

# Slash Network

Bring Income flow to the media and content production area

Slash Foundation Ltd. ("Foundation")

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**Abstract** .We all know more or less about the Internet, which emerged in the 1960s. Internet was a tool for researchers and sharing information for governments and students. Computers were big, heavy, and non-portable at that decade, and finding a way to connect computers through a network was a challenge for scientists. Arpanet<sup>1</sup> was born as the Internet we know nowadays, and then, technology saw a new path ahead; eventually, Arpanet developed and changed; thus, in 1983, the Internet was officially born.

With the advent of the Internet, many industries began to change and launch into this field, one of these industries that have to change was "medium"; The term "medium" (the singular form of "media") defined as "one of the means or channels". of general communication, information, or entertainment in society, as newspapers, radio, or television. " (Wikipedia, n.d.)

It is incredible to say banking and media work similarly; if banks run with a tool called money, the media wheel also spins with a concept called **attention**. The media is getting the audience to pay attention to this enormous investment and present it to the applicants. Financial centers are also trying to raise and transfer their property to the macroeconomy.

It is clear that the principal assets of the media are their audiences and level of attention, but the wheel of media can not rotate without money, which is where the media become dependent on traditional financial institutions. But today, the main challenge is that the media are no longer large organizations with offices and studios in a few hundred meters in large Business centers. Today, thanks to YouTube and other social media networks, the media has grown to the size of a two-by-two room with one person speaking, and perhaps the person is much more influential than the previous media.

The media concept has been changing; this causes problems for these small producers, which is their relationship with banks and financial institutions; although YouTube and others have launched their monetization systems, there are many challenges facing producers in association with these centralized structures.

This paper introduces a decentralized tool for any content producer who may not have an efficient and quick monetization system or is looking for a safe and decentralized way to make money and spend it.

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<sup>1</sup> The Advanced Research Projects Agency Network, 1966, Founded by Arpa (Advanced Research Projects Agency)

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## 1 Introduction

With the advent of blockchain technology, we can achieve significant evolutions in current centralized infrastructures in many industries; by decentralizing many issues, we can give them a remarkable quality and speed.

Our team is familiar with the problems and concerns of media and production areas due to our 10-year experience in content production. That's why we took a unique look at blockchain technology and tried to innovate a specific and decentralized platform for all fields of media and content production. We decided to prepare an infrastructure for individuals and organizations to quickly acquisition and use this network.

We implemented a token on the Binance Smart Chain platform to use its power of blockchain, which we will discuss later. Everyone can use our token and join the media network of content creators, audiences, sponsors and a network of vendors and merchants, and all activists in this field. You will earn money, and you can spend your income in this field of work with sponsors and merchants with a near-zero fee and decentralized platform, or as a fan, invest and take your benefits from trading.

We review the Slash Foundation vision and mission in this whitepaper, and we introduce our protocol and platforms. Then we bring up the problems, and also we debate solutions; afterward, we explain how security is defined. We describe the Slash approach to decentralization/distribution. Eventually, we describe a proposed long-term development strategy, which includes better confidentiality protections and infrastructure changes.

## 2 Slash Decentralization Approach

In the world we live in, artists and content producers have limited places to present their work; they should successfully obey their terms and conditions to earn money in these places. According to these centralized and limited rules, we in Slash want to facilitate this matter. We won't limit income to space and time so that everyone in this area can quickly, without financial worries, focus on gaining its **attention** rather than try to make money.

### 2.1 Key Idea and a Simple Example

Imagine that you're a new video producer on the YouTube platform, and you've been planning to become monetized and start to earn money; thus, you should catch up on some specific conditions. We believe that you need to reach those conditions to be a successful producer, but what should you do in this time gap to achieve those conditions? It would be best if you had something that doesn't need anything to earn money. Or if you've monetized before, you may have problem with taxation or sanctions that causes to you couldn't withdraw your money quickly and you might turn to third-party companies to help you to withdraw your money and have it for your needs, in that case also these companies will charge a significant fee to serve you.

Our world would be a better place for those people and organizations to use a decentralized and fast financial solution for their needs; fortunately, Slash is here for you; we have some answers to avoid those problems and have a network of nodes, these nodes are suitable for your career. You can easily interact with them with a singular language, blockchain! With our protocols, you can join through this network and with Slash tokens, quickly earn money and spend it for upgrading your studio gear, or advertise your channel, run your own business or campaigns, and so on.

### 3 Slash Token

The Slash network utilizes a 100 billion supply of SLSH tokens to use in the protocol. According to support and increase the network revenue, the supply can't increase; we'll burn a bunch of the network's tokens. SLSH token is a TRC21 token on the unique Binance Smart Chain blockchain—this blockchain infrastructure architecture allowing for a fast, secure, frictionless payment and trusted store of value. (Binance Smart Chain Technical Whitepaper V1.0)

#### 3.1 Binance Smart Chain The Platform

Binance Smart Chain Economic whitepaper states that its mission is to be a leading force in building the Internet of Value and its infrastructure. Binance Smart Chain is working to create an alternative, scalable financial system which is more secure, transparent, efficient, inclusive, and equitable for everyone. As a result of all these, we selected BNB's blockchain.

to construct an efficient and secured consensus protocol, Binance Smart Chain tackled the following main bottlenecks of classic blockchains:

- **Efficiency:** Existing blockchains as employed by major crypto-currencies (e.g., Bitcoin or Ethereum) do not scale well to handle a large transaction volume; e.g., Bitcoin and Ethereum (V1) can run around ten transactions/second. This small throughput severely hinders the widespread adoption of such cryptocurrencies.

- **Confirmation times:** The 10 minutes Bitcoin block-time is significantly larger than network latency. Furthermore, a Bitcoin block requires five subsequent blocks following it to be confirmed; thus, it takes on average one hour for a transaction to be approved (with low confidence). While Ethereum uses a smaller block-time, the average confirmation time remains relatively high, around 13 minutes. These long confirmation times hinder many vital applications (especially smart contract applications).

- **Fork Generation:** The problem of the fork chain consumes computational energy, time and creates potential vulnerabilities for different types of attacks. (Binance Smart Chain Technical Whitepaper V1.0)

### 3.2 Slash Transactions and Fee

SLSH currently needs BSC cryptocurrency pair to pay transaction fees; for trade or buy SLSH Token, you'll need a bit of (Near-Zero) BNB coin. As a milestone in our roadmap, we've planned to develop our network to allow traders to pay SLSH instead of BNB for transaction fees; you'll be able to pay by SLSH itself; we're trying to create a seamless user experience.

### 3.3 Security

The Binance Smart Chain core blockchain is operated and secured by the Binance Smart Chain Masternode network. A Proof-of-Stake Voting consensus algorithm governs the core layer of the blockchain; This enables a fully decentralized, optimized, and cost-effective transactional system for developers to create innovative, scalable applications with minimal cost on Binance Smart Chain Masternodes are full nodes that play a crucial role in the Binance Smart Chain ecosystem by creating, verifying, and validating newly-generated blocks.

Binance Smart Chain offers developers and businesses the opportunity to encrypt transactions for private or sensitive data securely; This is achieved through Binance Smart Chain Privacy, offering anonymous transactions through double validation security enhancements, randomization, and obfuscating transactional data, including wallet addresses and transaction values. (What is Binance Smart Chain and the BNB Coin, 2021)

## 4 Slash Protocol

There are three main branches in the definition of our protocol:

- *SMP*<sup>2</sup>
- *SCM*<sup>3</sup>
- *SSM*<sup>4</sup>
- *SRA*<sup>5</sup>

We categorized people/organizations involved in the media and content production area into the categories mentioned. Nodes in one particular type could have contracts and relations with a node in the same class or another.

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<sup>2</sup> Slash Media and Production

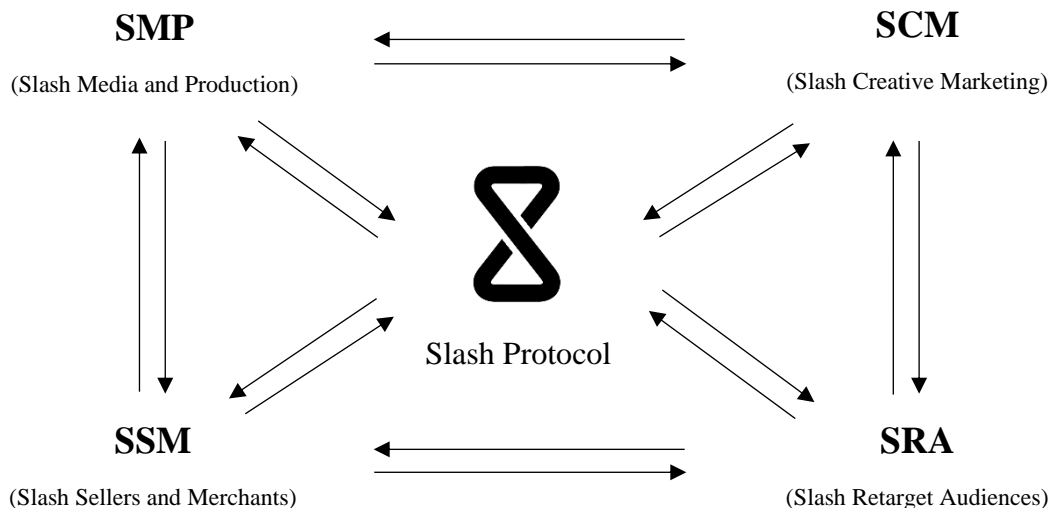
<sup>3</sup> Slash Creative Marketing

<sup>4</sup> Slash Sellers and Merchants

<sup>5</sup> Slash Retarget Audiences

## 4.1 Slash Protocol Architecture

Our protocol scheme is drawn down below; we will introduce each part for you but consider that while we're working and developing our protocol, we'll update each section with essential updates in the following versions of this whitepaper. Of course, we'll update our [news blog](#) on [the website](#) and announcement channels on social media.



*Figure 1 Slash Protocol Architecture*

## 4.2 SMP (Slash Media and Production)

We have considered many people in this category, including producers, gamers and game makers, podcasters, designers, influencers, bloggers and vloggers, writers, musicians, photographers, video creators, and more; note that they are not just individuals and can be companies or groups. In this branch, nodes can earn money and have financial relations in case of contracts with others.

In addition to the services that we've been providing for individuals, In our Roadmap, we plan to establish cooperation agreements with websites and organizations to connect to the decentralized Slash protocol and get extra benefits by providing services on our platform.

## 4.3 SCM (Slash Creative Marketing)

The individuals and groups that we mentioned in the section of SMP (Part 4.2) won't reach their goals if they go on without good advertisement and marketing. This section gathered some organizations and partners in the slash network to make this society move and motivated. SMP's activists who will pay attention to advertising, business development, and other financial supports can use these nodes and via a transparent and clear contract and start a two-way, unmediated transaction.

#### **4.4 SSM (Slash Sellers and Merchants)**

Due to the growing popularity of blockchain and the usage of cryptocurrencies in our lives, we believe this technology should become more usable in our life; that's why we're gathering some sellers and merchants that accept SLSH, so SMP nodes can spend their income and get products and other services that merchants provide.

#### **4.5 SRA (Slash Retarget Audiences)**

We've placed nodes that aren't active in media and content production but are interested and intend to support or want to trade SLSH in the category of "Retarget Audiences." These people are vital for the Slash network; in future versions of the network, Slash will implement features like stake and earn.

### **5 Conclusion**

Slash foundation has launched a 100 Billion supply of SLSH token on Binance Smart Chain and provided a network by a protocol to decentralize a wide range of media and content production actors, both individuals and groups or companies.

Slash protocol categorizes these ranges on four branches, SMP, SCM, SSM, and SRA. SMP contains nodes that produce valuable content, whether music, video, text, photo, and all sorts of media; they can use SLSH token on our network to earn or spend it on their needs. SCM contains businesses, organizations, VOD's and other activists in the marketing and advertising field; they can gain from SMP's or spend for them and perform financial processes in a near-zero fee and fast blockchain. SSM is the network's merchants and sellers; they're physical or online merchants accepting SLSH and providing services in return. SRA are SMP's fans or network traders and holders; they can earn or stake SLSH and support this network of producers and value creators.

It's necessary to [\*stay in touch with us\*](#) and follow our updates on social media and our [\*announcement channels\*](#) to up-to-date about our project and changes in [\*paper\*](#) and network.

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