

# Medialite

**A DECENTRALIZED MEDIA**

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# PROJECT VISION

- Medialite is a decentralized platform for All Media which includes Audio, Video, Live Streaming, Movies, News & Radio. With the power of blockchain technology media providers Such as Artists, Producers, Journalists, etc. will have full access to finance and content. Free from Piracy and Corruption. A peer-to-peer network which will be fair & transparent.
- Our Vision is to make Media industry Completely FREE from Piracy & Corruption. Due to centralization & lack of transparency, media providers are losing revenue which is in trillion dollars. Piracy is the main problem in this industry. Current revenue share model is undervaluing media providers and one or in other way, they lose money and due to it, major talent is lost.
- So looking at the current scenario we are here to use completely decentralized & transparent model using tangle network. A completely automated and piracy proof model. Each & Every file will be encrypted while uploading and decrypted while downloading with a private key.



# PPS MODEL (PAY PER SECOND)

- A completely new & exclusively designed model in the Media World. Where even if a customer stops in-between a song or a video, Artists will get paid for each second and customers will be charge only for that seconds. So it will be a win-win situation for both.
- An Instant payment model, where Artists will be paid instantly in the wallet by IOTA Coins. Payments will be split out automatically and will be deposited in the wallet instantly. Splitting of payment will be decided before the contract is made individually, transparently and completely online.



# RESEARCH & DEVELOPMENT

- Medialite will be the ultimate source for media lovers, includes Music, Movies, Videos and News. It will be built using IOTA Tangle Technology. It will solve a major & most important problem of piracy & corruption which is due to centralization. Through Medialite platform user will enjoy media directly from the media providers.
- The project will also improve rewards for media providers. Even users will get paid by using our platform. Medialite is completely different from other media platforms as it includes all media at one platform & pays both users & providers through IOTA Coins.
- Medialite will provide platform to upload their contents without any distributor or label through their own page created after registration on Medialite Platform. We will also organize contests for artists in which they can promote their talents and users can donate tokens to whom they like and finance the artists next album, video, movies, news trip for journalists. They can also perform live through platform.
- All likes, comments, donation from users will be stored on tangle network, so they will be temper proof and not like influenced or modified like todays time. It will create a full-proof and fair ranking amongst artists.
- Funds via Medialite Platform will be credited directly into the wallet , immediately and they will be able to withdraw or convert in exchanges. They do not need to wait for months to get paid.
- We will only accept the original work without thereby harming the work of other providers. We will do complete KYC verification of work through various certification & Social Profiles, with the help of database and use of technology.
- We have done Research & Development on various solutions & we have now settled with IOTA's Tangle Network, which will be fast, Scalable and Without ANY fees.
- All our calculations have been made in order to guarantee an uninterrupted production flow.



# TECHNICAL SPECIFICATION

- Iota Tangle Network is an Open-source Distributed Ledger. What attract us towards IOTA rather than other blockchains, is a feeless micro-transactions and data integrity for machines.
- By solving the inefficiencies of the Blockchain, IOTA, based on the revolutionary distributed ledger technology, the Tangle, is the missing link for the internet of Everything and Web 3.0. Powering a secure, scalable and feeless transaction settlement layer. Its distributed ledger, by contrast, does not consist of transactions grouped into blocks and stored in sequential chains, but as a stream of individual transactions entangled together.
- In order to participate in this network, a participant simply needs to perform a small amount of computational work that verifies two previous transactions. Rather than creating a hierarchy of roles and responsibilities in the network, every actor has the same incentives and rewards. Moreover, without the need for monetary rewards, it is not limited to transactional value settlements. It is possible to securely store information within Tangle transactions, or even spread larger amounts of information across multiple bundled or linked transactions.
- Medialite is an innovative object storage services provider, redesigning the storage architecture. Instead of using few powerful storage media and expensive hard drives, we will divide files into small chunks and store it into Tangle. Leveraging on a peer-to-peer technology, there is no single point of failure.
- Advanced cyber attacks that include ransomware attacks and stolen files being held for ransom have already affected media companies and artists around the world. Leaked content, whether through hacking or piracy, erodes the overall value of the entire content production and distribution chain. These threats are extremely serious and it can be countered by using “Medialite”.



# AN ANALYSIS PREPARED BY LEK FOR THE MOTION PICTURE ASSOCIATION

- A report from the Industry Analysis Digital TV suggests that the cost of illegal downloading & streaming of movies and TV Shows to cost US \$51.6 Billion by 2022 worldwide.

## **Dollars lost in international markets**

The markets where the dollars lost are highest are Mexico, UK and France. These mature markets return greater income to the U.S. motion picture industry than still developing markets such as China and Russia. Restricted access to the China market in particular limits potential legitimate revenues as well.

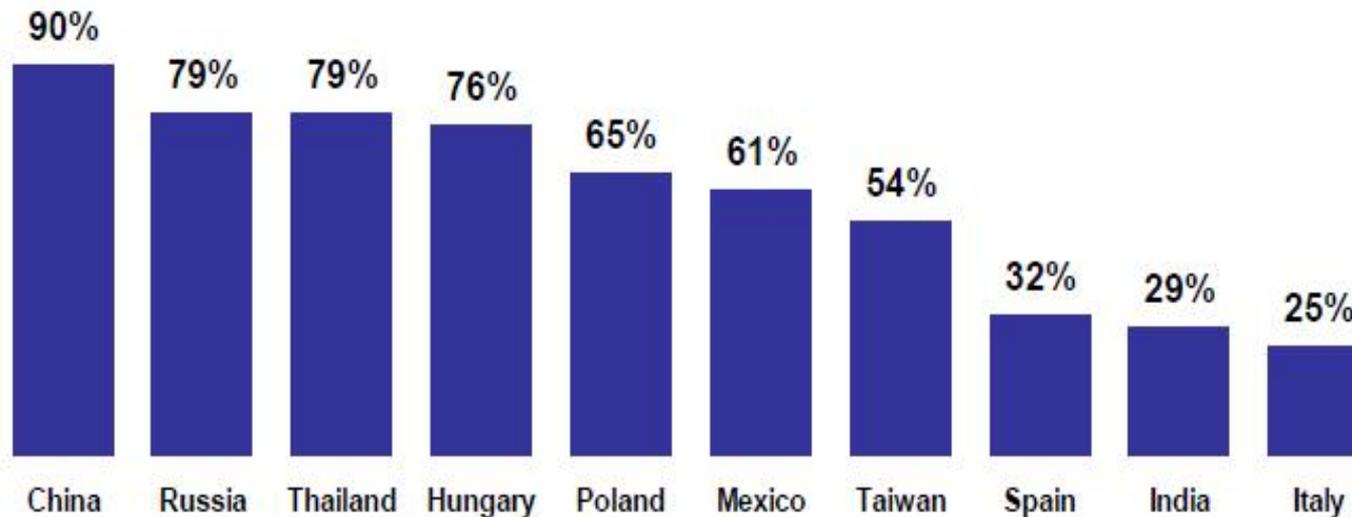
**MPA Member Company Revenue Loss**



# Where is the piracy rate highest?

China, Russia and Thailand have the highest piracy rates\*. By comparison, the piracy rate in the U.S. is 7 percent.

Percent of Potential Market Lost to Piracy \*



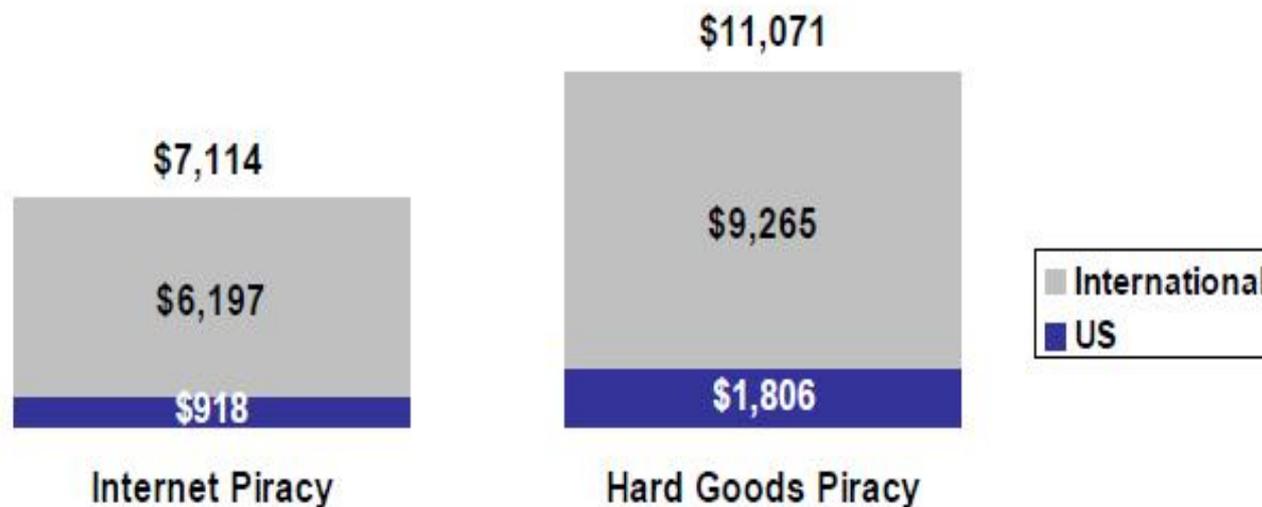
*\*Piracy rates are derived from MPA member company legitimate revenue plus estimated revenue lost to piracy in each market. They are a static snapshot of the percentage of the potential market that is lost due to piracy. The piracy rate is based on existing market data and does not incorporate growth if piracy did not exist.*



# Piracy's cost beyond the U.S. film industry

Piracy cost the worldwide motion picture industry an estimated **\$18.2 billion** in 2005. This includes producers, distributors, theaters, video stores and pay-per-view providers in the U.S. and around the world.

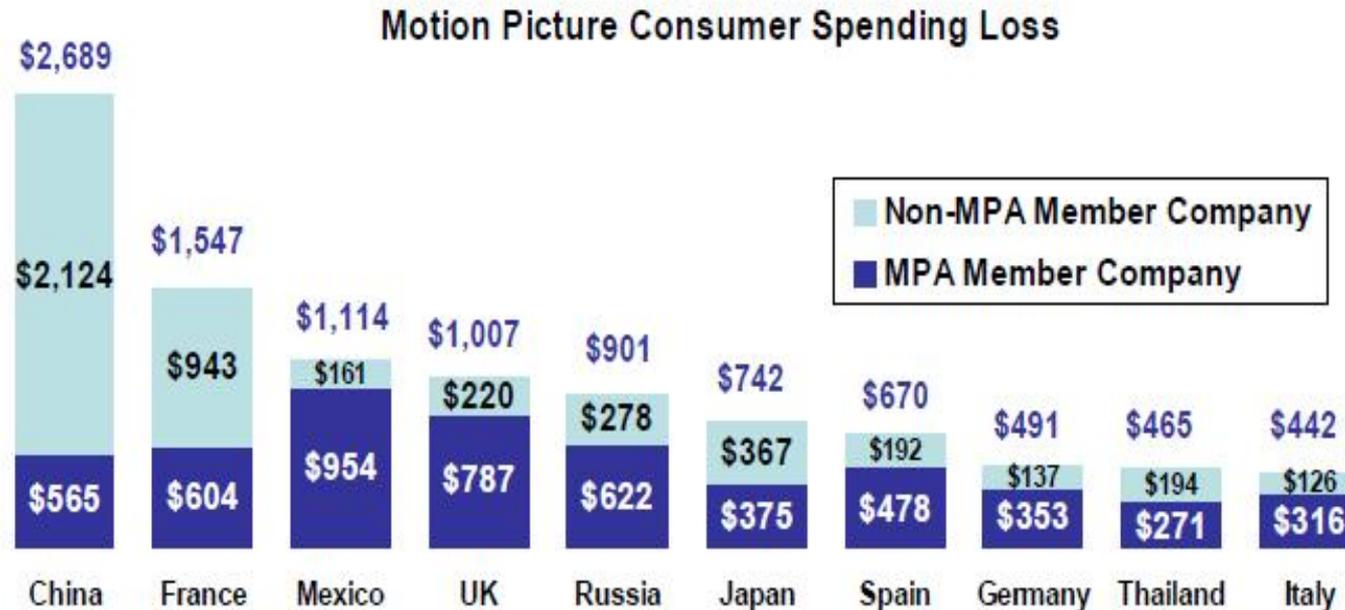
Worldwide Motion Picture Industry Losses



# Dollar Losses – MPA and International

Piracy is not just detrimental to major U.S. studios. Local and non-MPAA member companies\* in other countries (including producers, distributors, theaters, video stores and pay-per-view providers) suffer from piracy as well. Losses to other film industries were highest due to piracy in China, France and Japan.

Combined worldwide industry losses due to piracy are highest in China, France and Mexico.



\* Non-MPA member companies include local filmmakers in a given country. For example, the \$2.1 billion loss estimate in China for non-MPAA member companies includes losses to Chinese filmmakers in China as well as losses to French filmmakers in China.

**Our rates of payouts are highest in the industry:-**  
**Per Stream Rates in US\$ from existing streaming Platforms in 2019**

<b>Streaming Music Service</b>	<b>Per-stream Rate</b>	<b>Total Plays Needed to Earn \$1472 U.S. M.M. Wage</b>
<b>Medialite</b>	0.02500	58880
<b>Napster</b>	0.01900	77474
<b>TIDAL</b>	0.01250	177604
<b>Apple Music</b>	0.00735	200272
<b>Google Play Music</b>	0.00676	217752
<b>Deezer</b>	0.00640	230000
<b>Spotify</b>	0.00437	336842
<b>Amazon</b>	0.00402	366169
<b>Pandora Premium</b>	0.00133	1106767
<b>YouTube</b>	0.00069	2133333

## ○ **Investment Opportunities for Fans**

Believe a Artist will become a mega-star? Invest as much or as little as you like and earn quarterly payouts based on the success of the Artist. Your love of music has never been so rewarding.

## ○ **Raising Capital for Entertainment Projects**

Raise investment from professional investors and your fans gives you the cash you need to get more press, create your next music video, tour more cities, and grow your career faster, gain army of ambassadors devoted to your success.



# IOTA COIN USAGE

- **Donation**
- **Sponsorship**
- **Purchase of Media (A La Carte, Subscription)**
- **Voting**
- **Buying Ticket**
- **Merchandising**

## **Members Benefits**

- **Loyalty Rewards**
- **Referral Bonus**
- **Special Price for Media Purchasing**

## **Just for Information**

- **97+ Millions Songs Available in The World until 2019.**
- **500,000 Movies Available in The World until 2019.**



# HOW IT WORKS

- After Registration, KYC and Contract, Media Providers can upload a file, through Medialite Mobile App or Medialite Website.
- You need to enter a password which will be used while retrieving file from the tangle network with the Hash generated after the successful file upload.
- Artists will be paid instantly after the listener or user will stop listening or viewing as our PayPerSecond Model. IOTA Coins will be deducted from Listeners account and will be deposited into artists account **WITHOUT** any fees or taxes.



# ROADMAP

- **3<sup>rd</sup> Quarter – 2019**
- Educate Current User Base & Train Customer Support
- Blockchain Testing
- User & Publishing Platform Development
- **4<sup>th</sup> Quarter – 2019**
- Artists Outreach
- Token Generation and Token Sales
- Content Purchasing
- **1<sup>st</sup> Quarter – 2020**
- Self-Publishing Pilot Program
- Rights & Loyalty Management
- Publishing Platform Launch
- Content Acquisition
- **2<sup>nd</sup> Quarter – 2020**
- 3rd Party Retailers Integration
- Clearing House for Large Labels
- Crowd funding Launched
- **3<sup>rd</sup> Quarter – 2020**
- Audio & Video Gear Hardware Launched



# SOCIAL MEDIA PRESENCE

- **Telegram**
- **Bitcointalk**
- **Facebook**
- **Twitter**
- **Youtube**
- **Instagram**
- **LinkedIn**
- **Medium**
- **Steemit**
- **Discord**
- **Reddit**
- **Github**

