STREAMCOIN

WHITEPAPER

Version 3.4

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The offering of StreamCoin (STRM) in the platform is made to allow the use of the MeiTalk platform and not for speculating purposes. The offering of StreamCoin (STRM) on the platform does not change the legal qualification of StreamCoin (STRM), which remains a utility for the MeiTalk platform and not for security.

Prior to purchasing the StreamCoin (STRM), we strongly advocate a careful study of the whitepaper and all documentation associated with it, including the contract relating to the purchase of the aforementioned. In line with that, acquiring StreamCoin (STRM) shall not grant the purchaser any right or influence over the StreamCoin organization in any perceivable way.

Any person who intends to buy StreamCoin (STRM) must be aware of the MeiTalk business model. This whitepaper may be altered because of new regulatory and compliance requirements from any applicable laws in any jurisdiction. In such a case, purchasers and anyone undertaking to buy StreamCoin (STRM) hereby understand and acknowledge that neither MeiTalk nor any of its affiliates shall be held liable for any direct or indirect loss or damage caused by such changes.

The StreamCoin team will do its utmost to launch its operations and develop the MeiTalk platform in accordance with StreamCoin's Roadmap. Anyone undertaking to purchase StreamCoin (STRM) acknowledges and understands that the MeiTalk platform does not provide any guarantee that it will manage to achieve it according to full expectations. They acknowledge and understand therefore that the MeiTalk platform including its bodies and employees assume no liability or responsibility for any loss or damage that would result from or relate to the incapacity to use MeiTalk, except in case of intentional misconduct or gross negligence.

Abbreviations

API - Application Programming Interface

BC - Binance Chain

BEP - Binance Smart Chain Evolution Proposal

BNB - Binance Coin

BSC - Binance Smart Chain

CAGR - Compound Annual Growth Rate

dApps - Decentralized Applications

GMV - Gross Merchandise Volume

MMORPG - Massively Multiplayer Online Role-Playing Game

NVENC - Nvidia Encoder

OVP - Online Video Platform

PoSA - Proof Of Stake Authority

ROI - Return On Investment

STRM - StreamCoin Token

I. Executive Summary

A. Introduction

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 [1]. 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[2]. 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 post-pandemic [3]. 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. What's more, streaming platforms have now advanced into allowing multi-streaming which is generally a convenient way to reach more audiences and gain more profit.

All of the things mentioned above are the reasons why StreamCoin's features are the best fit for the MeiTalk platform. MeiTalk, 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, MeiTalk 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, MeiTalk 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, **StreamCoin (STRM)**, which will be the driving force for MeiTalk's core features and ecosystem.

One more thing that makes MeiTalk stand out is its ability to allow simultaneous multi-streaming to other streaming platforms from all over the world. While streaming platforms today only allow two to three multi-streaming, MeiTalk has exceeded this capacity and allows more than what is expected.

In MeiTalk, you can choose to view any video from other platforms and at the same time, also decide which platform you would want to watch it from.

MeiTalk 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 StreamCoin (STRM) by watching ads on the MeiTalk platform
- Reward StreamCoin (STRM) to their favorite live streamers

On the other hand, **Streamers** will be able to:

- Simulcast from MeiTalk to platforms like YouTube, Kuaishou, Twitch, AfreecaTV, etc
- Reach and engage with all or selected fans using special filters
- Earn 100% of all their StreamCoin (STRM) 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

MeiTalk 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; MeiTalk Service Layer, MeiTalk Streaming Encoding layer and MeiTalk Blockchain layer.

B. Market Changes

In its entirety, live streaming has not only provided a new form of entertainment but has also opened up a path for businesses and individuals to take advantage of the industry — in terms of revenue streams.

According to a 2021 HubSpot research, 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[5]. In line with this, Search Engine Journal also reports that real-time engagement gives a good opportunity for organizations since audiences like to participate and engage with the brand, the streamer, or fellow viewers in real-time while watching streams[6].

By the end of this year, live streaming would account for 82% of the entire internet traffic[2]— 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[7] 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.
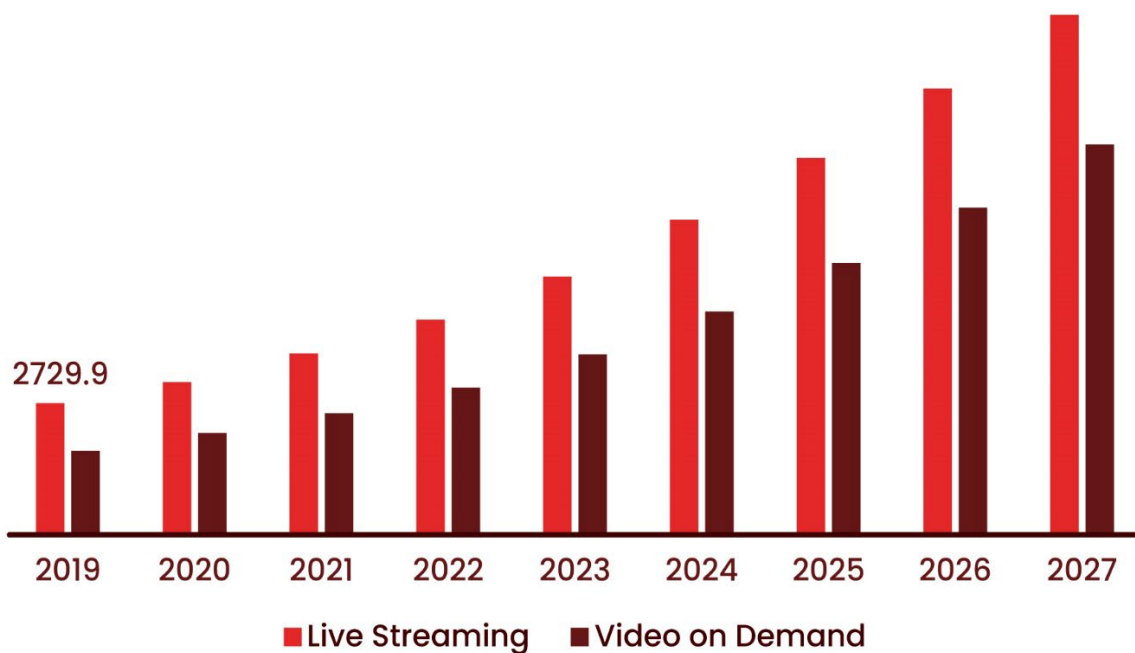
Source: researchdive.com[8]

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.

C. Use Cases

Because of the accessibility and flexibility that live streaming offers, it has now become widely adopted by a large number of organizations from various industries. These establishments utilize live streaming to improve their business operations; hence, generating profit for both public and private entities.

According to Globe News Wire, the major end-users of live streaming include sectors like education, media and entertainment, e-sports, and retail among many others[7].

In the report, the media and entertainment industry is expected to demonstrate a 28.3% CAGR due to the high consumption of celebrity news and movie updates of the customers[4].

In addition to this, movie studios launching their channels also contributed to the vertical growth of live streaming in this industry[7].

On the other hand, the e-sports sector is likely to generate huge revenues as well, for the global live streaming market. The rise of gaming communities — especially blockchain-based games like MMORPGs, play a big part in this[7]. Moreover, live streaming of esports tournaments and events will also help bolster the escalated growth of the segment in the coming years[7].

One of the winners, when it comes to leveraging live streaming to its full capacity, is the retail and sales industry. It is no secret that live e-commerce has been dominating the market. The perfect example of this is China's Taobao Live — the live e-commerce channel of Alibaba Group[9]. The platform has transformed the live streaming market in the mainland and introduced a new way for consumers to engage and shop in the streams. In a 2021 report from Alizila, Taobao Live generated $61 billion in GMV for 2020, alone[9]. It is now considered an effective professional marketing tool for brands not only in China but in different countries as well.

Moreover, the education and training sector has gradually adapted and found ways to cope with the current situation as well. Today, hundreds and thousands of schools have opted for live streaming with some colleges and universities offering online courses. Online learning has become the 'new normal' and made 'distance learning' easier for both teachers and students. Indeed, live streaming has become the best solution for the education sector to resume classes and training.

Even though the pandemic has somehow subsided, schools still operate distance learning while some have joined the pilot run for face to face classes.

II. MeiTalk Platform

A. Overview

The fundamental concept of MeiTalk is to provide a blockchain-based multi-streaming platform. It is developed under three layers: MeiTalk Service Layer, MeiTalk Streaming Encoding Layer, and MeiTalk Blockchain Layer.
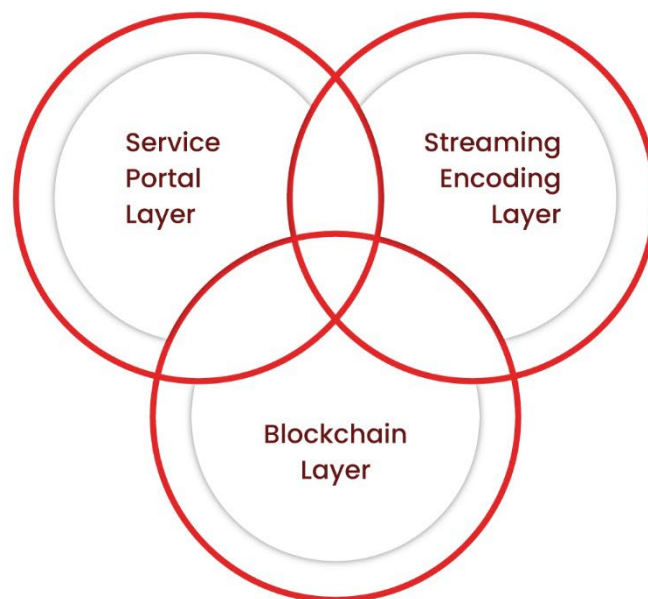
MeiTalk Service Portal Layer

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

Apart from this, user-selected advertisements and a new type of NFT marketplace will also be made possible through the MeiTalk Service Portal Layer. Moreover, this layer will provide two major functions — Transmitting and Editing.

1. Transmission Interface

- MeiTalk 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.
- Streamers can choose to expose their live stream videos to all or selected fans using exposure filters such as nationality, country, gender, and age.
- Streams on the MeiTalk platform will have auto-translated subtitles (e.g., English, Korean, Chinese, etc.) for viewers based on the streamer's filter settings; thus, allowing streamers to have exposure to the global market.

2. Editing Interface

Streamers will have several options for editing their streams, such as:

- Option to select the kind of advertisements that will be embedded between their live streams. If not, MeiTalk can do this on behalf of the streamers.
- Option to mint their videos and upload them into the NFT Marketplace.
- Option to choose the demographics of the audience.
- OVP feature (opportunity to replay their streamed videos for 24 hrs.)

MeiTalk Streaming Encoding Adaptor Layer

The MeiTalk 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.

MeiTalk Blockchain Layer

The streamers' digital content is protected by the connection between the transmitted live stream information and the blockchain layer interface, through the modulation prevention process.
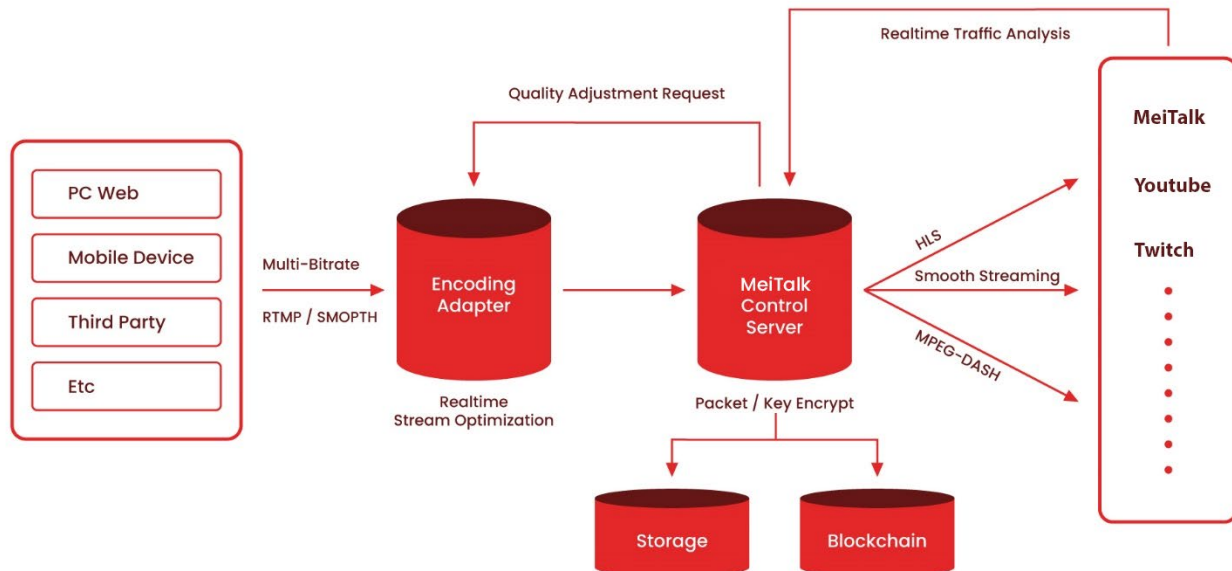
In detail, the MeiTalk Blockchain layer is responsible for propagating on the blockchain by integrated filtering and disseminating all transactions occurring on the platform. It is composed of blockchain integration, the StreamCoin Wallet, and the NFT Marketplace. This enables anti-counterfeit and provides digital image owner registration on MeiTalk. Furthermore, this layer is responsible for:

1. Crypto Transaction Interface
   - Managing the reward system on the platform
   - Handling deposit/withdrawal on the platform

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

As soon as the streamer starts live streaming through the MeiTalk platform, the streamer's unique information is encrypted in a distinctive manner and recorded on the blockchain.

When the live streams end, the streamer can download the original video which has their authenticated account information and encryption key; hence, making them own it entirely. Nonetheless, they can also edit and upload these videos on various platforms by choice.

However, other streaming channels will not be able to claim ownership of the videos that were originally streamed on MeiTalk — if the streamers decide to upload them on other platforms. This is because these videos will be already registered on the blockchain and will not be uploaded or registered on another platform and NFT Marketplace, aside from MeiTalk.

Additionally, being an all-in-one multi-streaming platform, MeiTalk will effectively enable multiple streaming of not only one or two but over 50 diverse broadcasting channels coming from different parts of the world — all at the same time.

Ambitious, maybe, but it will be made possible thanks to MeiTalk. This powerful feature, will enable streamers to reach and target audiences from across the world; thus, breaking down geographical limitations.

In simpler terms, streamers who use the MeiTalk platform will be able to use only one device for streaming but reach millions of viewers from different streaming channels.

In line with this, viewers can use the application-based version, to watch videos anywhere, anytime. Because it is a simulcasting service, users will be able to watch streams of their favorite streamers that are currently showing from MeiTalk using the platform itself or from other streaming channels.

Moreover, since it is built on blockchain, it offers a highly scalable and completely centralized live video streaming network protocol that has crypto token incentives and creates a solution that is cost-effective for traditional app developers and broadcasters with the use of centralized live stream solutions.

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

B. Binance Smart Chain

StreamCoin will be built on the Binance Smart Chain (BSC) and follow the BEP-20 standard. It is a standalone blockchain that is also compatible with Ethereum[10].

Being Ethereum-compatible, it executes smart contracts and runs dApps (decentralized applications)[10]. In BSC, the staking-based consensus is more environmentally friendly and leaves more convenient options for community governance. Because of this, the consensus provides a faster and better network performance, as well as faster blocking time and higher transaction capacity[10].

In addition, Binance Smart Chain concentrates on moving digital assets between BC and BSC, i.e., BEP-20 tokens and more BEP tokens will also be introduced in the future[10].

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

1. Blocking will be shorter than Ethereum.

2. Time to confirm the finality of transactions will be shorter.

3. Block rewards will be collected from gas fees, and similarly, gas fees will be paid in BNB.

4. The system will be made compatible with Ethereum, as much as possible.

5. It will enable modern staking-based network governance.

C. Technology Features

MeiTalk transforms the familiar communication channel of live streams into an all-in-one blockchain-based platform. Both Viewers and Streamers can enjoy the MeiTalk platform that has a decentralized, peer-to-peer network mechanism.
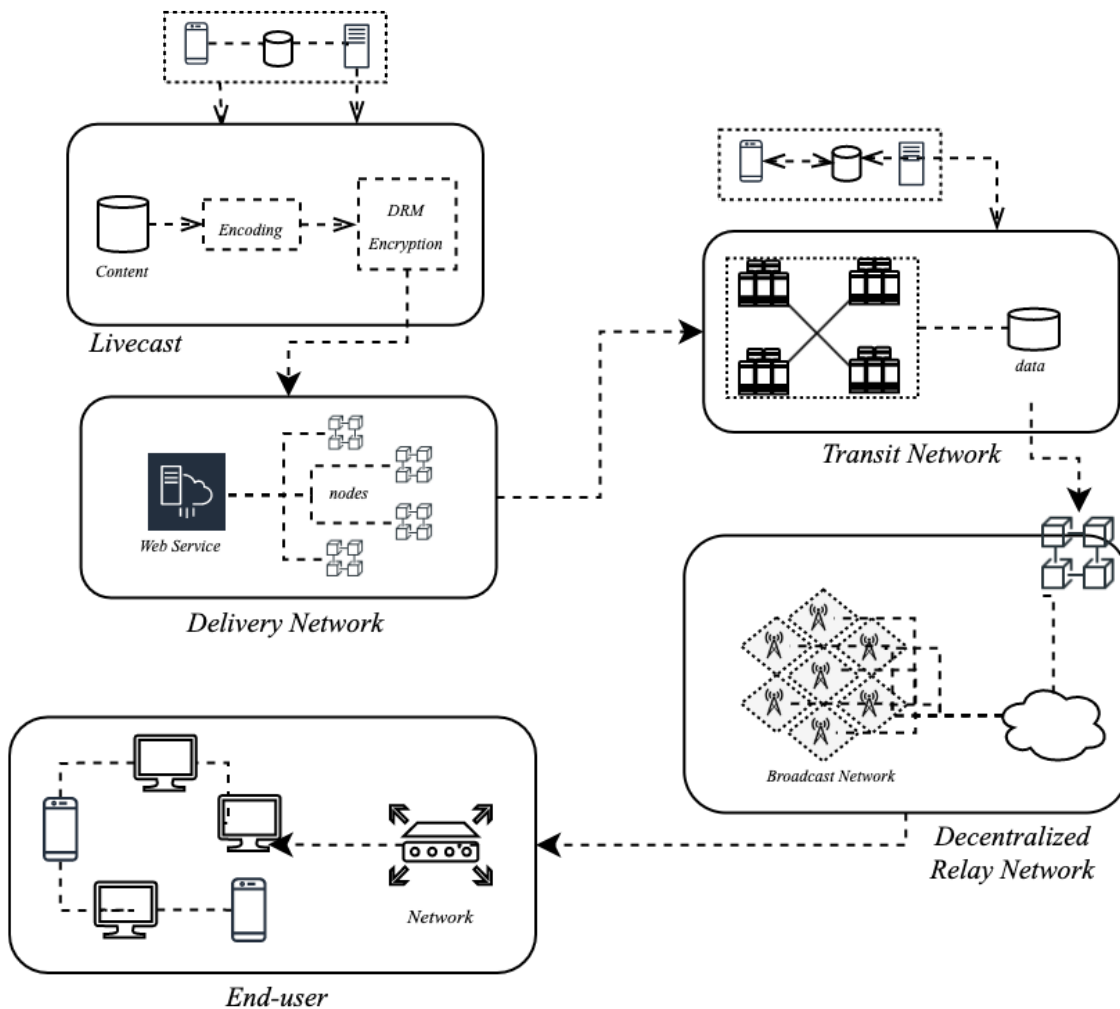
MeiTalk's technical features are as follows:

- 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
- More upgrades will be available for later like choosing which advertisements to show (for streamers)
- Another future upgrade is OVP wherein streamers can playback their videos anytime
- Option to add advertisements (Streamers can select what kind of advertisements they want to embed between their videos or let MeiTalk do it on their behalf)

The combination of integrations and functionalities that MeiTalk provides produces the high-tier consensus of the entire platform.

As a streaming channel, streamers can take advantage of the multi-streaming feature of MeiTalk. 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.

Moreover, viewers can watch the streams freely — anytime, anywhere. As long as the streamers use the MeiTalk platform to stream, viewers will be able to watch it on the desktop version, application-based version or whichever channel they prefer.
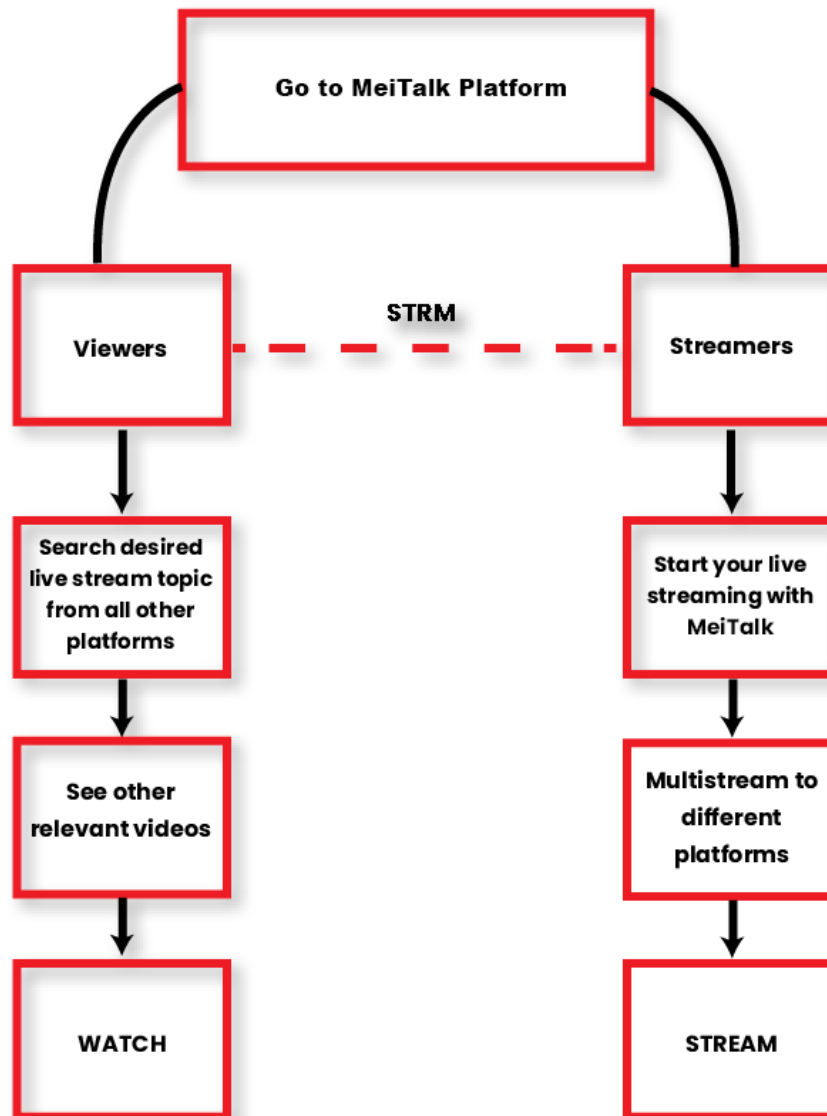
Users can also easily select what kind of streams they want to watch, using the separate categories on the MeiTalk app. (e.g., Lifestyle, Makeup, Gaming, Food, etc.)

Using the platform's machine learning integrations from StreamCoin, users will be given recommendations on what to watch based on their preferences and most-watched content or related topics to.

Furthermore, the platform has implemented an advanced service mechanism that provides a search filter process for the content provided, including nationality, gender, age, and distance. This search function is used by both content producers and active users to filter through unwanted or unnecessary content.

What makes MeiTalk more interesting is that even viewers can earn just by watching the streams. When viewers watch the advertisements embedded in the live streams, they automatically earn StreamCoin (STRM), the native cryptocurrency of the MeiTalk ecosystem.

D. How It Works

Go to MeiTalk Platform

Viewers — STRM — Streamers

Viewers path:
Search desired live stream topic from all other platforms → See other relevant videos → WATCH

Streamers path:
Start your live streaming with MeiTalk → Multistream to different platforms → STREAM

Streamers:

1. Sign up to MeiTalk

Sign up to MeiTalk and connect with different live streaming platforms

2. Multi-stream across platforms

Multicast to audiences across all your social channels.

3. Reach and engage with all your fans

View comments and respond to fans from all your social channels from a single dashboard.

4. Earn while you stream

Earn StreamCoin (STRM) from viewers and fans who are willing to reward you.

Viewers:

1. Download the MeiTalk app

Download and sign up for the MeiTalk mobile app.

2. Search and view live streams

View and search trending and current live streams from content creators across the globe.

3. Machine learning Incorporation

Enjoy relevant videos that are recommended based on your most or recently watched topics using machine learning technology.

4. Auto-translated Subtitles

Get real-time subtitles translated in your preferred language (English, Chinese, Korean, etc.) as you watch any live stream.

5. Earn while you watch

Earn StreamCoin (STRM) just by watching the advertisements on the live streams.

E. Benefits to Streamers and Viewers

The MeiTalk platform enables viewers to create and watch content anytime and anywhere in the world.

It provides an integrated service using live streaming technology and self-generated blockchain consensus — Binance Smart Chain. Users find value in watching and live streaming in real-time because not only does it give a heightened sense of entertainment but it can also generate revenues.

Revenues are oftentimes only applicable to streamers. However, with MeiTalk, even viewers can earn — an uncommon feature in most streaming channels.

Moreover, MeiTalk, users are benefited in the following ways:

• It will help viewers to save time on searching on different platforms.

• It conveniently relays live videos to other streaming channels.

• It allows streamers and viewers to engage with each other easily.

• It helps manage alerts and filter videos from all platforms on MeiTalk.

e.g., Choose one of the categories "beauty" on MeiTalk to search all videos related to it, from all platforms.

e.g., Set alerts for your preferred streams and get notifications for all videos related to it, at once.

• It provides subtitles in different languages in real-time as the stream shows, which can help viewers to understand streamers who speak certain languages.

• MeiTalk will be able to maximize the features in the MeiTalk platform like auto-translation, token rewarding system, etc.

As part of the rewarding system, viewers can support their favorite live streamers by sending STRM to them. More so, they can convert their STRM into cash at various wallets like Trust Wallet, MetaMask, imToken, and MyEtherWallet.

In addition to that, streamers can take advantage of the Library feature in MeiTalk, wherein streamers can store and save their finished streams. In retrospect, this can allow streamers to re-stream their old video contents whenever they want.

STREAMCOIN

Of course, aside from all these, MeiTalk plans to add more features in the future — specifically after StreamCoin's public sale on February 1, 2022.

III. Application - Based Version

A. Overview

Aside from the desktop version, MeiTalk will also be available as a mobile application. This version gives more convenience to users by having portable access to MeiTalk wherever they deem necessary.

Having the application-based version makes it easier for streamers to go live with just their mobile phones. Live streamers wouldn't need to go and find a desktop to use in live streaming, but they can use their mobile phones instead.

Apart from this, with the app, viewers will be able to watch their most anticipated streams whenever they want. They can watch live streamers engage with their fellow viewers and support their favorite streamers in real-time, any time.

Through MeiTalk, users will be able to maximize using the features of the entire MeiTalk ecosystem at their fingertips — empowered by the combined components and elements of live streaming and blockchain.

B. Technology Features

The application-based version of MeiTalk, will also be integrated with all the innovative features that the platform offers. With that said, here are the other technical features of the application-based version

Stream Settings in MeiTalk

Having settings that are too high for your computer's hardware can cause performance issues for your live stream. For new streamers, MeiTalk has an Auto Optimize feature that automatically scans your internet speed and computer hardware to give you our recommended settings.

It's a fantastic way to jump right in without sacrificing optimal quality. It is easy to adjust the settings on both the application-based version and MeiTalk platform; hence, users who are not tech-savvy will not have a hard time adjusting.

Quality and Resolution

The output of your video resolution can have a significant impact on the quality of your live stream and the overall reputation of MeiTalk.

For example, streaming at 1080p vs 720p will double the number of pixels, meaning your computer will be using more resources. Adjust your resolution accordingly, but know that there will always be the 1080p option as the highest one. We recommend lowering the resolution since streaming in 1080p might have some impact on your CPU. We recommend lowering the Output (Scaled) Resolution to 1280x720 for a good balance between performance and quality.

CPU Usage Preset

NVENC presets range from low-latency, optimal performance, and quality [6]. We recommend starting with the "Quality" preset and experimenting from there to find what works best for you. x264 offers a range of user presets. This refers to how fast the CPU encodes video. The faster it encodes, the less CPU it uses. By default, this is set to "Very Fast", which provides the best balance between performance and quality.

Distributed Ledger

With the application of distributed ledger technology, transactions are replicated, shared, and synchronized across nodes running throughout the world.

Enterprise-Grade Encryption

Network transactions in the application-based version and MeiTalk platform are cryptographically secure, preventing any form of data alterations through hacking and network breaches.

Machine Learning Integration

Both the application-based version and the MeiTalk platform integrate StreamCoin's machine learning and artificial intelligence technologies to create a seamless user experience in various features within the network.

C. Benefits

In the application-based version, users will be able to watch streams that come from other platforms around the world. More so, MeiTalk will enable **Viewers** from all over the world to:

- Search and watch current and trending live streams from different platforms
- Purchase STRM to send gifts and rewards to live streamers
- Earn STRM by watching ads on the platform
- View MeiTalk-based streams on other streaming platforms
- Engage with their favorite streamers

Meanwhile, **Streamers** will be able to:

- Make live streams anytime
- Engage with their viewers
- Receive STRM from their viewers
- Create a live broadcast on MeiTalk and multi-stream to other platforms at once

These benefits are also applicable to when users use the MeiTalk platform. Needless to say, the entire MeiTalk ecosystem will focus on providing the first-ever all-in-one live streaming platform that is blockchain-based.

IV. StreamCoin (STRM)
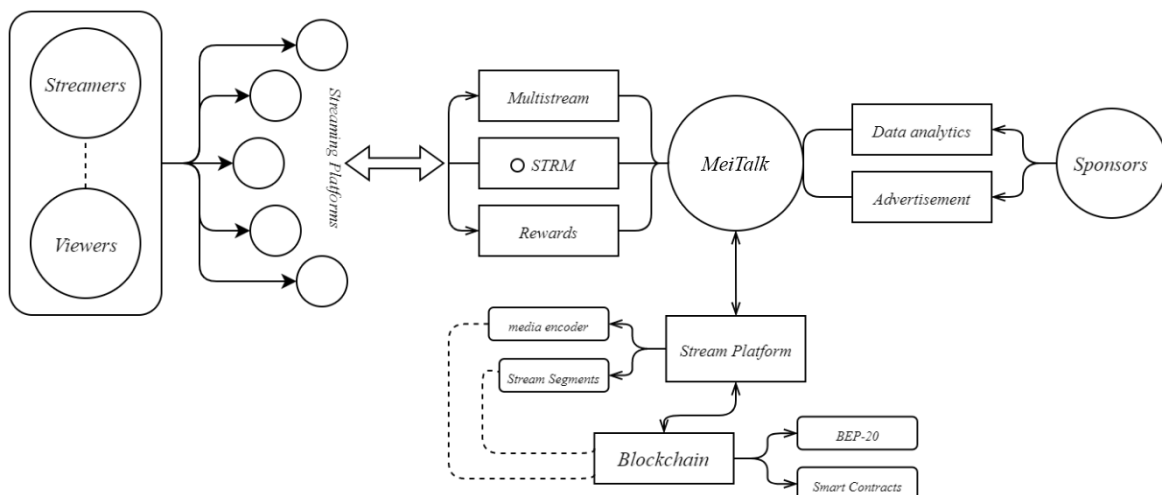
StreamCoin (STRM) will be the native cryptocurrency of the entire MeiTalk ecosystem. It is the driving force that will bolster MeiTalk to become the pioneer in giving blockchain-based streaming services.

The StreamCoin (STRM) shall use the Proof of Stake Authority (PoSA) consensus algorithm which is a hybrid of Delegated Proof of Stake and Proof of Authority[10]. PoSA is considered by many as a more efficient and democratic version of the preceding PoS mechanism[10]. With the help of PoSA, it will allow the platform to have a real-time transaction from Viewers to Streamers. Furthermore, this gives an edge to BEP-20 by the means of having a cheaper fee on all transactions.

Compared to PoW and PoS which are widely used today, PoSA will be beneficial for both streamers and viewers[10]. As a result, the platform will attract more engagement across the world.

A. Technical Structure

In detail, StreamCoin (STRM) is a BEP-20 token issued on the Binance Smart Chain (BSC) platform and will have a total supply of 4,520,000,000.

Binance Smart Chain (BSC) is an Ethereum Virtual Machine-compatible blockchain capable of executing smart contracts and running applications[11]. With the help of these functions, Binance Smart Chain can support applications such as the MeiTalk platform.

B. Cross-Chain Support to Major Networks

For the convenience of STRM holders, the team has added cross-chain support to all major networks starting with Ethereum, Fantom, Polygon, and Avalanche. More networks will also be added in the future as the need for such support arises.

Whenever an STRM holder wants to swap his token from the BSC network to another, a smart contract will be executed, which will lock the token on BSC and mint another supportive cross chain token on the other network.

C. Purpose and Function

Within MeiTalk, is our own ecosystem built based on our native cryptocurrency, the StreamCoin with ticker (STRM). This is used within the platform as a means for rewards, trading, and holding. It is to be listed in external exchanges as well.

Since the platform will be working 24 hours a day for 7 days a week, any issues relating to time zones can be avoided. Viewers and Streamers can also buy STRM from cryptocurrency exchanges regardless of their geographic location, as well as easily transfer the currency on the application.

Apart from this, MeiTalk will also connect viewers worldwide by rewarding them with STRM — allowing them to utilize the cryptocurrency in the live streaming market. Hence, if a viewer lives in Australia but the live streamer is based in Mexico, he/she can send the STRM without worrying about a huge transaction fee to send STRM.

Also, token holders can use their STRM for transactions related to the MeiTalk platform. Since STRM is issued on the Binance Smart Chain platform, STRM can be stored on all Binance Smart Chain-compatible wallets such as MeiTalk Wallet, MetaMask, Binance Chain Wallet, Trust Wallet, Math Wallet, and SafePal.

D. Advantages of StreamCoin (STRM)

Highly secure transactions

Developers made sure that both Streamers and Viewers are guaranteed safe and secure space to hold and trade their StreamCoin (STRM), without the risk of hacks or cybercrimes.

Borderless transactions

MeiTalk's fully decentralized protocol allows live streamers and viewers to access the platform from anywhere in the world. They can also send or receive StreamCoin (STRM) regardless of geographical location.

Direct and instant transactions

Users on the platform will not need to go through any mediator and can instantly send and receive the StreamCoin (STRM).

E. Token Distribution

The initial total supply of STRM was 8,800,000,000. As promised, a controlled burn of 3,280,000,000 STRM was performed on 5th January 2022, after the private sale. Another burn of 1,000,000,000 STRM was completed after the 1st phase of the public sale on 1st March. In consequence, the current total supply becomes 4,520,000,000.

1. Private Sale

38.94% has been reserved for the participants of the StreamCoin private sale (Sold out). StreamCoin's (STRM) private sale had three rounds with one month for each — Round 1 (November 2021), Round 2 (December 2021), and Round 3 (January 2022).

2. Public Sale (ICO)

11.06% of the StreamCoin (STRM) tokens were allotted for public sale participants. The public sale commenced on 1st February 2022 and will end on 30th April 2022.

> *ICO Fund Allocation: To ensure a thriving ecosystem and provide advantages to public sale participants, we will allocate 80% of the ICO proceeds for market-making and the remaining 20% to sustain our operations.*

3. Ecosystem & Marketing

11.06% will be for marketing initiatives, including airdrops and expansion strategies for the StreamCoin ecosystem. However, StreamCoin will burn the unused amount of STRM from the marketing fund.

4. Company Allocation

29.2% will be allocated for the operations, development, and the current and future employees of StreamCoin.

5. Advisors and Partners

9.73% will be apportioned for the strategic partners and advisors of the StreamCoin project.

Vesting Period:

- Advisors and partners allocation will vest one year starting from the listing date, and only 5% will be released every following month.
- Company allotment will vest two years from the listing date, and only 5% will be released every following month.
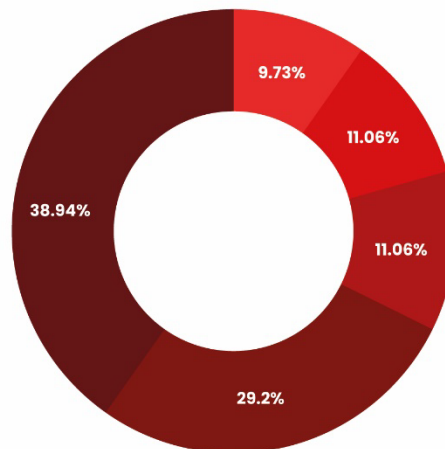
TOTAL SUPPLY

August 2021
8,800,000,000

January 2022
5,520,000,000

March 2022
4,520,000,000

TOKENOMICS

Total Supply: 4,520,000,000

38.94%
Private Sale
1,760,000,000

29.2%
Company Allotment
1,320,000,000

Company allotment will vest two years from the listing date, and only 5% will be released every following month.

11.06%
Public Sale (ICO)
500,000,000

11.06%
Ecosystem and Marketing
500,000,000

9.73%
Advisors and Partners
440,000,000

Advisors and partners allocation will vest one year starting from the listing date, and only 5% will be released every following month.

SoftCap (USD): **$22,500,000**
HardCap (USD): **$900,000,000**

BURN SUMMARY

Total Burn: 4,280,000,000

1st Burn: 5th Jan 2022

ICO
1,640,000,000
EcoSystem and Marketing
1,640,000,000

2nd Burn: 1st Mar 2022
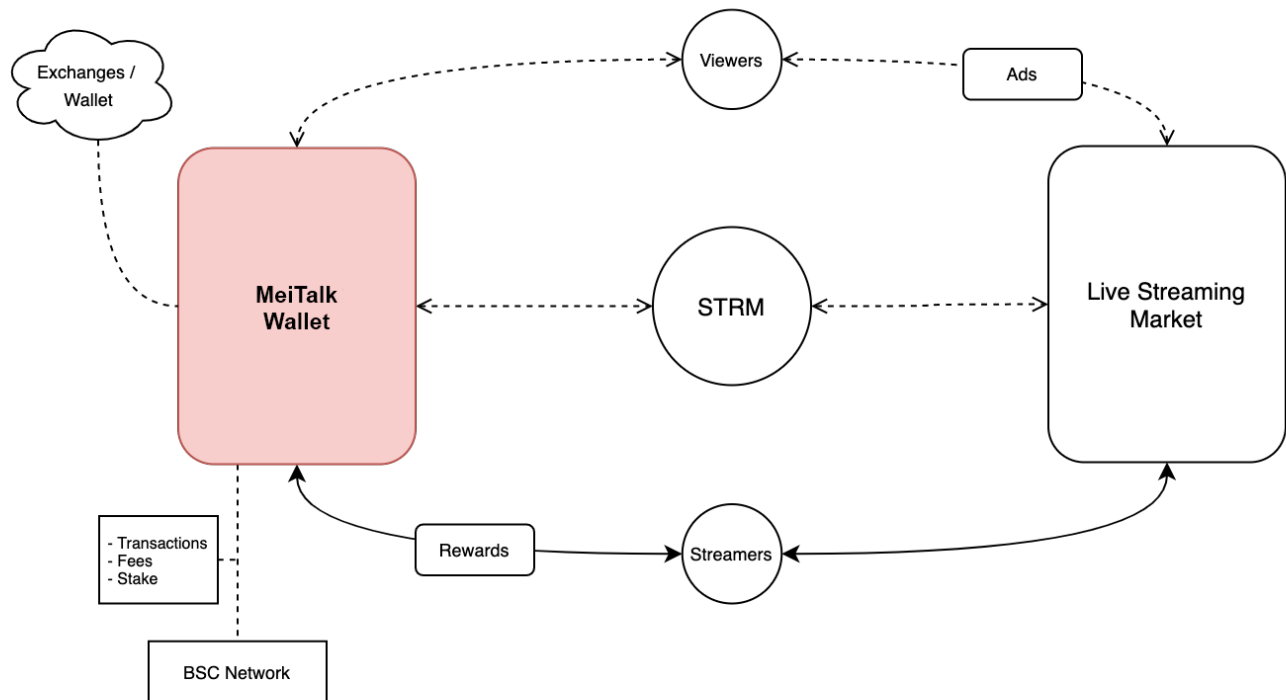
ICO
500,000,000
EcoSystem and Marketing
500,000,000

SoftCap (USD): **$22,500,000**
HardCap (USD): **$450,000,000**

Suffice to say, these allocations sum up how the total supply of StreamCoin (STRM) will be used from the beginning of the materialization of MeiTalk up to the future, wherein it will hold more innovative features and technological advancements.

V. MeiTalk Wallet

MeiTalk wallet is the exclusive digital wallet, wherein StreamCoin (STRM) will be its integrated Native Cryptocurrency.

The recommended rewards in the platform will be focusing on the StreamCoin (STRM) but it will also accept other coins for better accessibility for everyone. MeiTalk connects users worldwide by rewarding them with StreamCoin (STRM) — allowing them to utilize the cryptocurrency in the live streaming market.

For any kind of transaction, like when viewers gift their favorite streamers with STRM, they can use the MeiTalk Wallet for sending and receiving the cryptocurrency. Moreover, when a viewer watches an advertisement, they will also get STRM after they finish watching the ad. This reward will also be sent and kept on the MeiTalk Wallet.

The MeiTalk Wallet also plans to offer a staking option in the future. With this, the streamers and viewers will have the opportunity to gain while leaving their money in the wallet and

staking it. Because they stake that amount without using it, they are rewarded. This is how staking can become rather profitable.

VI. StreamChain (Mainnet)

StreamCoin is built on Binance Smart Chain (BSC) as of now. However, as we pass the development stage, StreamCoin will shift to the mainnet, which is currently underway. Once the mainnet design is complete, the MeiTalk ecosystem will be the first to integrate it. It will include various enhanced features that offer substantial advantages to streamers and viewers alike.

With the StreamChain (Mainnet), any streaming platform can easily integrate blockchain in its streaming systems. Initially, MeiTalk will be the first platform to use StreamChain (Mainnet's) blockchain solution. After the success of such assimilation, the team will create more integrations and partnerships that will let any streaming platform connect with our blockchain mainnet.

StreamChain (Mainnet) is expected to make a fast and stable transaction processing capacity. This will allow the blockchain to handle more transactions per second. As a result, StreamCoin can achieve an improved version of its consensus algorithm to Proof of Stake Authority.

More so, StreamCoin will then lay out a communication network solution for its platform. Here, live streamers will be provided with the communication network database. Thereby assisting them in attracting members in the early stages. We also recognize that a lot of streaming platforms such as YouTube and Twitch are very strict with what you can show on stream. We believe that this type of censorship may be detrimental to the growth of the streaming industry. Thus, we will create the mainnet as a platform that provides the minimum necessary regulations that allow more freedom of expression.

VII. Non-Fungible Token (NFT) and NFT Marketplace
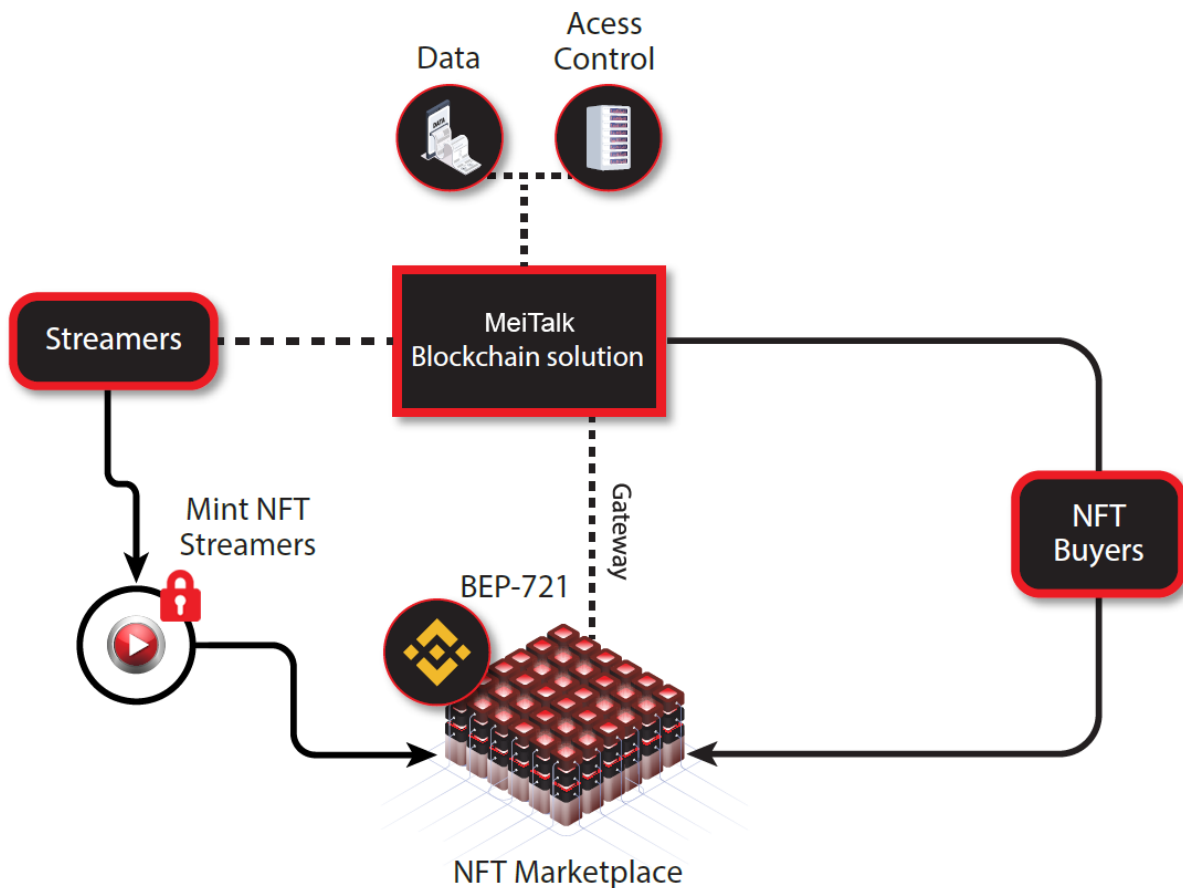
In addition to the materialization of the Mainnet later, StreamCoin is also working on delivering video non-fungible token (NFT) and NFT Marketplace. Even though making streamed video NFTs is not feasible at the moment[1], StreamCoin is planning to conceptualize this and create an NFT marketplace for live streaming videos as well.

In the future, the StreamChain (Mainnet) will have capabilities to mint its own non-fungible tokens (NFTs) standard. Our team believes that NFTs are one of the factors that will fuel blockchain-powered digital economies. As NFTs can be applied in various fields such as gaming, licensing, art, and more, we acknowledge that streaming can benefit from this to support both viewers and streamers.

If made possible, any streaming service connected through StreamCoin will have the ability to mint any streamed videos, screenshots, audio, etc. as non-fungible tokens (NFTs), by using BEP-721, a Binance Smart Chain (BSC) token standard that allows for the creation of

non-fungible tokens (NFTs). Simply put, streamers will be able to mint their live streams as NFTs.

After minting the NFTs, these can be sold through StreamCoin's NFT Marketplace. BEP-721 is an extension of Ethereum's ERC-721 which is the most commonly used NFT standard and is compatible with the Ethereum Virtual Machine (EVM). By utilizing this within StreamCoin, each NFT that is minted is unique and is not interchangeable with any other token.

To note, the BEP-721 token standard enables users to tokenize the ownership of data and attach to it a unique identifier. By applying this to MeiTalk videos minted as NFTs, each token is assigned a different token ID. With this, it can be sold and verified as a unique asset. With this, tokenized versions of digital or real-world assets in the form of images, videos, audio, and more can be created and given real-world value.

Through blockchain technology, NFTs cannot be interchanged, copied, or duplicated. It also creates a form of digital world scarcity — incentivizing art in a revolutionary way. Within NFTs, the value of each asset is unique. The NFTs allow the creation and ownership of digital items as well as collectibles within the StreamCoin ecosystem.

VIII. Roadmap

January 2021
R&D of MeiTalk Desktop and App Version

August 2021
StreamCoin Website Launch

September 2021
Brand awareness campaign begins.

November 2021
R&D of StreamChain (Mainnet) and Blockchain Solution

December 2021
Build partnerships with more live streaming platforms.

January 2022
StreamCoin Partnership with Real Research App

February 2022
1st Feb - Launch of Public Sale (ICO)

March 2022
GSTRM Launch, Airdrop, and Listing
MeiTalk Alpha Release
Stream NFT Marketplace Release

April 2022
Prepare Listing StreamCoin (STRM) On Global Crypto Exchanges

May 2022
NFT Minting Function Integration Into the StreamChain (Mainnet)

June 2022
Integrate Major Live Stream Platforms on the MeiTalk App

October 2022
Launch Beta version of MeiTalk Desktop.

December 2022
Launch Beta Version of MeiTalk on App

January 2023
Start MeiTalk Services Globally

May 2023
StreamChain (Mainnet) Launch

July 2023
Provide StreamChain (Mainnet) Blockchain Solution API for Online Streaming Platforms

IX. Privacy Policies

This Privacy Policy applies to the users of the related website and any other applications and services provided, owned, or operated by MeiTalk that link to this Privacy Policy.

MeiTalk values the privacy of users, subscribers, publishers, members, and others who use and visit the MeiTalk services, and also, MeiTalk wants users to be familiar with how we collect, use, and disclose personal information about you.

Users can share personal information when using MeiTalk services. An example of that is when users provide information about themselves as a part of the MeiTalk account creation process. Another is when users take a particular action on the MeiTalk services that are intended to be in public nature, such as when you broadcast content, participate in a chat room, post profile information, subscribe, and follow a channel. Considering the social nature of some of the MeiTalk, that information may be used, collected, or revealed by others who are part of the social interaction.

In addition, some features of MeiTalk are developed to provide others with information about user activity, like identifying the user who created a particular clip or the subscription status of users for a given channel. We at MeiTalk encourage you to be mindful of this when considering your activity on the MeiTalk services.

By agreeing to the privacy policy in your MeiTalk account setup or by using the MeiTalk services, you consent to the extent permitted by law to the information handling practices described in this policy. For the sake of those who are staying in countries that are under the European Economic Area (EEA), we created our policy agreeing with the provisions in the General Data Protection Regulation (GDPR)[8].

1. Data collection

We collect some vital information by visiting our website such as the internet protocol (IP) address used by your computer or mobile device to connect to the internet, operating system, browser type, and version, duration of the visit to the site, date, and time of the visit, time zone setting, links you click on, and information you key into our forms. We will ask for your approval for the cookies on our website upon visiting. We also use your provided information such as your full name, email address, age, mobile number for the customer, and technical support.

2. Utilization of data

The information we collect will importantly provide us with timely and appropriate support that will prevent fraud and illegal activities from happening through our website.

3. Information sharing

We will never use your information to make a profit in any way by sharing it with third-party organizations and companies affiliated with MeiTalk. We may disclose some of your personal data with government officials, law enforcement officers, legal courts, and others if compelled by a court order or other similar legal procedures.

4. Data protection

For your protection, do not disclose any personal information on platforms and online applications which is not managed and owned by MeiTalk to prevent heinous and illegal activities on your account.

5. General Data Protection Regulation

Should you be a resident of a country situated within the European Economic Area (EEA), we respect your right for the following, as stipulated in the General Data Protection Regulation[12]:

- The right to be informed
- The right to access
- The right to rectification
- The right to be forgotten
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

6. Service Providers

We may hire third-party companies and individuals to perform service-related services or assist us in analyzing how our service is used. These third parties may have access to your data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

7. Advertising

We may use third-party service providers to show advertisements to you to help support and maintain our service.

8. Links to Other Sites

Our service may contain links to other sites that are not operated by us. We strongly advise you to review the site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

9. Children's Privacy

Our service does not address persons who are under the age of 18. Should you know someone who uses our app under the age of 18, please report to us so that we may perform appropriate actions.

10. Changes to This Privacy Policy

We may renew our policy from time to time, so we advise you to visit this page regularly. We also recommend checking this privacy policy more often for any changes. Changes to this policy are effective when they are already posted.

X. References

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