BitTube

Monetize your content. No ICO, no Premine.

Vision
Monetize your content

Fair use reward system for data content.

Make data independent from data storage companies.

Secure the worldwide right of free speech without censorship.

bit.tube

Mission & Services

BitTube is a project which combines several services including broadcasting, social media and a blockchain.

Mission

BitTube is building a worldwide innovative platform, in which performance and reward for copyright are brought to a new level of fair use. In the future, this reward will no longer depend on your living area, advertising companies, data service providers or arbitrary decisions. With **BitTube**, the owner of the content or the owner of copyright will receive their payment from all over the world, based on how often their content is accessed.

With **BitTube**, the content owner has direct contact with the market and its users. It is only this market that decides who gets paid, for what data and how high the payment will be. Service data providers, portals or any other commercial entity no longer influence the income.

BitTube will replace existing data usage charging models (e.g. broadcasting or video) and introduce an ad-free billing system for the originator and the viewer.

BitTube will make data independent of local server farms, network operators and political influence.

BitTube will build a pattern recognition system that automatically assigns known copyrighted content to registered copyright owners, thereby preventing copyright infringement.

Services

- **BitTube Coin**.
- Cryptomining as a payment system.
- Video portal through the BitTube network based a IPFS Protocol.
- Broadcasting through P2P connections.
- Remote control through WebRTC and direct connections.

Mision & Services

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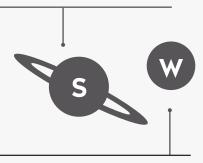**bit.tube**

BitTube - SWOT Analysis

BitTube is the newest project of an established business and developing team on Tenerife, Spain. The system is based on blockchain and media technology. BitTube's primary market is targeting special communities with high potential media streaming.

Strengths

- **Expertise:** Founder with experience in technology.
- **Management Team:** Main departments with high skill managers.
- **Development Team:** Mixture of motivated people of different age.
- **Proof of concept:** Most services in place, working environment.
- **Cost:** Low network and hardware cost.
- **BitTube Cryptocoin:** The BitTube build Coin takes the dependencies away between rewarding and payment system.
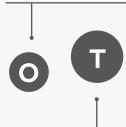- **No debts:** The actual system is completely built with the capital of the founder.

Opportunities

- **Workplace:** Tenerife is a location with good living opportunities for employees. This helps to build an international team to grow the business.
- **Market:** Use the chance of first mover to build a big community.
- **Competitors:** Change of reward system on big players like youtube.
- **Business idea:** Grow the business with the combination of a reward system and own Cryptocoin.
- **Fair use reward system:** Build the first worldwide rewarding system for media files and other copyright data with fair use rewards independent from companies, governments and location.

Weaknesses

- **Lack of capital:** To build a worldwide marketing BitTube needs funding.
- **Reputation:** BitTube had no time to build up a reputation.
- **New:** Low brand visibility today.
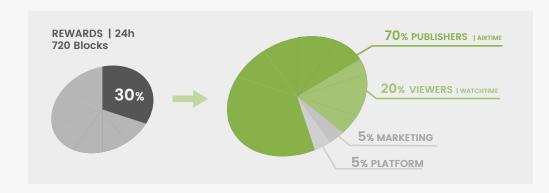
Threats

- **Competition:** Other players might come with similar technology.
- **Community depended:** Find the approach to open markets.
- **Quick expansion:** Hire new people in short term.

BitTube Swot Analysis

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Goodbye views, hello Airtime

As written in the roadmap in mid july 2018 we will implement the second phase of the BitTube reward system which will give higher rewards to media views.

Currently, video publishers earning 90% of the coins generated by the viewers, who are mining in direct competition with professional miners. Under the current model, viewers are able to generate only a tiny fraction of the newly mined coins, hence the publisher's revenue is very small. This was the system to install BitTube on the markets and to get a stable based on miners to operate the blockchain.

REWARDS | 24h
720 Blocks

30%

70% PUBLISHERS | AIRTIME

20% VIEWERS | WATCHTIME

5% MARKETING

5% PLATFORM

The new distribution system will be more balanced as it will let the miners work for the content platform to create additional earning potential for the publishers and for the viewers too.

We will reserve a fixed 30% of each new block reward specifically for rewarding publishers and the viewers and to fund further development and marketing.

May 2018, our reward is 454 **BitTube** coins per block, and a new block is created every 2 minutes on average. When the new distribution will take place, 30% of that reward (136 BitTube coins) will be distributed as follows: 70% to the video publishers, 20% for the viewers, 5% for maintenance and continuous development. The remaining 5% will be accumulated for marketing purposes, fees for listing on new exchange and airdrops.

Revenue

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On daily basis this 30 % share looks like this:

Beneficiary	Daily Reward (TUBEs)	Share
Publishers	68,644	70%
Viewers	19,612	20%
Platform development	4,903	5%
BitTube marketing	4,903	5%
Total	98,064 TUBEs	100%

Viewers will do minor Proof of Work

When a user is watching videos on his or her device, a very small amount of hashing power will be used, just the minimum amount needed to verify the watching time. This will improve user experience on mobile devices, as only 1–5 % of the CPU will be required for the Pow to play the videos. This is similar to CPU load for display.

The 20% of viewers share will be distributed proportionally to the total watching time of each logged in user. Each user will receive his/her reward directly in the online wallet, which is generated automatically and tied to the account at registration.

Publishers will get more revenue

The main actors on our platform are the people who create valuable, interesting, useful, entertaining, educational and original videos. We could continue with the list, but we think you got the point. Content creators and publishers will be rewarded better and fairer in comparison with the other platforms.

The 70% publishers share will be distributed based on the performance of all of their content, measured by airtime (the total amount of time a video or live stream has been watched).

This will be only the baseline: Additionally, each publisher will be able to benefit from a whole set of premium features.
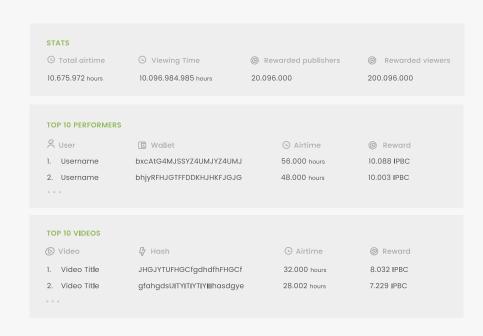
The economy will improve

Delivering rewards to more people will create a positive revenue flow for all users, who will be able to spend them on the platform and make top performers stand out with their great work.

This will be a major factor for verifying that a certain publisher creates valuable content, so when he decides to publish premium videos, people can see his airtime and make a better decision about what to buy and from who. In this way, content creators will benefit from multiple revenue streams.

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More transparency

Every transaction will be traceable via the explorer. The information stored in a block will show the distribution allocation. This will also show how we have distributed all rewards and how much users are worth for the companies.

STATS

Total airtime	Viewing Time	Rewarded publishers	Rewarded viewers
10.675.972 hours	10.096.984.985 hours	20.096.000	200.096.000

TOP 10 PERFORMERS

User	Wallet	Airtime	Reward
1. Username	bxcAtG4MJSSYZ4UMJYZ4UMJ	56.000 hours	10.088 IPBC
2. Username	bhjyRFHJGTFFDDKHJHKFJGJG	48.000 hours	10.003 IPBC
• • •			

TOP 10 VIDEOS

Video	Hash	Airtime	Reward
1. Video Title	JHGJYTUFHGCfgdhdfhFHGCf	32.000 hours	8.032 IPBC
2. Video Title	gfahgdsUITYITIYTIYIIIhasdgye	28.002 hours	7.229 IPBC
• • •			

As privacy coins gained popularity, authorities are keeping an eye on them. According to Forbes, a recent meeting between the Japanese Financial Services Authority (FSA) and industry experts considered prohibiting cryptocurrency exchanges from listing or accepting private coins on their platforms. That's why we are going to take measures to overcome possible threats.

We are going to define a whole new way of using a privacy coin like BitTube, which will bring more transparency and valuable information about rewards allocation: everyone will be able to see the reason why users get paid, how much is the potential for earnings, and a list of top performers.

With the new transparency system which is completely unique in the blockchain world, we are building barriers which will limit the cases of copyright breaches, child porn or other illegal activities on the BitTube platform. Our target is to build a user-friendly system with the aim to grant the right to free speech but not as a place for illegal actions. To reach this full transparency is as important as to stay without any censorship.

Revenue

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Platform

BitTube will have a wide variety of monetization combinations. Pay per view, Subscribe or even collect donations or a combination of all of those.

The producer will keep 90% of his/her premium sales. **BitTube** will be out of the box platform to get access to all content via all devices, including native mobile apps and smart TV.

What sets BitTube apart from another video on demand service platforms is the all in one solution for:

- Hosting unlimited videos
- Video encryption for greater security, privacy mode and closed user groups
- Offer content on Subscription and PPV (pay per view) model
- Classification of Videos as stand-alone (Movies) or with Episodes (TV shows)
- Geographic blocking of videos for greater distribution control and license limitations
- Analytics to understand the viewership of your video content
- Mobile, Tablet App (iOS & Android) and smart TV

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BitTube sub-branding

We decided to implement the concept of sub-branding for theme platforms for different categories and user groups.

The first upcoming sub-platforms for June and July 2018 are:

- xxx.bit.tube for all adult content, in here goes all content like porn or violence which is inappropriate for other users
- kids.bit.tube for proved child content. This content will be checked by Bit.Tube before released to this channel. We will also have approved publishers who are licensed to self-approve content for kids for entertainment and education
- edu.bit.tube for education and training videos or live broadcasts designed for schools, universities or private companies
- tv.bit.tube specialised for TV stations.
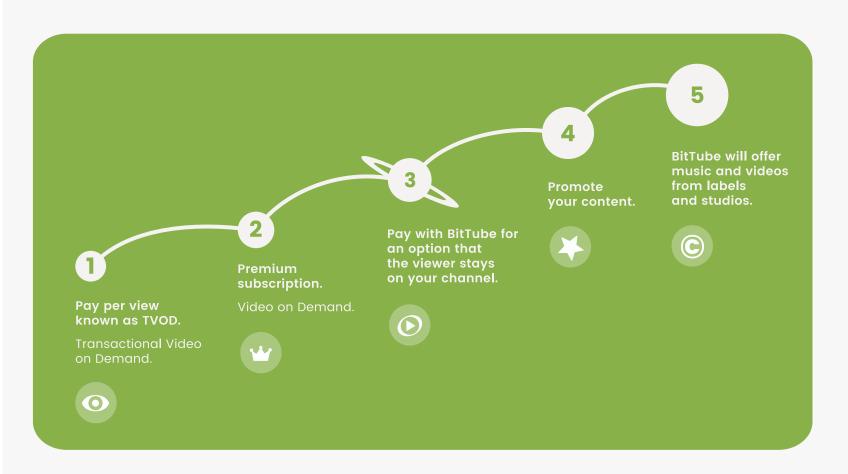- premium.bit.tube delivering exclusively the premium content that can be found on the platform.

All content without the xxx.bit.tube will be also available on the main platform bit.tube. The sub-platforms are for special marketing and channeling.

More platforms will follow with the growth of BitTube.

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2018 Products Roadmap

In addition to the reward for airtime, we plan to develop a suite of 5 new products that will allow producers to monetize their videos in different and complementary ways, and also to promote their content.

Products and premium features

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1

Pay per view known as TVOD.

Transactional Video on Demand.

2

Premium subscription.

Video on Demand.

3

Pay with BitTube for an option that the viewer stays on your channel.

4

Promote your content.

5

BitTube will offer music and videos from labels and studios.

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Products and premium features

Many people have been asking what would be the reason for buying BitTube coins, the 5 upcoming products are the answer to this question. The existing big players in paid content like Netflix, Amazon, HBO currently deal only with media giants which don't leave many options for the individual producer to monetize their videos.

Premium features will increase usage of BitTube coin

On the **BitTube** platform users will have the ability to buy content directly from producers with **BitTube**. We are building with the underlying ecosystem **BitTube** a market for content generators who are in niche markets, who are new, who are not well known. There is a huge audience interested in consuming new, interesting and high-quality content which is not currently available in the mainstream media. This content can be paid and viewed with **BitTube**.

Content creators will have the options in their hand to monetize their production in the best possible way they choose. On the other hand, viewers will have different possibilities to contribute and evaluate the work of the producers. Our goal is to establish the new standard for what means a versatile video platform on the Internet.

Providing the ability for content creators to become sellers and generate real earnings by making a high-quality video. Sellers are able to set their own prices while retaining all revenue earned, and buyers are able to quickly access the content they want with the satisfaction of supporting the artists they love.

We plan to develop a suite of 5 new products that will allow producers to monetize their videos in different and complementary ways, and also to promote their content.

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1. Pay per view is known as TVOD — Transactional Video on Demand.

The TVOD model means that you pay with **BitTube** for each piece of content you want to watch. Browsing the library is free, but users must pay for each show or series they want to watch. TVOD tends to have a higher revenue per view as the standard viewing model. This allows them to offer greater revenue to content creators.

2. Premium subscription- Video on Demand.

Users are charged in **BitTube** on a time basis subscription for user channels. This product is perfect for well known big publishers as they can control and manage their income. Revenues are going directly to the owner of the channel.

Also, we will offer category and theme channels in which the publishers can add their videos together with other publishers. This product is designed for small publishers to get the benefit of being promoted with other content. The revenues of this subscriptions will be distributed based on airtime to the individual publishers.

3. Pay with BitTube for an option that the viewer stays on your channel.

Publishers may want to retain their audience in their own channel to generate higher airtime. If this option is purchased **BitTube** will optimize the delivery of related videos on suggesting and auto-playing content uploaded by this user.

4. Promote your content.

Users will be able to purchase with **BitTube** higher-ranking in the search, categories and related content. This premium feature will come up with an advanced viewership analytics for the user's content. With this sponsored function publisher can extend the airtime because of the better ranking and increase there revenue.

5. BitTube will offer music and videos from labels and studios.

This is the most high-level product of **BitTube** which will come in Q4 2018 to Q1 2019. We plan to fund the acquisition of licensed popular videos or music and the production of **BitTube**'s own unique content. It will be available as premium product paid with **BitTube**. The community will be involved in the process and the creation.

Products and premium features

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Business assumptions

As a difference to many other projects BitTube has a clear idea of business opportunities and growth together with an income plan.

At present, the big data companies are doing a lot of precautionary censorship to avoid problems with governments, such as media companies trying to bring their strengths into political decisions to adjust the copyright laws to their business interests. On the other side is the interest of the community in free speech, free information and the right of correct copyright use.

An open platform like **BitTube,** which takes care of the human right of free speech, unfiltered and uncensored information is the missing link for this community interest.

Platforms which grew with the communities are just acting against users. For example YouTube is changing the revenue plans with new restrictions (high numbers of users before you can earn money, cancel broadcasters because of "wrong" content).

BitTube is offering each user the same income base and is not taking actions against legally correct broadcasters. Only the community decides on the success or the failure of content.

Most platforms are only offering limited or no revenue options for users.

BitTube is also offering monetizing options for visitors with mining possibilities. **BitTube** is offering monetizing options also for visitors with mining possibilities.

Blockchain and cryptocurrencies are an interesting issue for a lot of people. But for most of them, it is an unreachable, highly complicated product.

BitTube is bringing blockchain and cryptocurrency with an easy solution to the community. The gap to be part of the new currency solution is minimized by the web solution from **BitTube**. Users do not need knowledge of security or programming. Being part of a cryptocurrency is just a mouse click away.

Cryptocurrencies are highly volatile but the bigger the community is more stable is the valuation. Then, the community of the **BitTube** coin will be bigger than those of other cryptocoins, as the coin is not the product. The product to build the community is the **BitTube** publishing platform with the potential of millions of users worldwide. These users are all members of the **BitTube** coin community and building the exchange network between the cryptocurrency **BitTube** and bank payments solutions.

The future of cryptocurrencies will be built on combined solutions like **BitTube**. The combination of a product and a monetizing system will bring cryptocurrencies into real life. The **BitTube** coin, together with similar solutions, will bring disruption and modification of the actual way of commerce and banking.

Business assumptions

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Acknowledgments, Disclaimer

The authors would like to thank and acknowledge the hard work and dedication of the entire **BitTube** team. Also, special thanks and kudos go out to Snarl, GreenBunny, and iCoinmitted for helping to cast the first stone.

The authors are members of the core development team, as well as associates of the Marketing and Management Corporation. The authors also are actively involved in the development of the **BitTube** mining pool, are active miners, and will hold **BitTube** coin as a result of mining efforts.

This document is an outline of the **BitTube** ecosystem infrastructure. It is intended as an introduction to the vision behind **BitTube** based on technologies immediately available today. It is in no way intended as an aid, guide, or advisory for investment purposes. Opinions expressed in this document are solely the authors.

BitTube is a company founded in 2017, with its headquarters located in Berlin, Germany.

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Links

BitTube publishing platform | **https://bit.tube**
The **BitTube** mining pool is located at https://mining.bit.tube/

bit.tube