GordionTV

White Paper

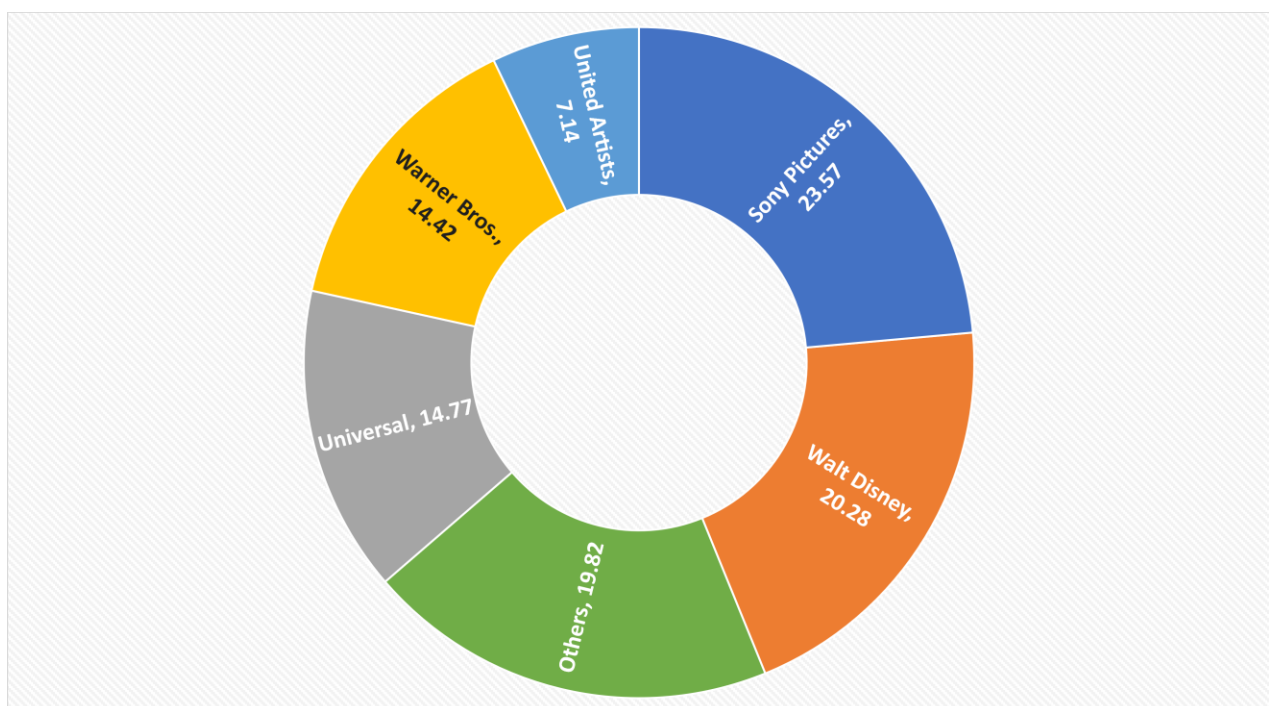# TABLE OF CONTENTS

INTRODUCTION

Gordion TV is a community powered production studio. Here, we select the genre of the movies and decide on who to get the company's money. Current production companies decide on what to produce and does not gave people any opportunity to decide. With Gordion TV project we are aiming to change this system. We will give production power to you.

Also, we are trying to help people who wants to make movies or series. Do you have a movie idea you want to shoot? With Gordion TV you will be able to next famous director or screenwriter.

All projects created by GordionTV will be aired on GordionTV streaming service.

CURRENT MARKET OVERVIEW

Entertainment market is constantly growing and global film and video market which is one of the elements of entertainment market is also growing rapidly. The global film and video market reached a value of nearly $234.9 billion in 2020, having increased at a compound annual growth rate (CAGR) of 2.4% since 2015. The market is expected to reach $318.2 billion by 2025, and $410.6 billion by 2030. (https://www.businesswire.com/news/home/20210910005333/en/). Issue with current market is top 5 company holds the 80.18% of current market share in North America. (https://www.the-numbers.com/market/2021/distributors)

And for new filmmakers it's almost impossible to enter the market without approval of these big companies.

Furthermore, video streaming market is also growing dramatically. The global video streaming market size is expected to grow from USD 419.03 billion in 2021 and reach USD 932.29 billion by 2028. According to a PWC analysis, viewers' time spent streaming has grown by 75% by 2020. According to the research, the number of subscriptions in the U.S. has grown to an astounding 125 million, and a similar trend is being observed internationally. This has fueled demand for new shows, movies, on-demand video games, live news, and other forms of entertainment.

(https://www.globenewswire.com/news-release/2021/12/15/2352238/0/en/Video-Streaming-Market-Share-to-Touch-USD-932-29-Billion-by-2028-Video-Streaming-Market-Size-2021-to-2028.html).

Downside of current streaming services even you are watching only one film/TV series you pay for the whole service. While this system can be good for many it still can causes problems for people who wants to watch specific films/TV series.

OUR SOLUTION

GordionTV's aim is to give ability to people give production power to people. GordionTV's brings solution for two groups of people. Those groups are people who wants to watch to what they want and film makers who requires investment for their projects and wants to bring their projects to masses. And for watchers to create a system to pay for what you want to watch and being able to earn money for helping streaming service and if watchers want to subscribe there will be subscription option for them.
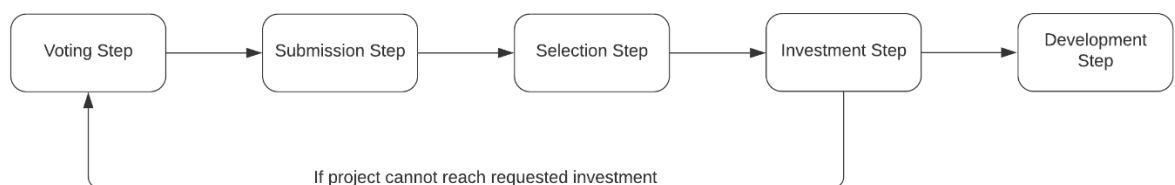
HOW DOES GORDIONTV PRODUCTION WORK?

Film production consists of 5 main steps.

- Development: Ideas for the film are created, rights to existing intellectual properties are purchased, etc., and the screenplay is written. Financing for the project is sought and obtained.
- Pre-production: Arrangements and preparations are made for the shoot, such as hiring cast and film crew, selecting locations, and constructing sets.
- Production: The raw footage and other elements of the film are recorded during the film shoot, including principal photography.
- Post-production: The images, sound, and visual effects of the recorded film are edited and combined into a finished product.
- Distribution: The completed film is distributed, marketed, and screened in cinemas and/or released to home video to be viewed.

GordionTV will help filmmakers from development to distribution. An LLC will be found, and intellectual properties and publishing rights of the project will be owned by company. Members of GordionDAO will be board members of the LLC.

GordionTV film making system will have 4 main steps. Those steps are voting, investing, submission, selection, and production.

Voting Step → Submission Step → Selection Step → Investment Step → Development Step

If project cannot reach requested investment

Voting

In this step people will select the main genre of the project.

Submission

After genre is selected in voting step, filmmakers will shoot a sample of their project and fill the submission form.

Selection

When submissions are completed, a certain time will be given to investors for selection period. Selected movie will get investments. Also, during this step DAO members can request additional slot for investment.

Investing

Winning project in selection step and projects selected by DAO members will be opened for investment. At the end of this step an agreement will be signed by filmmakers to get the publishing rights of the project. When agreement signed a fractionalized NFT will be created for the project and will be distributed to investors according to their investment.

Development

When all agreements are done with the filmmakers an initializing money will be sent to filmmakers account to start production of the project. During this step DAO will have the advisory position over the project. Filmmaker will have the power of final decision.

FRACTIONALIZED NFT DISTRIBUTION

Investors, 45
Cinematogropher 45%
Gordion TV Devevelopment, 5
Gordion TV Marketing, 5
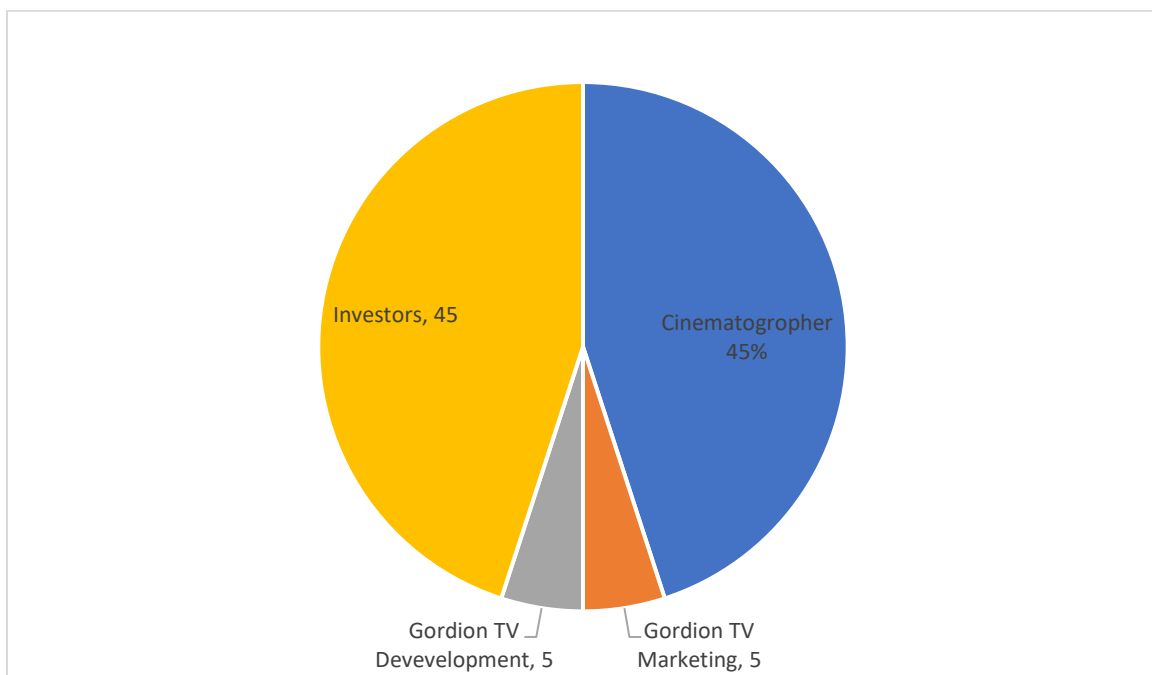
HOW DOES GORDIONTV STREMING WORK?

Watchers will be able to buy specific films/TV series or subscription to whole streaming service. Hence, people who wants to watch specific projects will not have to pay for the whole streaming service while people who wants to be able to watch all projects on the service can have the subscription ability.

But the most important thing that divides GordionTV Streaming from other streaming services is the possibility of earning money. When people decide to watch a film/TV series on the system, they will be asked to be provider for the that film/TV series. If they accept to host the files on their computer, they will be paid according to their contribution to the streaming service.
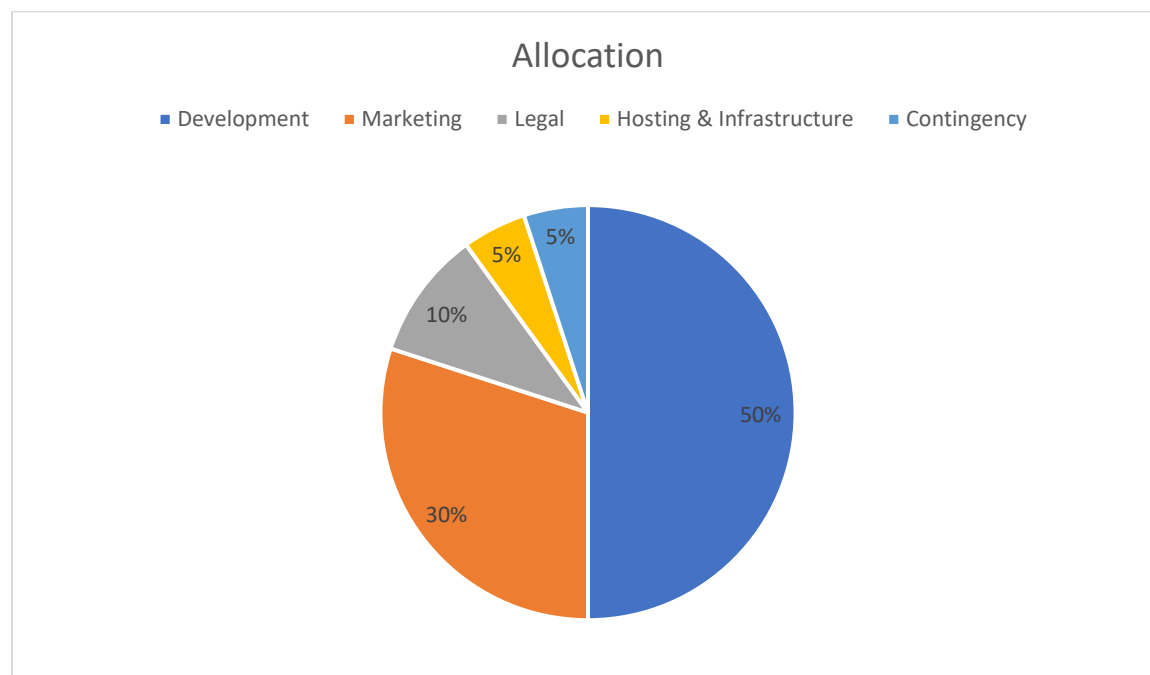
Also, for people who does not want or know to buy cryptocurrency, there will be fiat subscription option.

USE OF TOKEN

Main use of $GTK (Gordion Token) will be the main payment currency for subscription and films/TV series. Also, watchers who contribute streaming service will be paid by $GTK.

Moreover, $GTK will be used to enter on-chain GordionDAO.

FUNDING ALLOCATION

Allocation

■ Development ■ Marketing ■ Legal ■ Hosting & Infrastructure ■ Contingency

- 50%
- 30%
- 10%
- 5%
- 5%

Development

This allocation will be used for development of voting service and streaming service both on web, PC, and mobile platforms. With this money additional full-time developers will be hired for the project.

Marketing

This allocation will be used for marketing of the GordionTV project and the projects held by GordionTV.

Legal

This allocation will be used for formation of company, legal right to be a executive producer. Also, to prepare agreements with filmmakers at the end of the investment step.

Hosting & Infrastructure

This allocation will be used for hosting & infrastructure services for the voting and streaming project.

Contingency

This allocation will be used for unforeseen expenses.

ROADMAP

Q1

Q2

Q3

Q4

STEP 1

- Beta Launch of GordionDAO on Testnet

- Initial ICO Sale

STEP 2

- Launch of GordionDAO on Mainnet

- Formation of company

- Vote for First Movie

STEP 3

- Beta launch of Gordion Streaming platform

STEP 4

- Start of streaming platform

- First run of first product

CONNECT WITH US

REFERENCES