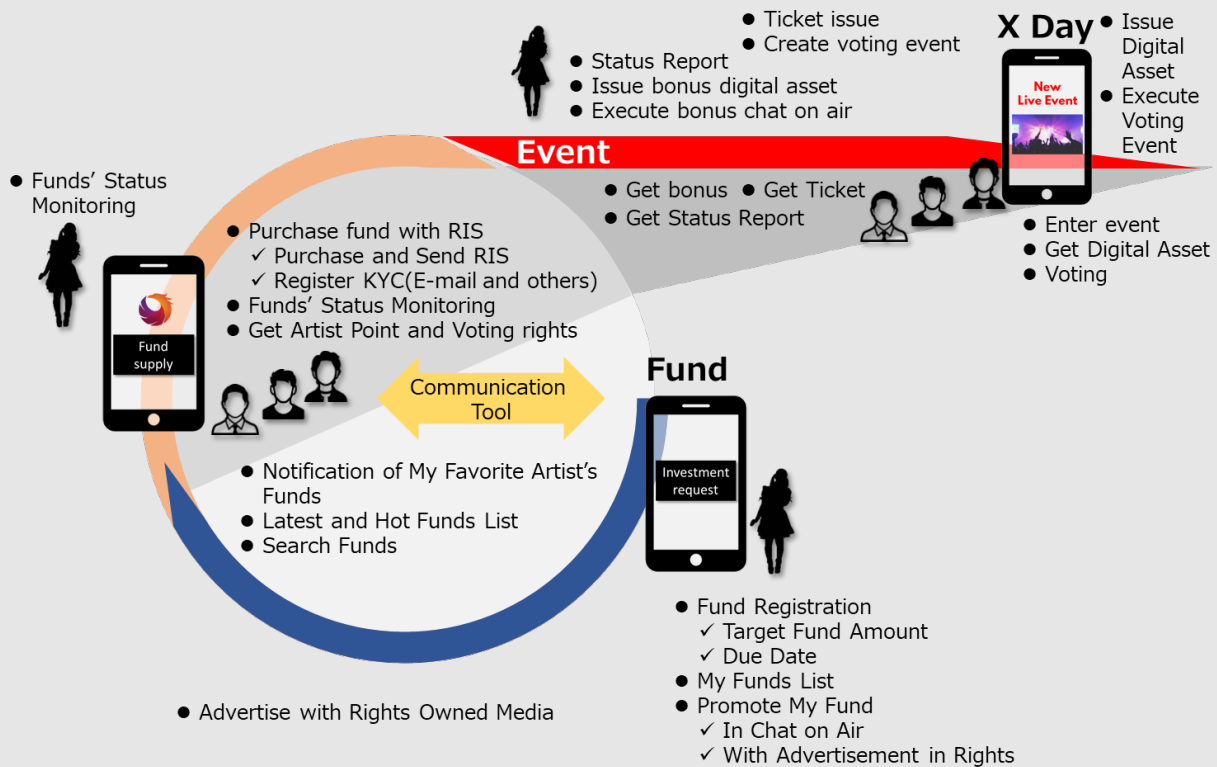
(source: <https://analytics.wizdeo.com/>)

Above numbers show not only most popular players are the industry backbone, many amateurs are potential game–changing factors.

In another example, a lot of amateurs hold online event in SHOWROOM, Japanese emerging live streaming media. As hereunder case, an Indie artist was starting her first live performance, receiving a virtual gift from fan. An image of how RIS works.

In RDDN, artists will be able to hold online autograph sessions. As a never-before-seen service, autograph is created on Blockchain, and fans can enjoy it simply through their smartphones or any other devices.

Other Basic Usage Image of RIS

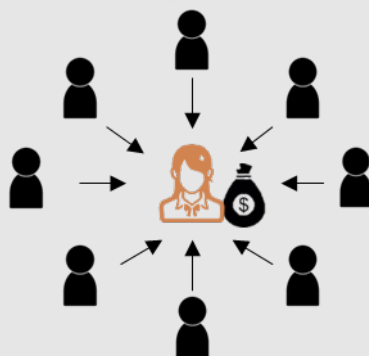


Outline

1. Artists or fans suggest crowdfunding
2. Fans purchase RIS (from crypt-currency exchanges), sending to the event proposers
3. Run the events by raised funds

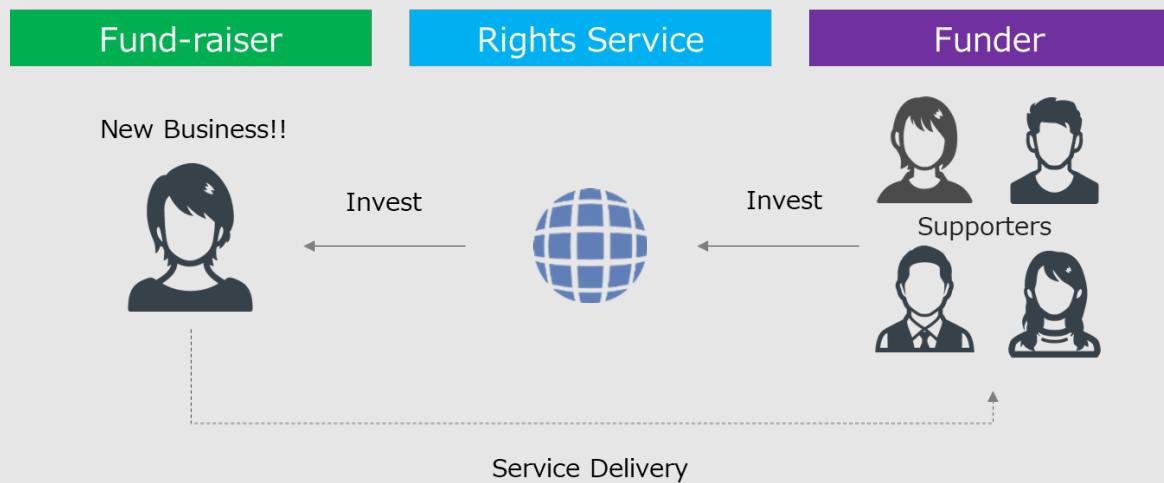
RIS basic usage has the similar process with many other use cases. However, major RIS use case outline is explained below.

Crowdfunding (New business)



RDDN provides all oriented-above targets an open environment for Crowdfunding. Entire performers and fans have authorizations to create their own projects. Rights will provide reward-based crowdfunding.

Reward-Based Crowdfunding



This service is to comply with the financial regulations of each country. The main issues are as follows.

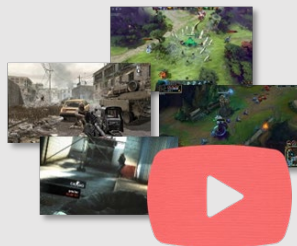
For Fund-raiser

- Commercial transaction like E-commerce
- Warranty for defects
- Tax

For Rights Service

- Payment and Settlement
- Clarification of service agreement

E-Sports Event



According to Goldman Sach report, growth of global E-Sports sales will keep high ratio until 2022. (Source: <https://esportsobserver.com/goldman-sachs-esports-report/>)

RIS will work as E-Sports convention prize and/or ticket fee. Fan vote and other social events will be executed on RIS.

Prize Money and Regulation

- Competitions on Rights will be held in the future, accompanied by prize money to be paid according to each country regulations.
- For example, Japanese E-Sports Industry has an obligation to obey at least three laws hereunder.

According to Japanese law,

- ✓ Criminal law: Gambling crime
 - Free participation, prize money is issued from a third party
(Participation fee used as convention operation is acceptable)
- ✓ Unjustifiable Premiums and Misleading Indication Prevention Act
 - Choosing games includes situations which accounting players are not necessarily favorable, or games that can be played for free.

Holding the E-Sports tournament in a game where paid players become advantageous is said to use the prize money of the tournament for the sale of paid games.

- ✓ Regulations of entertainment and amusement, Act on Business Appropriateness
 - Business operator of video game arcade is prohibited to provide prize money.

Online Meet up Event



As the fact that many influencers are currently using YouTube and other social network tools. Naturally, they soon need online meetup events powered by RDDN and RIS.

Chapter 3: Token Price Simulation

RIS will be under execution for various markets with details in Chapter 2. We strongly believe RIS Price will reach 0.4–2 USD for future business development. In this chapter, a simulation of RIS Token price will be shown.

RIS Target Price

Case	Unit Price	Magnification from Private sale
Base	0.40	x 20
Optimistic	2.00	x 100
Pessimistic	0.08	x 4

Conditions

Assuming RIS will be used in the previously introduced four markets, under certain conditions and the assumed revenue using RIS. Three simulations of RIS price are calculated: base, positive, pessimistic.

Table. Conditions

Conditions		Artist Stage	E-Sports	Online Meet-up (Webinar)	Cloud Founding
Asian Market Ratio in Global		50%	50%	50%	50%
Market Share	Base	0.5%	2%	5%	0.5%
	Optimistic	2.5%	10%	25%	2.5%
	Pessimistic	0.1%	0.2%	1%	0.1%

In order to calculate revenue of markets using RIS, some existing global markets served as benchmarks. Even those markets are growing up rapidly, the current value is used limited for this simulation to simplify the simulation.

Table. RIS Revenue Simulation (Unit: USD)

Case		Total	Artist Stage	E-Sports	Online Meet-up (Webinar)	Cloud Founding
Benchmark	Object	Global Markets (Right Columns)	Global Music Tour Revenue (2017)	Global E-Sports Revenue (2017)	Revenue of Meetup.com (2017)	Global Crowdfunding: Reward and Donation (2015)
	Revenue	11,785,000,000	5,600,000,000 ※1	660,000,000 ※2	25,000,000 ※3	5,500,000,000 ※4
Price Simulation	Base	34,975,000	14,000,000	6,600,000	625,000	13,750,000
	Optimistic	174,875,000	70,000,000	33,000,000	3,125,000	68,750,000
	Pessimistic	6,335,000	2,800,000	660,000	125,000	2,750,000

Sources:

※1 <https://www.statista.com/statistics/380120/global-music-tour-gross-revenues/>

※2 <https://esportsobserver.com/goldman-sachs-esports-report/>

※3 <https://www.owler.com/company/meetup>

※4 <http://crowdexpert.com/crowdfunding-industry-statistics/>

Despite spreading only in certain markets, RIS will be also used for purchasing Rights Digital Contents.

RIS Covered Market of Rights Digital Market (Unit: USD)

RDDN Market		Estimated Market Size	RIS Cover Ratio	RIS Covered Market
Rights Digital Contents	Base	17,500,000,000	5%	875,000,000
	Optimistic		25%	4,375,000,000
	Pessimistic		1%	175,000,000

Price Simulation※

According to Rights Service Whitepaper, RIS potential market capitalization can be calculated by the following formula.

Cryptocurrencies market capitalization, event right sales case (example)

Market average capitalization = ①Rights active user number × ② Event average entrance fee × ③Event frequency
(1=Same-scale events all the time)

The relationship between this formula and the numerical values in the previous section is as follows.

[①Rights active user number × ②Event average entrance fee] means “Revenue”.

[③] means a token holding cycle per year: 0.33(Every Token is sold four month / Year)

(In other words. Simply, RIS will be in exchange for other currencies by holders annually under certain circumstances. For example: paying tax)

Multiplying the token's unit price by the total number of distributed tokens will be the market capitalization.

Simulated RIS Token Price (Unit: USD)

Case		Unit Price	Magnification from Private sale	Market capitalization
Price Simulation	Base	0.40	x 20	319,000,000
	Optimistic	2.00	x 100	1,593,000,000
	Pessimistic	0.08	x 4	62,000,000

※This simulation result is not a guarantee of RIS price.

Chapter 4: Use of Funds

This chapter explained how funds raised by RIS initial sales will be used.

RIS Token Initial Distribution Plan

From 800 Million total amount, 550 million to be sold in planned view, remaining tokens will be in practice for various service developments.

Total Amount	800,000,000	100%
Initial Sale	550,000,000	70%
Escrow (for RDDN Node Operators)	100,000,000	12%
Liquidity Suppliers	100,000,000	12%
Developers	50,000,000	6%

100 Million tokens will be escrowed as rewards for RDDN Node Operators, who get RIS through running their RDDN nodes.

Table. Assumption of Rewards for Node Operators

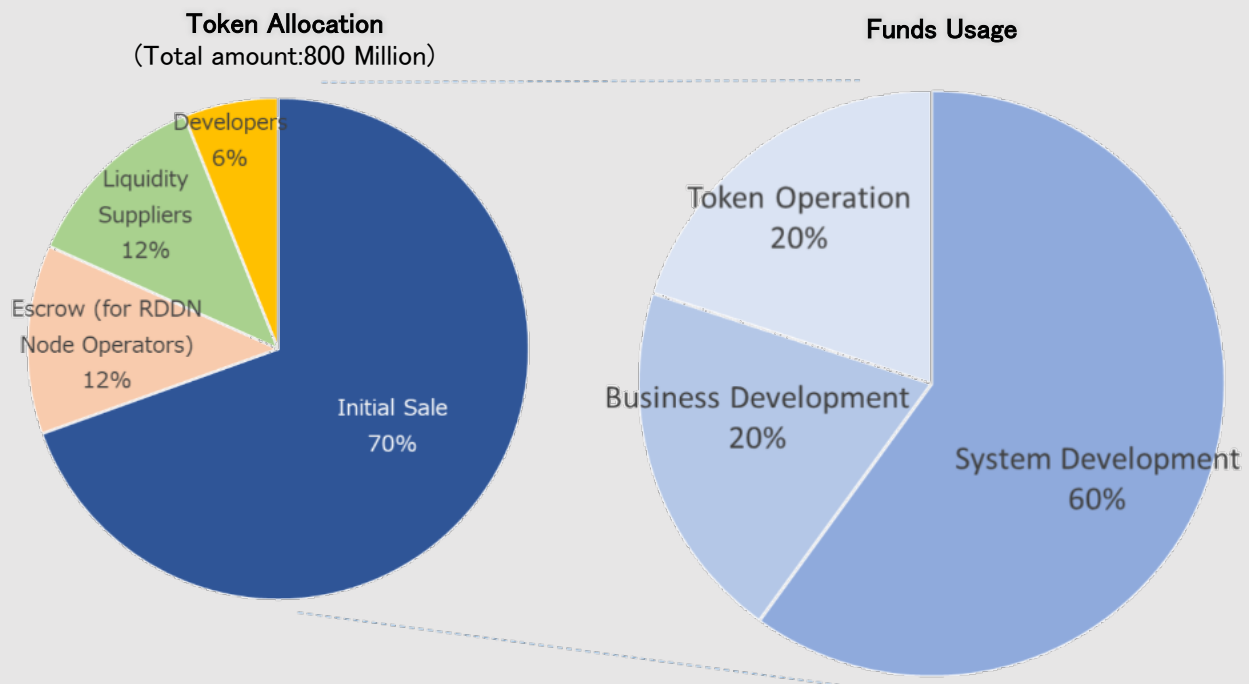
Year	Rewards of Token	Remaining Token	Consensus Number Accumulation	Rewards Token per Consensus
1	25,000,000	75,000,000	3,942,000	6.3
2	25,000,000	50,000,000	7,884,000	6.3
3	12,500,000	37,500,000	11,826,000	3.2
4	12,500,000	25,000,000	15,768,000	3.2
5	6,250,000	18,750,000	19,710,000	1.6
6	6,250,000	12,500,000	23,652,000	1.6
7	3,125,000	9,375,000	27,594,000	0.79
8	3,125,000	6,250,000	31,536,000	0.79
9	1,562,500	4,687,500	35,478,000	0.40
10	1,562,500	3,125,000	39,420,000	0.40

⋮

Other 100 million tokens will be distributed to RIS liquidity supplier to support exchanging other token or currencies, and this is also resource of airdrop. Remaining 50 million tokens will be distributed to RIGHTS developers. These regulation settlements are to avoid plummeting prices on RIS by these RDDN stakeholders.

Funds Usage

According to our plan, 550 million RIS will be sold in initial sales.



System development

RDDN is the system for three digital asset markets: Artist market, Character market, Life market. Funds will be used to develop functions for these markets. Around 50% of funds to this system development.

Business development

We will make various investments to encourage content such as artists and characters to participate in RDDN.

Examples:

- Providing equipment for artists to create digital contents
- Investment in E-Sports team for holding E-Sports events
- Advertising, promotion

Token operation and maintenance

Various measures will be executed to improve the liquidity of the token.

Examples:

- Listing on multiple crypt-currency exchanges
- Explanation of the token to general investors
- Maintain accounts to pay public Ethereum GAS
- Monitoring abnormal transactions

Change History

October 30, 2018

First edition

