



MYTVCHAIN
Live sports, powered by blockchain

WHITEPAPER



DISCLAIMER

This draft white paper (the “white paper”) is for discussion and pre-information purposes only. No part of this white paper is legally binding or enforceable, nor is it meant to be. The information contained herein is subject to change. The final version of this white paper will be published as soon as it is adopted.

This English version of the white paper is the primary source of information about the MyTVchain ecosystem and the MyTV token. The information contained herein, may, from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners, etc. In the course of such translation or communication some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed.

Whilst we believe that the information provided by the company is reliable, its accuracy is not guaranteed, and no warranty is given or implied. Certain statements, estimates and financial information contained in this white paper constitute forward-looking statements.

Such forward-looking statements involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

None of the information or analyses in this document is intended to provide a basis for an investment decision, and no specific investment recommendation is made. Nothing in this white paper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities or rights of any nature whatsoever belonging to the issuer in any jurisdiction.

It is prohibited to transmit, distribute or reproduce documents linked to the token sale to or for a U.S. citizen or within the territories of the United States of America, in whole or in part.

Please do not copy or disseminate any part of this white paper without including this disclaimer.

GENERAL WARNING

MyTVchain, a company organised under the laws of France, having its offices located in Sophia Antipolis, registered with the trade and company registrar of France (hereafter, the «Company»), is represented for the purposes hereof by Mr. Xavier Gesnouin, President.

The Company intends to set up the first web TV platform dedicated to sports clubs, powered by the blockchain (the “MyTVchain Ecosystem”).

The Company intends to raise the funds necessary, inter alia, to develop the MyTVchain platform and the operations associated therewith by issuing tokens referred to as “MyTV” token (the “MyTVchain Token”), i.e. fungible digital assets registered on a blockchain granting to their holder specific rights related to the MyTVchain platform (the “Token Sale”).

MyTV Tokens confers no other rights in any form, including but not limited to any ownership, distribution (including but not limited to profit), redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those expressly set out in the white paper.

THE TOKEN SALE IS AN UNREGULATED FUNDRAISING OPERATION POSING SEVERAL RISKS TO THE PURCHASERS, IN PARTICULAR THAT OF LOSING ALL AMOUNTS TRADED FOR MyTVchain TOKENS. AS SET OUT IN THE SECTION OF THIS WHITE PAPER. BY PURCHASING MyTVchain TOKENS, YOU EXPRESSLY ASSUME AND ACKNOWLEDGE THESE RISKS.

If you have any questions regarding these risks, please contact us at contact@mytvchain.io.

Moreover, the rights incorporated in the MyTV Tokens are conditional upon completion of the MyTVchain platform, meaning they will only become effective and enforceable if, and when, the MyTVchain platform is fully developed, deployed and implemented. MyTV Tokens holders are, therefore, exposed to the risk of non-performance, non-deployment, non-implementation or imperfect completion of the MyTVchain platform, as well as to the other risks associated with purchasing, holding, and using MyTV Tokens.

Any potential purchaser of MyTV Tokens must consult their own advisers as to the possible legal, tax, accounting, financial civil and criminal consequences of purchasing, holding and transferring MyTV Tokens in accordance with the laws applicable in their country of citizenship, residence or domicile in order to ensure, in particular, that (i) they are legally authorised to purchase and/or hold MyTV Tokens, and (ii) the purchase and/or holding of MyTV Tokens is not contrary to any other statutory or regulatory restrictions that they may be subject to.

The Token Sale excludes certain groups of people, such as U.S. citizens and non-professional investors. Please refer to the sales restrictions set out in the terms of MyTV Tokens sale to be entered into between the company and each purchaser of Tokens (the “Terms of Token Sale”) available at www.mytvchain.io. More generally, MyTV Tokens are not intended for sale or use in any jurisdiction where the sale or use of digital tokens such as the MyTV Token may be prohibited.

TABLE OF CONTENTS

1.	Abstract	5
2.	Introduction	11
3.	How it works: use case (user path of use explanations)	14
4.	Business model	18
5.	Marketing strategy	20
6.	Technology	21
	a. Architecture	21
	b. Network	22
	c. Live stream workflow	24
	d. Content workflow	26
7.	Competitive advantages	28
8.	Roadmap	31
9.	MyTVchain Tokenomics	32
10.	Budget & Financials	38
11.	MyTVchain Masternodes	39
12.	Events	41
13.	Strategic partnerships	41
14.	Team	42
15.	Associate Advisors & Partners	43
16.	The IEO opportunity	44
17.	Why MyTVchain could not exist without a “token-based business model”?	45
18.	Legal Disclaimer	46

ABSTRACT

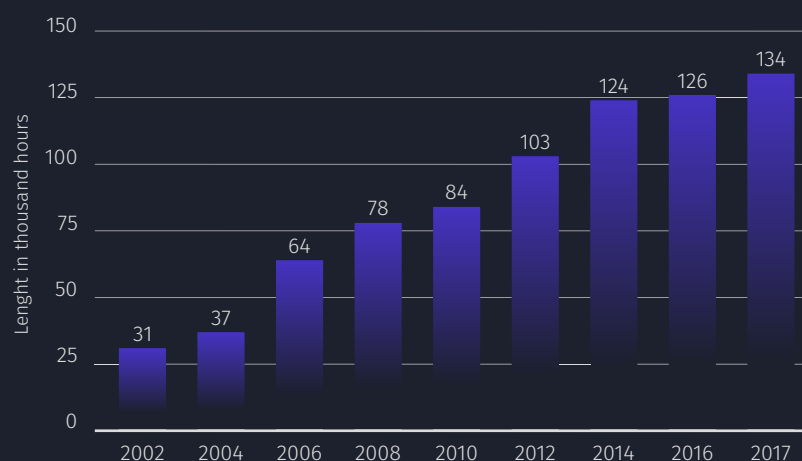
“ A video sharing channel networks for amateur & professional sport clubs worldwide

Online video is one of the fastest growing markets, it is expected to account for 82% of all consumer Internet traffic by 2021, with a current market worth of \$312 billion (source Cisco sept. 2017). Video creation and consumption is more accessible than ever, triggering an increase in video production and consumption. The market today is largely dominated by leaders such as Facebook, YouTube and Google which control distribution of videos and advertising space.

The sports industry is also growing; the health industry is pushing people around the globe to improve their health while having fun in their daily lives. In addition, sports video market is exploding; There has been a 90 percent increase in searches for “football highlight” videos during the past year, YouTube reported in Feb 2018. The company says that in addition to the rise in search activity, watch-time of sports highlight videos skyrocketed 80 percent between 2016 and 2017. Highlight videos were not the only sports-related content getting more views. Sports-related interview videos saw a 60 percent increase in watch-time, and funny sports video watch-time was up 50 percent.

YouTube reports 70 of the top 100 sports videos on its site have “great,” “greatest” or “best” in the videos’ titles.

Along with the rise in “football highlight” searches, YouTube found “how to” sports video searchers have doubled since 2016 and offered the following image to show which “how to” searches were most popular. A Google-Ipsos study on sports viewing habits found 80 percent of sports viewers use a computer or mobile device while watching television broadcasts of live sporting events. That same study indicates that 30 percent of viewers stream live sporting events from their mobile device.



Length of sports TV broadcast hours in the United States from 2002 to 2017 (in thousand hours)
source: <https://www.statista.com/statistics/290110/length-sports-tv-programming-available-usa/>.

This graph shows the amount of hours of sports broadcasting in the United States from 2002 to 2017 In 2017, 134 thousand hours of sports programming were available for viewing in the United States.

ABSTRACT

Another study from Nielsen in July 2017 shows that Teenagers and millennials are more likely to be watching the sport in the background while doing something else, such as doing chores, talking with family and friends, or browsing online. Other than football fans, fewer than half the fans who said they watched at least one sports event in the past year actually watched the entire game, according to data provided to SportsBusiness Journal by Nielsen. Nielsen Sports 360 last year conducted a behavioural study of more than 3,000 sports fans age 13 and older. Nielsen conducted an additional oversample survey exclusively among teens (sample size equals 324) and millennials (1,054).

(<https://www.sportsbusinessdaily.com/Journal/Issues/2017/04/17/In-Depth/Research.aspx>)

Sport video is a growing market and has never been as successful online as it is today. Despite this ever-growing trend, sport clubs nowadays are facing new challenges with regards to financing their activities and managing the value of their online content.



This white-paper introduces MyTVchain, a new blockchain for sport video sharing network for clubs and athletes worldwide. MyTVchain's mission is to help sport clubs generate more revenue from their content, build brand loyalty and accelerate growth in the development of sport club channels. We are building a new model where sport clubs and viewers transact directly on the blockchain, removing the need for intermediaries.

MyTVchain evolves around three main concepts (helping sport clubs finance their activities, giving back to them the value from their content and generating growth for sports clubs) which aim to change their revenue management to switch to a new era of value creation for sport communities.

ABSTRACT

FREE TO HELP SPORT CLUBS FINANCE THEIR ACTIVITIES!

Studies show that the vast majority of sport clubs lack financing for their development and activities. In most cases, they are posting videos to popular platforms, allowing those platforms to earn more money than they do, while losing distribution rights and control over their content. Sport club members are willing to participate in the club's life and are keen to film and share the performances of the kids or the teams to online platforms. However, there is growing interest in added freedom for creators and rewards for viewers when publishing through online platforms.

Problem: The vast majority of sport clubs, ranging from small cities to larger ones, lack adequate financing for the growth and development of their activities. Most of the time, finances come from the city itself (through grants, donations etc.) and sometimes from fans and participants. This is largely recognised as not being enough to maintain the equipment, cover travel costs during away games etc. In addition, the lack of sufficient financing triggers lack of employees, coaches, trainers, and rapidly make the club fall into demotivation. Some larger clubs are fortunate enough to have an engaged fan base that contributes to the success of the club. These fans film trainings, and competitions and post them to large video sharing platforms such as YouTube or Facebook. The main issue remains that when the fans post these videos, the club doesn't benefit monetarily and instead the leading platform earns the largest amount of money through advertising.

The paradox generated here is that sport clubs and their fans are providing more support to the large video sharing platforms than to their clubs!

Our vision is to offer a private web TV for every sport club and former champions based on a freemium model and where sports clubs can add services to their viewers that can be purchased and where viewers earn tokens while watching videos.

ABSTRACT

GIVING BACK THE VALUE FROM THEIR CONTENT TO SPORT CLUBS

Most popular platforms today are using unfair Rights of licence and ask video owners to grant a worldwide, non-exclusive, royalty-free, transferable licence (with right to sub-licence) to use the video as they wish. As a result, not only do the mass audiences see their personal data sold to internet leaders for targeted advertising, for which the platform and intermediaries take a significant share of the advertising revenue, but more importantly, only a handful of creators and publishers receive a minimal percentage of revenue for their work, creating frustration for all.

The market today needs new online services, services that will respect video creators and the experience of viewers. An enriched viewer experience will encourage users to happily contribute to their community and where every “Like” are perceived as “CONTENT VALUATIONS” for the community by becoming an added value partner of the club.

With MyTVchain, sport clubs and content creators remain sole owners of their video content and do not hand over any rights, therefore retaining control over distribution and value creation while respecting and encouraging the whole community to participate. With MyTVchain, it is the community that decides which content has a value.

Problem: The video content advertising value is captured by large video sharing platforms such as YouTube or Facebook. In present day, if a fan films his local team during a game and publishes that content on YouTube or Facebook, the largest part of the revenue generated by the views (through the viewing of adverts) is going to the video sharing platform.

This is due to the unfair rights of licenses granted by the publisher to YouTube or Facebook. As a note, Facebook generated \$40,6 billion in 2017 for a net profit of \$16 billion, and YouTube will generate \$15 billion in revenue in 2018. In addition, it is largely demonstrated also that revenue generated by advertising is decreasing everywhere.

Our Value Proposition is a private web TV for each sport club including, the smallest ones (with their own offer of services, reward models, donation and advertising). With MyTVchain, all videos are available for everyone and the video creator does not grant any rights of licenses to any platform. All the content remains the exclusive property of the video creator or publisher.

Instead of earning minimal revenues per click on their videos as it exists today, MyTVchain offers a new source of revenues from on-line services. Sport clubs and video creators are looking for new online services which pay more attention to video creation rights and an enhanced viewer experience, where users are happy to contribute to their community.

With MyTVchain, sport clubs remain the sole owners of their videos and do not grant any rights, thus retaining control over distribution and value creation while respecting and encouraging the whole community.

ABSTRACT

A PLATFORM TO GENERATE GROWTH FOR SPORT CLUBS

MyTVchain is the new financing tool for sport clubs, whether they sell services to MyTVchainers such as:

Geo-blocking services, monthly membership or on demand
Video pay-per-view service, monthly membership or on demand
Private channel, by membership
Pay-Tv, by membership
Production software, by membership
Shooting Equipment
Shooting team
Sale services for their derived products and services
Content promotion service (through MyTVchain)
Multiple live services (if more than one event is live simultaneously)
Communication services (flyer creation, prints, post-movie creation or best-of)

In addition, MyTVchainers are able to donate the tokens they earn to contribute to the growth of their favorite club(s).

MyTVchain is the first dedicated decentralized platform governed by a community of peers (sport clubs and members) to leverage the value of their content, their activities and events, without costly intermediaries or unfair online presence.

Problem: Lack of finance is a critical issue for the development and growth of small sport clubs. They are not able to incentivize sponsors and advertisers to partner with them because they do not have enough resources to grow their community and fanbase. Even small businesses downtown do not find value in investing in local advertising because of the lack of audience and thus in the club.

Our unique offer is to deliver a free, easy to use and profitable tool to help finance sport clubs and actively contribute to their growth in terms of notoriety, community and revenues. Thanks to the web and social networks, some videos become so viral that the audience generated online is sometimes larger than the audience of some well-known sport stars. With MyTVchain, even the smallest sport clubs can develop their own web TV and with video sharing through the platform itself and social networks, make their communities grow and develop partnerships with potential buyer of services and advertisers. The more the community grows, the more the

ABSTRACT

club can sell its services. Indeed, it is important for a sports club to be present on most social networks and to be able to broadcast its content. MyTVchain has APIs with major social networks to allow MyTVchain users to share videos and count views on MyTVchain to generate MyTV tokens. Users on other social networks see a preview of the media and are redirected to the platform to see the media when they click on it. MyTVchain offers thus a unique set of services in order to help sport clubs animate and encourage their communities.

MyTVchain is positioned to become the new financing tool for sport clubs whether they earn money from selling services while viewers are watching a video or while they sell sport clubs products or tickets. MyTVchain is the first dedicated decentralized platform governed by a community of peers (made of sport clubs, fans, supporters, friends and families) and which is leveraging the value of their content, their activities and events without costly intermediaries or unfair online presence (see Abstract: Giving back the value from their content to sport clubs.).

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

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

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

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



INTRODUCTION

PROFESSIONAL WEB TV FOR SPORT CLUBS BASED ON POPULARITY OF ONLINE VIDEO SHARING TO CREATE AN OPEN ECOSYSTEM FOR SPORT CLUBS

MyTVchain is developing a new generation of sport video sharing platform and a new ecosystem for sport clubs. Fans have the ability to film (through mobile apps developed by MyTVchain), publish their videos, animate and share with social networks while earning tokens (in the form of MyTV Tokens) as a reward for themselves but also for their sports club; generating services and financing for the club and the community.

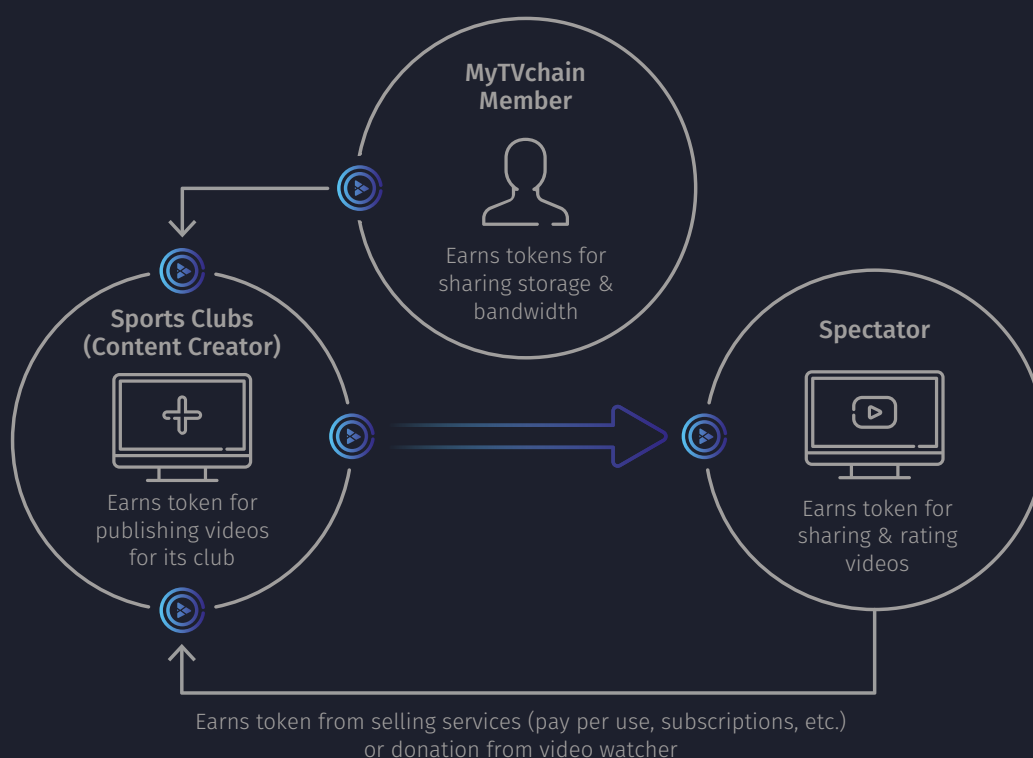
MyTVchain revenue model is based on transaction fee and on-line services.

MyTVchain team of technology and blockchain experts are building a new model for sport clubs where video creators and viewers transact directly on the blockchain and remove the need for intermediaries such as YouTube or Facebook.

With MyTVchain, the community regains the control of the platform and it is the community that decides the value of the content.

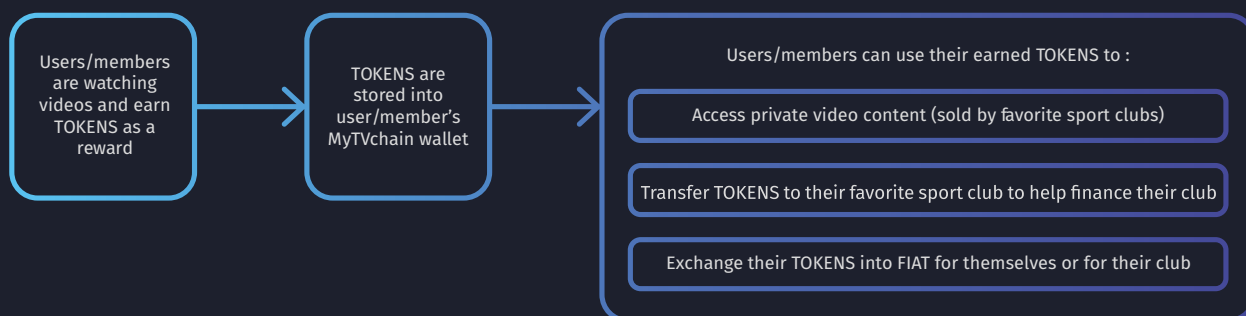
The MyTV Token is a new medium of exchange and reward for video creation, sharing and viewing within the MyTVchain community. The MyTV Token will have a large spectrum of usages by the community

The schemes below show how we strive to develop the MyTVchain ecosystem life's cycle:



INTRODUCTION

A. Benefit for the sport club



B. Benefit for the user/fan/supporter/friends & families

We have already tested our concept through a prototype platform, oneplace2b (www.oneplace2b.com), where we have already built a community of more than 20,000 users which have generated more than 500,000 video views in a matter of months. The audience was made from very small sport clubs in the south of France and their respective members (including players, fans, supporters, friends and families). This experiment was done as a proof of concept, which turned out to be a success based on these results.

In addition, users will have a dedicated MyTVchain wallet in order to securely store their MyTV Tokens, with the ability to transfer their MyTV Tokens to a sport club of their choice or any other external wallet.



MyTVchain.com is already up & running with more than 33 000 users and nearly 150 sports clubs from 50 countries. We keep on growing!

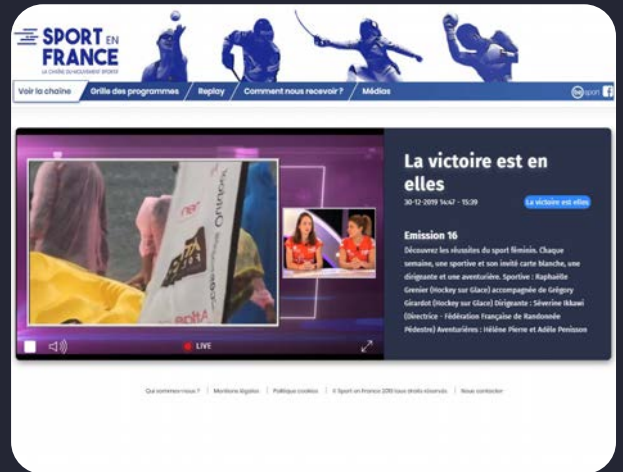
In order to boost our onboarding of sports clubs and members worldwide, we have set strategic partnerships such as local Olympic Committees in France and Momentum Media Fund and Momentum Studio Inc. a USA based broadcast company which helps us to share our content and advertising from July till September 2019 on FOX SPORTS ASIA reaching around 115M households.



INTRODUCTION



MyTVchain is the first web TV platform dedicated to sports clubs and athletes, and are now announcing the opening of the Sport En France web TV channel, The Sports Movement television. This channel was launched by the initiative of French National Olympic and Sports Committee (CNOSF), and dedicated to promoting all disciplines, all federations and their clubs.



HOW IT WORKS: USE CASES

MYTVCHAIN IS AN INTERACTIVE WEB TV PLATFORM OFFERING NUMEROUS ADVANTAGES TO ITS VIDEO PRODUCERS

Helping the sport club by creating its web TV to generate a new source of revenue!

The sport club creates a private web TV and develops its revenues through additional services:

- Published videos generate audience and advertising revenues which in return allows members and their families to contribute to the financing of the club.
- The video audience reinforces the sponsor's visibility from the community.
- The creation of a web TV dedicated to the young players or to members from its community increases the audience of the club's web TV and ultimately its revenue.
- Viewers receive tokens while watching videos and purchasing services from sport clubs and can donate them to the sport club they prefer or they estimate quality of videos is the best.

MYTVCHAIN IS AN INTERACTIVE WEB TV PLATFORM OFFERING NUMEROUS ADVANTAGES TO ITS USERS

Helping the sport club by watching & sharing videos is simple and smart!

- Viewers therefore indirectly generate tokens by watching a club's channel.
- Viewers receive tokens that they can donate to a club of their choice.
- The sport club creates a private web TV and develops its revenues through additional services:
- Published videos generate audiences and revenues which allows MyTVchainers contribute to the financing of the club.
- The creation of web TV dedicated to young players or members of their community increases the general audience of the club's web TV presence and its revenues.

MYTVCHAIN IS AN INTERACTIVE WEB TV PLATFORM OFFERING NUMEROUS ADVANTAGES TO ITS WEB TV MANAGERS.

Helping the sport club by managing its web TV is simple and smart!

- The web TV manager administers the web TV channel, by mixing the different offer of services he wants to propose to the MyTVchainers. He represents the editorial quality of the channel by his selection of services and content among the flow of content published by MyTVchainers.
- The web TV manager, by promoting his channel to the community, contributes to the growth of the audience of the channel and thus the growth of the revenues.
- The web TV manager, by promoting the channel to MyTVchainers, contributes to the growth of the content choice of the channel.

HOW IT WORKS: USE CASES

Helping the sport club by proposing added value services is simple and smart!

- The Web TV Manager generates new revenues by selecting the type of service for his channel to MyTVchainers.

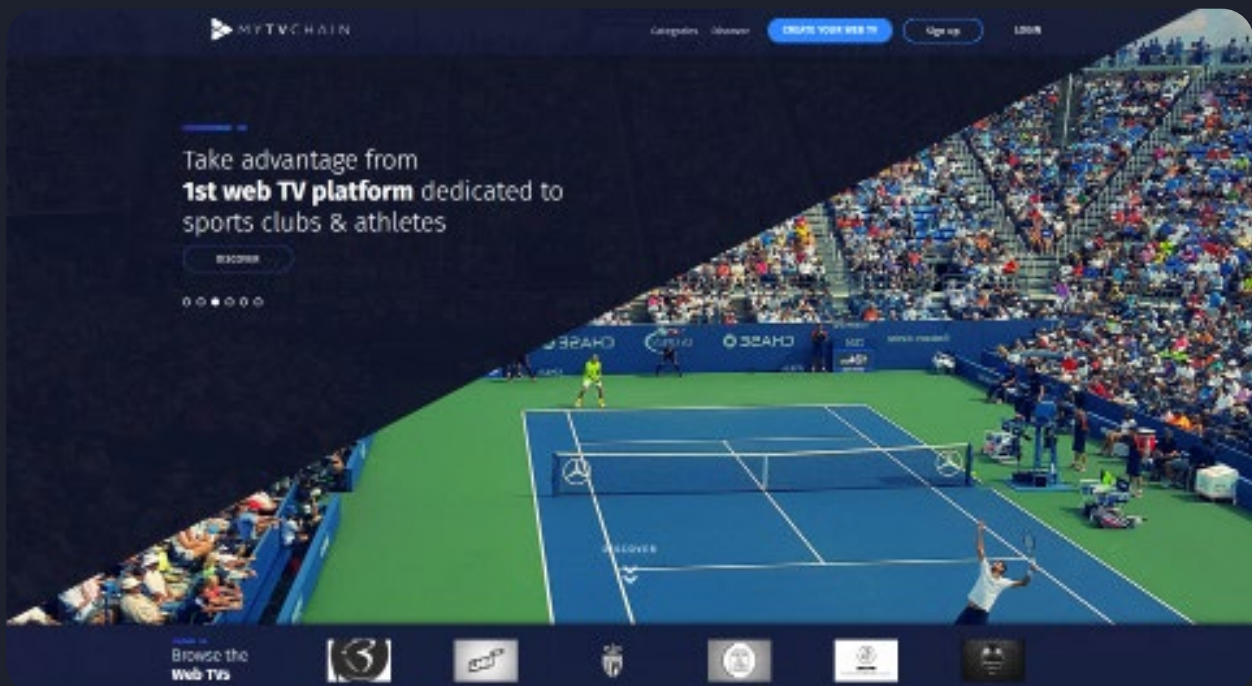
A WIN-WIN SERVICE FOR EVERYONE!

Whether you are a graduate, a parent, a volunteer, a leader, a fan, or simply want to join a community-based approach to collaborative economy, you can participate daily in financing the sports association of your choice by watching & sharing videos of interest to you!

MYTVCHAIN REVOLUTIONIZES SPORTS VIDEO

MyTVchain is opened to every sport associations and to any athlete. This allows them to simply create their own web TV for free and grow their audience and revenues.

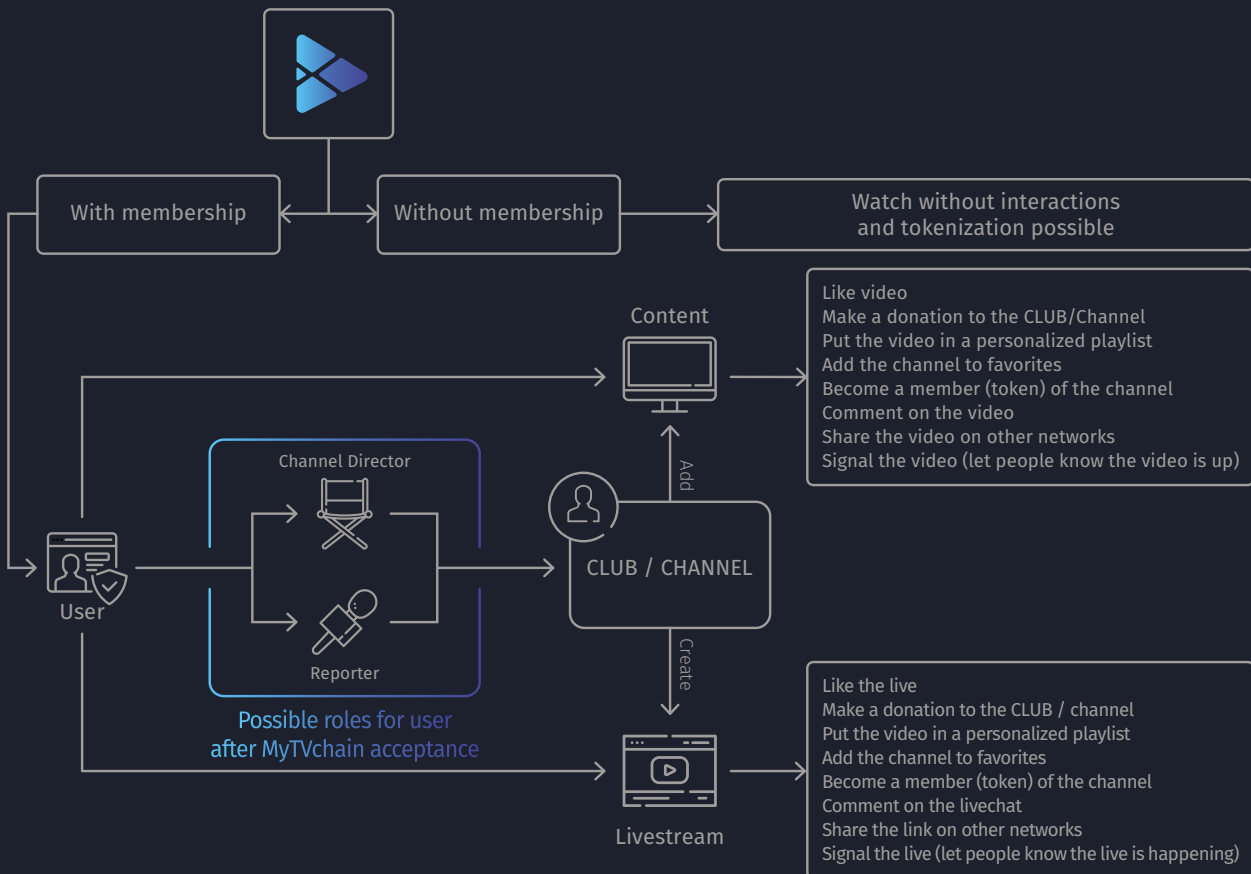
MyTVchain provides leaders of clubs, committees, federations, athletes with digital tools to mobilize the community around their web TV to help them financially sustain their activity.



HOW IT WORKS: USE CASES

HOW IT WORKS?

Every user can interact with MyTVchain.



The sport club

- Creates its web TV
- Gives a name to its web TV
- Is the sole owner of the web TV wallet
- Appoints a Director for its web TV
- Invites its community on its web TV with a subscription link and becomes prescriber.

The web TV Director

- Manages the web TV wallet
- Is the Administrator of the web TV
- Is the Manager for the publishing of sport content that they manage the editorial content (publishes or rejects)
- Is the moderator
- Give & manages access rights for reporters
- Creates the web TVs and appoints the web TV Directors with or without moderation
- Invites their community to their web TV with a subscription link to generate subscribers.

HOW IT WORKS: USE CASES

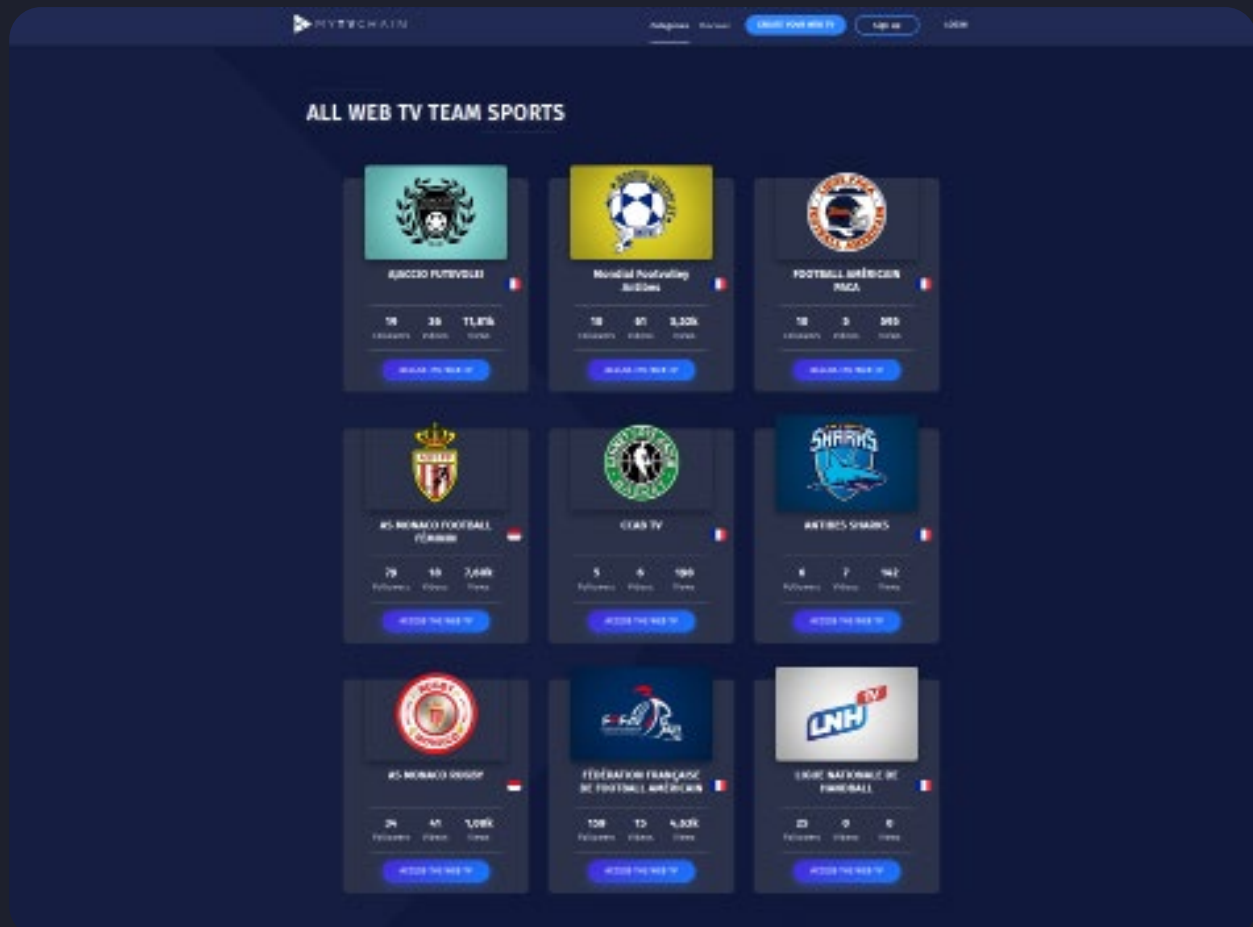
The Reporter

- Manages their own wallet
- Captures and publishes live content (with or without Moderator consent)
- Creates and broadcasts the replays (with or without Moderator consent)
- Invites their community to their web TV with a subscription link to generate subscribers

The Member:

- Manages their own wallet
- Creates their favorite lists
- Invites their community to their web TV with a subscription link to generate subscribers

All the contributions of these members and subscribers are recorded/tracked, and tokens are transferred to their Wallets depending on the impact on the audience. This distribution model is detailed in the Business Model (Global initiative and Growth share program).



BUSINESS MODEL

BLOCKCHAIN ENHANCES COMMUNITY RELATIONSHIPS

Based on the blockchain, every community from club pro and amateur to a group sharing a passion for a sport, can easily generate revenue from watching videos and selling services. As blockchain permits an exact tracking of contribution, it also enables a direct allocation of the value generated.

The community with new platform, blockchain-enabled contribution tracking, audience valuation, is able to establish direct relationships with contributors to the community. Fans/video producers of clubs can market their content independently wherever they want, since the blockchain platform permits fair tracking of usage and reward of the associated contribution to the stakeholders and the clubs.

Benefits

- Blockchain permits direct community relationships between members.
- Marketing performance and impact become more accurately measurable.

The revenue model is based on a Freemium offer, complemented by the opportunity for sports clubs to sell extra services to their communities and where viewers earn token while watching videos.

Viewers then can donate their token to best video director to reward greatest videos or either donate to their favorite club.

A. FREEMIUM MODEL

I. For the member (viewer)

The model allows a user to become a member immediately and, depending on their choice, access several levels of rights such as FREE MEMBERSHIP: free access to Web TVs.

II. For the Creator of the Web TV (Club)

The model allows a club to create its web TV immediately (after validation from MyTVchain) and then, depending on their choice, to access several levels of rights such as:

- a. FREE WEB TV: free creation of a web TV in the MyTVchain network (mytvchain.com/my_club)
- b. PRIVATE WEB TV: creation of a private web TV where members have to pay a monthly subscription fee (with revenue sharing between the Club and MyTVchain)
- c. PREMIUM WEB TV: creation of a private subscription-based “white label” web TV (my_clubtv.com) for the club

BUSINESS MODEL

B. SERVICES OFFER:

Our business model relies on four pillars:

1- The sale of premium services to content creators in the form of a recurring subscription:

- a. MyTVprod and MyTVprod PRO: a production tool for live streams
- b. MyTVprivate: a private Playlist solution
- c. MyTVgeoblock: a solution for geoblocking videos
- d. MyTVads: an internal advertising agency for each WebTV

As well as on-demand services:

- e. The capture of live streams
- f. The creation of video content

2- VOD

- g. VOD allows you to broadcast paid videos on demand
- h. SVOD allows the content creator to create channels by subscription
- i. DONATION allows users to make micro-donations to the content creators/holders

3- Advertising

4- Market place



MARKETING STRATEGY

We have already tested our concept through a prototype platform, oneplace2b (www.oneplace2b.com), where we have already built a community of more than 25,000 users which have generated more than 500,000 video views in a matter of months. The audience was made from very small sport clubs in the south of France and their respective members (including players, fans, supporters, friends and families). This experiment was done as a proof of concept, which turned out to be a success based on these results.

A. Target Audience

One of the main results is the partnership the platform helped to build with local Olympic committee in the south of France. MyTVchain is now already engaged with a community representing more than 15,000 sports clubs and 1 million members.

There are also 13 Olympic Committees in France representing more than 175 000 sports clubs and 16 million members. In the world there is 206 national Olympic committees which represent thus our key target audience.

As a result, we have built our marketing strategy around these committees all over Europe.

Based on these numbers, MyTVchain is developing partnership with local and national Olympic Committees in order to generate strong growth on the MyTVchain platform.

Go to market:

The table below represents the different actions taken to generate growth on MyTVchain:

CHANNEL	MARKETING ACTIVITY	STATUS	BUDGET
Community Management (Social media)	Delivering the platform (Beta version) and creating 'stories' like news, insights, features, partnerships, & releases, via social media channels (Facebook, Twitter, LinkedIn, YouTube, Medium, etc.)	Social media account setup with active	25%
Public Relations	Publicity of MyTVchain via targeted media	Press announcement already communicated on the release of Beta version. Use of press relationships for crowd sale and future features releases	15%
Events	Speaking and exhibiting at Blockchain conferences and sports events.	Blockchain & sport conference planned for 2018/2019	25%
Partnerships	Establish strategic partnerships with Olympic Committees and blockchain players in sport industry	Current partners include Jetcoin in Singapore & French Olympic Committee in the south of France	20%
Media buy	Online campaigns	Launched and ongoing media campaigns	15%

TECHNOLOGY

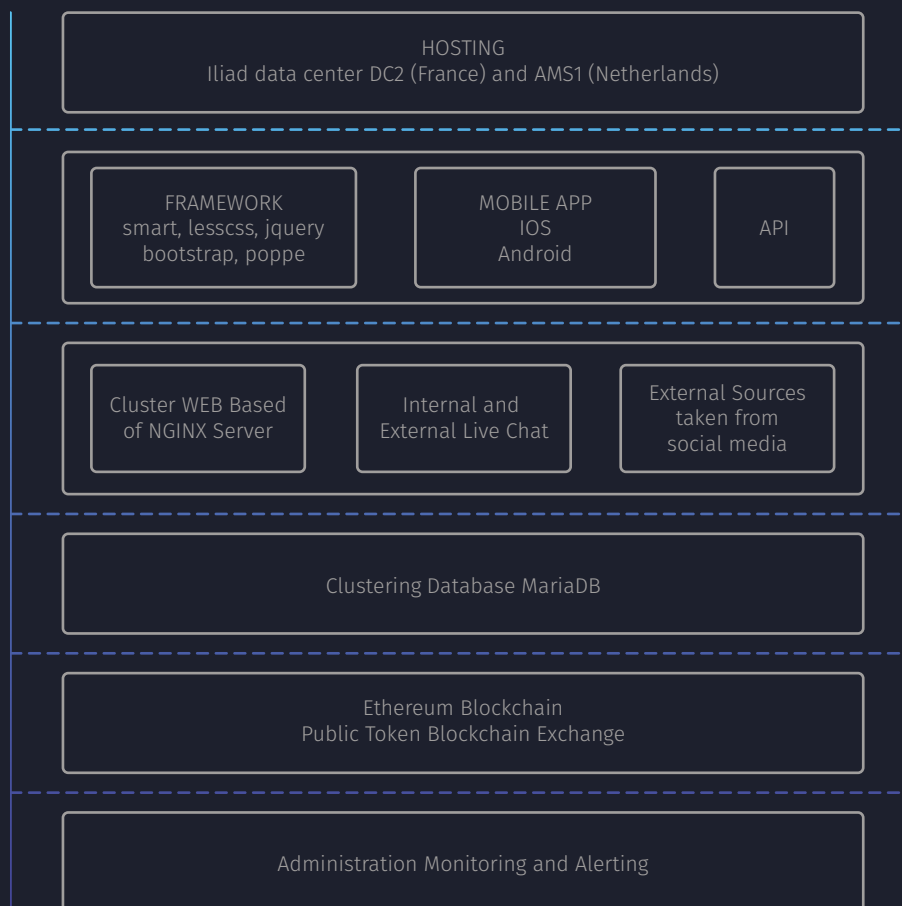
ARCHITECTURE

MyTVchain platform was created using a flexible architecture able to encompass and interconnect as much as possible all its features with the blockchain.

The integration of CDN (Content Delivery Network) / P2P-based (Peer to Peer) technologies will allow MyTVchain to manage service utilization peaks as well as lower CDN costs.

The platform is based on scalable frameworks and databases.

The platform has the ability to integrate other services thanks to an API (live chat, social media, blockchain services), easy to use and resulting in retention of the users.



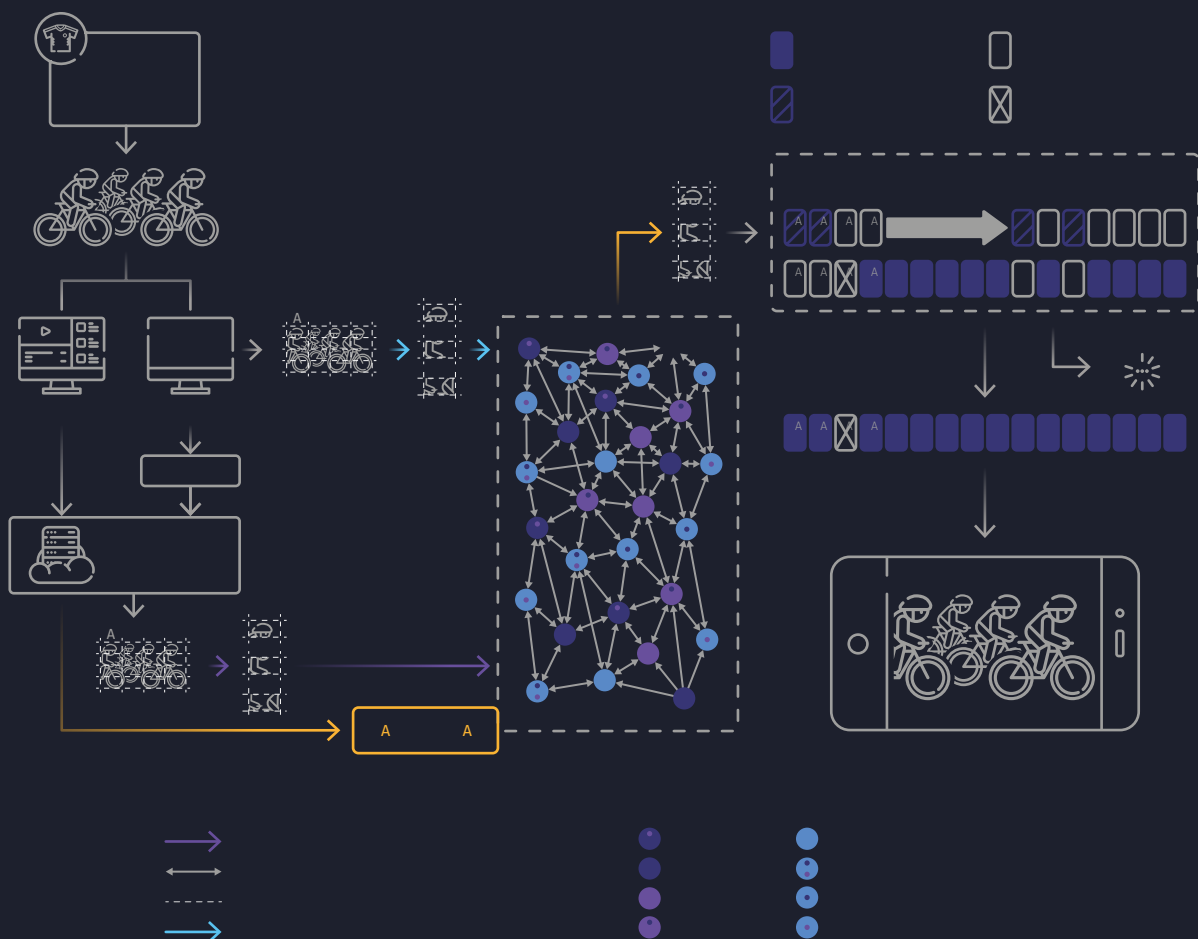
TECHNOLOGY

NETWORK

MyTVchain's technology is based on "Decentralized Video System". The Blockchain has the power to fundamentally disrupt the video industry as it introduces a whole new decentralized model for content distribution. In the Blockchain, computers around the world work together in a Peer-to-Peer network to work on tasks.

The vision of the decentralized Web has begun to materialize over the past two years with the development of networks such as Ethereum, Bitcoin and various token projects to facilitate the transfer of values. These elements form the basis of decentralized applications (DApps). The goal of the MyTVchain technology is to decentralize live video streaming and video on demand over the Internet.

MyTVchain's technology is a hybrid distributed technology based on the interconnection of two CDN and P2P systems.



The deployment of the CDN-P2P service on the platform contributes to cost optimization. Indeed, setting up a decentralized CDN / P2P network service will allow each user to earn MyTV Tokens simply by sharing some of their IT resources with others.

TECHNOLOGY

Each node can quantify its contribution to the MyTVchain platform by means of the Smart contract and be paid through MyTV Tokens accordingly.

“Peer-to-Peer” (P2P) refers to communication between equals, between two autonomous entities that are independent of each other. Generally, a “Peer-to-Peer” system is a decentralized system: each node in the network possesses the same role as any other node.



CDN: Content Distribution Network, or a distributed network of servers that consumers connect to in order to receive video. The servers are normally positioned close to the end user and are normally deployed at scale to provide higher quality video experiences



CNS – Caching Node Stream > bandwidth

This is the bandwidth made available by the member on his equipment. The higher the bandwidth is and the more he earns in token.



CNC – Caching Nodes Content > storage

This is the storage made available by the member on his equipment. The More the storage is important, the more he earns in token. A member can make available bandwidth and storage. The nodes can be multitasking: CNC, CNS and viewers at the same time.



CNC > CNS

For content visualization, storage capacity is more used than the bandwidth.



CNS > CNC

Bandwidth is more used than storage capacity for live streaming.

The deployment of the CDN-P2P service on the platform contributes to cost optimization. Indeed, setting up a decentralized CDN / P2P network service will allow each user to earn MyTV Tokens simply by sharing some of their IT resources with others.

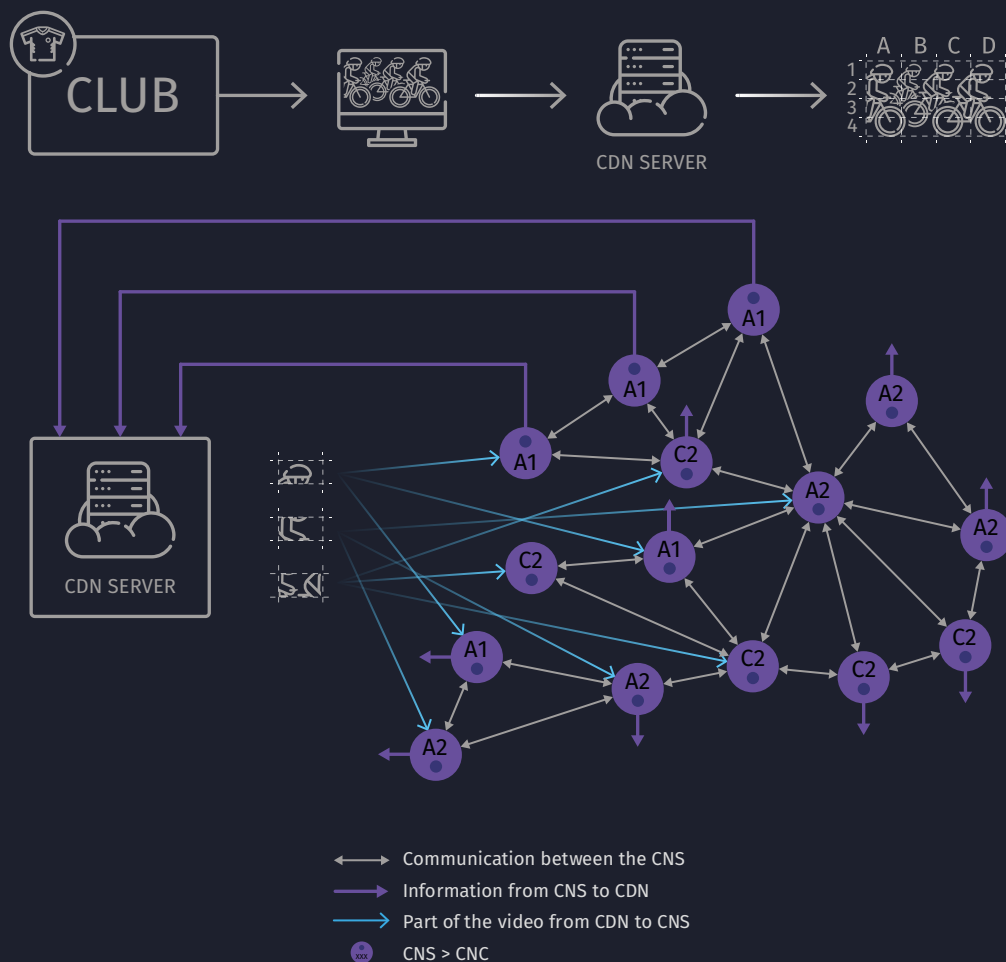
Each node can quantify its contribution to the MyTVchain platform by means of the Smart contract and be paid through MyTV Tokens accordingly.

TECHNOLOGY

LIVE STREAMING WORKFLOW

A. Live streaming upload

The club (director, reporter) streams the video on the CDN. The video is hashed into several “pieces” on the CDN. Each “piece” is sent to a different CNS and clearly identified. Upon receipt of the “piece”, each CNS sends to other CNS the “piece” video. Each CNS sends to the CDN the confirmation of receipt of the video “piece”. As a result, the CDN knows exactly on which CNS is each video “piece”.



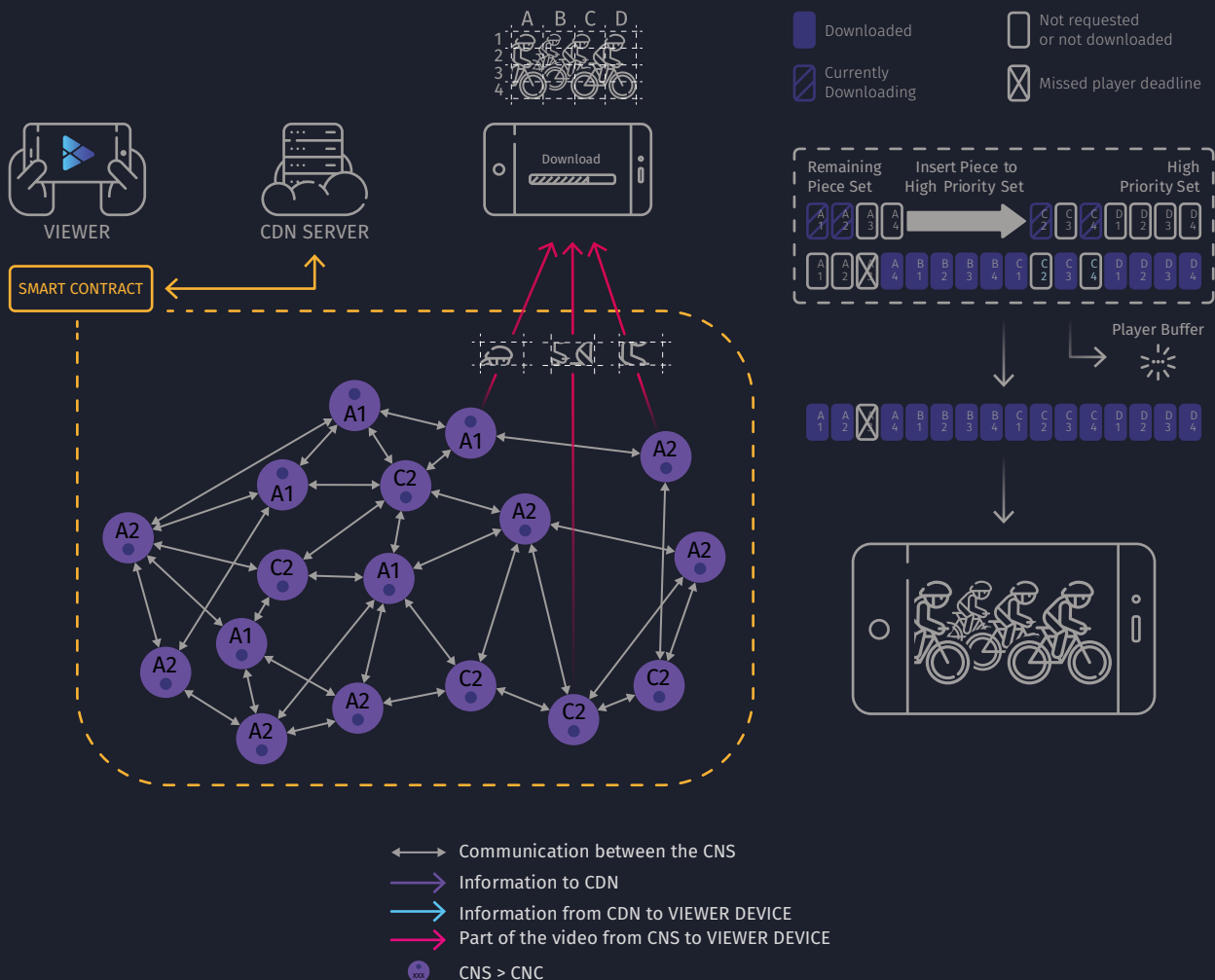
TECHNOLOGY

B. Live streaming download

When a Viewer wants to watch a stream this automatically sends a request to the CDN.

The CDN informs the “DEVICE Viewer” where the different “pieces” are. The “DEVICE Viewer” will search the video “pieces” from the NSCs indicated by the CDN. The video “pieces” arrive step by step on the “DEVICE Viewer”. As soon as the load is reasonably complete, the video starts on the “Viewer DEVICE” screen.

Depending on the bandwidth, the time difference between the LIVE and the Viewer could range between 30s and 300s.

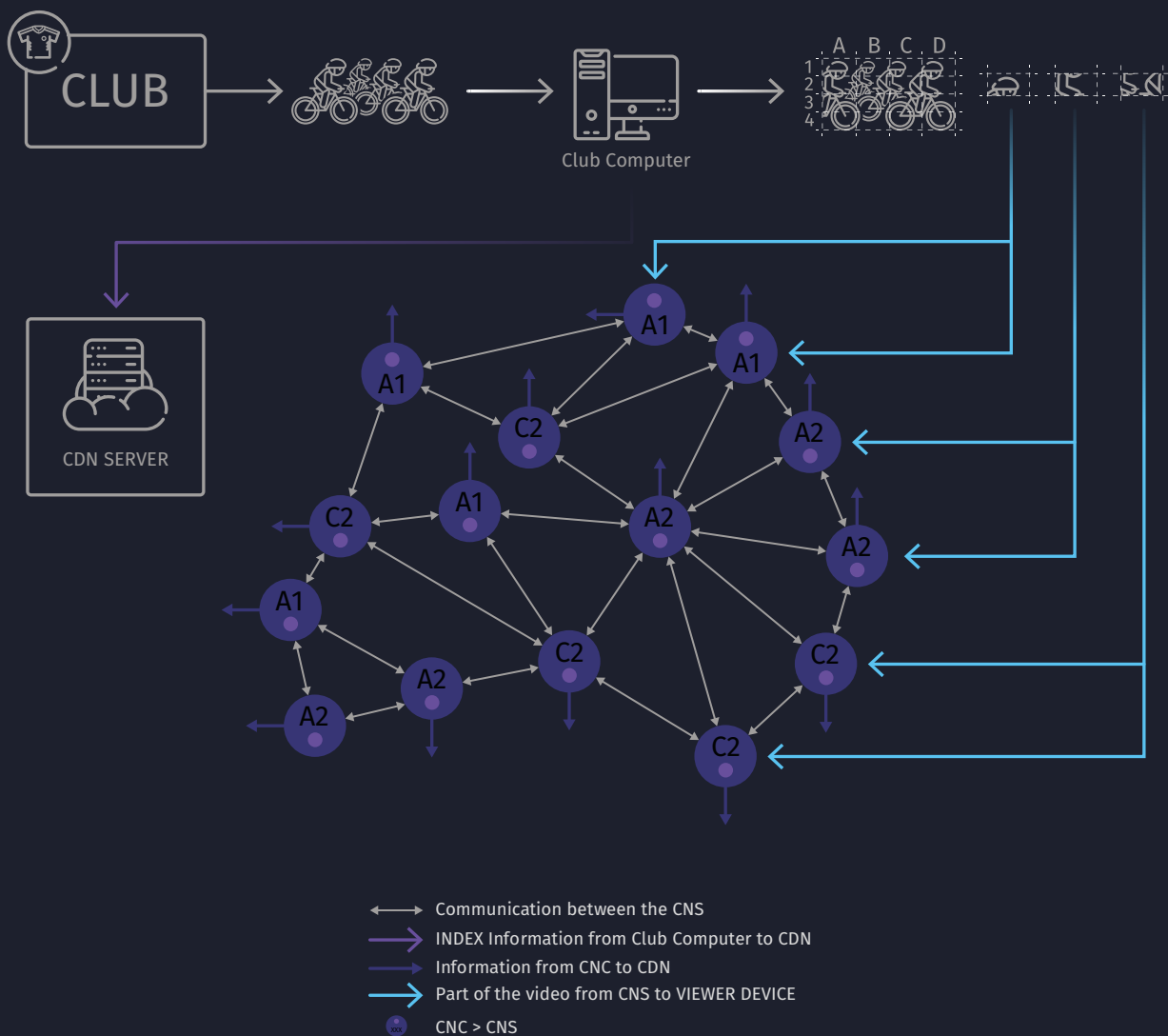


TECHNOLOGY

CONTENT WORKFLOW

A. Content upload

The club (director, reporter) publishes the document(s) for the broadcast on their computer in the MyTVchain "FOLDER". The MyTVchain application installed on their computer will hash the document(s) into several "pieces". The hashed documents are sent automatically to the CNC. At the same time, the CNC index information is sent to the CDN. Each "piece" is sent to a different and well identified CNC. Upon receipt of the "piece", each CNC sends in turn to other CNC the "piece" video. Each CNC sends to CDN the confirmation of reception of the video "piece". If a "piece" is erased from a CNC, the CDN receives the information. As a result, the CDN knows exactly which CNCs each piece of video is.

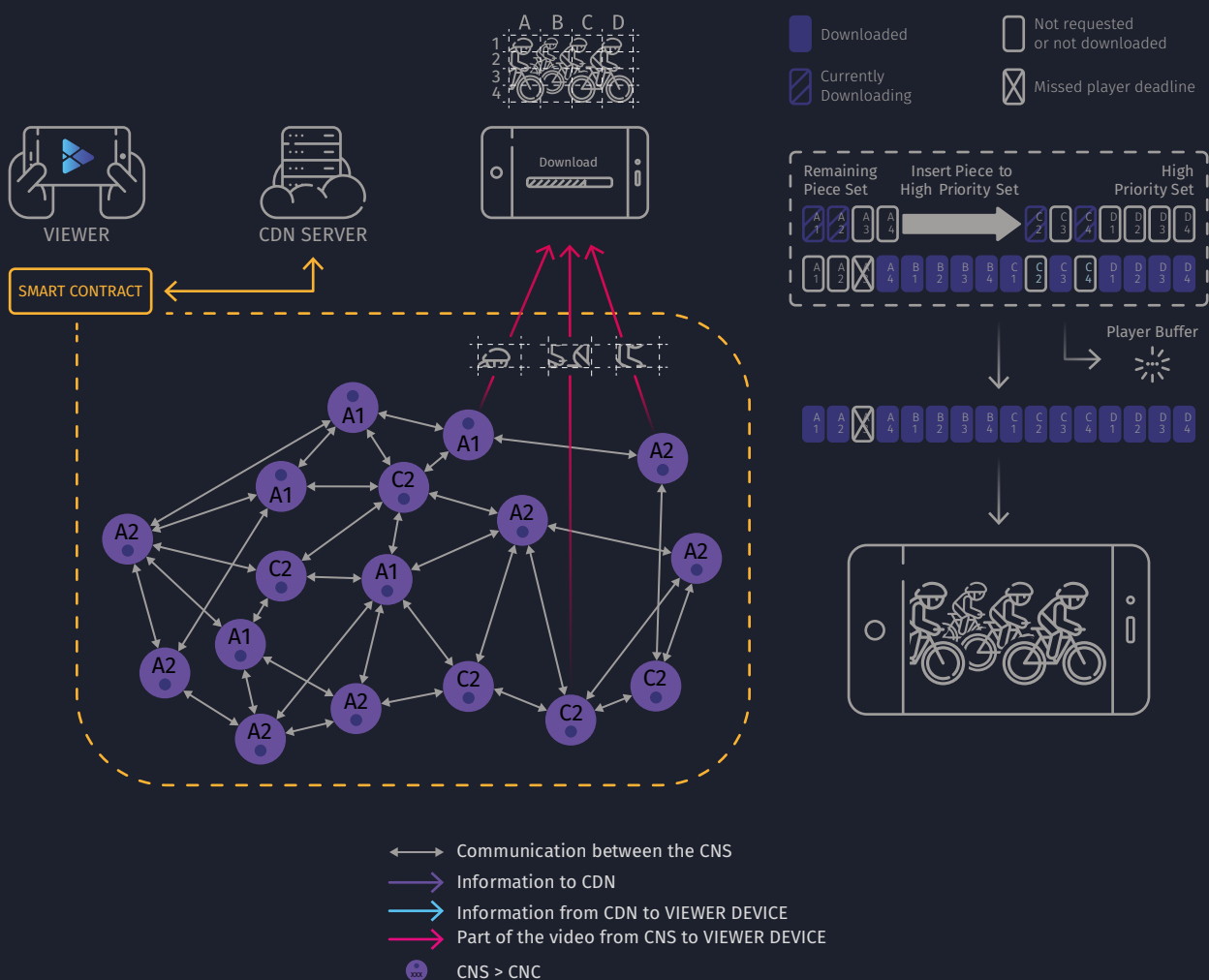


TECHNOLOGY

B. Content download

When a Viewer wants to watch a “CONTENT” a request is sent automatically to the CDN.

The CDN informs the “DEVICE Viewer” where the different “pieces” are. The “DEVICE Viewer” will search the video “pieces” within the CNCs indicated by the CDN. The video “pieces” arrive step by step on the “DEVICE Viewer”. As soon as the load is reasonably complete, the video starts on the “Viewer DEVICE” screen.



COMPETITIVE ADVANTAGES

TV IS DEAD, LONG LIVE TV!

The death knell of television has been sounding for years. Meanwhile, the future of video is on the internet and is evolving rapidly. Streaming videos OTT (over-the-top) is the way video content is now shared, viewed and monetized. OTT has emerged as the next generation of television - driven by the ever-growing network of connected applications and devices, the fast growth of technology, and the insatiable demand for new content.

According to most forecasts, the OTT is expected to experience massive growth over the next five years. Digital TV Research Limited, based in London, predicts that global TV and OTT video revenue will reach \$ 64.8 billion by 2021. In the United States alone, OTT revenues will reach \$ 8 billion in 2021.

“ Users expect the video to be available on every platforms and devices. More than 85% of US Millennials subscribe already to OTT service

(source: Parks Associates' OTT Video Tracker June 2018)

Twenty years after the first live online video feed, the OTT video finally disrupts cable, satellite and over-the-air television. OTT video technology is now a complete solution that has crossed the gulf of the adoption lifecycle, and not only innovators like Netflix, Hulu and Amazon are thriving, but the traditional media companies looking to the future are catching up, like Disney, AT&T, Comcast and Endeavor (formerly WME-IMG). The maturity of space is attested by both tech companies buying content and by content companies buying technology.

And this is also the case in sport:

“For us, the future is OTT. We know that we have to pay attention to millennials. They do not watch television, they do not have a television or subscribe to the cable. We must recover this audience. Over-the-top service is a great opportunity.” - Robert Kraft President, New England Patriots

The success of OTT services in the future will depend on several factors: operational flexibility, creativity with business models and technical agility, as demonstrated by leaders such as Netflix, Hulu and Amazon. With the rapid changes in technology and the ever-increasing expectations of users, a particular focus on the user will be a key differentiator: allowing personalized experiences and focusing on multi-screen viewing are just a few examples of many to provide a value-added experience to our viewers.

COMPETITIVE ADVANTAGES

A swimmer is seen from above, floating on their back in a pool. The water is dark and rippled, with some light reflecting off the surface. The swimmer's arms are extended outwards, and their legs are slightly bent.

MyTVchain goes even further with an OTT service in Blockchain!

MyTVchain allows creators of sports content to be everywhere at once, offering live and immersive programs to interact with their audience. Content creators will need to be ready to respond to this demand with quality content through reliable technology.

MyTVchain develops an autonomous and decentralized video platform, where the value of content is recognized throughout and all contributors are directly and effectively incentivized to develop long-term economic growth for their club.

MyTVchain believes that blockchain technology will create a new paradigm that will allow content providers to focus on their respective competencies while building meaningful partnerships.

Some OTT blockchain projects focus solely on content distribution while MyTVchain pushes the limits by offering a complete video distribution chain from production to rights management, and distribution to monetization.

COMPETITIVE ADVANTAGES

WHY THE OTT MYTVCHAIN BLOCKCHAIN WILL REINVENT THE MEDIA AND OTT INDUSTRY

Sport clubs' empowerment

The blockchain is devoid of any centralized entity and the power is within the community. We developed an ecosystem of communication between sport structures and their fans without barriers, giving rise to a direct customer relationship. The sports community can create, develop and reinvent their video content and the fans will be at the helm. Everything is possible with MyTVchain.

Targeted Marketing and Modern Advertising

The video advertising industry is a multi-billion-dollar market. According to one report, more than 70% of merchants fail to target consumers with specific behavioral data. Moreover nearly 60% of digital video advertisers lack the tools and timely data to measure digital video campaigns.

MyTVchain helps target marketing investments, helping marketers measure marketing efforts and their effectiveness.

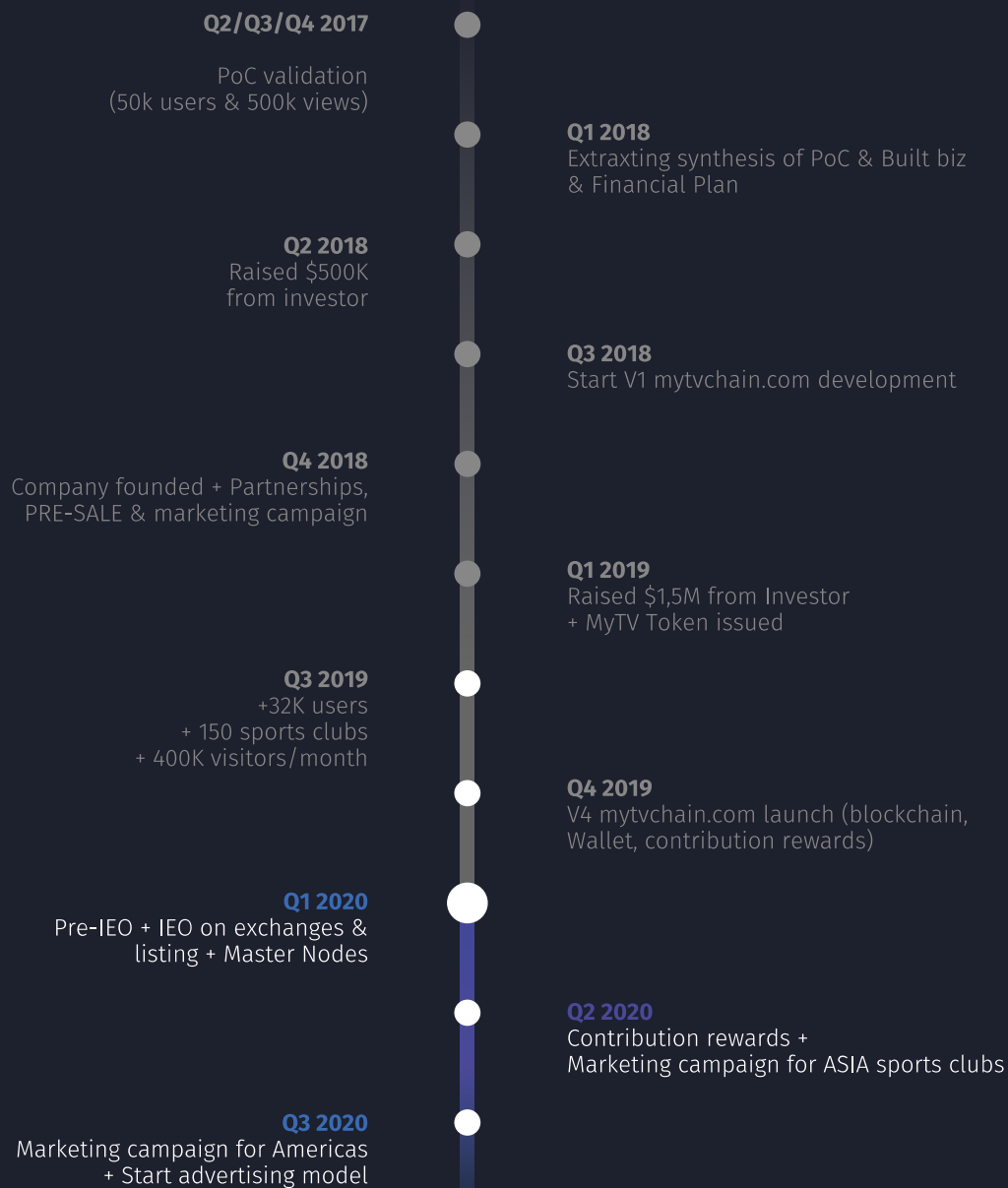
The payment of copyright

The payment of copyright to creators of content has long been unavailable through traditional platforms (YouTube, Facebook etc.). The way content creators are remunerated for their hard work has not been improved since 2010, in fact they are deteriorating. Earnings per 1,000 views decrease significantly from year to year. Creators of content on YouTube are offered a small portion of advertising revenue. In addition, the requirements to generate revenue continue to increase. Users must now have 1,000 subscribers and 4,000 viewing hours in the last 365 days to qualify for the YouTube Partner Program. MyTVchain makes it possible to redistribute the payment of royalties in a transparent way by deploying a smart contract. Blockchain can be used to store a cryptographic "hash" of the original video file. The hash associates the address and the identities of the creator. The blockchain also stores instruction in the form of a smart contract on how sport clubs can be paid for their videos. The use of the blockchain with artificial intelligence (AI) can help ensure that sport clubs are paid for their production.

CDN powered by the chain of blocks

Users around the world collectively carry unused space on their respective devices, whether it's a computer, tablet or smartphone. Thus, by using the blockchain as a decentralized video management system, the collective unused space can be exploited as a storage network. With this, users can leverage bandwidth or storage space with other users on the same network.

ROADMAP



MYTVCHAIN TOKENOMICS

THE MYTVCHAIN DUAL TOKEN

There are two tokens in the MyTVchain.com ecosystem:

- MyTV Token: is the decentralized cryptocurrency representing the fundamental unit of value of the blockchain MyTVchain.com. Everyone can earn MyTV Tokens by the rewards generated from their activity on the platform, for both content creators and viewers (see below). MyTV token is listed on the exchanges.

- MyTV Fan is an internal token created by MyTVchain that has a fixed value of \$ 1.

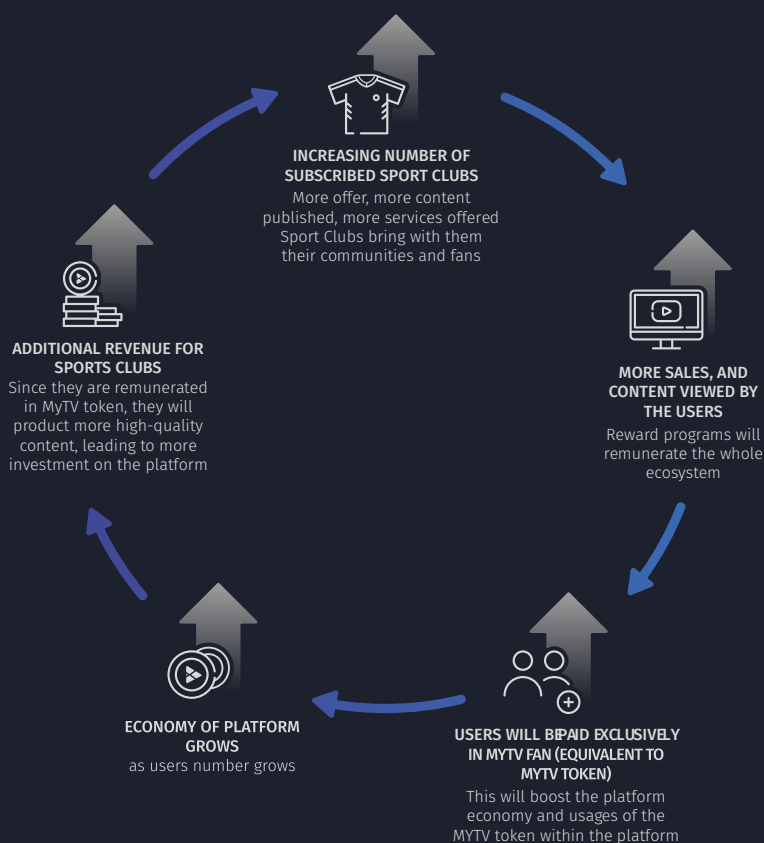
MyTV Fans can be used to make donations to content creators (for example, at Sports Clubs, which film and publish their videos on their web TV on mytvchain.com). It can also be used to buy subscriptions to web TVs on mytvchain.com, to buy products (camera kits for example) and services offered on mytvchain.com (eg geoblocking, the sale of exclusive content by Sports Clubs, etc.).

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

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

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

Illustration of the
MYTV chain virtuous cycle ►



MYTVCHAIN TOKENOMICS

On the technical side:

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

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

a. Viewers receive MyTV tokens from MyTVchain by:

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

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

b. Viewers use their MyTV Fans to :

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

c. Clubs receive MyTV tokens from MyTVchain by:

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

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

d. Clubs receive MyTV Fans from MyTVchain:

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

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

- o MyTVProd: 240 MyTV Fans for one year or 35 MyTV Fans per month*
- o MyTVProd Pro: 540 MyTV Fans for one year or 70 MyTV Fans per month*
- o MyTVAds: 1 200 MyTV Fans for one year*
- o MyTVPrivate: 150 MyTV Fans for one year*
- o MyTVMarket: 300 MyTV Fans for one year*

MYTVCHAIN TOKENOMICS

o MyTVGeoblocking: MyTV Fans for an event, X amount of MyTV Fans for a month, X amount of MyTV Fans for a year*

** Number of tokens might be subject to change*

e. Partnering brands:

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

MYTVCHAIN TOKENOMICS

SYMBOL MYTV	NAME MyTV Token	PLATFORM ERC20	IEO Q1 2020
MAXIMUM SUPPLY (INCLUDING RESERVE) 3,900,000,000		TOKEN AVAILABLE FOR SALE 523,000,000	
HARD CAP \$10,000,000		TOKEN PRICE \$0,067	

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

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

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

MYTVCHAIN TOKENOMICS

TOKEN SALE STRUCTURE & DISTRIBUTION

A. Our model

MyTVchain's IEO model is a capped sale of tokens. This is explained by a redistribution of unsold tokens to the reserve. In fact, the reserve as mentioned above is a driving force in the long-term strategic development of the platform.

MyTVchain aims to put on the market up to 523,000,000 MyTV Tokens, with a hard cap to reach equivalent to \$ 10M needed to finance its future developments. Once this threshold is reached and whatever amount of tokens are sold, the IEO will be considered as completed and the unsold tokens will be reallocated to the reward programs.

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

	RELEASE / MONTH	RELEASE / YEAR	% / TOTAL SUPPLY
Year 1	0	0	0
Year 2	4 166 667	50 000 004	1,28%
Year 3	8 333 400	100 000 800	2,56%
Year 4	12 500 000	150 000 000	3,85%
Year 5	16 666 700	200 000 400	5,13%
Year 6	20 833 400	250 000 800	6,41%
Year 7	20 833 400	250 000 800	6,41%
Year 8	20 833 400	250 000 800	6,41%
Year 9	20 833 400	250 000 800	6,41%

Year 1: No Token release.

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

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

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

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

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

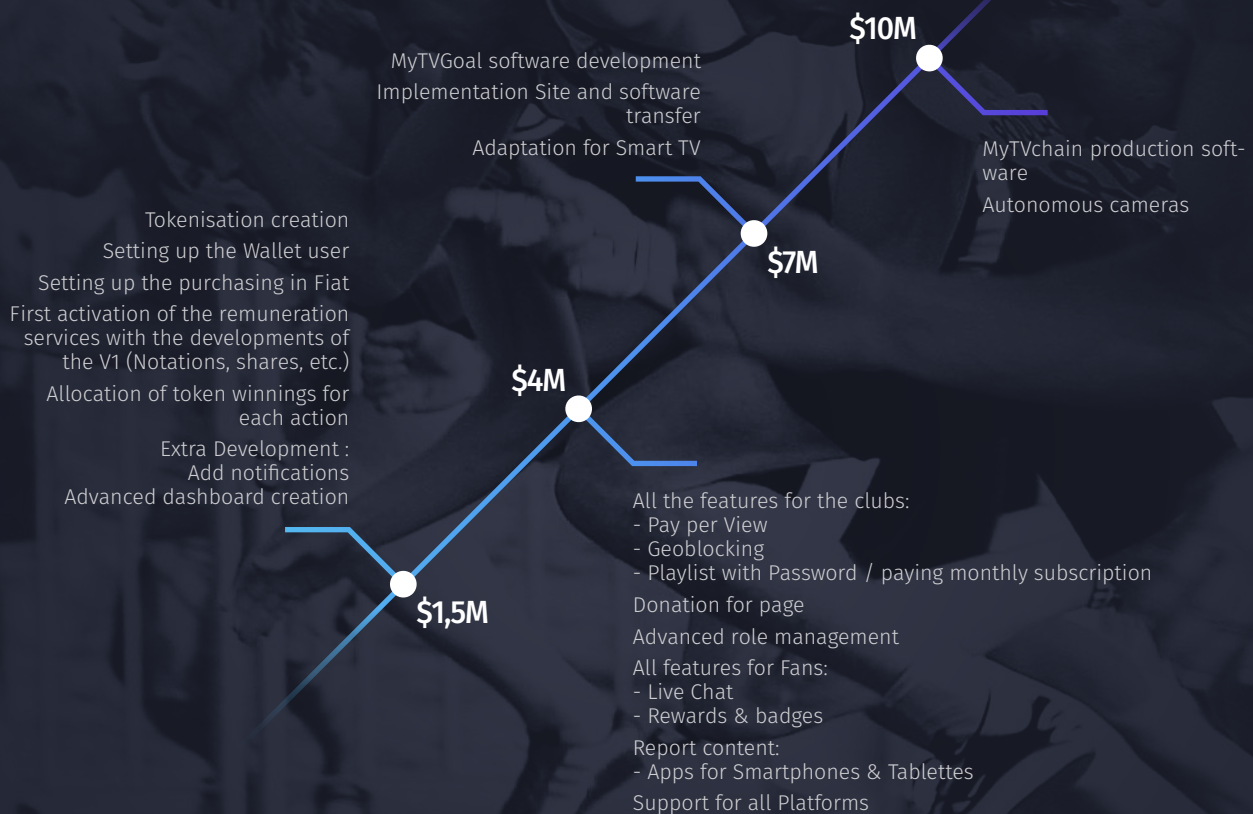
Year 7: as per Year 6

Year 8: as per Year 6

Year 9: as per Year 6

MYTVCHAIN TOKENOMICS

TIMELINE PROJECT DEVELOPMENT



BUDGETS & FINANCIALS

The acquisition of proceeds of the MyTVchain token sale will be channelled into product development and marketing of the MyTVchain platform to enable rapid adoption of its platform to achieve global growth and scale. Indicated below is a representation of our breakdown of costs for coming years:

Total per year	2020	2021	2022	2023	Grand total
Number of clubs	3,000	10,000	25,000	50,000	88,000
Number of views	15,000,000	50,000,000	200,000,000	500,000,000	765,000,000
Revenue	2020	2021	2022	2023	Grand total
Premium services	215,000 €	650 000 €	1,600,000 €	3,800,000 €	6,265,000 €
VOD/SVOD/DONS	110,000 €	2,500,000 €	6,100,000 €	11,000,000 €	19,710,000 €
Advertisements	100,000 €	500,000 €	1,400,000 €	3,600,000 €	5,600,000 €
Marketplace	50,000 €	220,000 €	850,000 €	2,000,000 €	3,120,000 €
Revenue	475,000 €	3,870,000 €	9,950,000 €	20,400,000 €	34,695,000 €
Costs	2020	2021	2022	2023	Grand total
Operational expenses	729,900 €	887,900 €	887,900 €	947,900 €	3,453,600 €
Salaries	455,000 €	540,000 €	644,000 €	764,400 €	2,403,400 €
Social charges	191,100 €	226,800 €	270,648 €	321,048 €	1,009,596 €
Total costs	1,376,000 €	1,654,700 €	1,802,548 €	2,033,348 €	6,866,596 €
Gross profit	-901,000 €	2,215,300 €	8,147,452 €	18,366,652 €	27,828,404 €

MYTVCHAIN MASTERNODES

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

A. 4-level Master Node system :

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

MyTVchain offers four types of master nodes:

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

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

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

LEVEL	COLLATERAL	MAX NODES 1° YEAR	% / TOTAL SUPPLY			
			DRIVES	CONNECTION	BANDWIDTH PER MONTH	CPU
Bronze	10 000	500	25 Go	1 Gbit/sec	1 To	1
Silver	30 000	300	50 Go	1 Gbit/sec	2 To	1
Gold	100 000	100	75 Go	1 Gbit/sec	3 To	2
Platinum	300 000	50	150 Go	1 Gbit/sec	4 To	4

*The Bronze level requires a VPS dedicated to MyTVchain with 25 GB of storage, 1 TB of bandwidth with a VPS dedicated to MyTVchain or unlimited bandwidth and 1CPU

* The Silver level requires a VPS dedicated to MyTVchain with 50 GB of storage, 2 TB of bandwidth with a VPS dedicated to MyTVchain or unlimited bandwidth and 1CPU

* The Gold level requires a VPS dedicated to MyTVchain with 75 GB of storage, 3 TB of bandwidth with a VPS dedicated to MyTVchain or unlimited bandwidth and 2 CPUs

* The Platinum level requires a VPS dedicated to MyTVchain with 150 GB of storage, 4 TB of bandwidth with a VPS dedicated to MyTVchain or unlimited bandwidth and 4 CPUs

MYTVCHAIN MASTERNODES

B. Definition's

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

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

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

C. Master Node Rewards:

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

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

As example, the following formula applies:

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

	BRONZE LEVEL		SILVER LEVEL		GOLD LEVEL		PLATINUM LEVEL	
	MYTV TOKENS	ROI	MYTV TOKENS	ROI	MYTV TOKENS	ROI	MYTV TOKENS	ROI
Collateral	10 000	72,80%	30 000	80,08%	100 000	91,00%	300 000	109,20%
Monthly reward	607		2 002		7 583		27 300	
Yearly reward	7 280		24 024		91 000		327 600	

D. Master Node Rewards

MyTV - Stack		
	MyTV TOKENS	ROI
Collateral	10 000	21,84%
Monthly reward	182	
Yearly reward	2 184	

EVENTS



STRATEGIC PARTNERSHIPS



France



Singapore



Japan



China



UK Israel



UK



Vietnam



Singapore



France



USA

Selected by the largest worldwide sports & blockchain accelerator

CORE TEAM

18

PEOPLE HIGHLY EXPERIENCED IN MEDIA & FINANCE
INDUSTRY INCLUDING CONSULTANTS, PARTNERS AND
SUB-CONTRACTORS



Xavier Gesnouin

PRESIDENT



François Le Page

CEO



Junior Bouis

COO



Florin Novac

CTO
(BLOCKCHAIN EXPERT)



Lucas Condello

PROJECT MANAGER



Andra Lazaruc

FULL STACK &
BLOCKCHAIN DEVELOPER



Benjamin Ricard

MARKETING OFFICER



Teodor Alexandru

FULL STACK &
BLOCKCHAIN DEVELOPER



Manu Tebib

ASSISTANT PROJECT
MANAGER

ASSOCIATE ADVISORS & PARTNERS

ADVISORS



Alban Villani

Regional Managing Director CRITEO (Nasdaq: CRTO), Entrepreneur (5 start-ups), Investor, Blockchain, AI & eCommerce, French Foreign Trade Advisor, Singapore



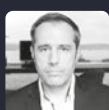
Mo Jalloh

Co-Founder & CEO of Zimrii, expert in blockchain Founder and Board member of the Australasian Blockchain Music Association (<https://www.abma.asn.au/>) Former Manager Advisory services KPMG CPA (AUS) & Chartered Institute of Management Accountants (UK) qualified Blockchain | Cryptocurrencies | Blockchain Architecture | Information Management Strategy | Analytics | Big Data | Financial Control



Hervé Liberman

Regional Olympic Committee (South of France) President



Eric Alexandre

Founder & CEO Jetcoin Institute, financing the development of young athletes and artists. Former creative director who worked with Samsung, Panasonic, Volkswagen, Elite Models, BMW, JVC and Daikin amongst others and Managing director of EML Singapore since 2010.



Nicolas Olvera

Nicolas is heading the International Business Development department of LBXpro, an OTC solution for ICOs and is talent relations at Jetcoin. Nicolas holds a BBA in International Business from the Spring Hill College (Al) and lives in Singapore.

PARTNERS



THE IEO OPPORTUNITY

“ Imagine the perfect combination of the best aspects of sport video sharing, from publishing great sport clubs’ videos (finals, competitions, etc.) to booking for sport clubs’ events and online services & sponsoring.

Imagine a place where everyone can publish, share, control and manage the value of sport clubs’ videos and monetize this content to help sport clubs, children, fans, supporters, friends and families to participate, animate and make clubs grow everywhere around the globe.

Imagine an entire chain of blocks, users, data open and free without intermediaries... “This is MyTVchain!”

MyTVchain aims to open up the sport clubs video marketing ecosystem based on three massive opportunities by enabling:

- The first free, open network to empower sport clubs’ credibility and content sharing as a viral & viable option to traditional online advertising.
- A new social-sharing experience to search & discover new sport videos, services and clubs that you love, trust and want to help.
- A Blockchain-based platform to secure transactions, guarantee proof of work, and fuel ever-increasing demand for MyTV tokens as users increase.

MyTVchain is free, sustainable and collaborative for all sport clubs, for all players and supporters worldwide.

WHY MYTVCHAIN COULD NOT EXIST WITHOUT A TOKEN-BASED BUSINESS MODEL?

Using Token instead of cash makes a tremendous difference in the online ecosystem nowadays. The use of a token allows much more functionalities than just FIAT transactions. In addition to facilitate transactions on the platform, we use our token as a proof of view, which is time-stamped and recorded in order to manage the reward and donation system.

Tokens are the modern version of “reward points” mixed with a mean of payment that changes everything. You can accept them to get paid for your products or services (instead of cash or credit cards) and you can give them to users/customers as rewards for loyalty.

You can offer them to users as incentives for contributing content, data, or even their computing power to your platform (instead of “badges” or “likes”) and you can use them as the basis of a marketplace for your customers to trade with each other (instead of PayPal or bank transfers).

In addition, using a blockchain ensures openness, transparency and immutability of transactions, unlike the black-box of most proprietary points programs and virtual currency schemes. Currently, we are dealing with a traditional system (in cash) that has no serious utility, poor cross border payment and high intermediary fees, which are governed by central authorities. We have estimated \$450 Billion worth of cryptocurrency market that has utility, easy cross-border payment, immutability on the ledger as long as they have a nice form of consensus, lower transfer fees, and security. We have entire protocols which have means of exchange of value. For example, Ethereum has gas for the network to process all types of computational functions on a world basis computer.

Could we deploy MyTVchain without token? The answer is “NO”!

For the reasons detailed above, MyTVchain needs to be deployed with tokens. The use of the blockchain provides and ensures openness, transparency and immutability of transactions when the entire society is in demand for honesty, transparency, and wants to be sure that it receives a fair deal. This is not possible anymore using e-payments.

We use the blockchain technology for the benefits it provides to users, sponsors and sport clubs. This helps everyone earn more to cover costs, sustain infrastructure and development but also transparency, honesty and freedom of online ecosystems.

LEGAL DISCLAIMER

Any buyer purchasing the Company's products or services shall expressly recognize to be perfectly aware of all and/or any technical and market uncertainties which are inherent in any business development project as presented in this White Paper (see below for risk factors) and that this project may therefore never come to fruition or may have to be abandoned, without the MyTV Token being used. In such a case, the buyer shall expressly acknowledge and accept that it will not be entitled to sue or bring any direct or indirect legal action before the courts, the arbitration bodies or any alternative dispute settlement body in France or abroad, against the Company, its directors, shareholders, employees or subcontractors in the event of the non-performance, non-deployment or non-implementation of the project, even in cases where its MyTV Tokens have lost some or all of their value. In addition, the Company shall not be held liable for any of the following:

- (I) use of services that are not compliant with the applicable terms;
- (II) non-performance, failure, malfunction or unavailability of the services due to a third party, the buyer, a third-party product, or the buyer's breach of its obligations;
- (III) indirect damages such as business loss or disturbance, loss of orders, operating loss, infringement of the trade mark, loss of profits or clients (e.g. improper disclosure of confidential information concerning said clients due to failure or piracy of the MyTVchain platform, third-party proceedings against the client, etc.) and/or any kind of expectation damages;
- (IV) loss, disclosure or unlawful or fraudulent use of user sign on by the buyers or third parties;
- (V) suspension of access or temporary or permanent suspension of services (in particular, arising from a request issued by an appropriate administrative or judicial authority, or notification received from a third party);
- (VI) loss, alteration or destruction of all or part of the content (information, data, applications, files or other items) hosted on the infrastructure, insofar as the Company is not responsible for managing the continuity of buyer's activities, and data backups in particular;
- (VII) mismatch between the services and the buyer's needs (in particular, with regard to the sensitivity of the relevant data);
- (VIII) security incidents relating to use of the Internet, concerning in particular the loss, alteration, destruction, disclosure or unauthorised access to the buyer's data or details on or via the Internet; and
- (IX) damages to systems, applications and other items installed by the buyer on the infrastructure.

This White Paper does not constitute an offer and/or an invitation to sell shares, securities or rights belonging to the Company or any related or associated company.

None of the information or analyses in this White Paper is intended to provide a basis for an investment decision, and no specific investment recommendation is made. Accordingly, this White Paper does not constitute investment advice and/or an invitation to invest in any security or financial instrument of any nature whatsoever.

This White Paper does not constitute or form part of, and should not be construed as, an offer for a sale or subscription, or an invitation to buy or subscribe securities or financial instruments. This White Paper, or any of its component parts, does not constitute the basis for, or should not be never used as a basis for, or in connection with, a contract for the sale of securities or financial instruments or a commitment to sell securities or financial instruments of any kind.

The Company hereby expressly disclaims any liability for any direct or indirect loss or damage of any kind including but not limited to any kind of expectation damages arising directly or indirectly from: (I) any reliance on the information contained in this White Paper; (II) any error, omission or inaccuracy in said information; or (III) any resulting action that may be brought.

This White Paper has been constructed in accordance with the applicable EU regulations.

A MyTV Token does not represent and shall not constitute an investment.

in a security or a financial instrument within the meaning of EU Directive 2014/65/EU of the European Parliament and of the Council of 15 May 2014 relating to markets in financial instruments:

MyTV Token confer no direct or indirect right to the Company's capital or income, nor does it confer any governance right within the Company;

A MyTV Token is not proof of ownership or a right of control.

Control over a MyTV Token does not grant the controlling individual any asset or share in the Company, or in the MyTVchain platform. A MyTV Token does not grant any right to participate in control over the Company's management or decision-making set-up, or over MyTVchain platform.

A MyTV Token is not an electronic currency.

within the meaning of EU Directive 2009/110/EC of the European Parliament and of the Council of 16 September 2009 relating to access to and pursuit of the business of electronic currency institutions: MyTV Tokens are not accepted outside the MyTVchain platform and a MyTV Token do not have a fixed exchange value equal to the amount delivered at the time of their issue. A MyTV Token shall not be therefore regarded as or considered an electronic currency.

A MyTV Token is not a payment service.

within the meaning of EU Directive 2007/64/EC of the European Parliament and of the Council of 13 November 2007 relating to payment services in the internal market, nor within the meaning of EU Directive N° 2015/2366 of the European Parliament and of the Council of 25 November 2015 relating to payment service 2 (DSP 2): the Token Sale does not involve the purchase and/or sale of MyTV Token and the Company's business does not consist in receiving currencies against the delivery of MyTV Token; as such, a MyTV Token is not a means of payment either.

A MyTV Token is a cryptographic token used by the MyTVchain PLATFORM.

A MyTV Token is a crypto-asset, i.e. digital asset registered on a blockchain granting their holder specific rights related to the MyTVchain platform which will be developed with the proceeds of the sale of such digital asset.

SALES RESTRICTIONS

The Token sale excludes certain groups of people, such as «U.S. person» and consumers. Please refer to the sales restrictions set out in the terms of Tokens sale to be entered into between the company and each purchaser of Tokens (the **"Terms of Token Sale"**) available at www.mytvchain.io

More generally, Tokens are not intended for sale or use in any jurisdiction where sale or use of digital Tokens may be prohibited. To

LEGAL DISCLAIMER

ensure their eligibility for the purchase of MyTV Tokens, buyers expressly declare that they are not a “U.S. citizen” (within the meaning of “Regulation S” of the Securities Act 1933 under U.S. law), i.e.:

- (I) any private individual resident in the United States of America;
- (II) any partnership or business organised or established under U.S. law;
- (III) any property of which the executor or administrator is a U.S. citizen;
- (IV) any trust of which a proxy is an American citizen;
- (V) any agency or branch of a foreign entity located in the United States of America;
- (VI) any non-discretionary account or similar account (other than a trust or property) held by a trader or other trustee for the benefit of or on behalf of a U.S. citizen;
- (VII) any discretionary account or similar account (other than a trust or trust) held by a trader or other trustee, that is organised, established or (if a private individual) resident in the United States of America; and
- (VIII) any partnership or company if:
 - (a) it is organised or established under the law of a foreign jurisdiction; and

- (b) it is formed by a U.S. citizen primarily for the purpose of investing in securities not listed under the U.S. Securities Act, unless it is organised or established, and owned, by accredited investors who are not private individuals, trusts or properties.

WARNINGS ON THE RISKS INHERENT TO THE IEO

Risk of loss of access to a MyTV Token due to loss of credentials

Until it is distributed to the buyer, the said buyer's MyTV Token may be linked to a Company account. You can only access the Company account using the credentials selected by the buyer. The loss of these credentials will result in the loss of the MyTV Tokens. Good practices advise buyers to store their credentials securely in one or more backup locations that are geographically separated from the work location.

Risks Associated with the Ethereum protocol

Both MyTV Tokens and the MyTVchain platform are based on the Ethereum protocol. Therefore, any malfunction, unplanned function or unexpected operation of the Ethereum protocol may cause the MyTVchain platform or MyTV Tokens to malfunction or operate in a way that is not expected. Ether, the native Ethereum Protocol account unit, may itself lose value in a similar way to MyTV Tokens, and also in other ways.

For more information on the Ethereum protocol, see <http://www.ethereum.org/>

Risks associated with the buyer's credentials

Any third party that obtains access to the buyer's credentials or private keys may be able to use the buyer's MyTV Tokens. To minimise this risk, buyers must protect themselves against people gaining unauthorised access to their electronic devices.

Legal risk and risk of adverse regulatory intervention in one or more jurisdictions DLT technologies have been reviewed by various regulatory bodies around the world, including within the European Union. The Token Sale has been structured to comply with EU law applicable at the time of the offer.

The operation of the MyTVchain platform and of MyTV Tokens may

be impacted by the passing of restrictive laws, the publication of restrictive or negative opinions, the issuing of injunctions by national regulators, the initiation of regulatory actions or investigations, including but not limited to restrictions on the use or ownership of digital tokens such as MyTV Tokens, which may prevent or limit development of the MyTVchain platform.

Given the lack of crypto-currency qualifications in most countries, each buyer is strongly advised to carry out a legal and tax analysis concerning the purchase and ownership of MyTV Tokens according to the laws applicable to their nationality and place of residence.

Risk of an alternative, unofficial ecosystem

Following presales and development of the original version of the MyTVchain platform, there is a possibility that alternative platforms may have been established using the same open-source code and open source protocol that underlies the MyTVchain platform. The official MyTVchain platform may find itself in competition with these alternatives, unofficial platforms based on MyTV Tokens, which could potentially adversely impact the MyTVchain platform and MyTV Tokens.

Risk of a lack of interest in the MyTVchain platform or distributed applications

There is a possibility that the MyTVchain platform may not be used by a large number of sports clubs, individuals and other organizations, and that there may be limited public interest in the creation and development of distributed applications. Such possible lack of interest could eventually impact on the development of the MyTVchain platform and, therefore, on the uses or potential value of MyTV Tokens.

Risk that the MyTVchain platform is not developed

The rights associated with MyTV Tokens are exclusively limited, in their scope, to the MyTVchain platform. The value of the MyTV Tokens is therefore heavily correlated with the existence of such MyTVchain platform, which has not yet been implemented. MyTV Tokens may lose part or all of their value if the MyTVchain platform is never fully developed.

Risk that the MyTVchain platform, as developed, does not meet user expectations

The MyTVchain platform is currently under development and may undergo significant redesign prior to its launch. For a number of reasons, not all user expectations concerning the MyTVchain platform or MyTV Tokens' form and function may be met on the launch date, including changes in design, implementation and execution of the MyTVchain platform.

Risk of theft and piracy

Hackers or other malicious or criminal groups or organizations may attempt to interfere with the MyTVchain platform or the availability of MyTV Tokens in several ways including, but not limited to, denial of service attacks, Sybil attacks, mystification, surfing, malware attacks, or consensus-based attacks.

Risk of security weaknesses in the MyTVchain platform's core infrastructure software

The MyTVchain platform 'core software is based on open source software. There is a risk that the Company team, or other third parties, may intentionally or unintentionally introduce weaknesses or bugs into the core infrastructure elements of the MyTVchain platform, by interfering with the use of, or causing loss of, MyTV Tokens.

LEGAL DISCLAIMER

Risk of weakness or exploitable breakthrough in the field of cryptography

Advances in cryptography, or technical advances such as the development of quantum computers, may present risks for crypto-currencies and the MyTVchain platform, which could result in the theft or loss of MyTV Tokens.

Risk of a MyTV Token mining attack

As with other decentralized cryptographic tokens and crypto-currencies, the blockchain used for the Platform is vulnerable to mining attacks, including but not limited to, dual-expense attacks, powerful mining attacks, selfish mining attacks, and critical competition attacks. Any successful attack poses a risk to the MyTVchain platform, the expected performance and sequencing of the Company's markets, and the expected performance and sequencing of Ethereum contract calculations. Despite the best efforts of the Company's team, the risk of known or new mining attacks exists.

Risk of the MyTVchain platform failing to be used or adopted

While MyTV Tokens shall not be considered an investment, their value is bound to change over time. This value may be limited if the MyTVchain platform is not sufficiently used and adopted. In such a case, there could be few or no markets at the MyTVchain platform launch, which would limit the value of MyTV Tokens.

Risk of a tight market for MyTV Token

There are currently no exchanges or trading facilities on which MyTV Tokens can be traded. If such exchanges or trading facilities do develop, they will probably be relatively new and subject to poorly understood regulatory oversight. They may therefore be more vulnerable to fraud and default than the established and regulated exchanges that exist for other products. Should exchanges or trading facilities that represent a substantial part of the MyTV Tokens trading volume be involved in fraud, security failures or other operational problems, the failures of such exchanges or trading facilities may limit the MyTV Tokens value or liquidity.

Liquidity Risk

The purchased MyTV Tokens will be freely transferable (subject to the conditions set out in the Terms of Token Sale, including but not limited to the condition that the transferee is an Eligible Investor (as defined in the Terms of Token Sale)), as no lock-up or vesting period will apply to MyTV Tokens purchased during the Token Sale. However, as of the date of this White Paper, the MyTV Token is not listed on any crypto-assets exchange platforms. As a result, there is no assurance that a secondary market will develop and that the holders will be able to sell their MyTV Tokens.

Risk of an uninsured loss

Unlike bank accounts or accounts in other regulated financial institutions, funds held through the Company or Ethereum network are generally uninsured. At present, there are no public or private insurance agents providing buyers with coverage against a loss of MyTV Tokens or a loss of value.

Risk of winding-up of the Company's project.

For a number of reasons including, but not limited to, an unfavourable fluctuation in Bitcoin value, an unfavourable fluctuation in MyTV Tokens value, the failure of business relationships or competing intellectual property claims, the Company project may no longer be a viable activity and may be dissolved or simply not

launched.

Risk of malfunction in the MyTVchain platform

The MyTVchain platform may be impacted by an adverse malfunction including, but not limited to, a malfunction that results in the loss of MyTV Tokens or market information.

Unforeseen risks

Crypto-currencies and cryptographic tokens are a new and untested technology. In addition to the risks stipulated above, there are other risks that the Company's team cannot predict. Risks may also arise out of and/or occur as unanticipated combinations or as changes in the risks stipulated herein.

Furthermore, due to regulatory uncertainty at current state, green card holders of the United State of America (USA) or citizens or residents (tax or otherwise) of the USA, or other USA are not eligible to register as platform user and are not to purchase any token.

If you are in any doubt as to the action you should take and the consequences it will involve, please consider consulting your legal, financial, tax or other professional advisor(s) for necessary advice.





MYTVCHAIN

Live sports, powered by blockchain

Copyright © 2020 MyTVchain. All Rights Reserved

MyTVchain S.A.S : Theleme - OX53, 1501 Route des dolines, Sophia Antipolis, 06560 Valbonne
France R.C.S. Grasse 441 101 029

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

UEN: 201919240C