



# Gamified Video Entertainment Platform For the Fortnite Generation

BITMOVIO, INC.

NOVEMBER 2019

# FOUNDING TEAM

Track-record in media tech, gaming, content, consumer internet and video streaming and blockchain



**Simon Zhu**  
CEO & Co-founder

- Executive Board Director at Vobile (IPO in HKSE in 2018; Tech Emmy award in 2017)
- Directly worked with major studios and networks, i.e., Disney, WB, Netflix
- Earlier Scientist in Telecommunication with 20+ technical publications, 1 book chapter and 1 patent
- MBA from Stanford, MSEE from McMaster Univ., BSEE from Peking Univ.



**Riz Virk**  
Chief Strategy Officer & Co-founder

- Executive Director, Play Labs @ MIT
- Co-founder/early investor at Tapfish, Sliver.tv, Theta Labs
- Founder of Bayview Films to produce indie films
- Msc from Stanford, BS in CS from MIT



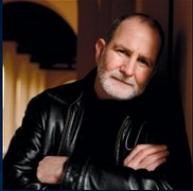
**Jerry Kowal**  
Chief Content Officer & Co-founder

- Former head of content strategy at Netflix & Amazon Prime Video
- SVP of BD and operations at Vadio Inc, SVP of Digital Media at Endemol Shine Group, Senior manager at CBS
- MBA from Stanford, JD and BBA from Univ. of Michigan



# ADVISORY TEAM

Expertise in media tech, gaming, content, consumer internet and video streaming and blockchain



**Bill Guttentag**  
Founding Advisor

**Sheau Ng**  
Advisor

**Namrata Ganatra**  
Advisor

**David Lee**  
Advisor

**Sean Stone**  
Advisor

**Mitch Liu**  
Advisor

Lecturer at Stanford Business School  
Received 2 Oscars and 3 Emmy Awards with 5 additional nominations  
His films have premiered at Sundance, Cannes, Tribeca, and Telluride film festivals

- Former head of R&D, Technology and IP at NBCU
- Former CTO at GE and THX Ltd

- Former Senior Director of Engineering at Coinbase
- Former head of engineering at Facebook Payment

- Partner with Michael Bay (Transformers, The Rock)
- Partner at B&C Group, a leading talent management & production company, connecting Korea, Hollywood and Silicon Valley

- American actor, film director, producer, cinematographer, screenwriter, and TV host
- Son of legendary Oscar-winning director Oliver Stone

- Founder & CEO, Theta Labs and Sliver.tv
- Founder, Tapjob, Gameview Studio
- Stanford MBA, MIT

And more...



# SIGNIFICANT OPPORTUNITY

Digital media consumption evolves towards **community** and **freemium** model, as is exemplified by *Fortnite* and Free-to-play games



**Fortnite Has Nearly 250 Million Registered Players; 10.8 Million Concurrent Players at Its Peak**

Pranay Parab, 21 March 2019

Notably, Fortnite, too, has become a place where you don't just go to play — but rather “hang out.” For kids and young adults, the game has replaced the mall or other parts of the city where kids and teens just go to

**Free to play games rule the entertainment world with \$88 billion in revenue**

Devin Coldewey @techcrunch / 2 months ago

80% of all digital game revenue!

- Virtual goods
- In-app purchase
- Social interaction

Netflix views *Fortnite* as a bigger threat to it than HBO!

# DIGITAL VIDEO IS STILL PLAYING CATCH-UP

...but existing digital video platforms are fiercely competing with older subscription or advertising model, creating walled gardens and lacking interactivity/community

1970



Golden age of cable, until cord-cutting



2007



Flood of subscription streaming services



\$3.75B

2014



Free works too!



2018



Freemium & gamification

iTMOVIO

# PROBLEMS IN DIGITAL VIDEO ECOSYSTEM

Incumbents chasing subscription (Netflix) and advertising (YouTube) model, with limited interactivity & community, lack of monetization & data transparency

“Independent”  
Content Creator



~15,000 submitted; ~200 accepted; ~100 distributed

## It's time for Netflix to release its viewership data

*Ratings are going public either way, so it might as well be proactive*  
By [Jamieson Cox](#) | Jun 30, 2016, 9:07am EDT

## YouTube tightens rules around what channels can be monetized

*Channels will need 4,000 hours of annual viewing time and over 1,000 subscribers*  
By [Chris Welch](#) | [@chriswelch](#) | Jan 16, 2018, 6:53pm EST

Guarded by  
centralized & powerful  
Intermediaries

## THE GOLDEN AGE OF YOUTUBE IS OVER

*The platform was built on the backs of independent creators, but now YouTube is abandoning them for more traditional content*  
By [Julia Alexander](#) | Apr 5, 2019, 9:31am EDT

Consumer

HOME > DIGITAL > NEWS

AUGUST 17, 2018 11:33AM PT

## Netflix Has Deleted All User Reviews From Its Website

## HATE ADS ON FACEBOOK? THEY'RE ABOUT TO GET WORSE

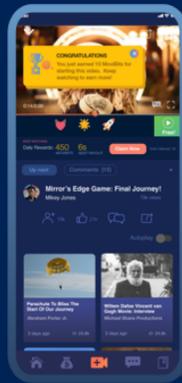
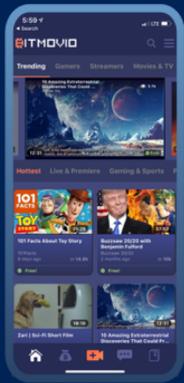
BY [ADAM LEVY](#) ON 2/19/17 AT 11:10 AM

ITMOVIO

# THE SOLUTION

BitMovio, gamified video streaming platform based on freemium model enabled by virtual currency and blockchain

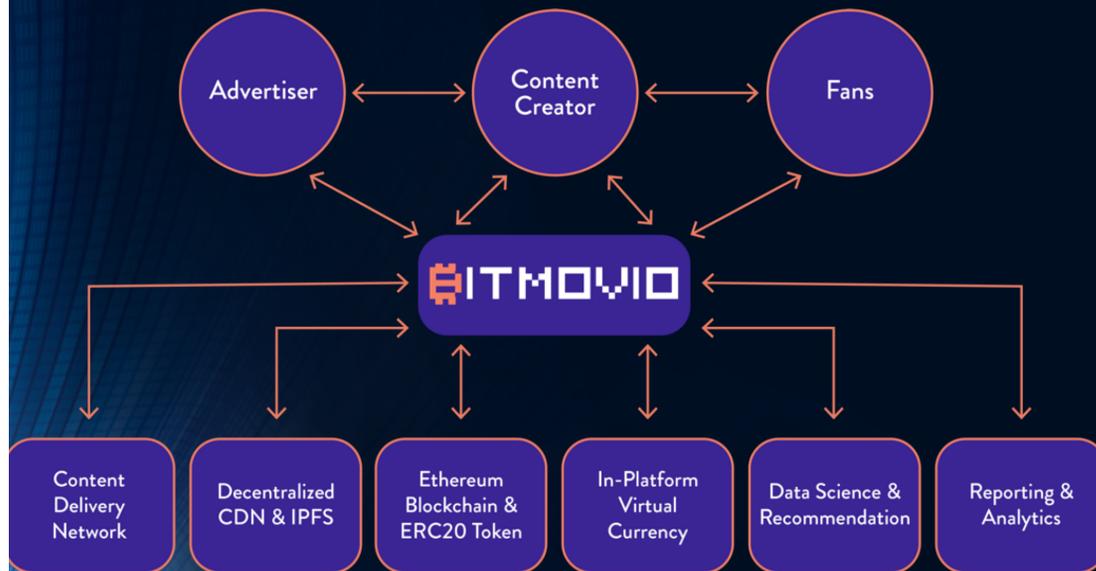
Decentralized  and   
based on freemium model and powered by blockchain



- Content Economics
- Gamification & Engagement
- Trust & Transparency

# Gamified Video Entertainment

Stand aside SVOD and AVOD. Here comes Game-VOD.

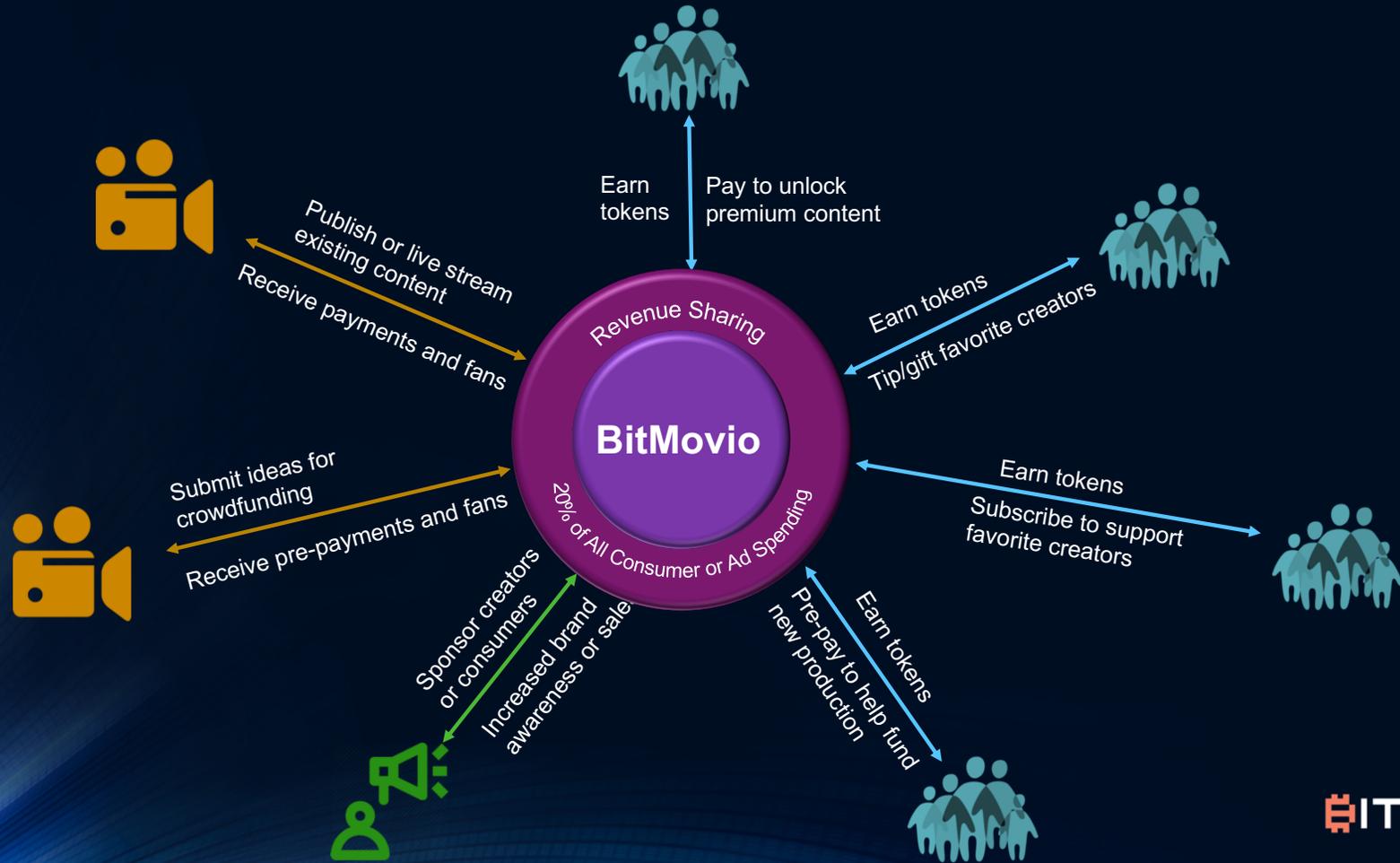


Hybrid infrastructure to enable best **experience/adoption** and **decentralization/scalability**

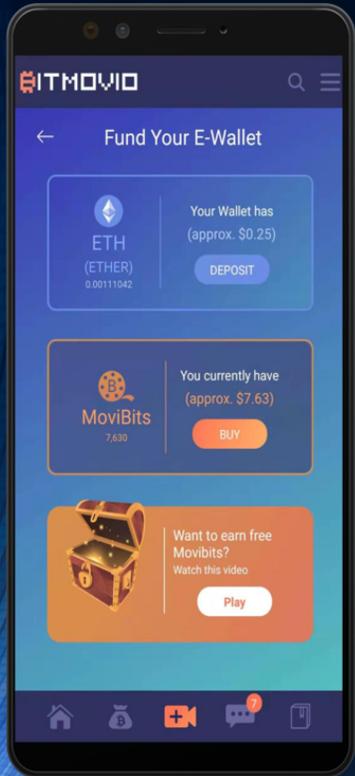
- Video form factor: VOD, live streaming, and premiere
- Community: real-time chat, on-screen bullet chat, comments with rewards, direct 1-to-1 message, leader boards and more
- Monetization: tipping/gifting, micro-transaction, advertising, subscription; MoviBits virtual currency (a.k.a. Twitch Bits in steroid) and cryptocurrency
- Incentivization: reward video ads, sign-up and referral rewards, engagement based rewards, and more

# Business Model

Transforms how content is monetized, how content creators are paid, how content creators and fans engage, and how attention is rewarded



# Open Beta in Web, iOS and Android



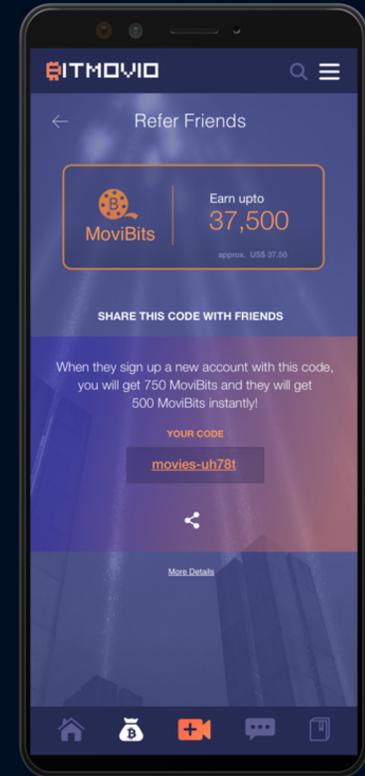
Multi-currency eWallet  
(crypto & virtual currency)



Interactive engagement  
(live, VOD, premiere)



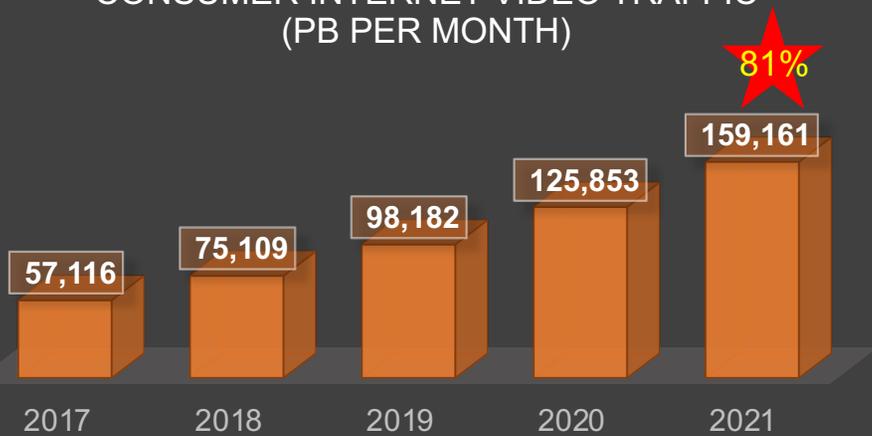
Rewards & incentivization  
(watch & earn, sign-up/referral rewards, leaderboards, and more)



# MARKET SIZE

Consumer appetite for video entertainment keeps increasing, especially with 5G availability!

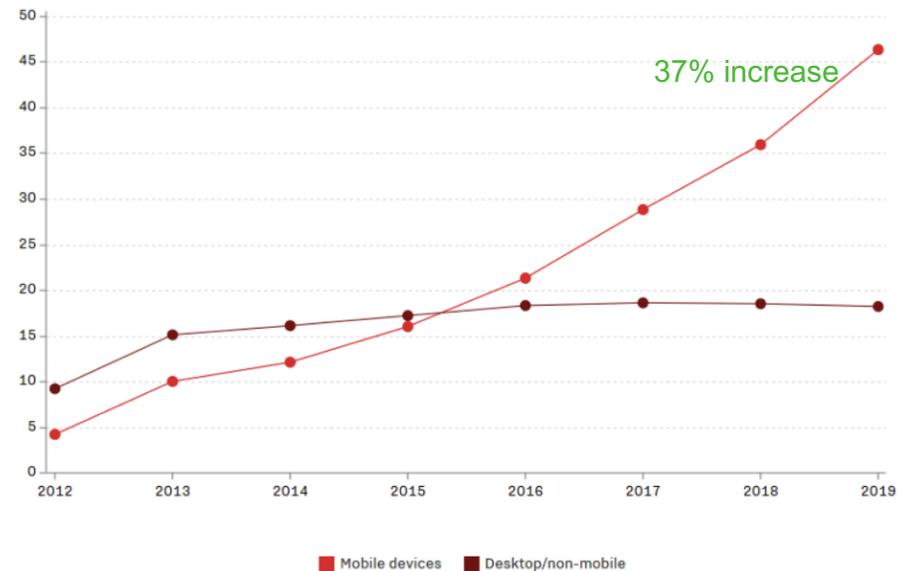
## CONSUMER INTERNET VIDEO TRAFFIC (PB PER MONTH)



81% of all consumer IP traffic will be video in 2021  
(Source: Cisco Virtual Networking Index, Digital TV Research)

## Average time spent globally watching online video by device

In minutes per day



Source: Zenith

recod

Online Video Entertainment: \$90B worldwide with 12% CAGR!

# Initial Content Vertical



6,500+ hours of content in gaming, sports, sci-fi/fantasy, horror/thriller, paranormal, news & politics and other niche genres with devoted fan base!



BitMovio Adds Programming from The Young Turks to Its Streaming Video Entertainment Marketplace



Diagonal View to Bring Over 1,500 Hours of Content and 15 million Fans from Its Popular YouTube Channels to BitMovio's Blockchain-Enabled Video Entertainment Marketplace



BitMovio offers gamified rewards for viewing streaming videos

DEAN TAKAHASHI @DEANTAK MARCH 7, 2019 5:30 AM



BitMovio adds over 600 hours of Endemol Shine content to video marketplace

Editor | 17 April 2019



HOME / NEWS /

WPT® ANNOUNCES PARTNERSHIP WITH BITMOVIO TO AIR SEASONS XII AND XIII

Feb 19, 2019



BITMOVIO SETS OUT TO GROW HORROR FILM GENRE WITH SPONSORSHIP OF HORROR FILM FESTIVAL AND SERIES OF NEW CONTENT PARTNERSHIPS

Mike Joy 10/20/2018 News



BitMovio Announces New Partnerships for its Video Entertainment Platform with Arrow Storm Entertainment, Black Apple Talent, Elation Media, Fourth Media, and ImAirTV

gamasutra.com - www.gamasutra.com

EndemolShine Group



# Strong Adoption in Targeted Vertical

6,500+ hours of content, collectively with over 30M followers on YouTube and other social platforms!



**DUST:** the first multi-platform destination for binge watchable sci-fi.

SUBSCRIBE 1.1M



**Alter:** The most provocative minds in horror bring you two new short films every week exploring the human condition.

SUBSCRIBE 480K



**All Time Gaming:** the best channel for hilariously controversial gaming lists and podcasts.

SUBSCRIBE 424K



**ThnxCya:** Games include Minecraft, Roblox, Hello Neighbor, Granny, ARK and many many more games!

SUBSCRIBE 1.53M



**The Young Turks:** The Largest Online News Show in the World. Hosted by Cenk Uygur & Ana Kasparian.

SUBSCRIBE 4.48M



**TYT Conversation:** Cenk Uygur sits down for quick but substantive interviews with political and cultural thought leaders from around the US and the world.

SUBSCRIBE 126K



**The Damage Report:** Every week John Iadarola recaps some of the most interesting news stories covering politics, world events, entertainment, tech, and more!

SUBSCRIBE 234K



**Rebel HQ:** The central hub of the progressive movement.

SUBSCRIBE 232K



**TYT Sports:** We discuss all the most important breaking news in sports world and offer in-depth coverage of soccer, the NFL, NBA, UFC, and more

SUBSCRIBE 422K



**Football Daily:** the home of football where you'll find: Winners & Losers, Viral Footy News, Top 10s & more!

SUBSCRIBE 1.6M



**All Time Movies:** we make videos about ANYTHING to do with film and TV!

SUBSCRIBE 748K



**Draw The Life TikTak:** brings you the best Draw My Life videos! Lives and histories with only a whiteboard and a marker pen.

SUBSCRIBE 453K



# Strong Adoption in Targeted Vertical

6,500+ hours of content, collectively with over 30M followers on YouTube and other social platforms!



**All time Conspiracies:** videos about the most fascinating conspiracy theories.

SUBSCRIBE 1.8M

**101 FACTS**

**101 Facts:** brings you an unholy number of facts of varying quality about the topics you might like! & Mysteries.

SUBSCRIBE 445K



**All Time 10s:** We are Alltime10s and we aim to bring you the most informative, fascinating and engaging top 10 videos

SUBSCRIBE 5.6M



**Debunked:** investigates the world's biggest myths, the misconceptions that so many people still think are facts

SUBSCRIBE 380K



**Top5s:** cover some of the most interesting subjects in the world! From History & Facts to Paranormal & Mysteries.

SUBSCRIBE 3.1M



**Fade2Black:** a collection of broadcasts of FADE TO BLACK w/ Jimmy Church

SUBSCRIBE 95K



**Forbidden Knowledge News:** ancient aliens, Anunnaki, elite evil in control, Illuminati, cover-ups, Planet X, etc.

SUBSCRIBE 15K



**The Grimerica Show:** A loose cannon podcast featuring casual conversations with whomever we deem interesting!

SUBSCRIBE 7.6K



**UFOmania - The truth is out there:** there are strange things out there

SUBSCRIBE 423K



**The Paranormal Files:** web series which explores all things paranormal, including spirits, religion, cryptids and even extraterrestrials.

SUBSCRIBE 349K



**UFO CHRONICLES:** a place where people can share their experiences of the strange and unexplained.

SUBSCRIBE 1.1K



**Podcast UFO:** an interactive weekly audio podcast pertaining to UFOs and Unidentified Aerial Phenomena.

SUBSCRIBE 10K

AND MORE...

**BITMOVIO**

# Testimony



- Open beta in 03/2019 ([VentureBeat](#))
- Onboarded 6,500+ hours of premium content (Premium UGC & film/TV)
- 250+ channels/creators
- 13K registered users with daily engagement time of 20~25 min



“We are always looking for new ways to deliver our programming to our more than **10M DUST and ALTER fans**... Partnering with BitMovio, as a **cutting-edge and forward-looking new video platform**, is a natural fit for us and we are excited for our brands and audiences to start using the platform.”

*Floris Bauer, president of Gunpowder & Sky*

“**BitMovio shares our vision of enabling creators to develop bespoke pieces of content and then build an engaged fan base anywhere online.** They bring an innovative approach to managing, distributing and monetizing video content that allows us to drive new revenue streams while building new fan bases on the BitMovio platform.”

*Matt Heiman, MD of Diagonal View*

“The video streaming industry continues to grow in prominence and the World Poker Tour is **proud to air its television show on BitMovio, a new industry force.** We are thrilled to enable BitMovio viewers the opportunity to enjoy episodes of the World Poker Tour from wherever they may reside across the globe.”

*Adam Pliska, CEO of the World Poker Tour*

“**YouTube demonetizes almost every video and I'm desperately seeking a good platform**... understand this is a very new platform and I hope it takes off. I will continue to work with this platform because honestly there are no other options.”



# BITMOVIO *PRO*

## White-label Solution



Cross-platform  
consumer support



Multi-currency  
eWallet Management

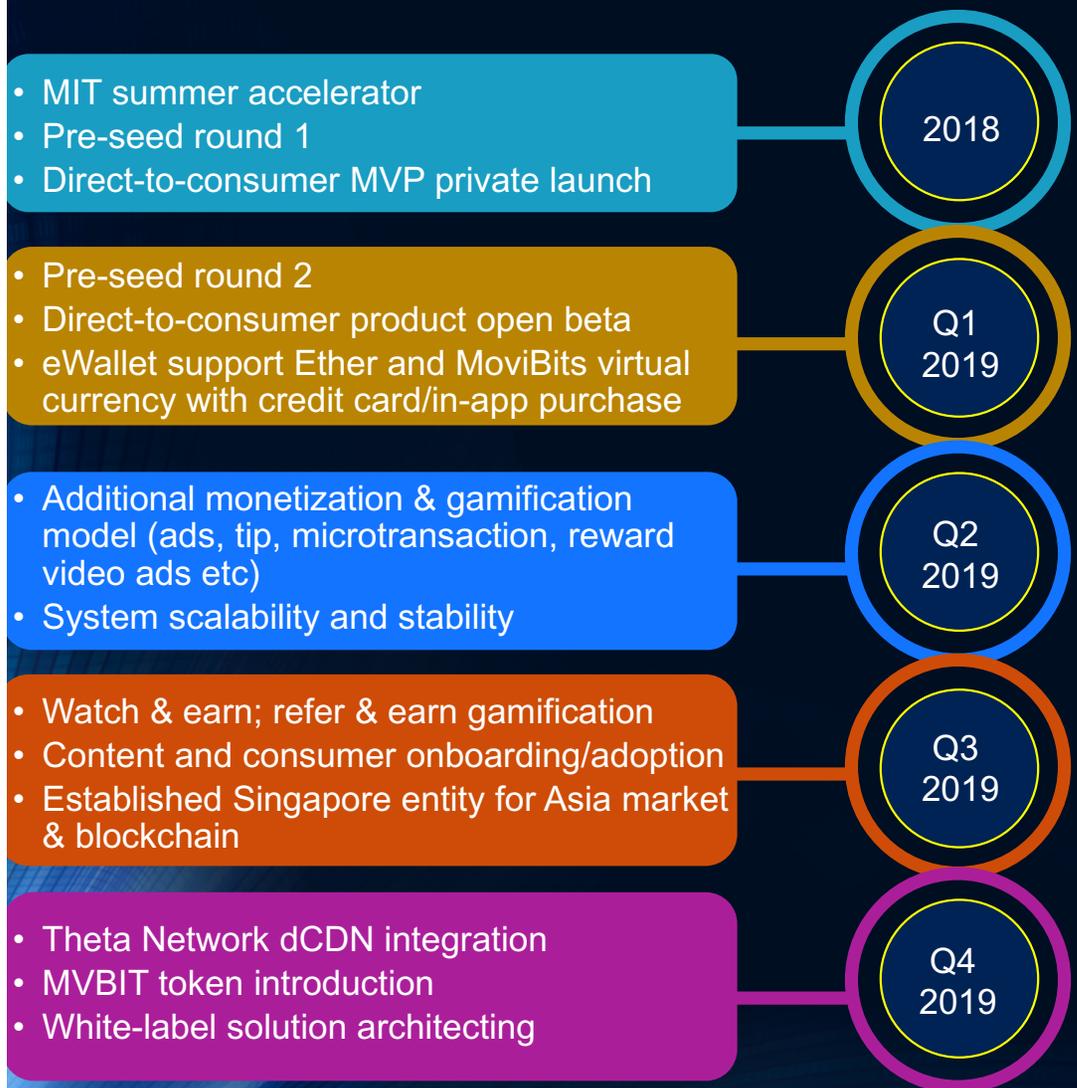


Freemium Business  
Model



Hybrid Streaming  
Infrastructure

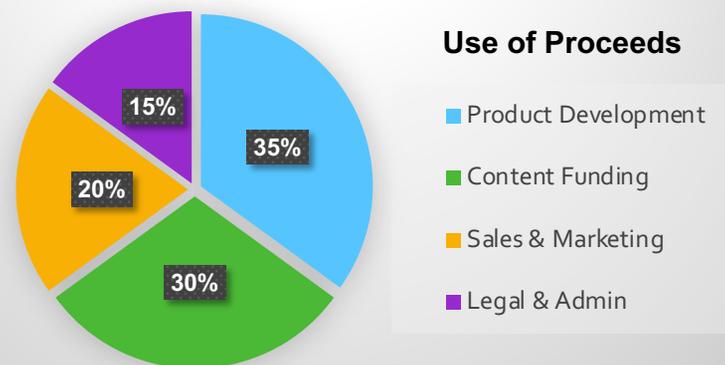
*Upfront Set-up Fee + Revenue Sharing*



\$1.2M raised from top-tier venture firms and angel investors in the Silicon Valley, New York and Boston



Seed-extension for scale and market expansion



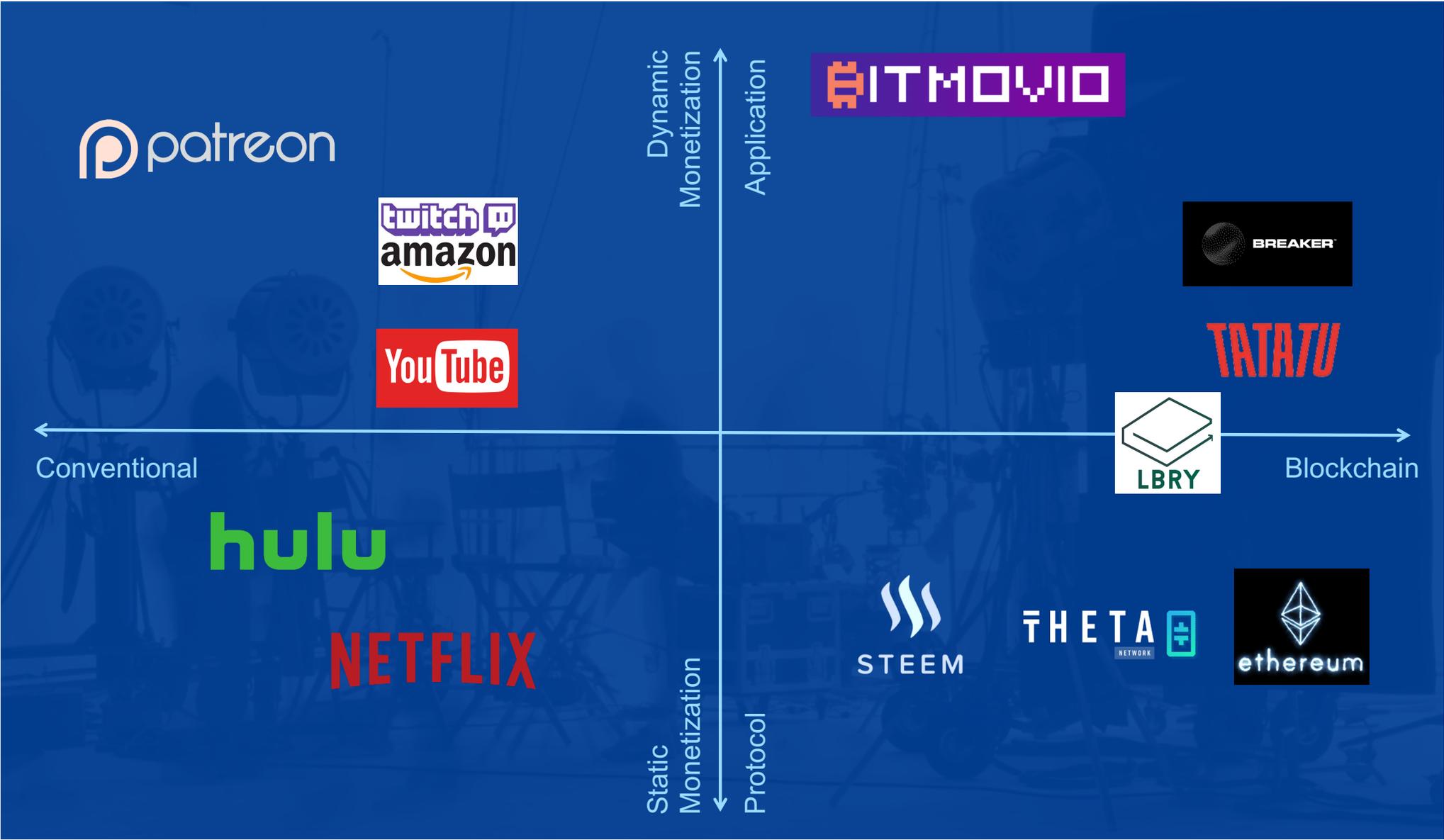


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Contact us to learn more

Simon Zhu, CEO & Cofounder  
[simon@bitmov.io](mailto:simon@bitmov.io)

[www.bitmov.io](http://www.bitmov.io)



patreon

twitch  
amazon

YouTube

BITMOVIO

BREAKER

TATATU

LBRY

Blockchain

Conventional

hulu

NETFLIX

STEEM

THETA NETWORK

ethereum

Dynamic Monetization  
Application

Static Monetization  
Protocol