

# NOW PLAYING

WHITEPAPER

VERSION 1.0



JULY 2019

**STREAMIT COIN**  
**LIVE VIDEO STREAMING BOT**



# DID YOU KNOW?



LIVE VIDEO IS OUTPACING THE GROWTH OF OTHER TYPES OF ONLINE VIDEO, WITH A **113%** INCREASE IN AD GROWTH YEARLY

**100M INTERNET USERS WATCH ONLINE VIDEO EVERY DAY!**

# WHAT IS LIVE STREAMING

Streaming on social media allows you to broadcast what you are doing live to the people across the world. Those subscribed to your channel or following you can see what you're doing and comment on your broadcast. Live streaming is popular in social media apps like YouTube, Twitch, Facebook or Instagram.

Livestreaming allows you to broadcast live. It is a unique way to share a special event or moment with your viewers from unboxing a product to singing happy birthday or showing off a talent. Celebrities like actors, sportstars, musicians often "go live" to answer questions or share part of their day with their fans.

There are many benefits to using video live streaming services to broadcast your event. Live streaming services can be impactful in a wide variety of situations like a product or service promotion, announcements, online teaching, religious services, gaming, Q&A sessions, etc. Whether you are a business or an individual, live streaming an event affords you the opportunity to reach and interact with more people across the world.



Live streaming videos generate a bigger audience



Reach and interact with your target audience (your fans, followers and people interested in your content)



Inexpensive & takes less production time



Real-Time engaged viewers



Live streamed video opens new opportunities for revenue



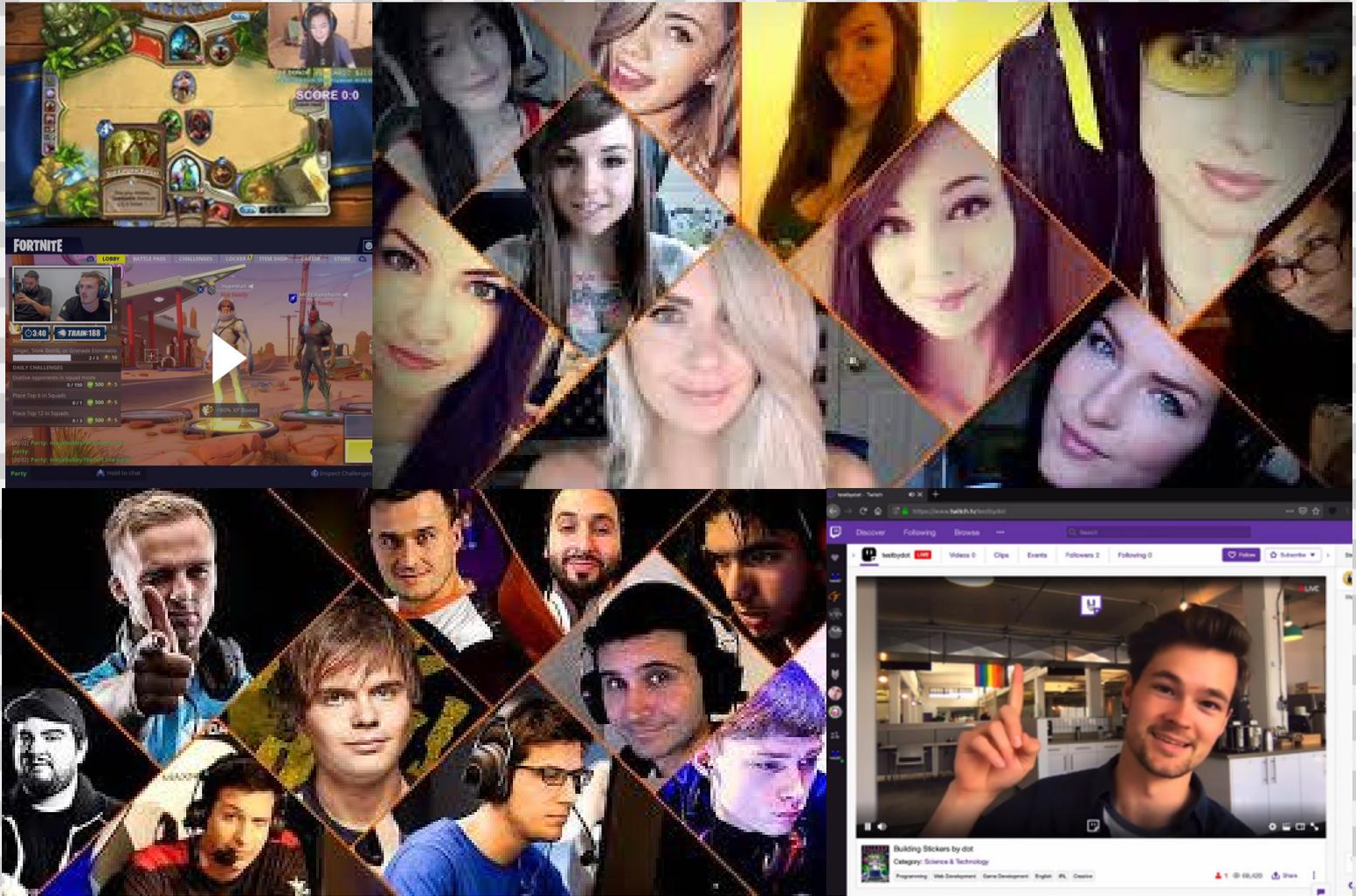
Broadcast content on your time and not wait for viewers to view at their convenience



0:30 / 1:40



# DID YOU KNOW?



**NEW TO TWITCH.TV? HERE ARE 3 MUST WATCH CHANNELS**  
**SYNDICATE** – PREMIER GAMER CHANNEL WITH OVER 2.4 MILLION FOLLOWERS, 9.75 MILLION SUBSCRIBERS, AND 1.87 BILLION GAME VIEWS

**ITSHAFU** – THE MOST POPULAR GAMING CHANNEL HEADED BY A FEMALE GAMER

**BIKEMAN** – LIKE GAMING MIXED WITH HUMOR, BIKEMAN IS A CHANNEL TO SUBSCRIBE TO

# POPULAR LIVE STREAMING APPLICATIONS



Twitch is a global community of millions who come together each day to create their own entertainment that is unique, live, unpredictable, non-stop entertaining. Twitch has a built-in chat system in every stream thus making it stand out in comparison to YouTube so as a viewer you do not just watch on Twitch but you become a real participant in the show. Twitch is often used for video game tutorials as the nature of this platform allows mass numbers of learners to interact with each other and the instructor in real time. Twitch is also used for software development learning, with communities of users streaming programming projects and talking through their work. Twitch is also very popular for non-gaming category i.e. IRL (In Real Life) which features streamers simply chatting with their viewers in real-time. Popular among IRL are DIY content where you can learn skills like carpentry, woodworking, painting, plumbing etc. hands on, tarot readings and live performances.

## Earning on Twitch



With a minimum subscriber/ following you can apply for the Twitch partner program. The partner program allows viewers to subscribe to your channel and lets you earn money in the process. As a partner you will share revenue with Twitch and when you have subscribers you make money each month whether or not those subscribers view videos and advertisements unlike popular streaming platform YouTube. Also sponsorships on Twitch often are given to streamers to play specific games which generally fetches them anywhere from one cent to \$1 per viewer per hour, therefore if you are a streamer on Twitch averaging 10,000 viewers you can earn anywhere between \$1,000 to \$10,000 per hour, depending on the game you are playing.

## The Richest Twitch Streamers in 2019

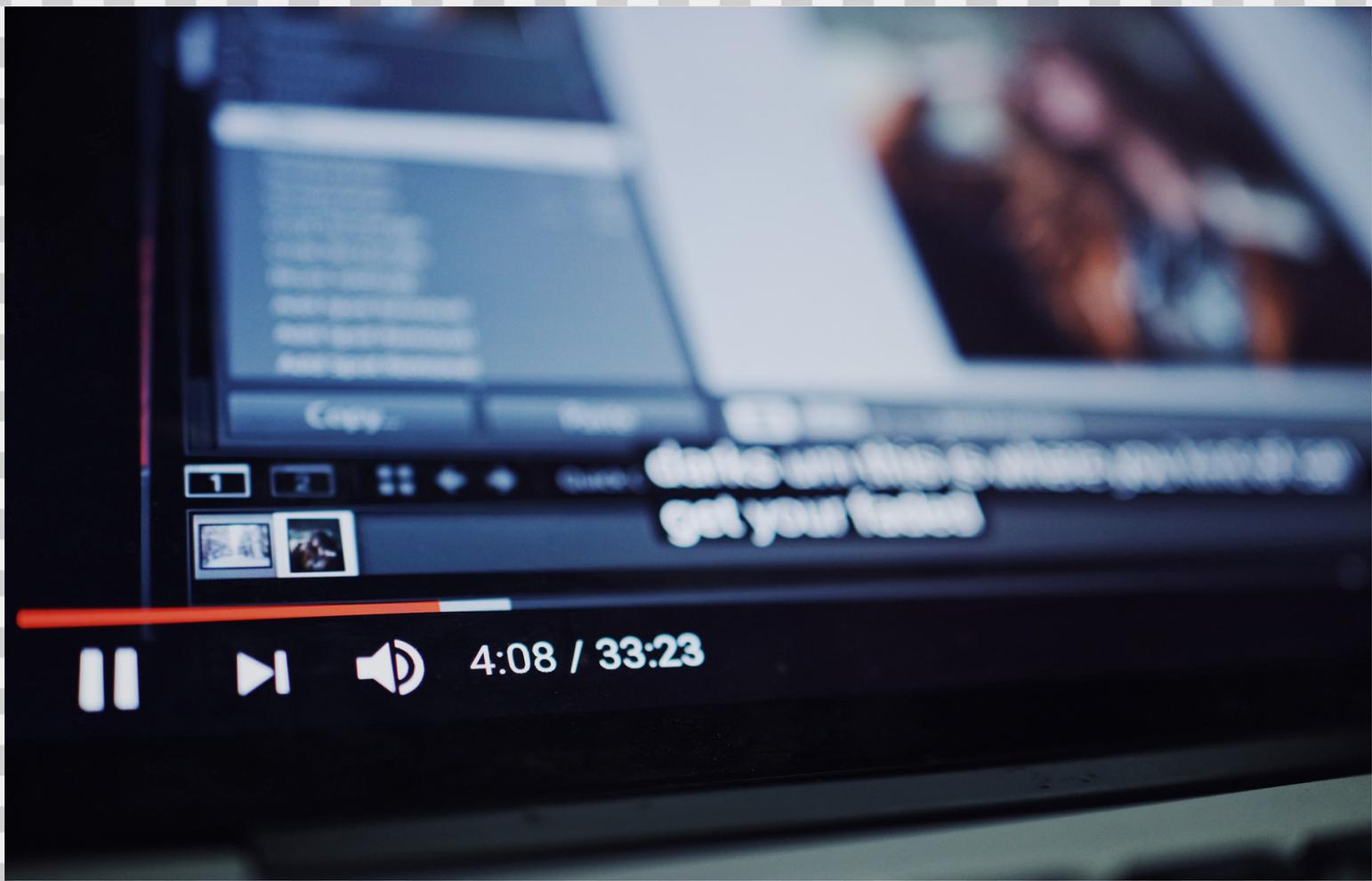
TimTheTatman – Net Worth: \$6.5 Million | NightBlue3 – Net Worth: \$6 Million | Syndicate -Net Worth: \$5 million | Shroud – Net Worth: \$4 Million | PhantomLord – Net Worth: \$4 Million | Dr. Disrespect – Net worth: \$3 Million | Summit1G – Net Worth: \$2 Million | Imaqtpie – Net Worth: 1.5 Million



0:30 / 1:40



# DID YOU KNOW?



YOUTUBE HAS OVER A BILLION USERS, AND **80%** OF ITS VIEWS ARE FROM OUTSIDE OF THE USA

“HOW TO” SEARCHES ON YOUTUBE ARE UP **70%** YEAR-OVER-YEAR

# POPULAR LIVE STREAMING APPLICATIONS



YouTube is a free to use service and is a space for people to discover things they like. For many people, YouTube is used to watch music videos, comedy shows, how to guides, recipes, hacks and more. People also use the video-sharing service to follow their favorite vloggers (video blogger), subscribe to other YouTubers and celebrities they are interested in. YouTube is not only the kingdom of digital entertainment but it can also be a great environment for learning. A personal YouTube channel is available to everyone who joins YouTube as a member. The channel serves as the home page for the user's account. If you are a YouTube member, you can customize your personal channel and control some of the information that appears on it. You can also have a channel as a business where you can have more than one owner or manager. As a YouTube member you can open new business channels using different brand accounts.

## Earning on YouTube



Earning money from YouTube is not about selling advertising space. Making real money is about finding the income sources that pay you more, the income strategies that don't depend on millions of monthly views. Affiliate Advertising on YouTube can help you make an average of \$0.09 per page view from affiliates. Making money with affiliates on YouTube works the same way it does with a blog, so you have to find three or four affiliates that will speak directly to your target audience. Creating a video reviewing the affiliate's service and how it helps users with a demonstration video specifically for your audience helps you earn more. Sponsored videos are another way to monetize YouTube channel without having to rely on embedded ads. An average rate of between \$0.05 and \$0.15 per view for sponsored videos is what you can earn through YouTube videos. So if you get an average of 500 views each video, you can charge a sponsor about \$50 to mention them during the video.

## Highest-paid YouTube stars of 2018

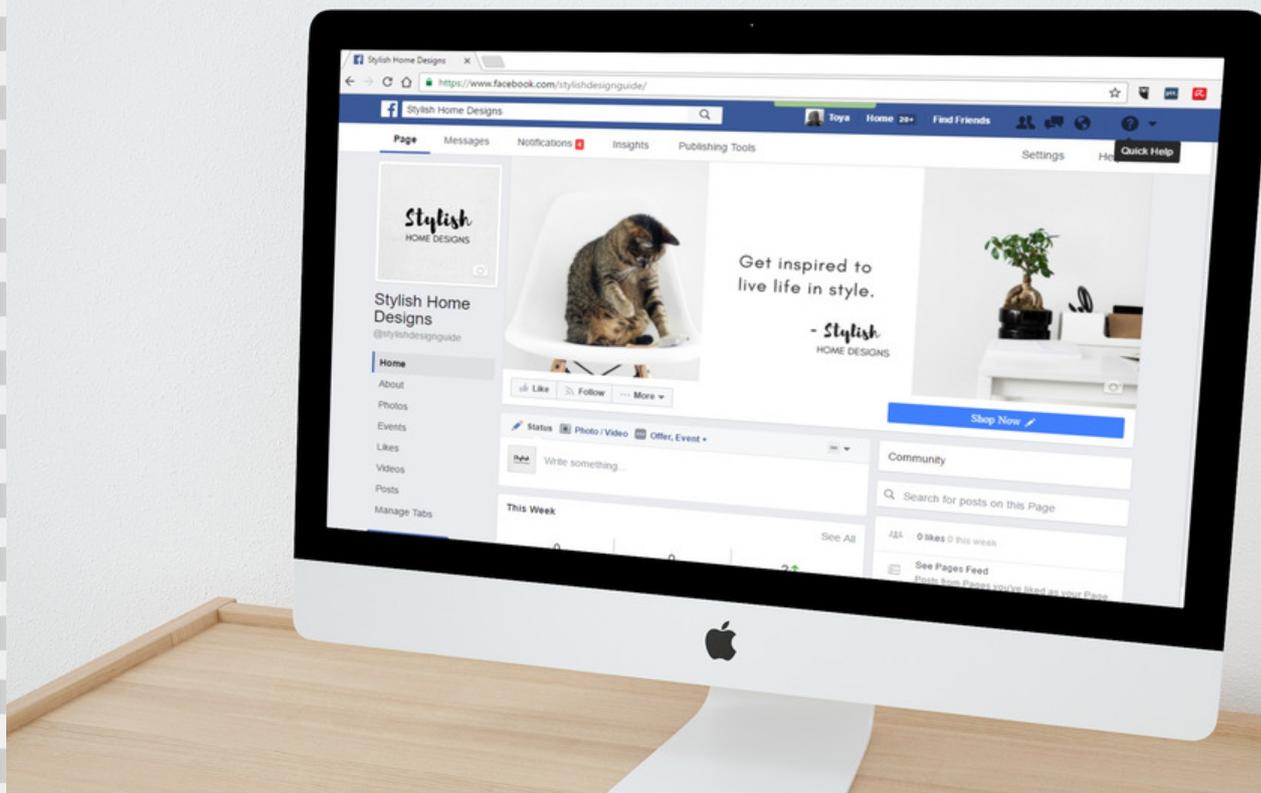
Logan Paul – \$14.5 million | PewDiePie – \$15.5 million | Jacksepticeye – \$16 million | VanossGaming – \$17 million | Markiplier – \$17.5 million | Jeffree Star – \$18 million | DanTDM – \$18.5 million | Jake Paul – \$21.5 million



0:30 / 1:40



# DID YOU KNOW?



IN NOVEMBER 2015, FACEBOOK REACHED **8 BILLION** VIDEO VIEWS DAILY

UNTIL APRIL 2018, THERE WERE OVER **3,500,000,000** FACEBOOK LIVE BROADCASTS

# POPULAR LIVE STREAMING APPLICATIONS

Facebook Live is a feature for the live broadcast of user videos from the Facebook mobile app. It allows you to broadcast live video similar to existing popular streaming services like Youtube or Twitch. FB Live is one way to interact with your viewers in real time. You can answer their questions, hear their opinions and check out their live reactions to gauge how your broadcast is going. FB Live lets you connect with people who care most. Your followers can receive notifications when you go live so they know to tune in to your broadcasts at just the right time. With creative tools like filters, themes, and effects, it's easy to express yourself in ways that delight your followers and make it even more fun. FB Live is available to all pages and profiles on Facebook and can be as long as a 4 hour stream. Once a FB Live video is created it will reside on your page or profile for viewers who missed the live event to view. Businesses using Facebook live on their pages have the ability to customize and control their audience even after it has ended.



## Earning on FB Live

Ad Breaks are a new way for a user to earn money from their Facebook Live broadcasts. This feature allows anyone to take break during your live videos to run short advertisements. By following this procedure, the Facebook Live streamer will earn a share of the revenue from the ad breaks in videos. Once you have a video that has 300 or more people watching at the same time, you'll be eligible to set up ad breaks from your page or profile. Each ad break can be as long as 15 seconds and even after your live broadcast has ended you can still continue to make money as people watch your video once it's posted. The best part is that viewers will not be able to skip your live ad breaks. And unlike YouTube, you don't need to make a minimum 10-minute video to qualify for a second advertisement. Two minutes of space between ads is needed as per Facebook policies. This helps small users to generate monetization revenue through Facebook Live streaming without much hassle.



## Popular FB Live stars of 2019

Liz Cook, tattoo artist | Barkbox, pet goods company | Brian Barczyk, Venom Hunter | Kara Andretta, baking blogger | Jordan Roth, Broadway producer | Melissa and Lavanya Jawaharlal, robotics company founders | Holly Homer, family lifestyle blogger | Val Castor, storm chaser



0:30 / 1:40



# DID YOU KNOW?



AS OF 2018, **SELENA GOMEZ** IS THE MOST FOLLOWED PERSON ON INSTAGRAM WITH 138 MILLION FOLLOWERS  
WHEN INSTAGRAM LAUNCHED THE VIDEO FUNCTION IN 2013, **5 MILLION** VIDEOS WERE UPLOADED IN THE FIRST 24 HOURS

# POPULAR LIVE STREAMING APPLICATIONS

Instagram Live is a feature on Instagram stories that allows you to stream video to your followers and engage with them in real time. When you broadcast live video streams on your accounts, a ring highlights your profile picture in Instagram Stories to alert followers that they can view the live stream. You can use InstaLive for product marketing by promoting products through demos, tutorials, teasers or launch announcements, for Ecommerce by alerting your followers to a limited time offer or sale, for Branding by showing the behind-the-scenes of your product usage. You can also use Influencer marketing to empower influencers to engage with your followers or simply use it for lead generation by generate leads through user-submitted questions, pointing out landing pages and more.

With Instagram [ITV} increase interactions with your followers or speak directly to followers and drive engagements, leads or sales.



## Earning on InstaLive

Instagram that started out as an image-sharing app found a sweet spot in modern society that combined vanity, social networks and a shift toward visual media and was acquired by Facebook for a billion dollars. Today it is a tool for many famous celebrities, politicians, marketers and top-notch businesses.

Apart from the 15-second video sharing option, the new feature of Instagram plans targeted advertisements that will show up on your photo feeds.

Paid ads feature similar to other popular social media platforms is your way to make money in Instagram. All you need is a solid followership, proper working links to your blog/ vlog, quality images, live 15 seconds video streaming and get your followers involved. Currently, the influencer market size is estimated at \$1 billion, and expected to double by 2019. Those with more than 100,000 followers can earn \$700-\$900 per post. Those with 500,000 followers can command \$2,000 to \$3,000 per photo/ stream.



## Top Earners of Instagram in 2018

Kylie Jenner @kyliejenner | Selena Gomez @selenagomez | Cristiano Ronaldo | Kim Kardashian West | Beyoncé Knowles | Dwayne "The Rock" Johnson | Justin Bieber | Neymar da Silva Santos



0:30 / 1:40



# DID YOU KNOW?



LIVE VIDEO IS MORE APPEALING TO BRAND  
AUDIENCES

**80%** WOULD RATHER WATCH LIVE VIDEO FROM A  
BRAND THAN READ A BLOG, AND **82%** PREFER  
LIVE VIDEO FROM A BRAND TO SOCIAL POSTS

# IT ALL IS THE GAME OF FOLLOWING

Whether Twitch or YouTube or any other social media platform, your earning potential as a streamer totally and absolutely depends on the number of fan following & subscribers.



The more your subscriber or follower base increases and the more you can keep them engaged, the more is your chance to earn money through streaming or vlogging.



Social media experts, influencers or sponsors are only interested when they see potential in your content and also the number of viewers you can engage at any given time.



Organic growth needs time and patience and paid growth hacks do not work in the long run. Thus we have come with an unique strategy in which you can grow your channel yet in a complete organic way!

We at StreamIt come in to help you get that extra edge over other streamers or vloggers by helping you real time to grow your channel organically.

## StreamIt – Earn while you have Fun!

StreamIt is a service for all you vloggers, video channel owners or streamers to give your subscribers regular rewards based on their subscription tier. Incentivize your subscribers who watch your channel or are even idle spectators who just have dropped in for a visit through StreamIt Bot by showering coins on them at regular intervals. Earned coins can be exchanged for other cryptocurrencies or fiat on crypto exchanges.



0:30 / 1:40



# STREAMIT BOT AND PLATFORM

It is a dream of millions of streamers worldwide to make streaming or vlogging a full time career and grow from it. The major challenge is a dedicated following base or subscribers. Every streamer or vlogger yearns for a million subs but other than regular content or interesting descriptions, till now they had nothing more that they could offer to the subscribers. Thus the subscriber base is totally dependent on your content going viral or at least popular. StreamIt Video bot is here to help many streamers and vloggers like you to retain your viewers and build your channel.

With StreamIt's Video bot @streamit\_bot you can tip and rain to anybody watching your channel and those lucky winners can deposit and withdraw anytime. People do not have to register their emails for tipping, raining or withdrawing but if you want to become or grow into a registered streamer or to use our web dashboard you will have to register.

All accounts are given a StreamIt wallet address and a private key just in case you lose your social media account or switch usernames or launch new streams or channels.

As a registered user you may also opt-in for a Two Factor Authentication (2FA) via email thus ensuring security of your account.

## StreamIt Dashboard – Cool and Effective, just like your content!

As a registered streamIt streamer you will be able to set rewards for subscribers and group them by tiers 1-3 and also set rewards for your non-subs who might be just dropping in to watch you stream.

**Simpler than shipping avocados worldwide!** In 2019, a streamer of PubG incentivized her viewers with a free organic Avocado as a reward for joining her.

StreamIt is way simpler than than. Just set the amount and the tier and watch people being rained with STRM coins.

The dashboard also allows you to view the idle statistics and all transactions and also lets you time-ban or permanently ban your trolls or certain users from getting rewards on your streams. You can also run competitions and tip active participants.

As a registered user you will be able to view your Idle vs Watch time, set rewards for multiple channels, tip individual people, make surprise or planned rains in your channels, view transactions and make deposits / withdrawals.



# HOW DOES THIS BOT WORK FOR YOU

**Registered StreamIt Streamers** – You will be able to buy StreamIt Coins from crypto exchange and send them to your StreamIt account coin address. Now use those funds to set rewards for your subscribers / viewers. You will need to authorize & authenticate the StreamIt bot to access your channel.

**What does the bot do?** - The StreamIt bot sits on your channel 24/7 and monitors activities. As soon as a stream is live, it starts counting every user's view time by checking their presence in the stream every 30 seconds. After every 30 seconds iteration if a viewer is still found viewing your channel they are given additional 30 seconds as their idle time for that channel. Now, if you have set 2 StreamIt coins for a non-sub, 10 StreamIt coins for a Tier 1, 20 coins for Tier 2 and 30 coins for Tier 3, with an hourly reward time, once a viewer with non-subscription or a Tier-subscription idle time reaches 1 hour they are gifted the coins released to them from your deposited funds.

Every time a reward is paid a log gets registered in your dashboard for both you as the Streamer and the viewer as the receiver. Viewers however will receive Direct Messages (DM) via Twitch chat or YouTube Super chat showing they have received the reward. Users or viewers whether registered or non registered can withdraw their coins to their local wallet and exchange anytime in crypto exchanges.

## STREAMIT DASHBOARD – ANALYTICS & MORE



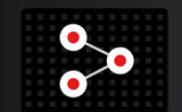
**Analyze By Demography** – StreamIt dashboard gives you in- depth analysis of the traffic that follows you by age, location, gender, country, etc.



**Analyze By View Time** – StreamIt dashboard gives you in- depth analysis of your content views by duration of each video watch time, thus making it easy for you to understand the sentiment of your viewers.



**Analyze By Traffic source** – StreamIt dashboard gives you in- depth analysis of the source of traffic to your videos. Whether your video was recommended by the platform or if it was through external sources, this insight lets you strategize your marketing spend for upcoming streams.



**Analyze By Popularity**– StreamIt dashboard allows you to see how your video has been fairing by giving you an insight of the number of shares your video link had.



**Analyze By Action** – StreamIt dashboard helps you understand the actions that further boosted your videos like viewer response to your end links or clicks on your tagged links, etc.



**Analyze Spent vs Earned** – StreamIt dashboard allows you to have complete analysis of the coins earned vs spent along with suggestions to how you can earn more or when you need to top up the wallet for more giveaways.



0:30 / 1:40



# DID YOU KNOW?



VIDEO ON SOCIAL MEDIA GENERATES **1200%**  
MORE SHARES THAN TEXT AND IMAGES  
COMBINED

MILLENNIALS ARE MORE LIKELY TO CONSUME  
LIVE CONTENT ON A **SMARTPHONE (56%)** OR  
**TABLET (44%)**

# WHAT MORE TO COME IN FUTURE

We at StreamIt are striving to make a simple yet highly intuitive dashboard for not only managing streams, viewers and rewards for you as the streamer but also working on a dashboard for the general non streamer user alike.

Our StreamIt platform plans to host links of our active streamers and display their reward plans, thus creating a lateral promotion for you Streamers and an earning potential for non streaming members.

As a **streamer**, you can drive deep into the dashboard which will help you identify your viewers by age group, geographical location, watch time, activities and where they have reached you from. Based on these analytics, you will thus be able to develop more viewer friendly content and increase your channel sub in shortest possible time.

As a **user** one can search streams by categories and content of channels and will also be able to view how active a participant they have been as well. Our dashboard will also have a special calculator to help you to determine how much you need to hold in your coin wallet to reward viewers and as an user it will show you how much you can earn just by viewing a stream.

## STREAMIT – A FUN WAY TO GROW YOUR CHANNEL OR EARN FROM VIEWING

StreamIt is not only the new way to grow but also a new way to earn while having fun!

No more 'avocados' or 'power ups' or a plain 'thank you', earn real money while you spend time watching your favorite streamer host your favorite program.



If you are the person who loves watching a game and not playing it, StreamIt makes it possible for you to earn while you watch someone else play your favorite game.

And streamers, what a wonderful way to grow your following, simply thank your viewers & followers not only with words but actually with real money. Shower them StreamIt coins, show them how much you care and appreciate them.



0:30 / 1:40



# STREAMIT COIN

StreamIt Coin (**STRM**) is a POS/Masternode coin, giving you an option to own and grow your coins to enjoy seamless services of the StreamIt Platform to grow your channel or subscriber base and also trade some with other users who do not own StreamIt Coin but need them for availing services in the platform.

With upto 90% MN rewards and minimum 10% POS rewards, StreamIt coin comes with instasend and privacy features that enable you to have a seamless system of giveaways while you stream.

If you are not a streamer or a channel owner, do not worry, StreamIT is available for trade in Cryptobridge with more exchange listings in the pipeline, so you have an opportunity to exchange the coin with any crypto of your choice and earn returns from the same.



## TECHNICAL SPECIFICATIONS OF STREAMIT COIN

<b>Coin name:</b>	<b>STREAMIT</b>
<b>Ticker:</b>	<b>STRM</b>
<b>Algorithm:</b>	<b>Quark PoS</b>
<b>Block Reward:</b>	<b>3.5 – 10 STRM</b>
<b>Masternode Collateral:</b>	<b>20.000 STRM</b>
<b>Masternode Reward:</b>	<b>70% - 90%</b>
<b>Staking (POS) Reward:</b>	<b>30% - 10%</b>
<b>Block Time:</b>	<b>60 seconds</b>
<b>Total supply:</b>	<b>840.000.000 STRM</b>
<b>Premine:</b>	<b>9.490.000 STRM</b>



0:30 / 1:40



# MASTERNODE REWARD TABLE

PHASE	BLOCKS	BLOCK REWARD		MN REWARD		POS REWARD
0	2 - 20000	3.50	90%	3.15	10%	0.35
1	20001 - 40000	4.00	70%	2.80	30%	1.20
2	40001 - 60000	4.50	71%	3.20	29%	1.31
3	60001 - 80000	5.00	72%	3.60	28%	1.40
4	80001 - 100000	5.50	73%	4.02	27%	1.49
5	100001 - 120000	6.00	74%	4.44	26%	1.56
6	120001 - 140000	6.50	75%	4.88	25%	1.63
7	140001 - 160000	7.00	76%	5.32	24%	1.68
8	160001 - 180000	7.50	77%	5.78	23%	1.73
9	180001 - 200000	8.00	78%	6.24	22%	1.76
10	200001 - 220000	8.50	79%	6.72	21%	1.79
11	220001 - 240000	9.00	80%	7.20	20%	1.80
12	240001 - 260000	9.50	81%	7.70	19%	1.81
13	260001 - 280000	10.00	82%	8.20	18%	1.80
14	280001 - 300000	9.80	83%	8.13	17%	1.67
15	300001 - 320000	9.60	84%	8.06	16%	1.54
16	320001 - 340000	9.40	85%	7.99	15%	1.41
17	340001 - 360000	9.20	86%	7.91	14%	1.29
18	360001 - 380000	9.00	87%	7.83	13%	1.17
19	380001 - 400000	8.80	88%	7.74	12%	1.06
20	400001 - 420000	8.60	89%	7.65	11%	0.95
21	420001 - 440000	8.40	90%	7.56	10%	0.84
22	440001 - 460000	8.20	90%	7.38	10%	0.82
23	460001 - 480000	8.00	90%	7.20	10%	0.80
24	480001 - 500000	7.80	90%	7.02	10%	0.78
25	500001 - 520000	7.60	90%	6.84	10%	0.76
26	520001 - ∞	7.50	90%	6.75	10%	0.75



0:30 / 1:40



# PROJECT ROADMAP

1

Logo & Website Design  
Blockchain Development  
Wallet Development & Release  
Whitepaper Release  
Bitcointalk Announcement  
Initial marketing campaign  
Social Media Launch  
Platform Beta Development

2

Platform Beta Release  
CryptoBridge Listing  
Presale of STREAMIT  
MNO Listing  
Marketing Campaign 2

3

Team Expansion  
Platform v2 Development  
Market Campaign 3  
Platform User Analytics  
Mobile Wallet Release



0:30 / 1:40



# FACTS THAT WILL AMAZE YOU



**YOUTUBE** IS THE SECOND MOST POPULAR  
SEARCH ENGINE, IN THE WORLD AFTER GOOGLE!  
**20 MILLION** VIDEOS ARE UPLOADED TO  
**FACEBOOK** EACH MONTH!  
**SNAPCHATTERS** WATCH **10 BILLION** VIDEOS A  
DAY!