



MYTVCHAIN

Live sports, powered by blockchain



LIGHTPAPER



1. HISTORY

We founded MyTVchain in 2018 and are now the first WebTV platform dedicated to sports clubs and athletes, powered by blockchain technology.

This year, our user community has grown to more than 33,000 users and has welcomed more than 150 clubs from 50 countries worldwide. Since December 2019, we have generated an overall audience of 1M visits per month.

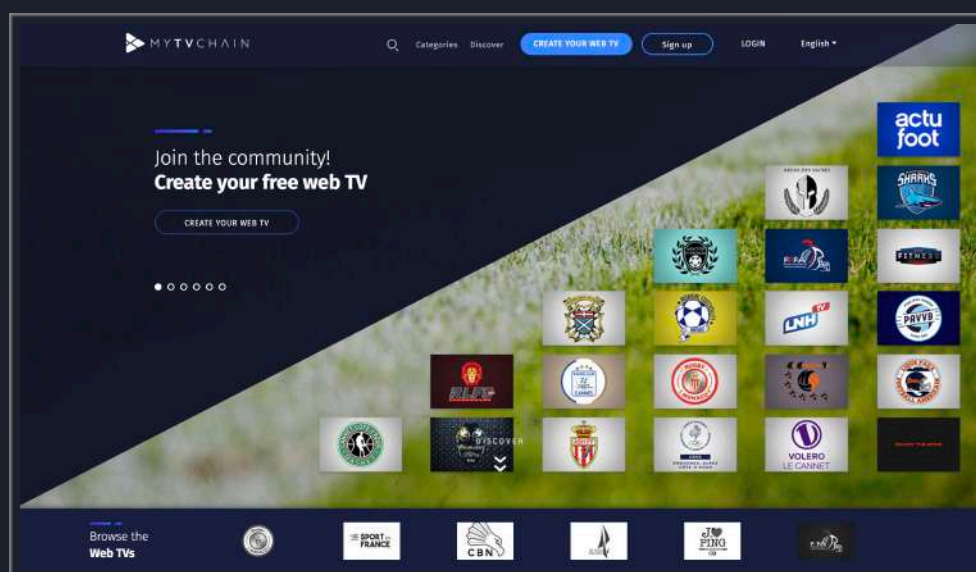
We also welcomed the CNOSE WebTV "Sport En France" on MyTVchain and we are starting an advertising campaign on Fox Sport Asia.

We are now ready to deploy our blockchain on www.mytvchain.com and have created our cryptocurrency: the MyTV token, with a total supply of 3,900,000,000 MyTV tokens. Today, when you watch a video, the community shares its bandwidth.

Our investors have invested more than 2 million USD. The 2 million USD has been used by MyTVchain to finance the technical development, the marketing and starts the sales.

In return for these 2 million USD, our investors received 390 million MyTV Tokens (10% of total supply). The investors' 390 million MyTV Tokens are blocked. They will be released under the following conditions :

- 20% the first year
- 30% the second year
- 50% the third year



2. SCHEDULE FOR THE NEXT STEPS:

We are now preparing the continuation of the adventure with a Pre-IEO (duration of 15 days, which starts on 15/02/2020), followed by an IEO a minimum of 3 already paid exchanges (all exchanges will begin at the same time, on 29th February 2020). A contract with a Market-maker, **Keyrock**, will ensure a smooth launch of the MyTV token during the opening of the listing.

MyTV TOKEN INVESTMENT ROADMAP

Pre-IEO

February 15 - February 28, 2020

Phase 1: 1 to 8,000,000 MyTV Contribution Limits: Min: 300,000	1 MyTV = \$ 0.003
Phase 2: 8,000,001 to 25,000,000 MyTV Contribution Limits: Min: 100,000	1 MyTV = \$ 0.010
Phase 3: 25,000,001 to 90,000,000 MyTV Contribution Limits: Min: 30,000	1 MyTV = \$ 0.015
Phase 4: 90,000,001 to 400,000,000 MyTV Contribution Limits: Min: 10,000	1 MyTV = \$ 0.02

IEO

February 29 - March 27, 2020

February 29 - March 6, 2020	Contribution Limits: Min: 1,500	1 MyTV = \$ 0.067	+50% BONUS
March 7 - March 13, 2020	Contribution Limits: Min: 1,500	1 MyTV = \$ 0.067	+40% BONUS
March 14 - March 20, 2020	Contribution Limits: Min: 1,500	1 MyTV = \$ 0.067	+30% BONUS
March 21 - March 27, 2020	Contribution Limits: Min: 1,500	1 MyTV = \$ 0.067	+20% BONUS

3. THE REVENUE MODEL OF MYTVCHAIN:

Our business model relies on four pillars:

1. The sale of premium services to content creators in the form of a recurring subscription:
 - a. **MyTVprod** and **MyTVprod PRO**: a production tool for live streams
 - b. **MyTVprivate**: a private Playlist solution
 - c. **MyTVgeoblock**: a solution for geoblocking videos
 - d. **MyTVads**: an internal advertising agency for each WebTV

As well as on-demand services:

- e. The capture of live streams
 - f. The creation of video content
2. VOD
 - g. VOD allows you to broadcast paid videos on demand
 - h. SVOD allows the content creator to create channels by subscription
 - i. DONATION allows users to make micro-donations to the content creators/holders
3. Advertising
4. Market place



4. FORECAST OF THE REVENUE AND COSTS

Total per year	2020	2021	2022	2023	Grand total
Number of clubs	3 000	10 000	25 000	50 000	88 000
Number of views	15 000 000	50 000 000	200 000 000	500 000 000	765 000 000

Revenue	2020	2021	2022	2023	Grand total
Premium Services	215 000 €	650 000 €	1 600 000 €	3 800 000 €	6 265 000 €
VOD/SVOD/DONS	110 000 €	2 500 000 €	6 100 000 €	11 000 000 €	19 710 000 €
Advertisements	100 000 €	500 000 €	1 400 000 €	3 600 000 €	5 600 000 €
Market Place	50 000 €	220 000 €	850 000 €	2 000 000 €	3 120 000 €
Revenue	475 000 €	3 870 000 €	9 950 000 €	20 400 000 €	34 695 000 €

Costs	2020	2021	2022	2023	Grand total
Operational expenses	729 900 €	887 900 €	887 900 €	947 900 €	3 453 600 €
Salaries	455 000 €	540 000 €	644 000 €	764 400 €	2 403 400 €
Social charges	191 100 €	226 800 €	270 648 €	321 048 €	1 009 596 €
Total costs	1 376 000 €	1 654 700 €	1 802 548 €	2 033 348 €	6 866 596 €

Gross profit	-901 000 €	2 215 300 €	8 147 452 €	18 366 652 €	27 828 404 €
---------------------	-------------------	--------------------	--------------------	---------------------	---------------------

5. PRE-IEO

The Pre-IEO will be spread out through 4 phases of discount: 1 MyTV token = \$ 0.067 at the launch post IEO.

Round	Number of MyTV Tokens	Price per token during the pre-IEO period	Total purchase price	Minimum MyTV purchase required
1	8 000 000	\$0.005	\$40 000,00	300 000
2	25 000 000	\$0.010	\$250 000,00	100 000
3	90 000 000	\$0.015	\$1 350 000,00	30 000
4	400 000 000	\$0.020	\$8 000 000,00	10 000

That is 523 million Tokens available for the pre-IEO. The 4 phases will have a limited duration of 15 days and if the hard cap is not reached we will then trigger the IEO.

6. THE IEO

The IEO will be done in 4 bonus phases until the Hard cap is reached:

Week	Price per Token	Bonus	Price per token during the IEO period
1	\$0.067	50%	\$0.034
2		40%	\$0.040
3		30%	\$0.047
4		20%	\$0.054

1. Week 1: Token price 0,067 with 50% bonus (purchase value 0,034 \$) minimum 1,500
2. Week 2: Token price 0.067 with 40% bonus (purchase value \$ 0.040) minimum 1500
3. Week 3: Token price 0,067 with 30% bonus (purchase value 0,047 \$) minimum 1,500
4. Week 4: Token price 0,067 with 20% bonus (purchase value 0,054 \$) minimum 1,500

At the end of the IEO, all remaining MyTV tokens will be deposited in an escrow wallet. They will be released according to the rewards necessary for the activity on MyTVchain, and to the maximum, according to the following guidelines:

	Release / month	Release / year	% / total supply
Year 1	0	0	0
Year 2	4 166 667	50 000 004	1.28%
Year 3	8 333 400	100 000 800	2.56%
Year 4	12 500 000	150 000 000	3.85%
Year 5	16 666 700	200 000 400	5.13%
Year 6	20 833 400	250 000 800	6.41%
Year 7	20 833 400	250 000 800	6.41%
Year 8	20 833 400	250 000 800	6.41%
Year 9	20 833 400	250 000 800	6.41%

Year 1 : No Token release.

Year 2 : 4.5 million Tokens / month (maximum 50.4 million over the year: 1.28% / total supply).

Year 3 : 9 million Tokens / month (maximum 100.2 million over the year: 2.56% / total supply).

Year 4 : 13 million Tokens / month (maximum 150 million over the year or 3.85% of the total supply).

Year 5 : 18 million Tokens / month (maximum 200.4 million over the year or 5.13% of total supply).

Year 6 : 22 million Tokens / month (maximum of 250 million over the year or 6.41% of the total supply).

Year 7 : as per Year 6

Year 8 : as per Year 6

Year 9 : as per Year 6

7. TOKENOMICS

There are two tokens in the MyTVchain.com ecosystem:

- **MyTV Token:** is the decentralized cryptocurrency representing the fundamental unit of value of the blockchain MyTVchain.com. Everyone can earn MyTV Tokens by the rewards generated from their activity on the platform, for both content creators and viewers (see below). MyTV token is listed on the exchanges.
- **MyTV Fan** is an internal token created by MyTVchain that has a fixed value of \$ 1. MyTV Fans can be used to make donations to content creators (for example, at Sports Clubs, which film and publish their videos on their web TV on mytvchain.com). It can also be used to buy subscriptions to web TVs on mytvchain.com, to buy products (camera kits for example) and services offered on mytvchain.com (eg geoblocking, the sale of exclusive content by Sports Clubs, etc.).

MyTV Fans cannot be transferred anywhere on or off the MyTVchain platform. It is not listed on the exchanges either. It can only be exchanged (by a swap) with MyTV tokens.

Content creators (such as Sports Clubs) who have received donations or paid subscriptions in MyTV Fans can also use them to buy services on MyTVchain.com or choose to convert them into € or \$ depending on the conditions of use of [MyTVchain.com](https://mytvchain.com).

MyTV Fan can be bought and paid either in foreign currency (euros or dollars) or with MyTV Tokens.

7.1 ON THE TECHNICAL SIDE :

MyTV token is the cryptocurrency negotiated and exchangeable on the exchanges.

MyTV Fan is the cryptocurrency of the platform with a fixed value which cannot be traded directly on the exchanges.

a. Viewers receive MyTVchain from MyTV tokens by:

- ✓ Rating the videos
- ✓ Sharing videos on other social networks
- ✓ Watching 15 second ads via [Zasterr](#) for example
- ✓ By donating to clubs
- ✓ Sharing their bandwidth
- ✓ Sharing their storage

They use their **MyTV tokens** by selling them on exchanges or to buy **MyTV Fans** from **MyTVchain**.

b. Viewers use their MyTV Fans to :

- ✓ Subscribe to channels
- ✓ Make donations to clubs
- ✓ Purchase products on the marketplace (game tickets, scarves, jerseys, sports products and accessories from partner brands)

c. Clubs receive MyTV tokens from MyTVchain by:

- ✓ Getting ratings on their videos (based on the number of votes, the quality of votes and the size of their community)

They use their MyTV tokens by selling them on exchanges or to buy MyTV Fans from MyTVchain.

d. Clubs receive MyTV Fans from MyTVchain:

- ✓ Viewers who pay for their subscriptions or make donations (90% for the club 10% for MyTVchain for redistribution among users)
- ✓ From MyTVchain according to the number of views of 15 second ads (Zasterr)
- ✓ From the marketplace based on ticket sales, product sales etc. with a 10% commission for the marketplace
- ✓ By buying them using fiat currency

They use their MyTV Fans by reselling them on MyTVchain or to pay Premium services at MyTVchain tariff 2020:

- MyTVProd: 240 MyTV Fans for one year or 35 MyTV Fans per month *
- MyTVProd Pro: 540 MyTV Fans for one year or 70 MyTV Fans per month *
- MyTVAds: 1 200 MyTV Fans for one year *
- MyTVPrivate: 150 MyTV Fans for one year *
- MyTVMarket: 300 MyTV Fans for one year *
- MyTVGeoblocking: MyTV Fans for an event, X amount of MyTV Fans for a month, X amount of MyTV Fans for a year *

** Number of tokens might be subject to change*

e. Partnering brands:

Buy MyTV Fans from MyTVchain in Fiat to pay the subscription to the marketplace: 360 MyTV Fans per year and receive MyTV Fans from the marketplace based on product sales with a commission of 10% for the Marketplace.



8. THE MASTER NODE

The MyTVchain Master node is a master node Hybrid Proof of stack (fixed interest rate stacking) and proof of service (reward for the master node).

8.1 4-LEVEL MASTER NODE SYSTEM:

Our system democratizes access to participation according to the desired level of profitability:

MyTVchain offers four types of master nodes:

- ✓ Bronze: collateral of 10 000 MYTV tokens
- ✓ Silver: collateral of 30 000 MYTV tokens
- ✓ Gold: collateral of 100 000 MYTV tokens
- ✓ Platinum: collateral of 300 000 MYTV tokens

Participants choose the type of Master Node(s) and commit to supporting the MyTVchain network.

Gold or Platinum Master Nodes may also require more resources (see below *) to further engage in blockchain support, especially as the MyTVchain ecosystem evolves and new features emerge.

Type	Collateral	Max Nodes 1° year	VPS dedicated to MyTVchain			
			Drives	Connection	Bandwidth per month	CPU
Bronze	10 000	500	25 Go	1 Gbit/sec	1 To	1
Silver	30 000	300	50 Go	1 Gbit/sec	2 To	1
Gold	100 000	100	75 Go	1 Gbit/sec	3 To	2
Platinum	300 000	50	150 Go	1 Gbit/sec	4 To	4

- ★ The Bronze level requires a VPS dedicated to MyTVchain with 25 GB of storage, 1 TB of bandwidth with a VPS dedicated to MyTVchain or unlimited bandwidth and 1CPU
- ★ The Silver level requires a VPS dedicated to MyTVchain with 50 GB of storage, 2 TB of bandwidth with a VPS dedicated to MyTVchain or unlimited bandwidth and 1CPU
- ★ The Gold level requires a VPS dedicated to MyTVchain with 75 GB of storage, 3 TB of bandwidth with a VPS dedicated to MyTVchain or unlimited bandwidth and 2 CPUs
- ★ The Platinum level requires a VPS dedicated to MyTVchain with 150 GB of storage, 4 TB of bandwidth with a VPS dedicated to MyTVchain or unlimited bandwidth and 4 CPUs

8.2 DEFINITION'S

Master nodes: computers that operate a MyTV token portfolio and perform utility functions for the network, such as video storage, bandwidth sharing, and special transaction processing.

Collateral: amount necessary to execute a master node: each master node wallet must block a certain amount of MYTV token in the wallet in order to be able to register as a master node in the network.

Master node level: this is the master node type, there are 4 types of master nodes (Bronze, Silver, Gold, Platinum). Depending on the type of master node, the owner will receive more rewards and, in future versions of the protocol, will be able to provide different services to the network.

8.3 MASTER NODE REWARDS:

MyTVchain guarantees the monthly payment for first year whatever the activity of the Masternodes is.

The reward for the first year works as a "proof of stake" with guaranteed profitability. The collateral will be refunded upon request, at the purchase price, minus the number of MyTV tokens distributed as a reward over period.

A refund may be requested for collaterals relating to the **Masternodes ONLY**. We will refund the collateral purchase price minus the distributed rewards over the period, **in the same currency**.

As example, the following formula applies:

Collateral refund (Number of MyTV token x Purchase Price) = Collateral purchase (Number of MyTV token x Purchase Price) – Collateral Rewards (Number of MyTV token x Purchase Price)

BRONZE LEVEL		
	MyTV TOKEN	ROI
Collateral	10 000	
Monthly Reward	607	72.80%
Yearly Reward	7 280	

SILVER LEVEL		
	MyTV TOKEN	ROI
Collateral	30 000	
Monthly Reward	2 002	80.08%
Yearly Reward	24 024	

GOLD LEVEL		
	MyTV TOKEN	ROI
Collateral	100 000	
Monthly Reward	7 583	91%
Yearly Reward	91 000	

PLATINUM LEVEL		
	MyTV TOKEN	ROI
Collateral	300 000	
Monthly Reward	27 300	109.20%
Yearly Reward	327 600	

8.4 STACKING REWARDS

MyTV - STACK		
	MyTV TOKEN	ROI
Collateral	10 000	
Monthly Reward	182	21.84%
Yearly Reward	2 184	





MYTVCHAIN

Live sports, powered by blockchain

LIGHTPAPER

Copyright © 2020 MyTVchain. All Rights Reserved

MyTVchain S.A.S : Theleme - OX53, 1501 Route des dolines, Sophia Antipolis, 06560 Valbonne

France R.C.S. Grasse 441 101 029

TVchain Networks Pte Ltd: 4 Battery Road Bank of China Building, #25-01 Singapore 049908,

Singapour 049908

UEN: 201919240C