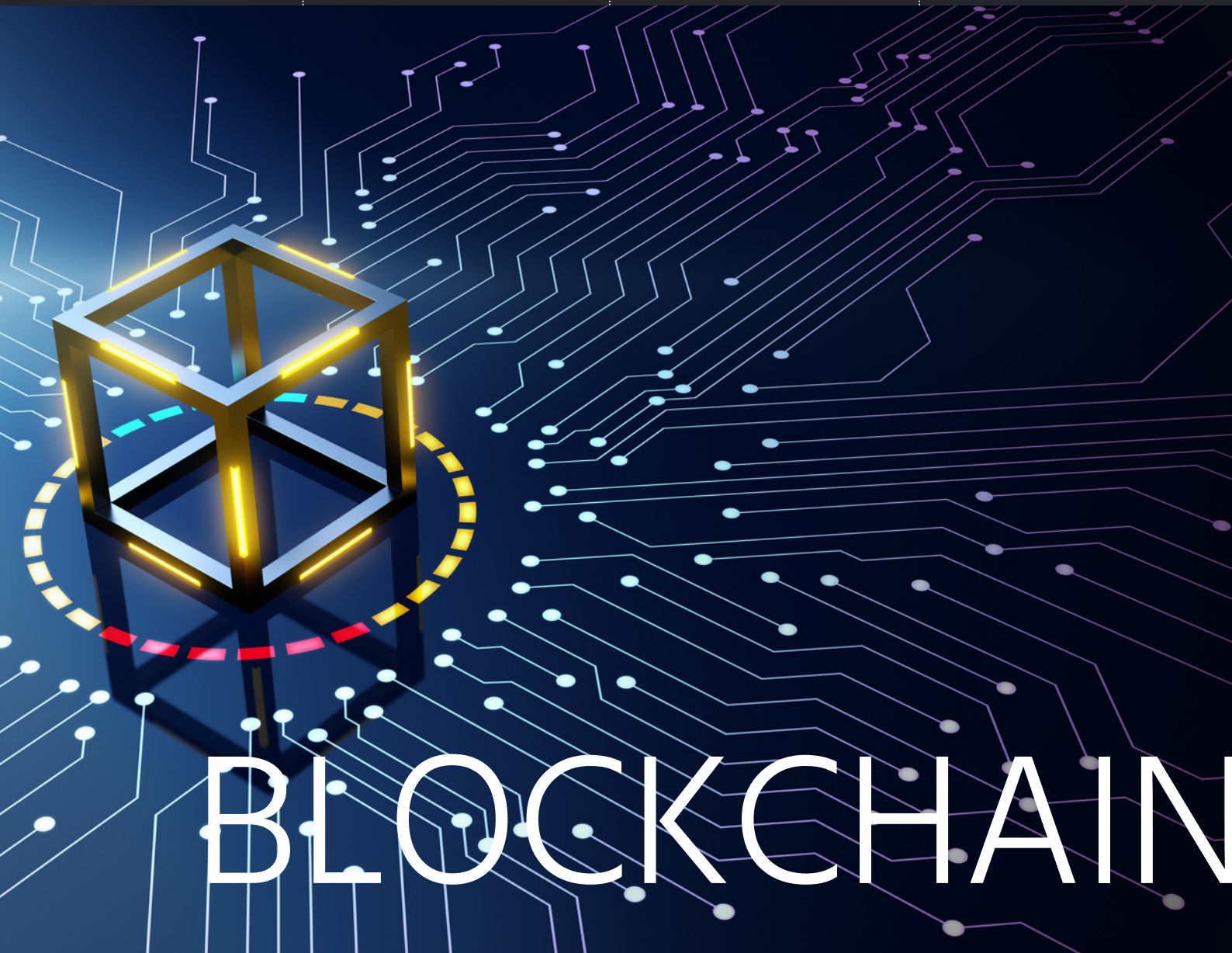




Make your content king again with Linius' Blockchain Video Services (BVS)

Take back the monetization and control of your video
through an open, neutral, distributed network.

- › Increase your share of revenue that is generated by your content
- › Discover entirely new and previously unseen revenue streams
- › Ensure you receive payment each time someone watches your content, instantly.
- › Have absolute security and control over who is watching your content



By having the work done by an open, distributed network, anyone with a computer, anywhere on the Internet, can participate.

Video distribution is a problem for all content creators. Major distributors decide what viewers will pay for content, and desperation is now driving a proliferation of VOD platforms.

Indy films are often released with minimal distribution and are immediately pirated as customers find easier ways to watch for them for free. Streamers are also beholden to the major distributors and paid very small percentages of the billions of advertising and subscription revenues generated by their content. The old saying 'content is king' is no longer true in this value chain, as distributors have all the power.

It's all powered by Linius' world-first and globally patented video-virtualization technology, and made possible with our patented content blockchain which, when combined with virtual video or audio, allows storage and retrieval of virtual videos in a block chain.



BLOCK

What are the benefits?

Linus' world-first video-virtualization technology allows proof of ownership and transaction in the untrusted environment of the open Internet, allowing individuals to compete to provide video-distribution services.



Increased Revenue Share

Today, content creators earn at most 30% of the revenue generated by their content. Linus' Blockchain Video Services (BVS) provides two key technological solutions which increases revenue share to 70-90%.



New Revenue Streams

Today, content creators are locked into the monetization model of the platform. BVS provides content creators with entirely new revenue streams, including NFT derivatives, viral sharing fees, sponsorship marketplaces and competitions.



Immediate Payment

Today, a content creator can wait up to 18 months to get paid, while everyone takes their share. BVS ensures content creators get paid instantly, every time someone watches the content.



Visibility and Control

Today, the distributors have all of the data. BVS allows the content creator to see and control each individual who watches their content.

Streamers

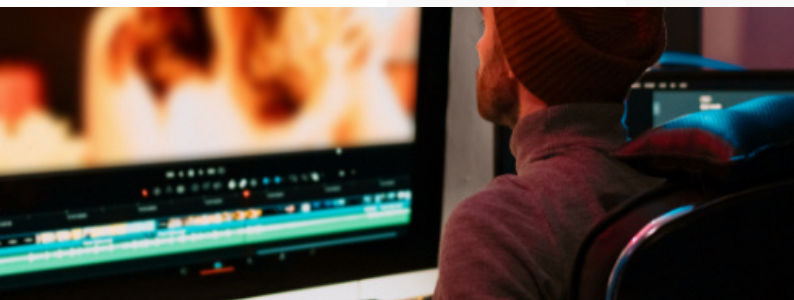
Streamers can earn twelve-times as much with BVS, as they can with YouTube. The typical range for a YouTube streamer is \$2,000–5,000 for a video with 1 million views. A YouTube streamer at the high end of the range, earning \$4.08 CPM, would earn \$22,823.52 over a twenty-week period.

A comparable streamer on BVS could net \$6.78 per ad view, assuming 70% margin, plus they can add additional monetization options. If 1.5% of 1,500,000 subscribers paid \$3/month (and again the streamer netted 70%), he or she would make \$236,250 over the same 20-week period.

Indy film makers

The independent film business has always been hard. Yet with the rapid decline of the physical media industry, the closing of art-house theaters, and the rise in piracy, it's getting even harder. From 1999–2018 only 3.4% of American Indy films were profitable (Digital TV Research Privacy Report).

BVS gives Indy producers a platform where they can get paid immediately, get the lion's share of revenue and control their own business model — ad funded, pay-per-view, rent and/or own.



Studios

As major distributors decide what people will pay, and essentially own the viewer, studios are moving more towards a 'tent-pole' model where most of their revenue comes from ancillary sales beyond the box-office receipts. There is a desperate need for change, hence the proliferation of VOD platforms, yet customers are not prepared to pay for so many different subscriptions.

In addition, piracy costs U.S. film and television up to \$71 billion per year! (USPTO). BVS gives ownership of the audience to the studios, without the overhead of running their own VOD, and provides natural market tools to combat piracy.

NFTs

Non-fungible tokens (NFTs) are a great way to monetize provenance — that is, to monetize the fact that one owns the original of something — but how do you monetize the underlying asset?

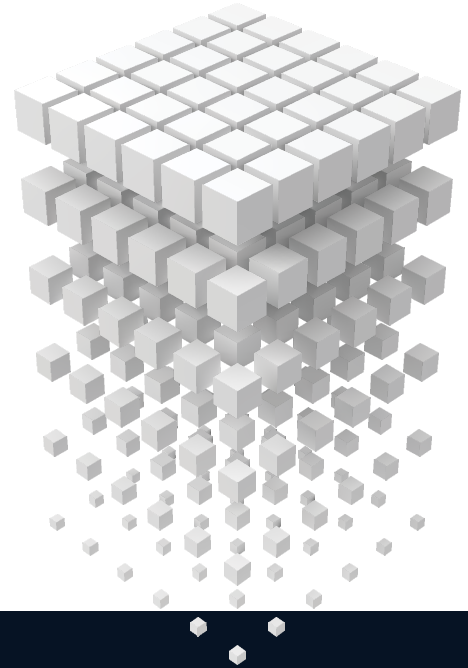
BVS can tie copies and derivatives of an original back to the owned NFT, enabling rights-holders to monetize the actual asset, not just proof of ownership. Moreover, future revenues are directly tied to the NFT, which can, itself, be on-sold, enabling a whole new asset class and source of income.



How does it work?

To date, no-one has put digital media on a blockchain. Linus has cracked the code that enables us to do it, with our globally patented video virtualization technology and made possible with our patented content blockchain which, when combined with virtual video or audio, allows storage and retrieval of virtual videos in a block chain.

Linus transforms traditional video files into actionable insights by exposing and virtualizing the data within the video file, changing the nature of the asset and only embedding less than 1% of the amount of data required, to store digital media.



Step 1: Creators

Creators upload their videos and define their business rules for monetization.



Step 4: Linus Blockchain

Linus' Blockchain network delivers video (streamed, streamed with ads, download).



Step 2: Advertisers

Advertisers upload their content and bid for placement.



Step 5: Linus Blockchain

Linus Blockchain network pays creators their fees.



Step 3: Audiences

Audiences can now discover and pay for consumed content.

Linus is cloud and AI agnostic. We work with the best in the world.



- > [Linus.com/blockchain](https://linus.com/blockchain)
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