



OnLive LTD

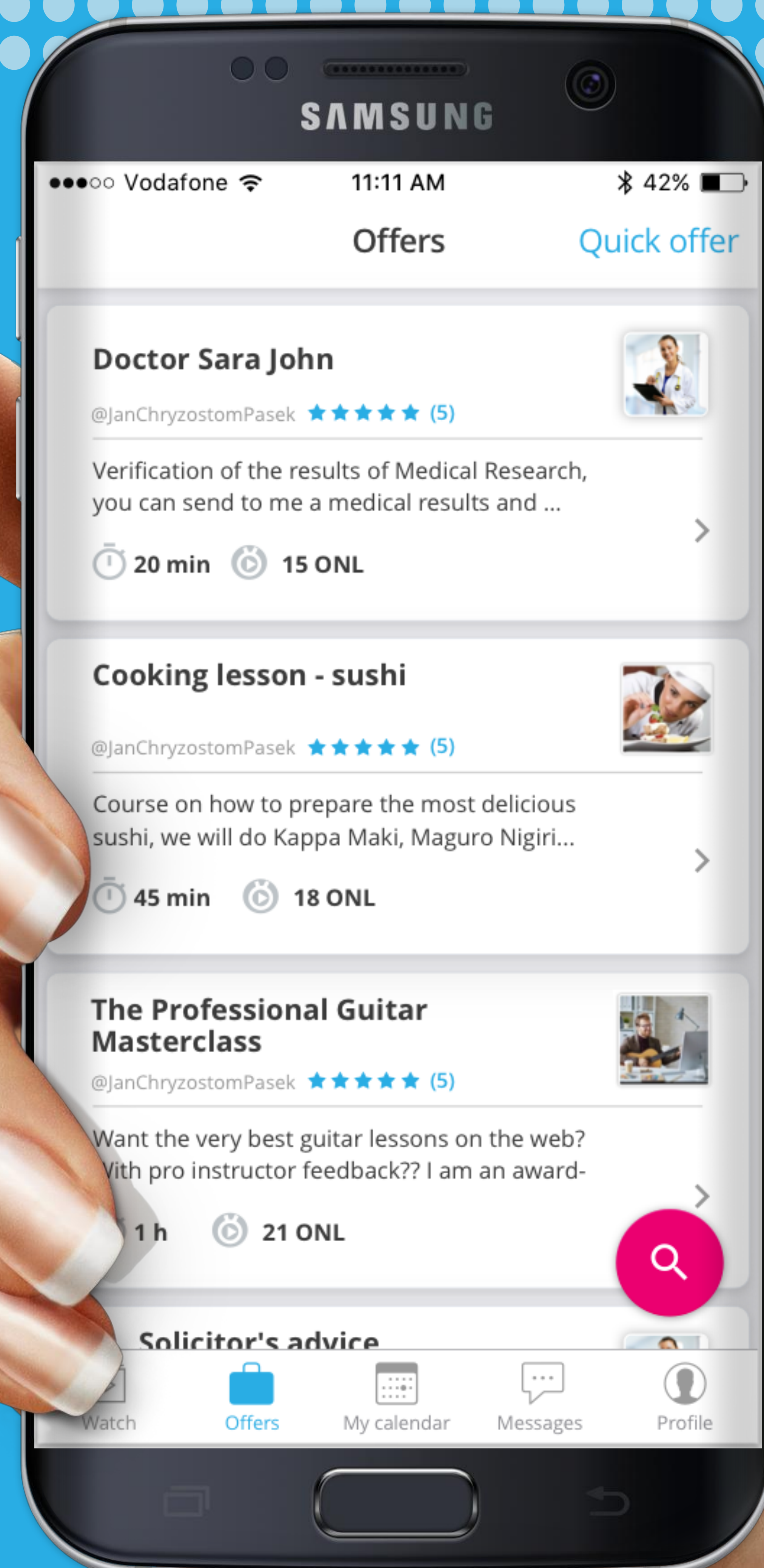
Trading as

On.Live

The marketplace for paid advice live broadcasts and computing power

November
2018

ver. 26.11



UK Version



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INTRODUCTION AND DESCRIPTION OF THE SYSTEM

The On.Live platform allows users to provide almost any service to anyone from anywhere and become a broadcaster and earn money for presenting valuable content in various business models (Pay Per View, Pay Per Minute, In-Stream Payments).

The main goal of the Project is to be **the market leader in the live advising platform market** where the customer will always find a team of specialists and **valuable content on hand to provide easy access to their knowledge**. The On.Live platform creates a large blockchain ecosystem enabling the sale of services through live broadcasts and place for stream content live and sell it to a wide audience at affordable prices.

On.Live is a project that brings three marketplaces into one product: Live broadcast (1: many), Live Services (1:1, 1:8), Transcoding and Relay Node market.

We use blockchain to control transactions and settlements (tokens) and we have our own platform for real-time communication, trading and dealings.

Live Services - The marketplace gives service providers the ability to sell their services to anyone who needs them. It enables scheduling of live broadcasts, broadcasting in HD quality in real time, convenient billing, chat and dedicated offers, ONL tokens payments.

This applies to many industries - **Lawyers, Doctors, Weight Loss, Job seeking, Fitness, Education, Insurance, Language Learnings, Financial advice, etc.**

Live Broadcasts - enables service providers to deliver HD live broadcasts to unlimited numbers of viewers, billing on pay-per-minute and pay-per-view models and scheduling future live broadcasts.

Our powerful B2B and B2C tech can be used on a number of verticals, including **Workshops, Practical tutorials, Sports, Conferences, TV, SVOD, Music, eLearning, Wellbeing, Charity, etc.**

Transcoding and Relay Node - Thanks to **decentralized marketplace of Transcoding and Relay Nodes services**, all network users have the possibility of making money by utilizing their computing power for relay and transcoding operations. On.Live transactions protocol inducted into livestreams opens the possibility of confirming transactions when transmitting video streams. **Network nodes perform real, useful work instead of useless computations as it usually happens in a standard Proof of Work based blockchains.**

On.Live Network is a live video streaming protocol supported by Blockchain technology. Thanks to blockchain it assures full decentralization, high scalability and open market for live media broadcasts all over the world.

Thanks to On.Live Network everyone can become a Broadcaster and earns money for presenting valuable content in various business models: Pay Per View, Pay Per Minute, In-Stream Payments, Advertising, Tips / Donations, Subscription Plans, etc.

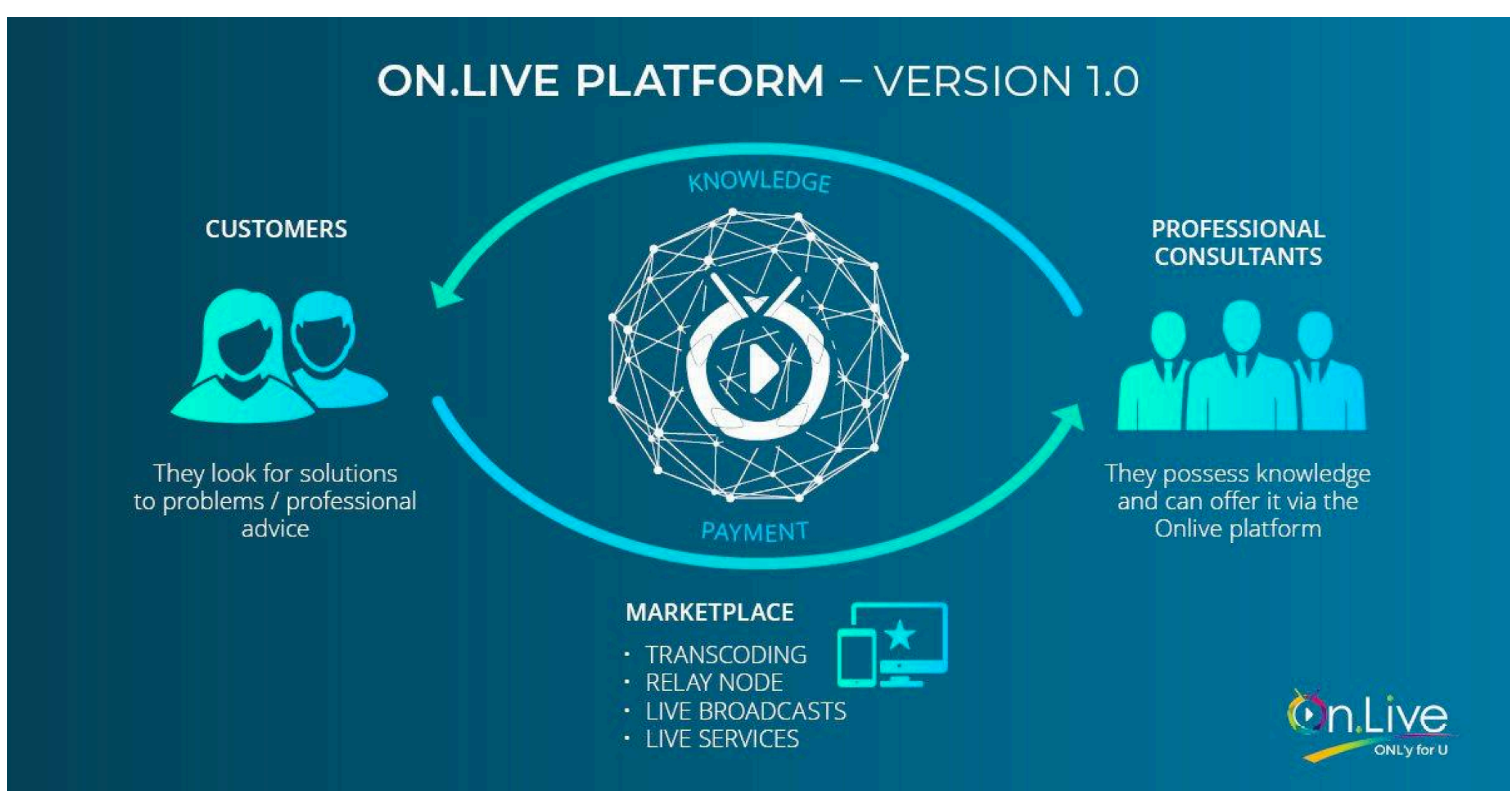
On.Live solves bunch of problems from the offline world where one needs direct face-to-face contact with a professional to get essential advice. This is often problematic and costly. Access to this type of service should be fast, easy and the unlimited and always of the highest quality, and it is possible thanks to On.Live Network.

In this document, we describe On.Live Network project overview and the roadmap for the future On.Live Network development stages.

In that **final version 1.0, the On.Live Network is an open, decentralized marketplace for live broadcasts, streaming and transcoding services as well as direct 1-to-1 online consultation.**

How does it work?

- The creator or service provider creates their own channel by which they can sell live services 1:1, 1:8 or they can broadcast to a wide audience 1:many in PPV, PPM, PPD, etc. and sign a smart contract for transcoding and relay services.
- Customers pay for completed services and for access to various video live broadcasts.



On.Live provides a broad range of possibilities:

Anyone with access to the internet may be a user of the platform: individuals (e.g. doctors, lawyers, teachers, consultants), companies (e.g. law firms, medical and educational centres, insurance companies), large enterprises (e.g. TV stations, advertising networks, event companies).

It is an excellent way for users to quickly – and without leaving home – use the help of numerous professionals or take part in live events taking place all over the world. Viewers will find a lot of interesting content. It is a complementary system, where users are charged only for the actually delivered services.

On.Live is equipped with relevant tools and functionalities to satisfy the needs of both broadcasters and viewers. Two communication paths allow for the creation of public broadcasts, addressed to large groups of viewers, and private, one-on-one consultations. Each of these options enables authors to monetize their activities while delivering high-quality services to users.

The commercial success of On.Live is driven mainly by the steady growth of new Buyers and Sellers. Other Key Performance Indicators of the business are Cost of Customer Acquisition (CAC), Recurring Cost of Service (RCS) and Customers Lifetime Value (CLTVcomplete) which could be interpreted as the discounted value per Customer.

What is the market?

The global video streaming market for live services was valued at \$30.9 Billion in 2015 and is estimated to grow at a CAGR of over 16% from 2017 to 2024 to reach **\$123.2 billion in 2024** and we are going to fill in the gap in the form of live services and paid public broadcasts.

Such strong market growth is anticipated on account of the rising number of online users, technological advancements, the development of high quality content and an increase in subscriptions for various streaming channels.

The global digital transformation consulting market was worth around **\$23 billion to consultants in 2016**. Currently standing at twice the size of the UK's overall consulting industry, and five times the size of the consulting market in China, the report from the research and analyst firm shows that the global digital transformation market now accounts for £2.26 billion of the UK's entire £7.31 billion consulting market.

On.Live constitutes an entire platform build according to the demands of rapidly changing market landscape. It fits perfectly to the needs for cost effective, flexible, easy to use tool helping to adapt any business and its employees to the new circumstances. On.Live provides complete ecosystem for consulting companies, allowing them to extend their market reach and acquire new clients, both individuals and institutional.

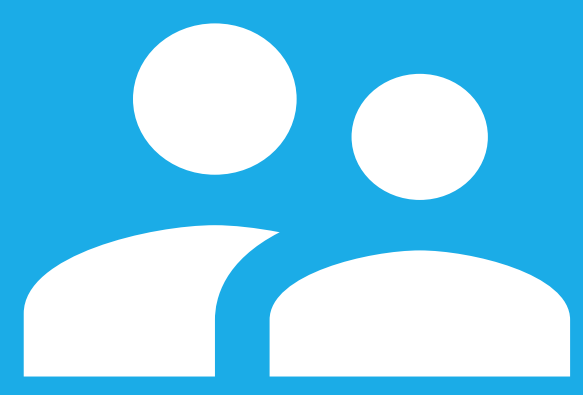
With On.Live there is really no cost barrier to enter the digital market. Platform is stripping off all the necessary costs needed for designing and maintaining client own technical infrastructure, and provides easy to understand and maintain account settling system. On.Live is scalable, maintainable and affordable no matter how big business is or aspirations are.



ROLES IN THE SYSTEM

- **Broadcaster**
Broadcaster produces and broadcasts the content to the network.
- **Service Provider**
Anyone who has any skill that can sell through our system and create private offers.
- **Transcoder**
Transcoder performs the job of transcoding the stream into other formats.
Transcoder can also be a Relay Node.
- **Recipient**
Recipient watches streams in a selected quality and format and buys live services and content.
- **Relay Node**
Relay node transmits the stream to Recipients with or without transcoding it.
- **Open Network**
Everyone can join On.Live Network and play the role they want if they met the technical and economic requirements.

OPEN MARKET FOR LIVE STREAMING SERVICES



LIVE SERVICES MARKETPLACE

An open, decentralized marketplace for one-to-one broadcasts, where users can reserve an online meeting with a specialist of any kind or make a transactions instantly.

The Live Services Marketplace is a place in which every service provider/creator will be able to offer its services via online (web and mobile), video and audio broadcasts, whereas every service consumer/viewer will be able to use it quickly by searching the offers of reliable specialists ready to provide those services. The platform may be compared to an online market of live video services where every consumer can find specialists, talented individuals and companies offering various types of service such as: medical consultations, legal consultations, other professional advisory or for instance guitar lessons, both online and mobile apps. The marketplace allows placing 1 to 1 or 1 to 8 broadcast offers. Sender and Recipient establish a connection using their preferred format and quality without broadcast scalability issues and the need for Transcoders and Relay Nodes. It is an effective way to provide medical consultations and online live courses with integrated and easy to use payments.

The economy behind the Streaming Marketplace is described in the “Broadcasting process - step by step” section below.



Streamings Marketplaces

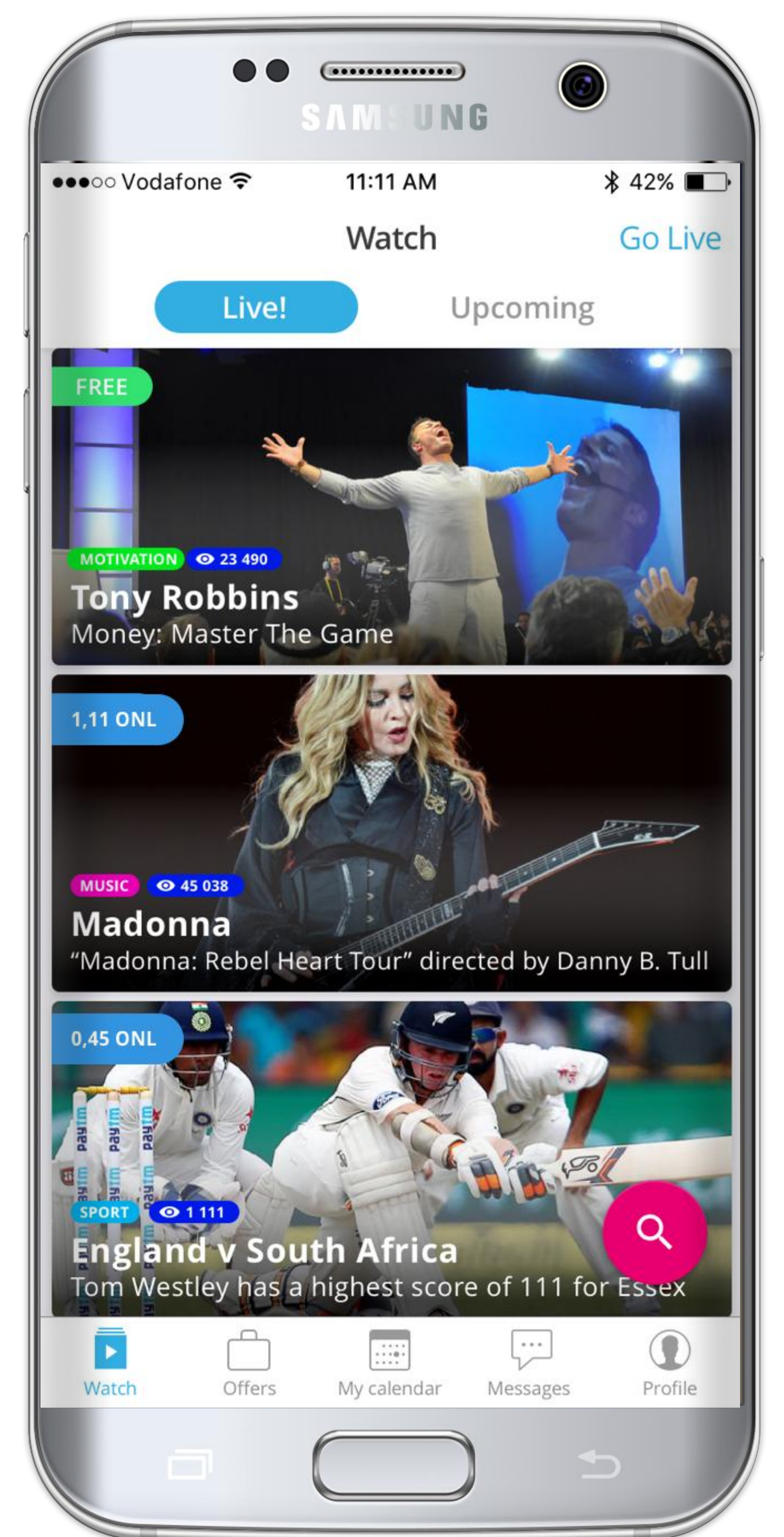
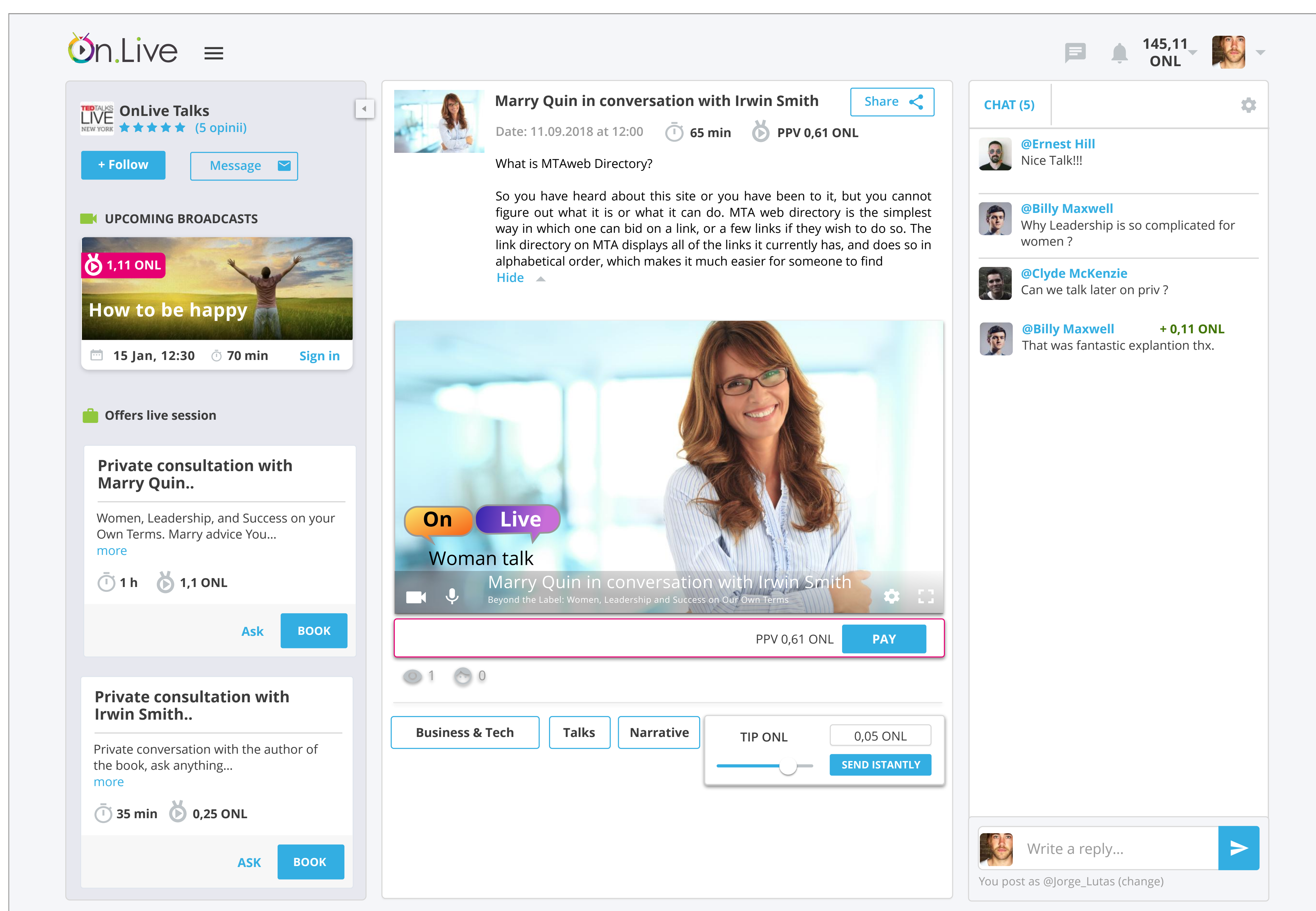
Decentralized Streaming Marketplace allows Transcoders and Relay Nodes to place and accept transmission offers.



An open, decentralized marketplace for live broadcasts supported by transcoders.

Live broadcasts marketplace where anyone can start a broadcast from one place to multiple destinations simultaneously to a wide audience. This includes presentation of offers, open training sessions, conferences, practical tutorials, workshops, as well as broadcasts of sport games, events or even TV programmes. This is a complementary function to private sessions. The user can broadcast live to a wide audience to encourage potential customers to switch to individual calls later. Last but not least, broadcasters gain prestige and reinforce their expertise. It is a perfect solution that benefits from the assistance of many specialists participating in live events all around the world in a quick manner, from anywhere.

Anyone can buy access to any broadcast. An open market will shape the broadcasts prices and Transcoding/Relay fees based on the supply and demand for particular broadcasts and other services.





The Transcoding Services Marketplace is a fully decentralized, open marketplace for transcoding services.

The Transcoding Marketplace is a place where Transcoders place their transcoding offers on the Transcoding Services Marketplace. The offer specifies the parameters such as formats they could transcode to and from, guaranteed capacity (simultaneous users served with a given quality), Transcoding Initial Fee etc.

Transcoding Initial Fee has to be allocated by the Broadcaster before the streaming starts. This fee covers Transcoder costs in case no one joins the broadcast.

Broadcasters can also place their orders for transcoding services if there are no transcoders' offers that meet their requirements. Transcoders could apply for the broadcasters' orders.

The business model behind how the Transcoding Services Marketplace works is described in the "Broadcasting process - step by step" section below.

A Transcoder can refuse to process the content that violates local law, but Broadcaster is free to choose other Transcoder in that case.

Broadcast setting

BROADCAST DATA

Broadcast title

Maureen Chiquet vs Irwin Miller

Description of broadcast

Maureen Chiquet, Former Global CEO of CHANEL at Live Talks Business Forum, May 2, 2017, in conversation with Irwin Miller, Principal at Gensler discussing her book, "Beyond the Label"

BROADCAST TYPE

Paid Broadcast

Pay per view (PPV)

0.61 (ONL)

Broadcast is charged - depending on the settings either the initial fee is charged (PPV) or payment after each minute (PPM)

VIDEO SETTINGS

External software

Use this data to provide video and audio using an external software!

Url: origin11.onlive.link:1935/live

ID: OnLive_Talks

KEY: 0xFEDCBA9876543210FEDCBA9876543210

CHAT SETTINGS

Only broadcaster

Only your messages will be visible

Transcoding and Relay

☒ MadServers - USA - Transcoder - Rank 84/100 - Staked 5000 ONL

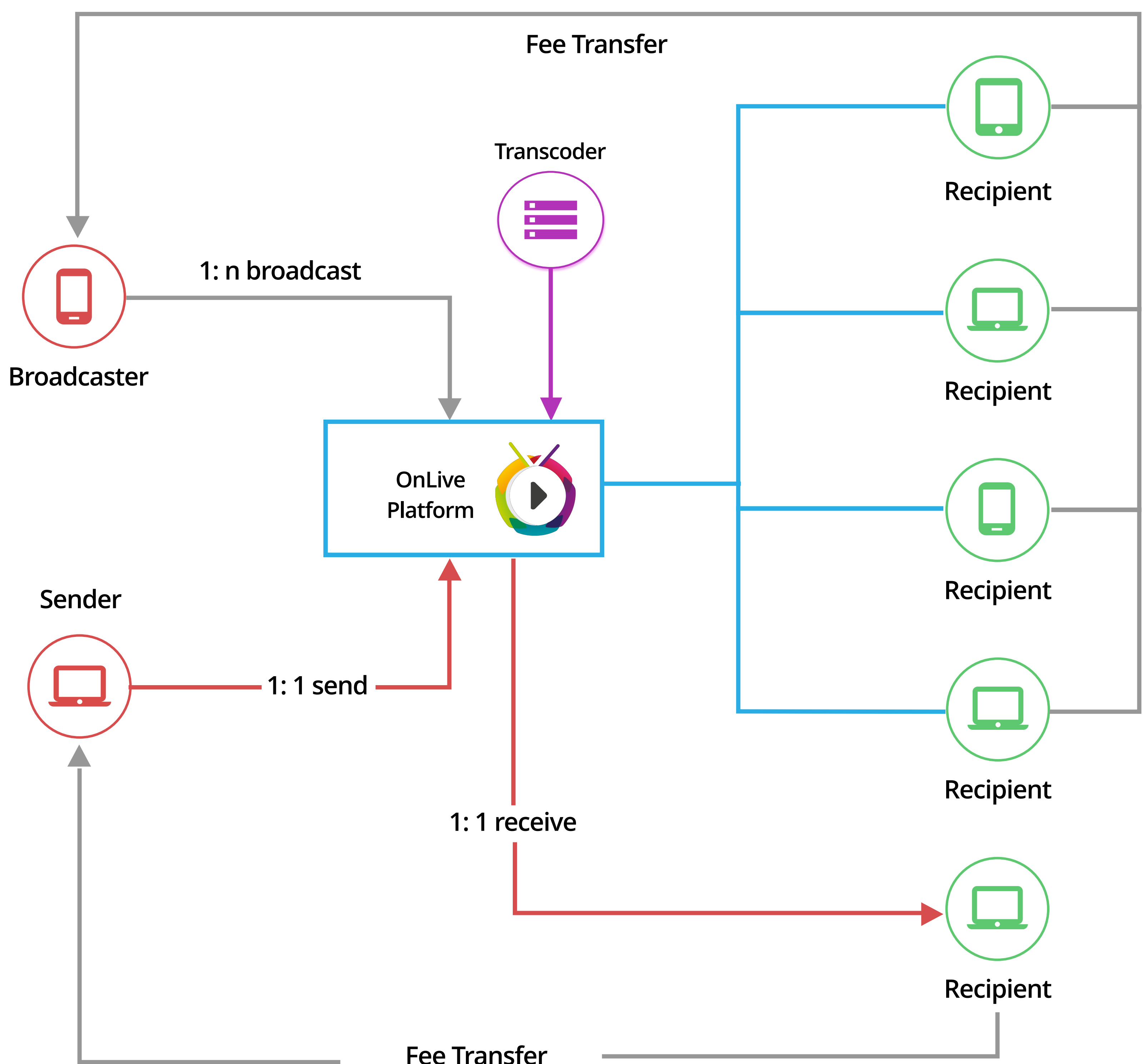
0.11 (ONL) / h

☐ Sky Labs - Canada - Transcoder - Rank 56/100 - Staked 1000 ONL

0.08 (ONL) / h

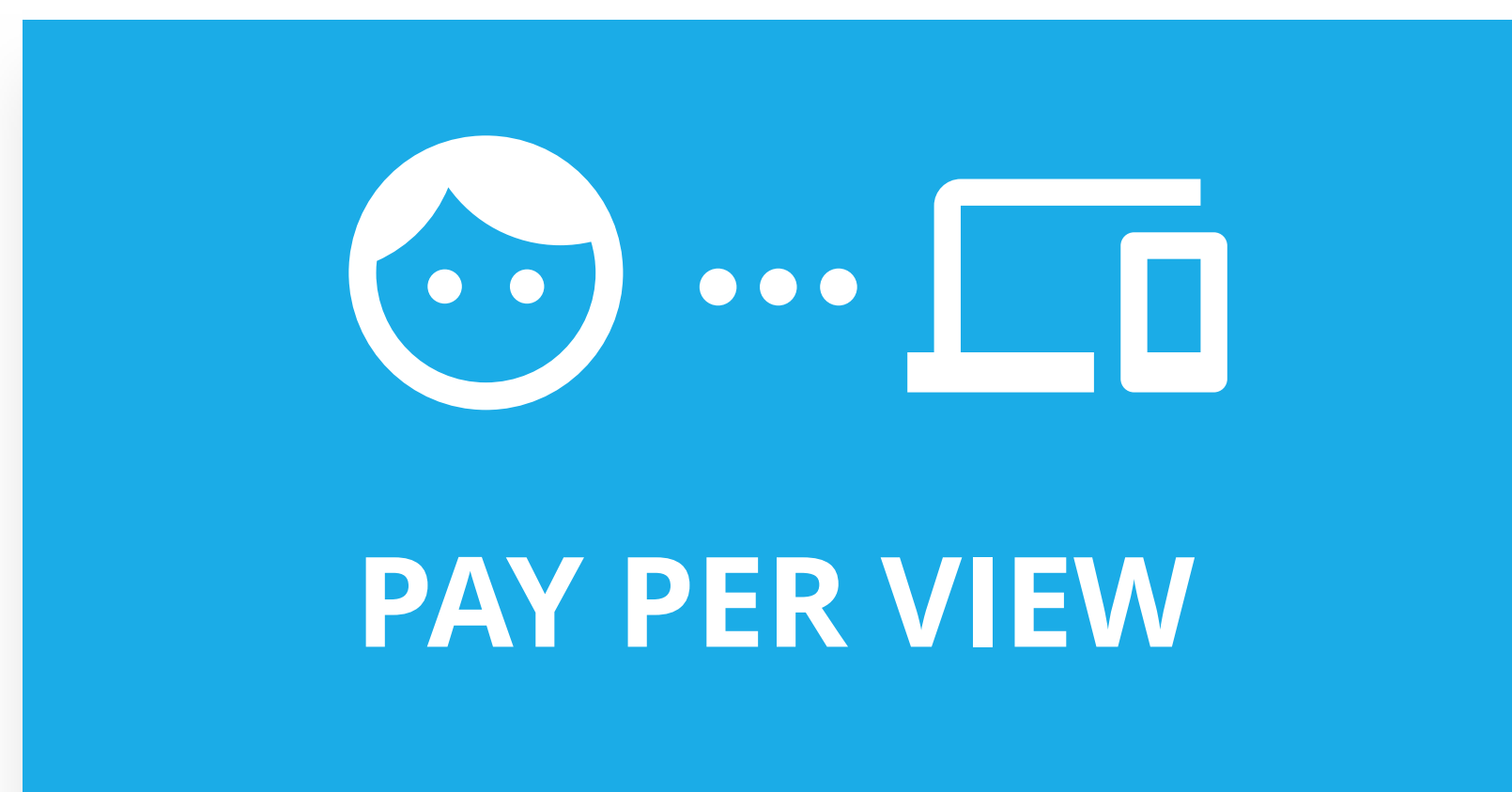
CANCEL

SAVE CHANGES



The platform creates a complementary system within which users pay only for the services they have benefited from. The principles of monetisation differ depending on the model and type of service:

In the case of **public broadcasts** for a broad range of viewers the service provides two basic solutions in terms of collecting fees:



Also known as „Access Payment“ or „Ticket“ is a primary choice for sport matches or music concerts, etc.



Live broadcasts where users are being charged for every minute of a show.
A perfect choice for interactive events, lectures, etc.

“Pay Per View” (PPV) – per viewing specific content where access for the customers depends on the entry fee, called the “ticket” enabling handing payments right in the broadcast window. In other words, viewers pay for each programme that they choose to access. This is the model followed by iTunes. Having ONL Tokens is all you need.

On.Live offers an integrated payment system to quickly handle viewer transactions from PPV. This is accomplished right in the video player window from an integrated paywall. The purchaser does not have to exit the player page to complete the transaction, which might reduce conversions. Broadband access rates are set individually by each broadcaster. For example a broadcaster could charge 1 ONL for every access to the event.

“Pay Per Minute” (PPM) - per each minute of the viewed content.

This option allows the customer to pay per minute, which is the actual time of the live broadcast. For example, the customer connects with a person who needs help but he does not know how long the actual explanation will last. The customer sets a payment per minute and he settles for the time he spent on the conversation.



Subscription Plans

Netflix is the most common example of this model. The customer pays a regular (typically monthly) fee, and gains buffet-style, all-you-can-eat access to a live broadcasts and library of video content from the content creator channel. Each site user can run this option and offer access to their content in the monthly subscription model.

The subscription model of video monetisation can be highly successful. Looking, for example, at lucrative services like Netflix and HBO, it becomes clear that they reap major profits using it.

At On.Live, the same in-window payment system for one-time transactions can handle subscriptions as well. Videos — either live or on-demand — can be accessible via either payment option. For example, a language course consisting of 11 live lessons or classes with a fitness trainer.



Tips / Donations

The platform offers also a whole range of additional ways of making profit such as offer systems and booking systems, loyalty programs and options to receive tips or donations during broadcasts. Users have the ability to tip during live broadcasts. This provides an additional source of income for broadcasters. If the user is satisfied with the service he received during an individual live session, he or she will be able to hand over the tip after completing it. Broadcasters who broadcast live can also receive tips from their fans during the broadcast.



Advertising*

Creators will be able to make profit from advertisements thanks to the built-in system. This is the model broadcast television utilises. Cable TV relies on a blend of subscription fees and advertising for support. YouTube uses ad-supported viewing to pay its bills, as do countless other video services.

For On.Live video providers, advertising can be a potentially lucrative source of income. However, it is important to remember that attracting a large viewership is essential for advertising. When the customer can bring in a large audience, advertising can be quite effective.

The best ad-supported programmes tailor their advertising to the audience at hand via keywords or even custom selection. On.Live has integration with VAST standard video ad services. However, sponsorships and direct advertising are very important. It may be more lucrative for the customer to reach out to specific businesses in the industry to offer them the opportunity to reach a highly specific audience.

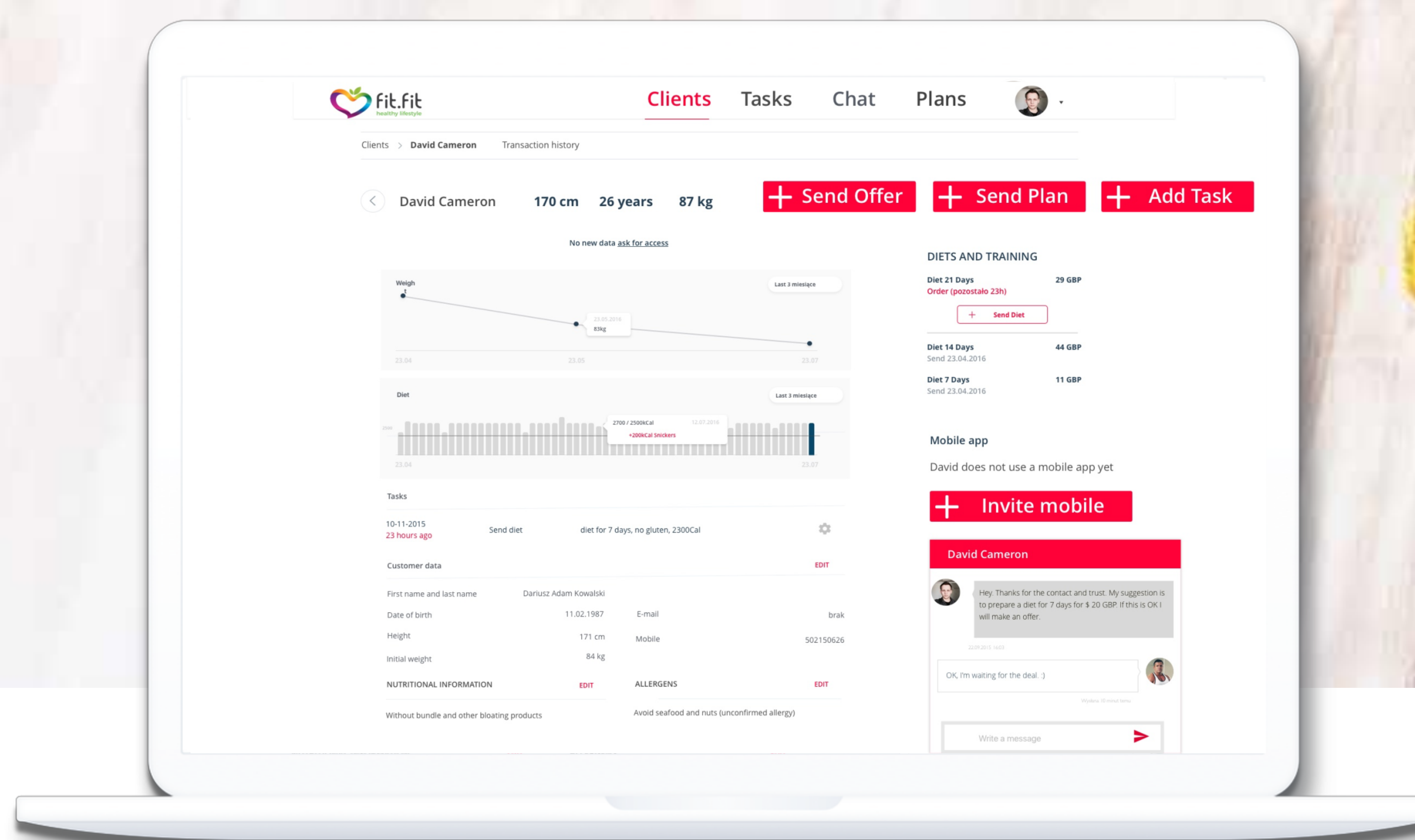
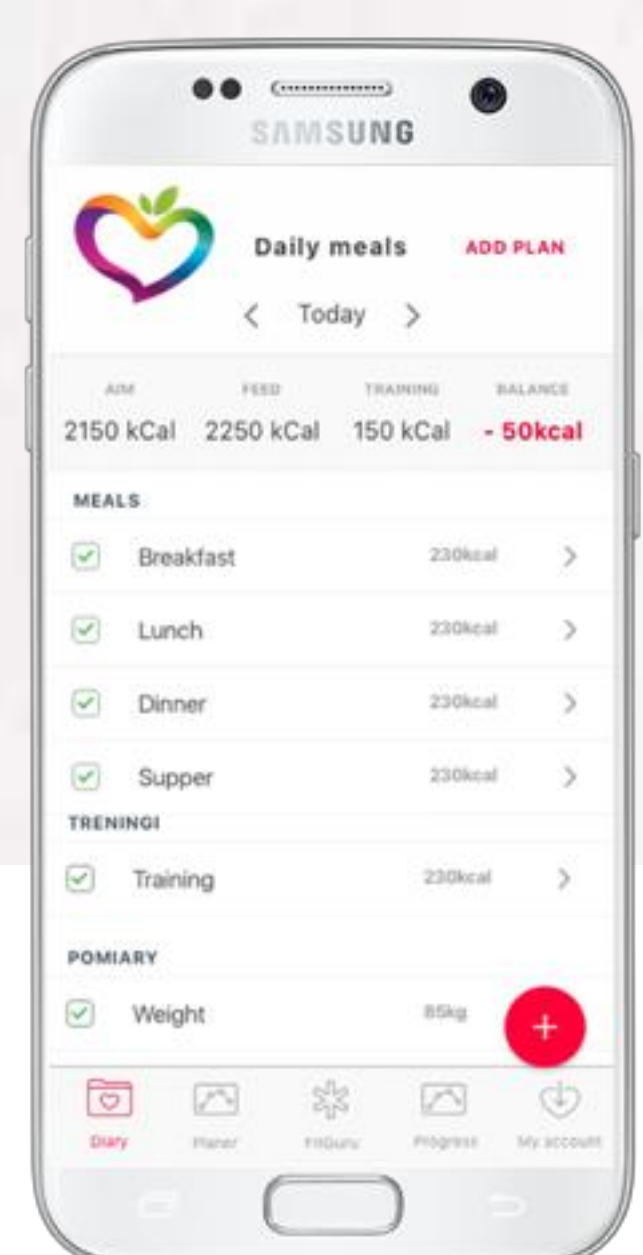
* This functionality is designed for a centralized version. This is a separate large marketplace to design. We will make every effort to decentralize this functionality as well.

OTHER MARKETPLACES AND PLATFORMS

Transcoders and Relay Nodes may build their own decentralized or centralized platforms for specific, aggregated and categorized content distribution, where they can offer broadcasts from the On.Live Network. For example, a platform that offers online medical consultation provided only by verified doctors. Such platforms can also provide additional services for their audience, or simply use On.Live Network as a supplement for their main services. The On.Live Team continuously develops its technology for voice, video, communication between participants, convenient billing, file sharing, and so on. The code already prepared can be used to build tools tailored to different industries.

The fit.fit is the best example of the use of On.Live technology. This marketplace services nutritionists, fitness trainers and doctors who offer their services in a convenient way through the platform. Customers can easily find a specialist in their chosen field who will prepare a dedicated diet plan for them, develop workouts at the gym or at home or advise on medical issues. Participants of this platform will use as a unit to settle ONL tokens and technology developed by the On.Live team. We plan to public this project a few months after ICO.

EXAMPLE - FIT.FIT - MARKETPLACE



ONL TOKEN INTRODUCTION

ONL Token is a standard ERC20 token deployed on the Ethereum network. It has a predefined, limited supply, is easily integrable with both decentralized and traditional exchanges.

Its total supply is equal to 59,725,382 ONL and is divisible up to 18 decimal places. No additional tokens will be mined or minted in the future.

In the final version (On.Live Network version 1.0), ONL token is a cryptocurrency that allows instant and costs free transactions inside the On.Live Network.

ONL tokens serve as a sole payment method inside the On.Live Network. Users use ONL tokens for paying to the Broadcasters for the content they provide or for one-to-one online video-services, to Transcoders for transcoding services and to Relay Nodes for broadcasts.

On.Live Network is a complete economic market. The more users join the On.Live Network the higher ONL tokens utility is. ONL token can be also used as a value transfer mechanism between users inside the On.Live Network and on sites that use On.Live technology and that are part of the On.Live Network (eg fit.fit).

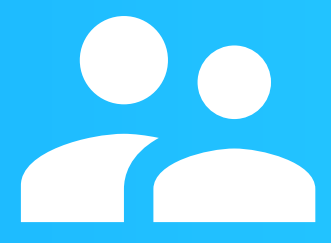
Content authors will be able to easily make a profit with the numerous tools provided by the platform. Also, they will receive active system support in acquiring new customers for their services.

Monetisation principles vary depending on the model and type of services offered.

- Individual consultations may be offered free of charge or for a fixed charge agreed between the author and user. The rates may be negotiated on a case-to-case basis. The platform comes with a billing and escrow system, which secures the charge for the duration of consultation. This gives the author the confidence that the user will pay for the service, whereas the user is certain that they will be provided with high-quality consulting.
- For public broadcasts addressed to a large audience, the site provides two basic “Pay Per View” solutions, where access for customers is subject to an initial fee, the so-called “ticket”. There is no time limitation for that. Also available is a “Pay Per Minute” solution, which allows for charging the viewer for each started minute of broadcast.

The system also provides other monetization options such as: In-Stream Payments, Advertising, Tips / Donations, Subscription Plans, etc.

ONL TOKEN FUNCTIONALITY - UTILITY TOKEN



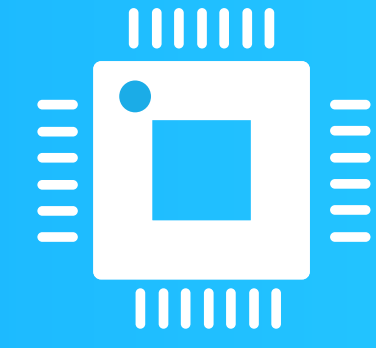
PRIVATE SESSIONS MARKETPLACE

An open, decentralised marketplace for one-to-one broadcasts, where users can reserve an online meeting with a specialist of any kind or make transactions instantly.



PUBLIC BROADCAST MARKETPLACE

An open, decentralised marketplace for live broadcasts supported by transcoders.



TRANSCODING MARKETPLACE

The Transcoding Services Marketplace is a fully decentralised, open marketplace for transcoding services.



PAY PER MINUTE

Live broadcasts where users are being charged for every minute of a show. A perfect choice for interactive events, lectures, etc.



PAY PER VIEW

Also known as „Access Payment” or „Ticket” is a primary choice for sport matches or music concerts, etc.



Subscription Plans

Subscription plans are aimed towards content creators and provide tools for different monetising scenarios.



Tips / Donations

Users are free to show their gratitude and support to content creators.

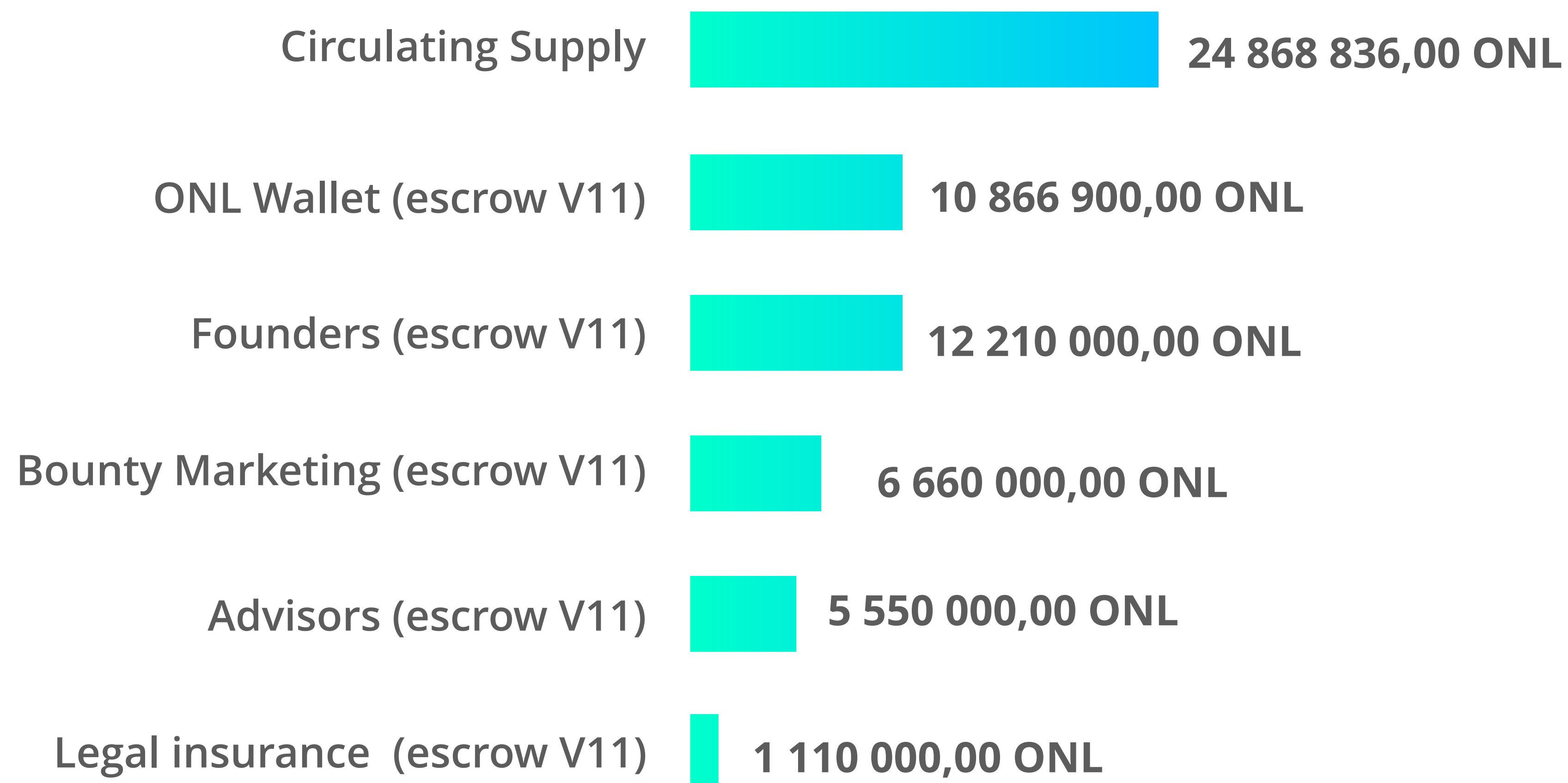


Advertising

Thanks to in-built ad-system broadcasters will be able to play their own ads and earn on advertiser ad distribution.

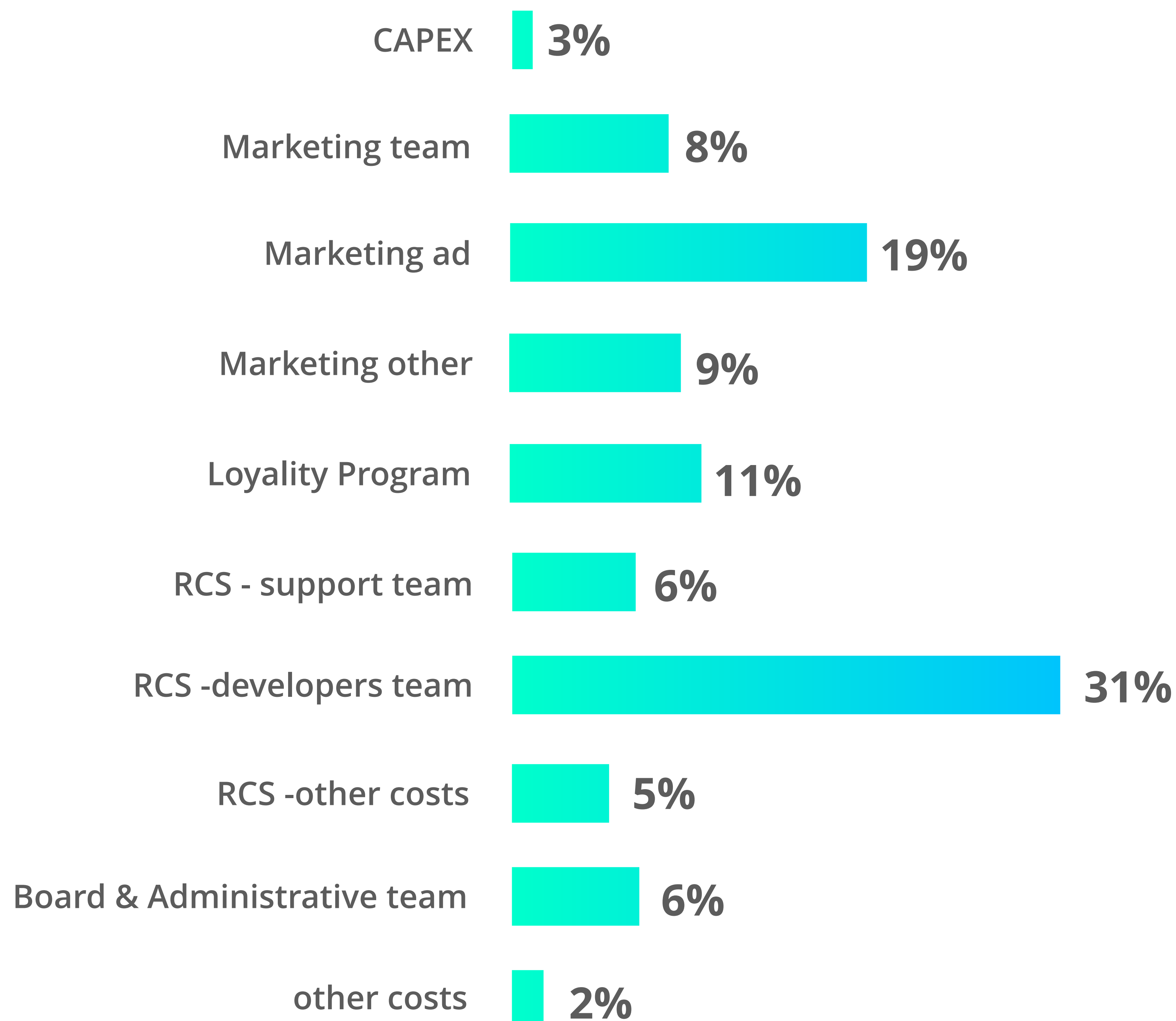
ONL TOKEN IN DETAILS - NUMBERS

ONL Allocation



59,725,382 ONL
TOTAL Token Number

Use of Proceeds

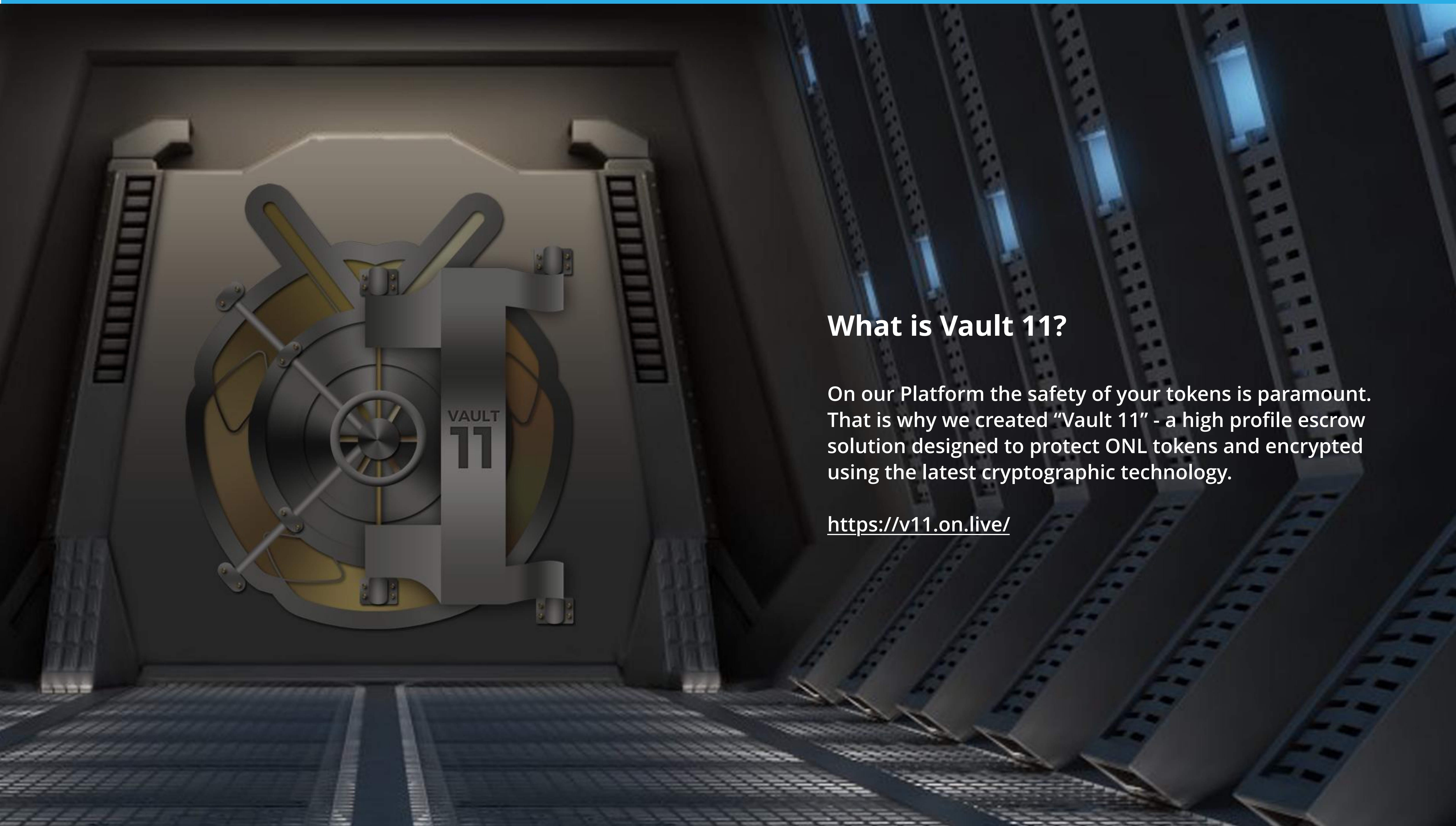


The commercial success of On.Live is driven mainly by the steady growth of users, content producers and processing power providers in the biggest markets. The company will focus on scaling the business in the US, UK, Germany, Brazil, Japan and Russian markets. The scale of expanding the core business depends on the financing to be raised.

On.Live will make the decision about expanding into the markets taking into consideration such metrics as Monthly Recurring Revenue (MRR), Cost of Customer Acquisition (CAC), Recurring Costs of Service (RCS) and time to profit on each of the analysed markets.

Expansion of the growth of the On.Live Platform will be based on above mentioned Key Performance Indicators (KPIs).

V11 ESCROW



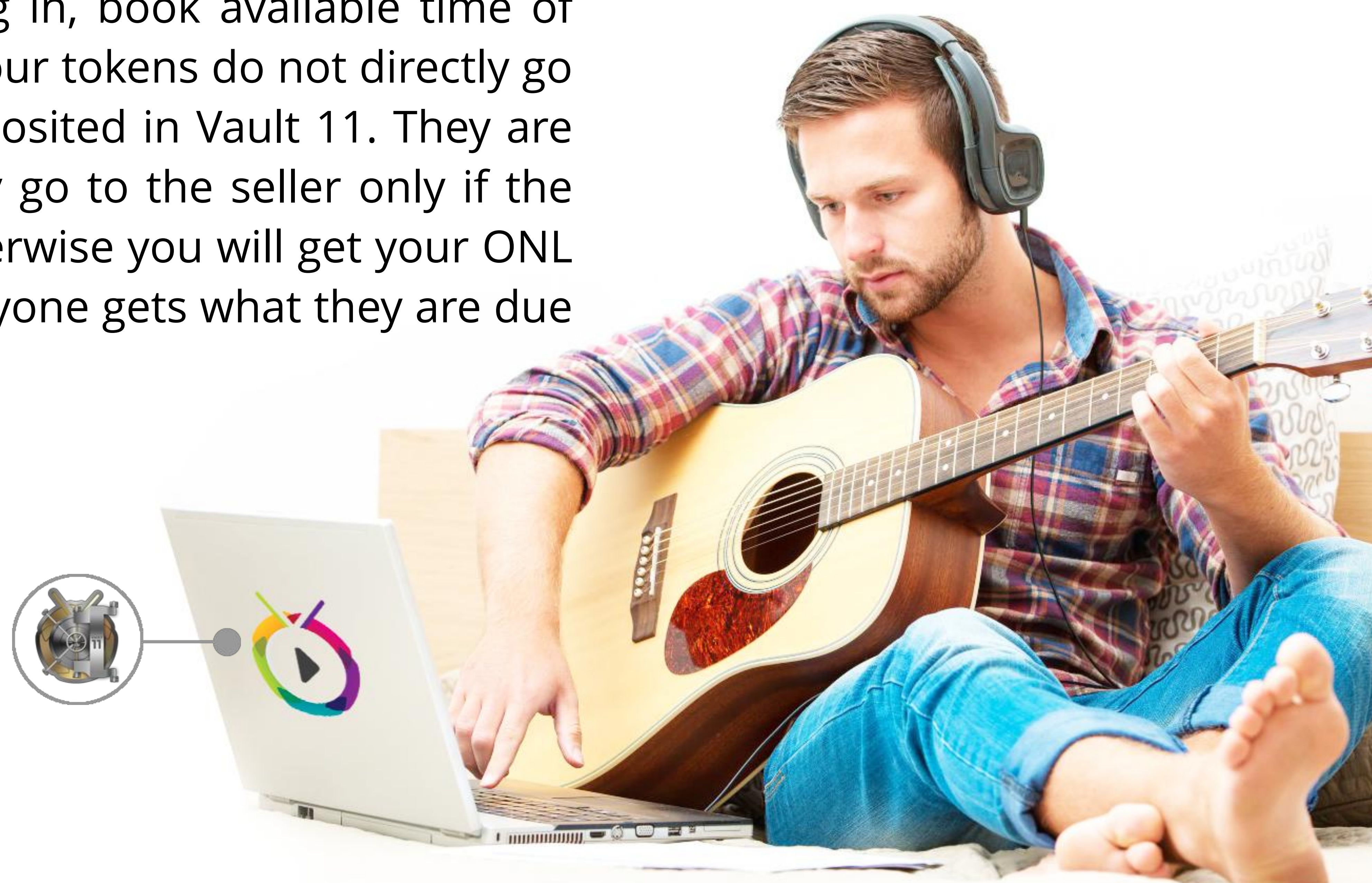
What is Vault 11?

On our Platform the safety of your tokens is paramount. That is why we created “Vault 11” - a high profile escrow solution designed to protect ONL tokens and encrypted using the latest cryptographic technology.

<https://v11.on.live/>

How does it work?

Say you want to have your one-to-one online guitar lesson through the On.Live Platform. You log in, book available time of your class, and make ONL payment. Your tokens do not directly go to your guitar teacher as they are deposited in Vault 11. They are now in escrow which means that they go to the seller only if the service is successfully completed. Otherwise you will get your ONL back. Therefore, Vault 11 ensures everyone gets what they are due at essentially the same time.



ONL LOCK IN V11 ESCROW

V11 is used to lock up certain amount of tokens not assigned for Pre-ICO and ICO as well as all funders tokens released on ICOs. The holders of lock-up tokens cannot sell them until precisely defined date. This mechanism is deployed to insure steady rise of ONL at exchanges and to prevent abrupt price changes in case of large pools of tokens put up for sale. For instance, all tokens assigned to founders are issued with at least 60 months lock-up period with the last tranche scheduled to be released in April 2023. Tokens envisaged for marketing, advisors and legal counsel of the platform are also rigidly locked in tranches with release dates stretching up to 2021. Vault 11 solution offers transparent view on all locked-up pools of tokens. Every On.Live user can be sure that none of the tokens locked in vault will be transferred until applicable period is over. To further prevent depreciation of value of tokens in hand of our contributors, not sold ONL's will never enter the circulation. All unbought tokens will be burned! After token burn total number of tokens available on the market decreases and, as a consequence, the value of each individual token may increase.

Vault 11 adds all important safety, transparency and insight to ONL currency system. On.Live founders are strongly committed to long run success and grow of the platform, and believe that Vault 11 solution greatly adds to present On.Live credibility expressed widely by contributors and the community.

For November 2018 there is total 34 856 546 ONL Lock in V11.on.live. You can always verify status of lock tokens on address [0x591191cdf58643578422cbe3f4bb0decd966efdf](https://etherscan.io/address/0x591191cdf58643578422cbe3f4bb0decd966efdf) and check escrows in our smart contract.

Founders (Lock) tokens	%	Escrow Release Date	Tokens Amount
I Tranche (24-month escrow)	11%	2020-04-11	1 343 100,00
II Tranche (36-month escrow)	29%	2021-04-11	3 540 900,00
III Tranche (48-month escrow)	30%	2022-04-11	3 663 000,00
IV Tranche (60-month escrow)	30%	2023-04-11	3 663 000,00

TOTAL: 12 210 000,00

ONL Wallet Reserve	%	Escrow Release Date	Tokens Amount
II Tranche (12-month escrow)	29%	2019-04-11	3 540 900,00
III Tranche (24-month escrow)	30%	2020-04-11	3 663 000,00
IV Tranche (36-month escrow)	30%	2021-04-11	3 663 000,00

TOTAL :10 866 900,00 ONL

Bounty Marketing	%	Escrow Release Date	Tokens Amount
I Tranche (free)	40%	2018-05-11	2 664 000,00
II Tranche (12-month escrow)	20%	2019-04-11	1 332 000,00
III Tranche (24-month escrow)	20%	2020-04-11	1 332 000,00
IV Tranche (36-month escrow)	20%	2021-04-11	6 660 000,00

TOTAL: 6 660 000,00

Legal & Insurance	%	Escrow Release Date	Tokens Amount
I Tranche (free)	50%	2018-05-11	555 000,00
II Tranche (6-month period)	50%	2018-10-11	555 000,00

TOTAL: 1 110 000,00

Advisors	%	Escrow Release Date	Tokens Amount
I Tranche (free)	11%	2018-05-11	610 500,00
II Tranche (6-month period)	29%	2018-10-11	1 609 500,00
III Tranche (12-month escrow)	30%	2020-04-11	1 665 000,00
IV Tranche (24-month escrow)	30%	2021-04-11	1 665 000,00

TOTAL: 5 550 000,00

TRANSCODING FREEZE & HEDGE



Apply to Transcoding Freeze & Hedge at <https://v11.on.live/>



One of On.Live's main business goals is to create decentralized, power-sharing system which allows anyone, beginning from individuals, up right to large datacenter operators to contribute any free or dedicated computing power resources to broadcasts and live video transcoding within the On.Live network. A dedicated Freeze and Hedge program based on ONL virtual currency is part of this endeavor. Transcoding Freeze & Hedge Program is now open to all our current and future users and contributors. User tokens delegated to program will serve the purpose of securing development of Transcoding Nodes network, allowing for higher quality, stable and uninterrupted transmissions and broader reach of On.Live services worldwide.

If you hold ONL tokens in your Ethereum Wallet you are eligible to freeze them by opening a deposit for 3, 6 or 12 months. Once the deposit period is over, you will receive your tokens back and an additional ONL bonus tokens. Such bonus depends on the deposit period (The minimum number of tokens to deposit is 5000 ONL) :

Deposit period	Bonus amount (in ONL tokens) – percentage of ONL deposited amount
three months	5.00 %
six months	11.00 %
twelve months	24.00 %

Example: You have 5,000 ONL tokens in your Ethereum Wallet, open a deposit for 3 month, and transfer your ONL tokens to our special escrow multisig account (read more about Vault 11 at on.live). After 3 month you receive your 5.000 ONL tokens back plus a bonus of additional 250 ONL tokens.

All deposits in program are protected against loss of value. If during a deposit period, a volume weighted average market price of ONL token falls below a market price as of the first day of the deposit period, On.Live will hedge you against such risk. In such a case, you will receive additional ONL recovery tokens calculated pursuant to the below formula:

$$\frac{(T \times P1) - (T \times P2)}{P1}$$

where:

“T” means a number of deposited ONL tokens

“P1” means ONL token price as of the first day of the deposit period

“P2” means a volume weighted average market price of ONL tokens during the deposit period

In addition to the ONL recovery tokens you will also receive the additional ONL bonus tokens.

Example: You have 5,000 ONL tokens in your Ethereum Wallet, open a deposit for 3 month, and transfer your ONL tokens to our special escrow account (read more about Vault 11 at on.live). On the deposit open day ONL token market price is USD 0.20. During the deposit period a market price of ONL tokens falls and, as a result, the volume weighted average market price of 1 ONL token during the deposit period is USD 0.10. Your loss shall be recovered by additional 2500 recovery ONL tokens.

$$\frac{(5000 \times 0.20) - (5000 \times 0.10)}{0.20}$$

In addition, you will receive additional 250 ONL bonus tokens for 3 months deposit from first example . So you will get it together 250 ONL for deposit + 2500 ONL recovery tokens if the price falls. Please note that the amount of recovery tokens is always calculated at the end of the deposit period and is weighted by the average turnover throughout the deposit period.

Enter the <https://v11.on.live/> and apply for to the program. Minimum deposit applicable for Transcoding Freeze & Hedge is 5000 ONL.

BROADCASTING - STEP BY STEP

Broadcaster signs a contract for transcoding and relay services

An entire Transcoders' and Broadcasters' history and ratings are recorded on the blockchain, so users make educated decisions when choosing their best business partners.

For example: if a top-rated Broadcaster wants to start a new broadcast, instead of choosing Transcoders offers that include high initial transcoding fees, they could place a transcoding order on the marketplace. Since there is a high chance that this broadcast will be very popular, Transcoders start applying for this order. If the Broadcaster finds transcoders that have excellent historical records and meet other criteria they sign a smart contract for transcoding services.

Both parties choose the offers they like the most. Next, they sign a smart contract for providing the services they have agreed on.

The Broadcaster starts streaming

The Broadcaster sets a broadcast price that he wants to be paid from each Recipient watching the transmission for a given time (for example some amount of ONL tokens per minute).

Transcoders place their transcoded streaming offers on the Streaming Marketplace. Transcoders add their fee to the Broadcaster's transmission price so they could cover their costs of transcoding and assuring the given bandwidth. The higher the chance the transmission will be popular, the higher the price at this stage may be. Both Recipients and Relay Nodes might decide to buy the transmission directly from the Transcoder.

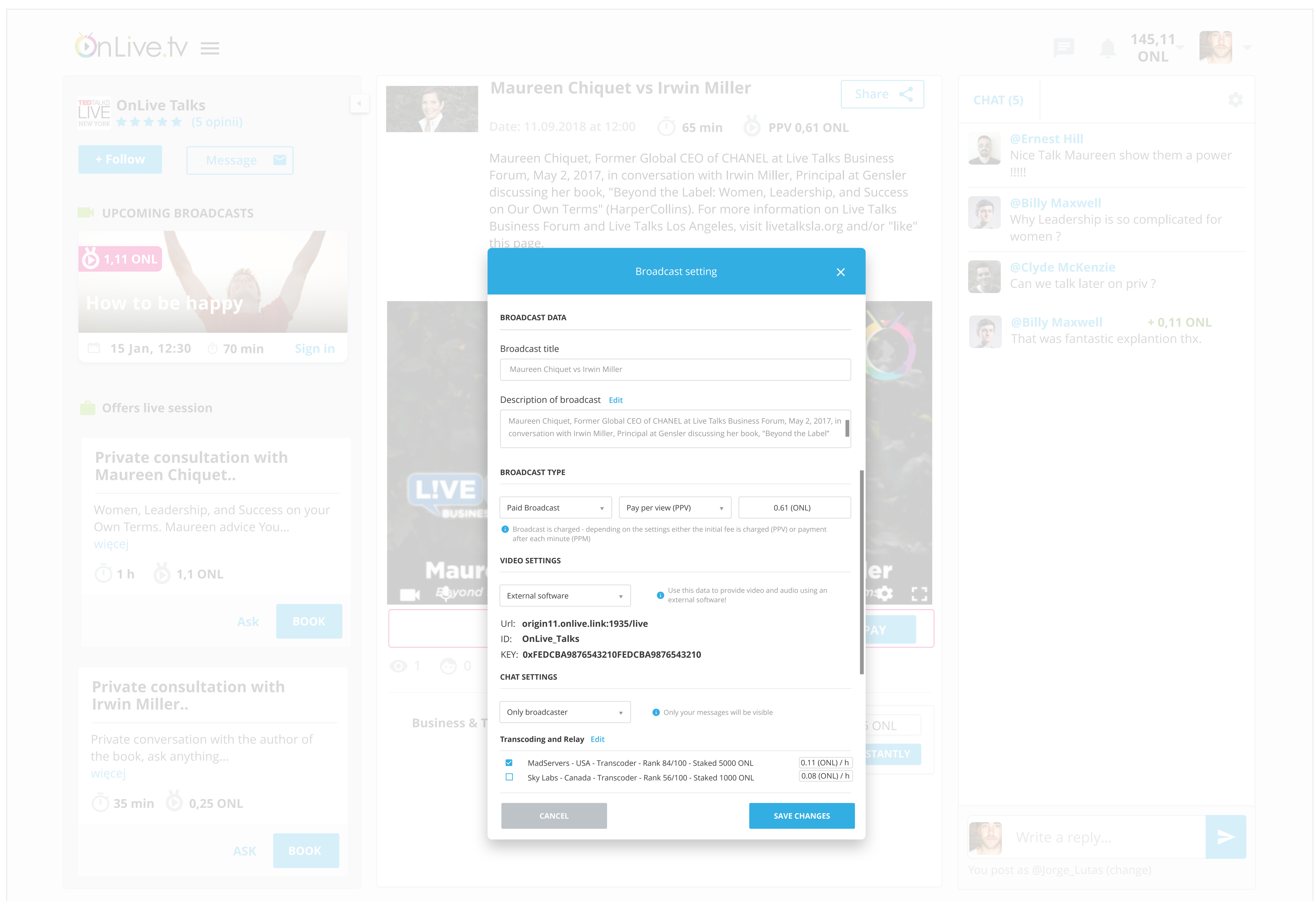
Relay Nodes assure transmissions scalability

When the demand for particular streaming is high, some Relay Nodes may decide to buy the transmission from the Transcoder at a given price and list their broadcast offers on the Streaming Marketplace with a new price that includes their relay fee. Since Relay Node scales up the network capacity, they can offer lower prices for the broadcast, so Recipients who are connected directly to Transcoders have an incentive to reconnect to the Relay Node and release the place for another Relay Node who would like to connect directly to Transcoder.

Recipients decide from whom to buy the broadcasts

Recipients can buy the broadcasts (valuable content) in the format and quality they like by choosing offers from Transcoders and Relay Nodes. Taking into consideration aspects such as geographical location, internet network infrastructure, various encoding formats and standards, and demand for various qualities the open market will regulate itself.

On.Live provides a tool for testing/estimating the transmission quality that could be used by Recipients before they pay for it.



Screenshot of broadcast settings

LIVE SERVICES - STEP BY STEP

Service provider creates an offer

The service provider sets a service price that he wants to be paid from the Recipient watching the live broadcast for a given time (for example 11 ONL tokens for 20 minutes), selects one of the transcoding offers (for example 1 ONL token per hour) and transfers the fee into a smart contract acting as an escrow.

Transcoders place their offers on the Streaming Marketplace. Transcoders add their fee to the Broadcaster's transmission price so they can cover their costs of transcoding and assure given bandwidth.

The service provider chooses Transcoders and pays an initial fee to cover their costs of transcoding in the case of an insufficiently large audience joining the broadcast. The fee is secured by escrow implemented as a smart contract.

Security and protection of transactions - resolving issues with an order

If the Recipient has any problems with service execution, he can open a dispute. The system will choose random Validators. For a small fee, they check the recording and vote to settle the dispute. Only then the payments are released from the escrow.

All private sessions are logged and encrypted and subject to a subsequent review at the time the claim is filed. If there is no dispute, then after the expiration of the complaint period are removed from the servers.

If the service has not been executed, funds will be returned to the ordering party's account. Each party can cancel the transaction.

Recipients decide from whom to buy an offer

After the service is performed, the recipient of the service evaluates the service and the service provider. Only then is the money released from the escrow account and transferred to the service provider's account. If there are problems with the service, both parties can report the dispute.

FLOW OF ONL TOKENS

Recipients pay for broadcast and transmissions costs

The Broadcaster sets the Content Price that he would like to receive for the broadcast from each Recipient watching the transmission (it could be a one time fee PPV or PPM).

The Transcoder when transcoding and transmitting video adds to the Content Price their Transcoding Fee and places the transcode transmission offer with a new price on the Streaming Marketplace.

Relay Nodes may buy transcoded transmission from the Transcoder and publish a new (usually cheaper) transmission offer on the Streaming Marketplace so more Recipients can connect to it.

Recipients may buy transcoded transmission directly from the Transcoder or Relay Nodes. Thanks to the scale effect, Relay Nodes offer this transmission cheaper than the Transcoder and still make a profit from the relay services.

Relay Nodes do not need to decrypt the transmission to relay it forward.

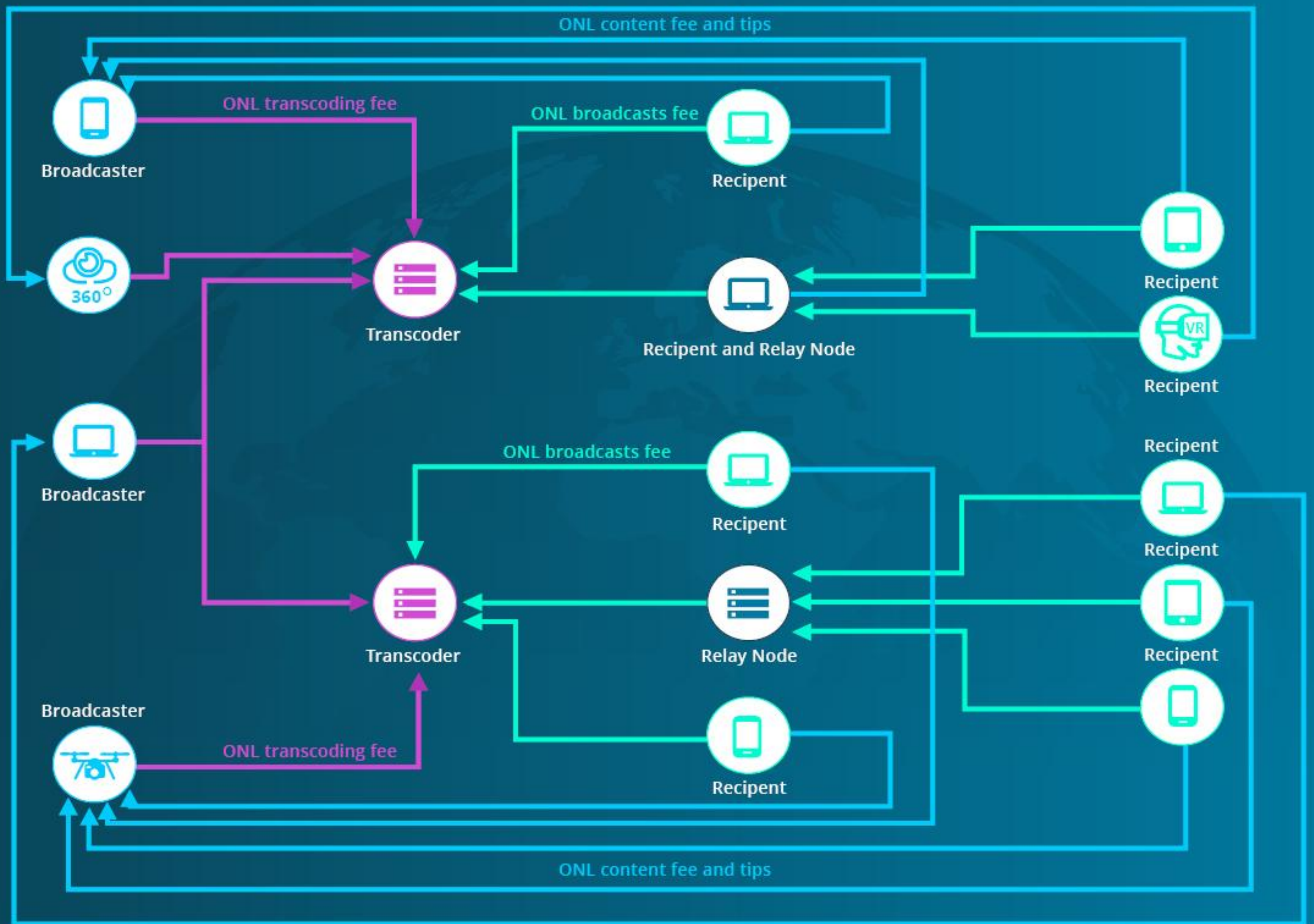
The most important part is that the Broadcaster always receives the Content Price from every Recipient watching his transmission. All the intermediaries are paid for their services as much as free, open market allows for that. At the end of the day, Transcoders' and Recipients' fees are determined by the free market ruled by the demand and supply, and limited by the costs of resources needed to perform transcoding and relay services.

Broadcaster pays the Initial Transcoding Fee

The Broadcaster has to pay the Initial Transcoding Fee to the Transcoder. It is set by the Transcoder to mitigate the risk of no-one watching the transmitted content. The Transcoder guarantees the minimum transcoding/transmission time that he is going to perform for this fee even if no one joins the transmission.

The second reason why On.Live Network implements this fee is a spam filtration. It protects Transcoders from processing unvaluable content and spam attacks.

FLOW OF ONL TOKENS



On.Live, unlike any known platform, always provides a way to negotiate the price with every single content recipient for any single live broadcast session. This price depends only upon mutual agreement between both interested parties. There is also initial fee for transcoders to insure profitability in case of insufficient number of transcoded stream recipients. All this functionality is provided by blockchain technology incorporated in the core of On.Live platform. It takes care of instant fee transfers and allows monitoring of all important technical aspects of every transmission for later review in case of dispute.

On.Live is the only platform that enables such solutions, and only one that allows its users to be profitable right from the first broadcast they will perform. It presents most modern, unprecedented attitude towards internet video distribution, and its open for community unlike any other service available on internet.

ON.LIVE NETWORK SECURITY

Transactions Security

Transactions between all parties are secured by the blockchain and Smart Contracts. In the final version of On.Live Network there is no need for a trusted authority to confirm all transactions between all parties.

Content Security

The content broadcast by Broadcasters is encrypted in way that only chosen Transcoders and Recipients who have paid for the transmission are able to decrypt it.

ON.LIVE TRANSCODING AND RELAY NODES - PROOF OF STAKE

High Quality Transcoding and Relay Nodes services

To assure high quality transcoding and relay nodes services we have added a users' rating system combined with Proof of Stake.

Transcoders and Relay Nodes stakes a given amount of ONL tokens to guarantee the quality of their services. They might be penalized if the significant amount of Recipients complain about transmission quality.

Proof of Stake and penalties for low quality services

If a network user decides to start serving transcoding or relay services they need to stake some amount of ONL tokens on a smart contract to provide a guaranty of the quality of the services they provide. If a significant number of Recipients submit a complaint about the transmission quality Transcoder or Relay Node they have bought the transmission from will be penalized.

All the complains and transmission history will be stored on the blockchain so both Broadcasters, Recipients and Relay Nodes will prefer to choose trusted Transcoders with positive records.

Transcoders and Relay Nodes history browser

Among other important tools, OnLive provides a blockchain history browser that allows easy access to Broadcasters, Transcoders and Relay Nodes history and ratings.

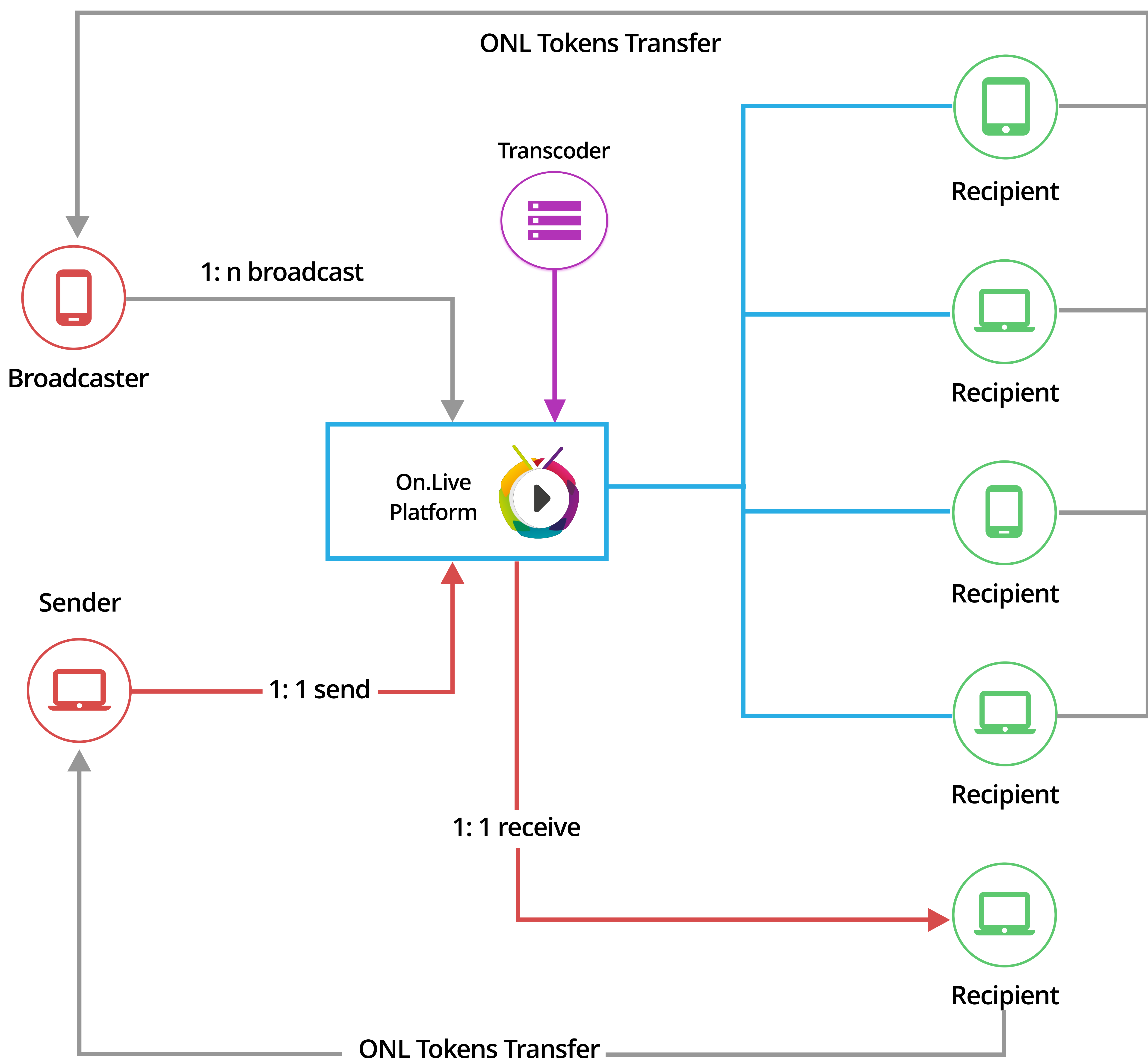
ON.LIVE NETWORK PROJECT DEVELOPMENT STAGE 0.1

ONL Token as a payment method on the On.Live platform

ONL tokens can be used on the On.Live platform.

This is the only payment option on the platform and allows payment for streamed content.

Architecture :



At this stage, the On.Live Platform handles multiple payment methods and manages balances and transfers off-chain for quicker transactions and lower cost.

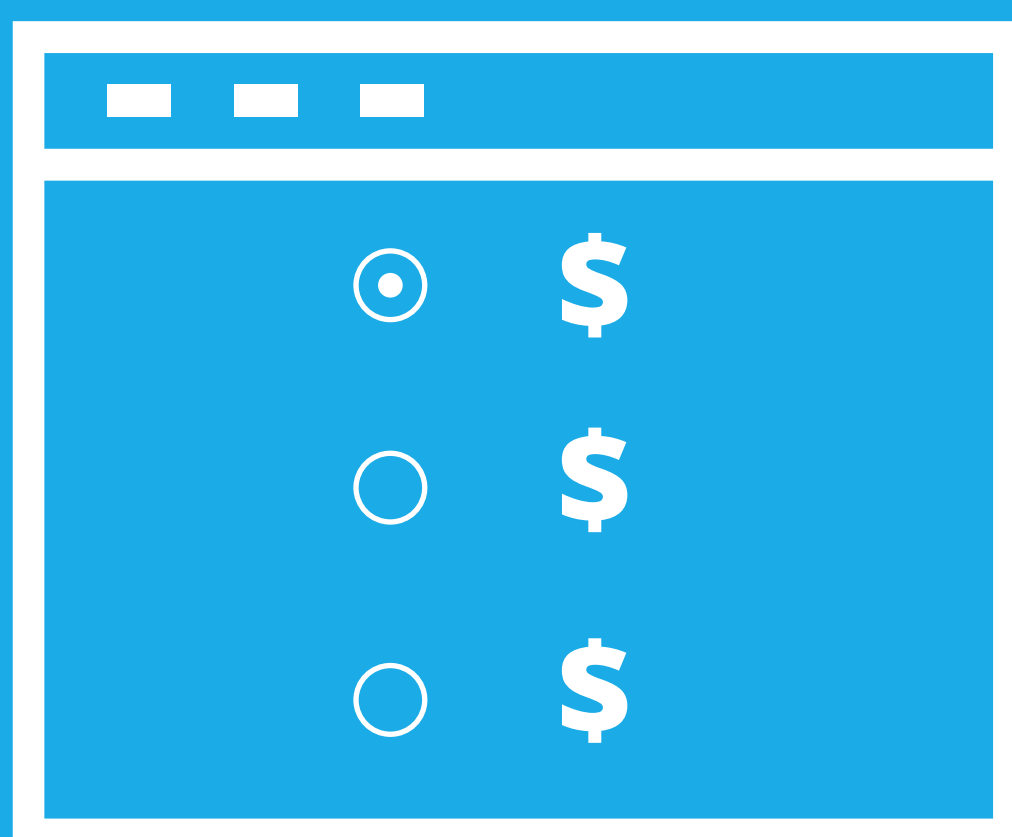
Additionally, besides Transcoding and Relay services, the On.Live Platform provides extra functionalities for its users in version 0.1 such as:



Chat and get a rapidly prepared dedicated offer and exchange of files

The Messaging platform - Any service provider or content creator has direct access to people who want to make contact through chat. Chat has been equipped with a number of tools to help you make transactions quickly and efficiently. Each chat participant has the ability to upload files. The channel owner can create dedicated offers for his clients directly in the chat, including the negotiated price, the duration of the consultation and its terms.

The customer entering the chat via the channel sees all its offers and can ask for any of them. The system will automatically send a query that shortens the communication time between users. After sending a dedicated offer, the customer receives information on the offered transaction in the chat and the date of its execution now or on the dates available in the service provider's calendar.



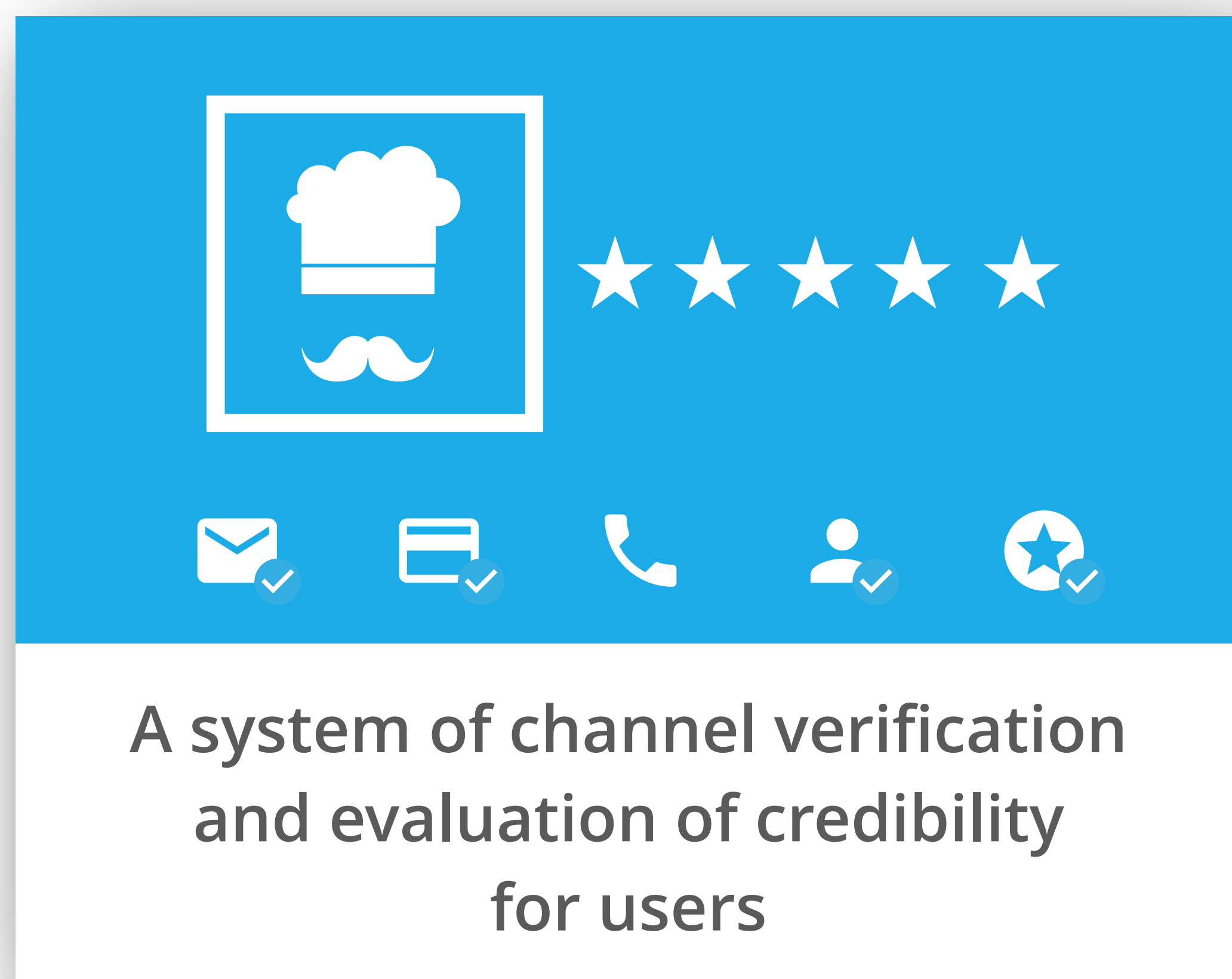
A choice of various payment options for live broadcasts

Payment options - Each service provider or content creator, depending on the form of service provided through the On.Live platform, accesses various ready-made billing models with their customers. The system makes it possible to settle for real-time Broadcasts - private sessions, Payment for joining the live broadcast PPV or PPM, Subscription models for access to pay-per-view content.

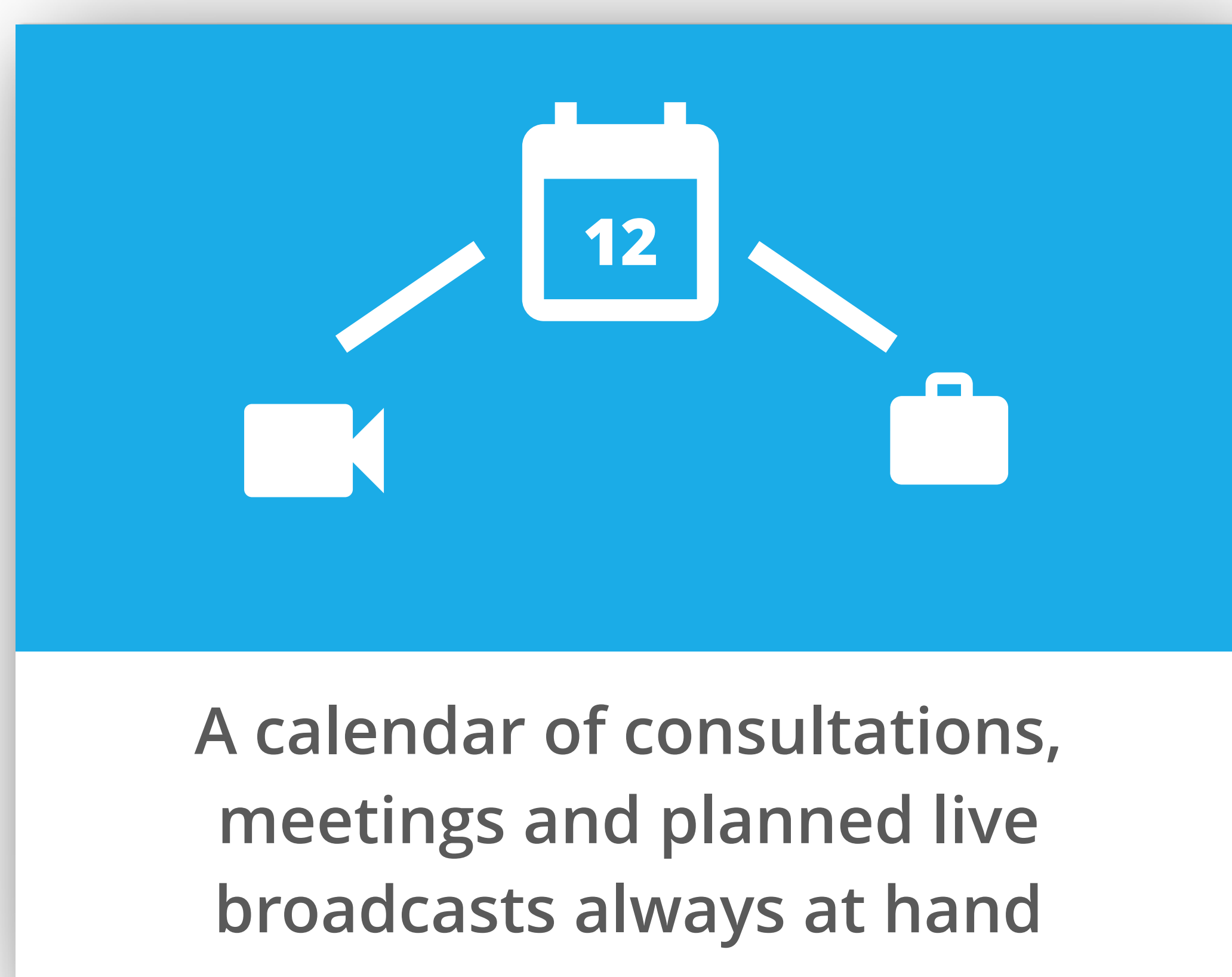


Virtual wallet

Wallet - On.Live users can earn and pay only with On.Live tokens. You can buy On.Live tokens through an integrated wallet that allows you to purchase ONL's via various methods such as credit cards, bank transfers, etc. We have developed a system that stores information about all transactions made via the platform and monitors the amount of ONL's in each account. The User must have funds in his or her wallet account in order to be able to order a service in the system or buy access to the broadcasts.

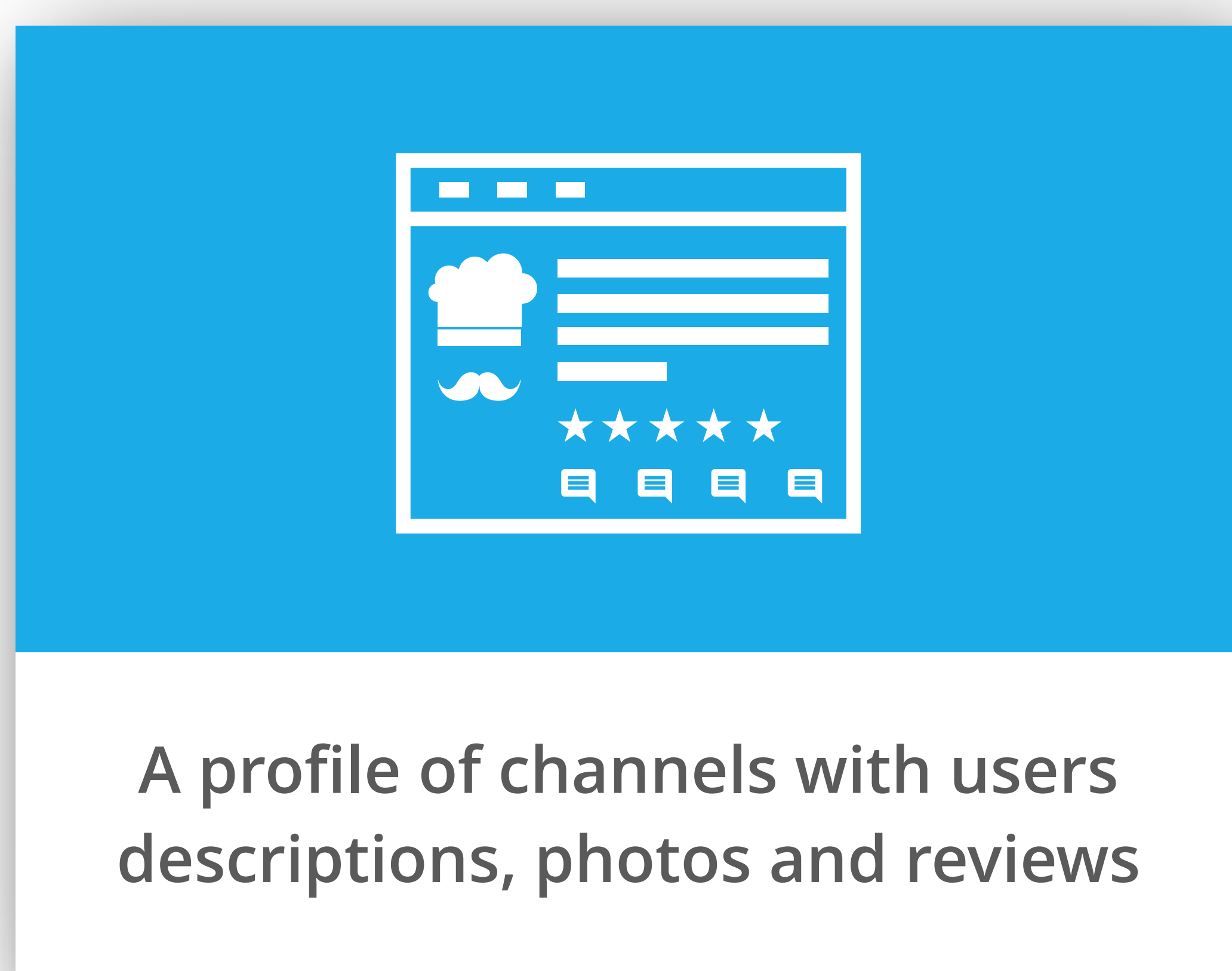


Verification - Trust is a very important thing in On.Live. The On.Live system provides two types of verification. The first is user account refinement and recommendations. Each channel owner has the ability to supplement information that will lead to a point rating of the channel and provide that information to prospective channel customers. Selected verified users of the system carry out the second verification option. This concerns the verification of channels that require a license to operate, such as a doctor or a lawyer.



My calendar - System users may schedule any individual consultation or buy access for public broadcast.

"My calendar" is a place where anyone can find a list of all the available broadcast subscriptions and a list of all the services they have used and which they have bought. From there you can request to change the date of your consultations, or share a link to public broadcasts with your friends. There is also a list of lost opportunities, a list of consultations that for some reason did not come to fruition, you can write from this position on chat to the service provider or client and try to carry out the service again.

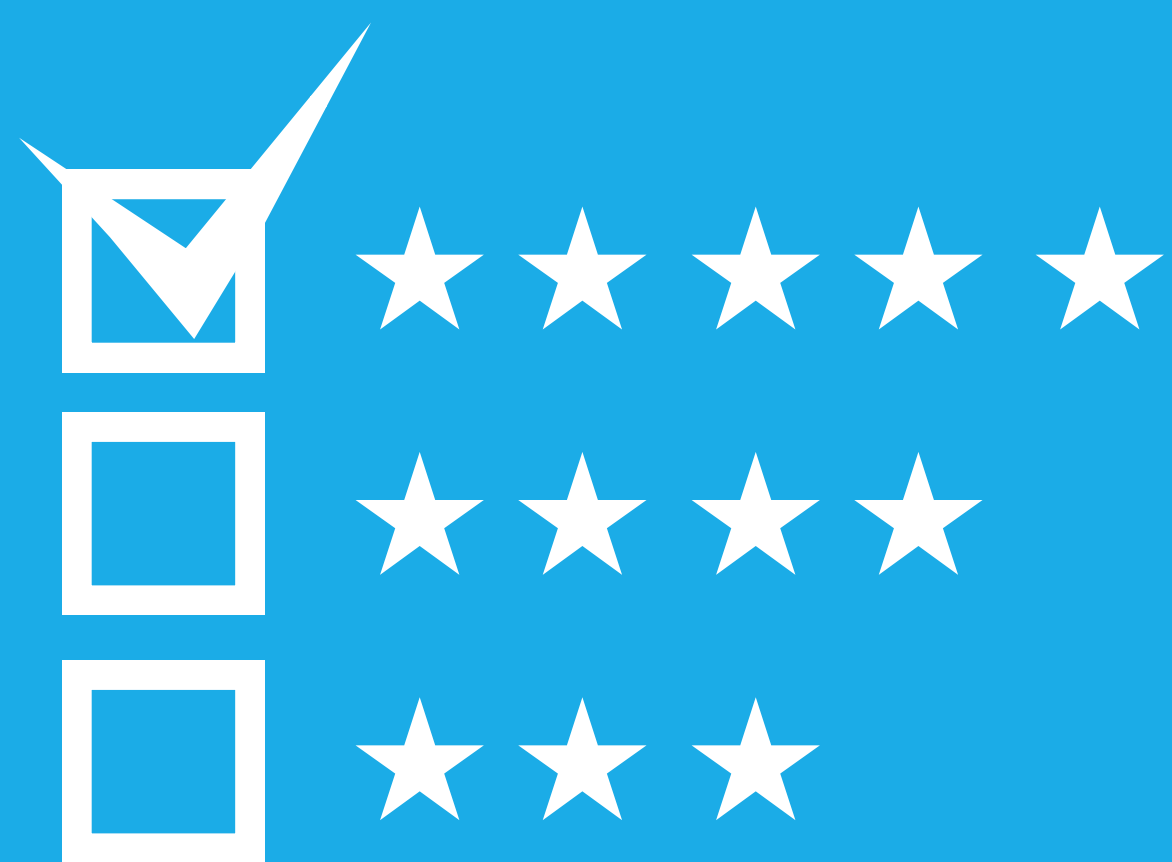


Channels - Each channel has its own profile on the system that contains information about the service provider or the content creator. The channel owner can freely modify and improve the content of the channel by supplementing information about the services offered, planning public broadcasts, news, etc. Customers can read this information and recommendations from other people about the channel and services, check the services they offer, subscribe to upcoming broadcasts etc..



Escrow - secure your funds,
transaction and execution

Escrow System and Dispute Resolution - Thanks to the integrated system of Escrow, payment risks from both sides are eliminated. Three objective panel members will help settle any complex disputes and disagreements. If the Recipient has any problems with service realization, he can open a dispute. The system will choose random Validators. For a small fee, they check the recording and vote to settle the dispute. Only then the payments are released from the escrow.



Recommendation system - Reviews,
and recommendations about our
On.Live ecosystem participants

Reputation System - reviews, and recommendations about our On.Live ecosystem participants. The reputation System warns platform users of potential unscrupulous customers and performers. Information about the likely undesirable service provider will be available for all potential customers along with any required warnings. Profiles verifications.



System of Bonuses and Awards

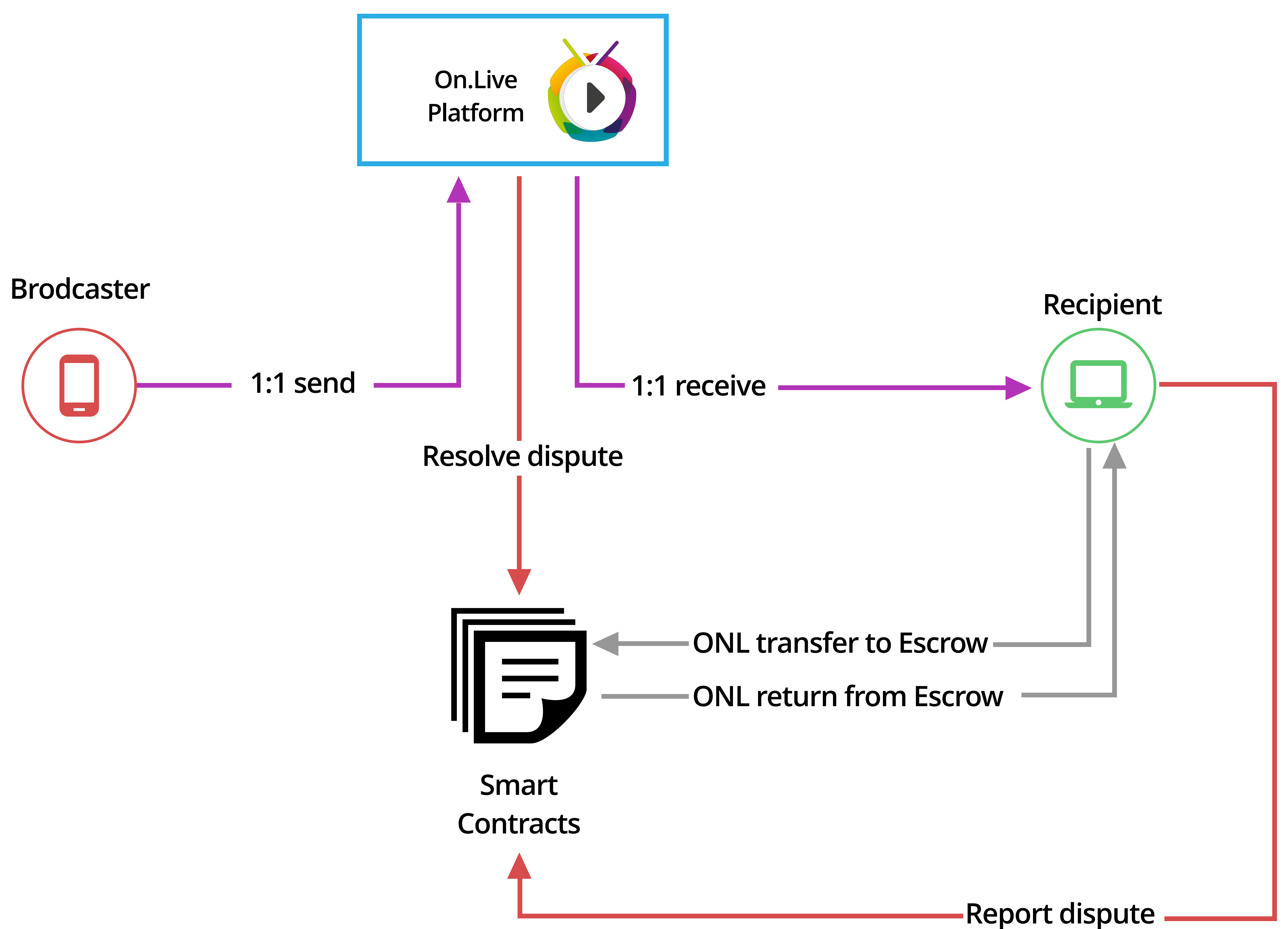
System of Bonuses And Awards - For various actions within the platform (Vote for a new category, writing feedback, recommendations, participation in ONL resolving disputes, affiliate programs, bounty marketing), participants can receive rewards in the form of the On.Live Token (ONL). We have developed an affiliate program that in return for service recommendations makes it possible to participate in the profits of the person she or he has recommended.

Most of this features will be moved to the On.Live Network version 1.0 and fully decentralized. Starting from a centralized version of this features allows better user testing and increases ONL tokens utility from the very first day.

ON.LIVE NETWORK PROJECT DEVELOPMENT STAGE 0.2

1-to-1 transmissions and Smart Contracts

On.Live Network version 0.2 will move more functionalities to the blockchain. The main change will be adding a possibility to sign a Smart Contract and start 1-to-1 transmission directly between Broadcaster and Recipient without interaction with On.Live Platform.



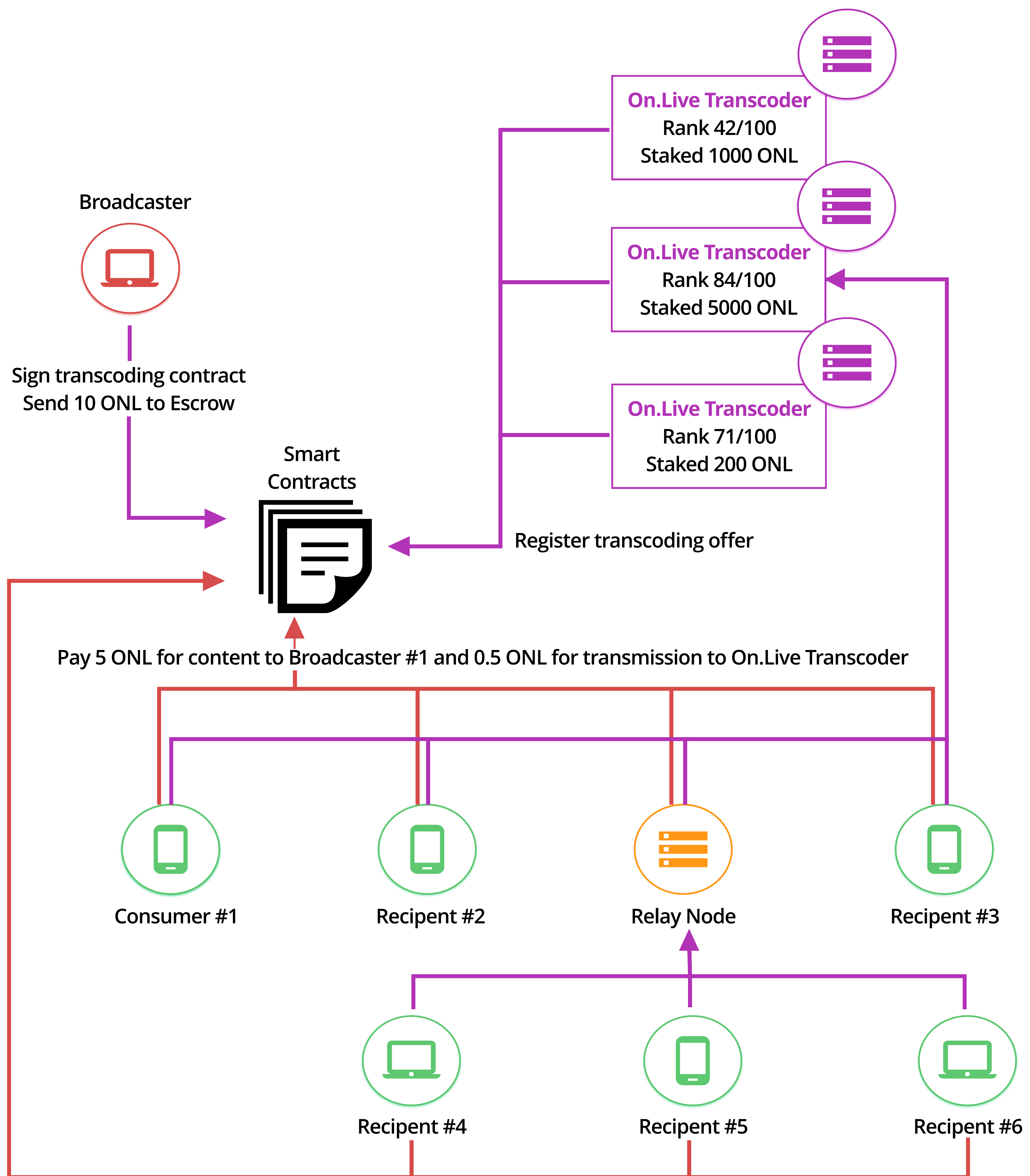
At this stage, On.Live Platform may take a role of Disputes Resolver in case of a dispute between transmission Sender and Recipient.

ON.LIVE NETWORK PROJECT DEVELOPMENT STAGE 0.3

Full Decentralization

At this stage, On.Live Network becomes fully decentralized. Previously centralized On.Live Platform turns into one of many Transcoders.

Everyone can join the network as a Transcoder or Relay Node since decentralized marketplaces are ready.



Pay 5 ONL for content to Broadcaster #1 and 0.1 ONL for transmission to Relay #1

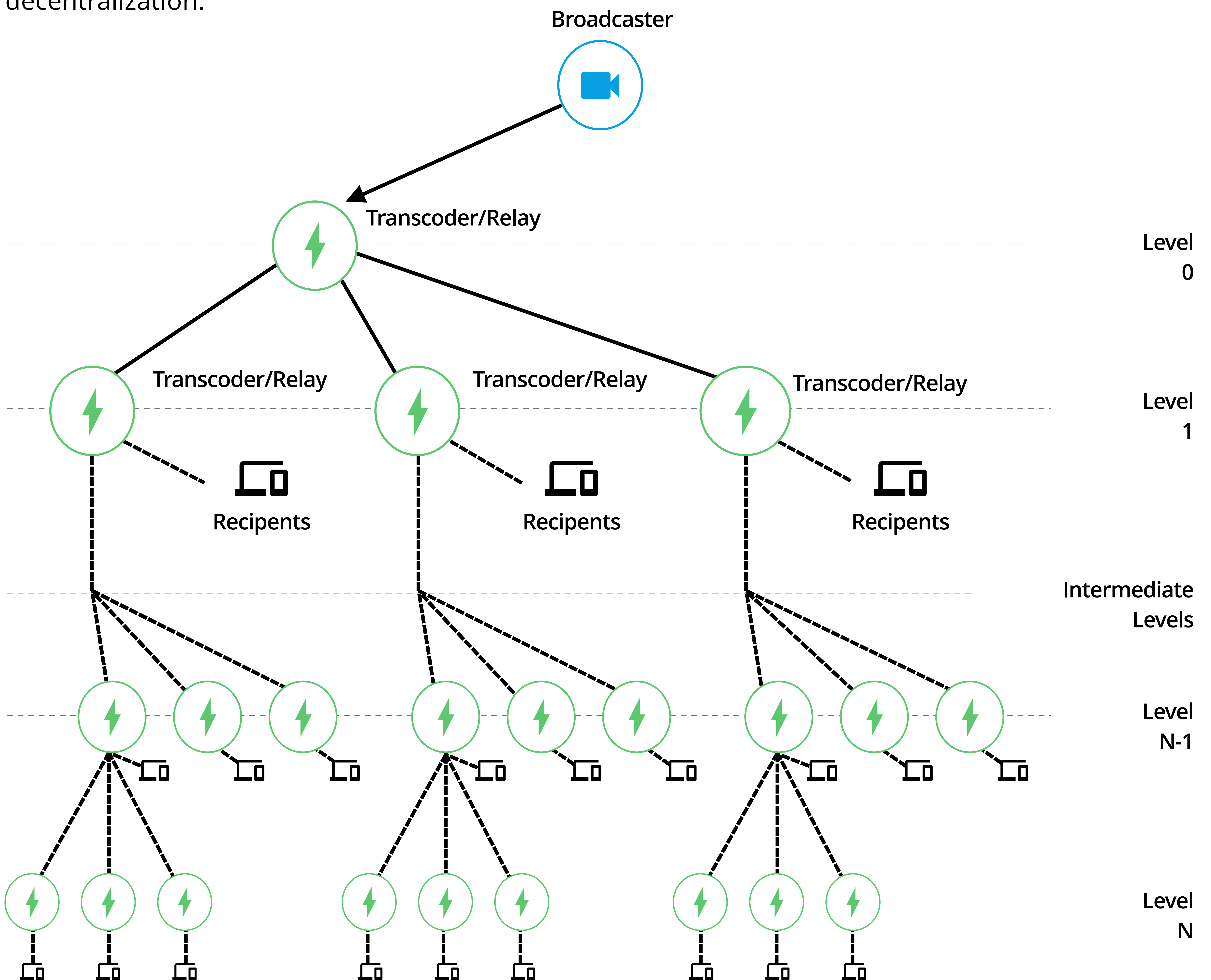
Limitations of Ethereum Blockchain

Besides all advantages such as full decentralization and openness, this solution still faces a few limitations that every Ethereum-based system has. For example:

- Long transaction confirmation times that makes Instant Payments impractical
- High cost of transactions that makes micropayments impossible

All of this problems will be solved in version 1.0.

First we run this setup below to allow scalability that can potentially reach millions of concurrent clients. Using this architecture, we can have a large number of independent networks acting as resellers for centrally generated content. This is the intermediate state before ver 1.0 decentralization.



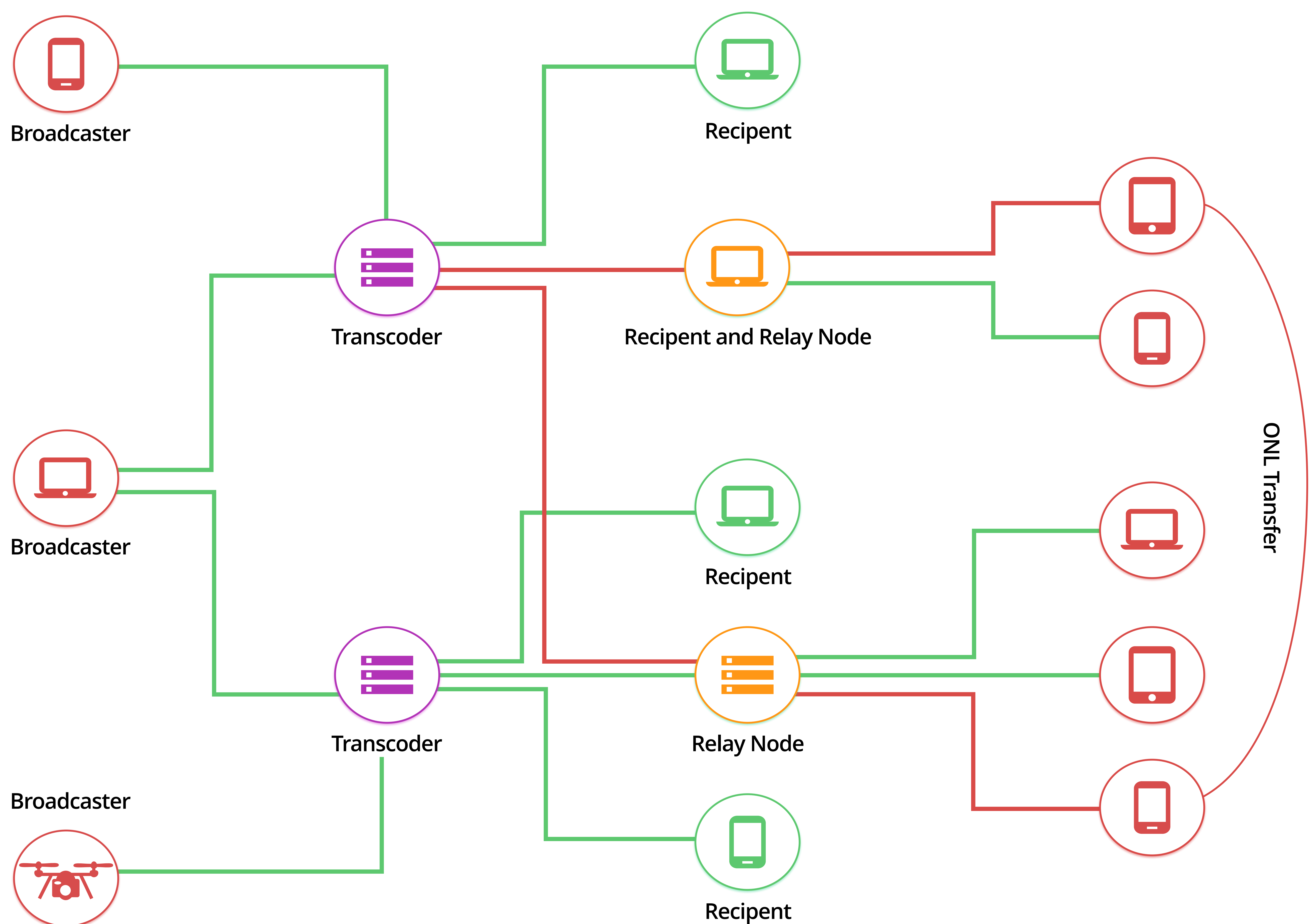
ON.LIVE NETWORK VERSION 1.0

Wider adoption of the On.Live Network could be achieved by lowering the cost and confirmation time of the transactions between users caused by blockchain technology limitations.

The On.Live Network version 1.0 solves that by implementing direct payment channels between network users.

Using already established video connections between network users as a transaction transmission layer opens a lot of possibilities. The On.Live Network can make almost instant transactions between its users and provide a high level of security and scalability.

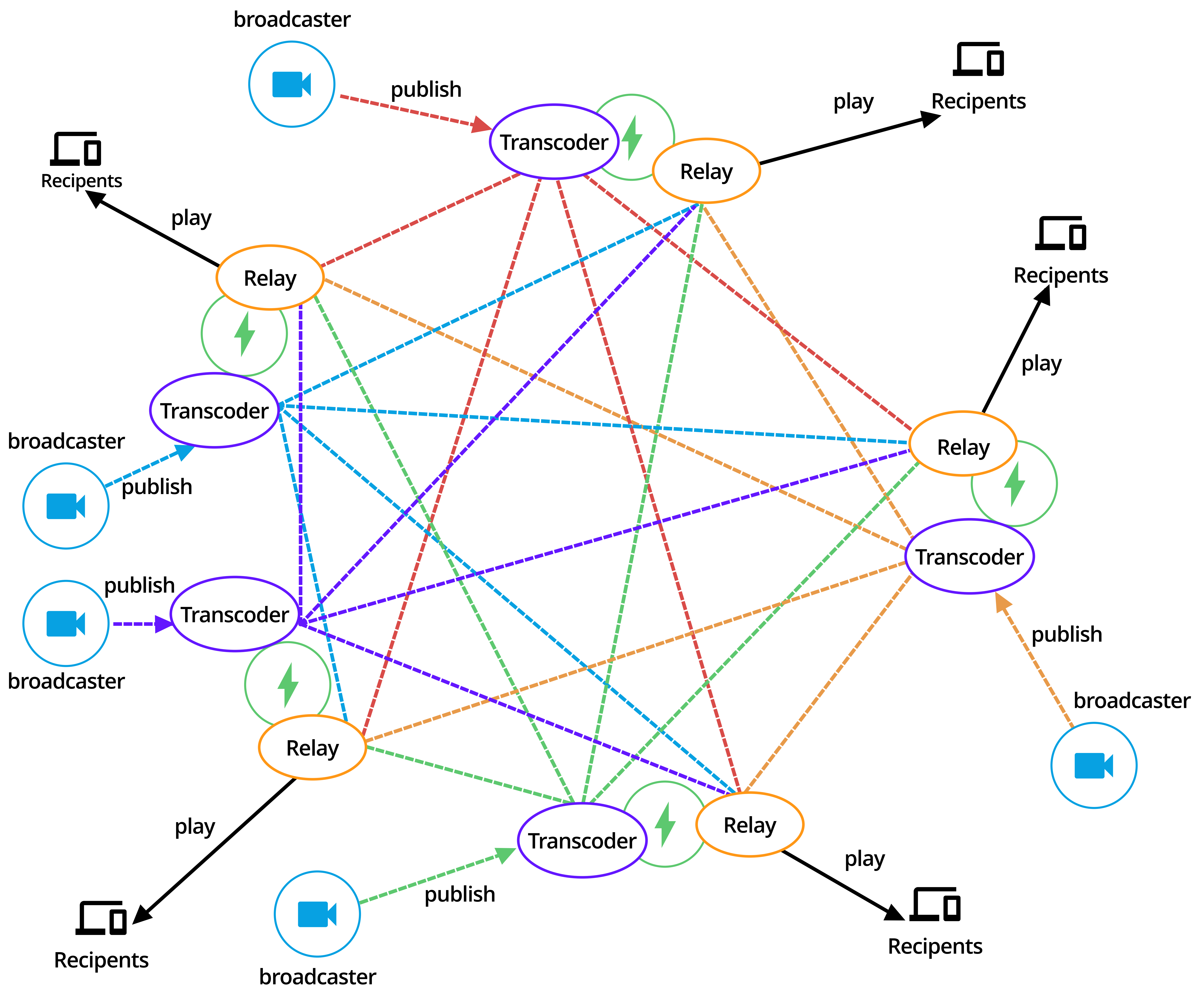
Computing power used for video transcoding, transmission, encryption and decryption can also be used for transaction confirmations. In this way ONL tokens can be exchanged inside the network almost just in time and costs free.



SUMMARY

The On.Live Network delivers the highest quality content by creating an economic incentive for broadcasters and transcoders to invest processing power and network bandwidth into the most valuable streams.

The content distributed in On.Live Network is censorship-free, but network users make an impact on what type of content is distributed in the network. Transcoders and Relay Nodes may choose not to distribute the content they do not like, but there might be other Transcoders and Relay Nodes, more business who will distribute it. The On.Live Network can disrupt centralized video streaming services providing a scalable, decentralized medium for people all over the world.





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