

Decentric Media

WHITEPAPER



*"Great stories happen to those who
can tell them." --Ira Glas*

***THE (R)EVOLUTION WILL BE
DECENTRALIZED***

And now it is Live

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"If you're going to have a story, have a big story, or none at all." --Joseph Campbell

INTRODUCTION

From campfire mythologies, to Gutenberg pressed books, from radio news bulletins to golden age movies, from CNN to the MTV Generation, from news feeds to hashtags, every era has a unique media voice, a way of speaking of itself to itself and the world. And now, on the threshold of the era of decentralization, a new voice arises, bold, smart, crypto savvy, hip, confident and ready to carry the banner of this emerging movement.

Decentric is the voice of the people and the voice of the future. It challenges us to confront the world's failing systems, the impact of inequitable economies and the terrible falsehood of externalities. Decentric celebrates the arising of a new "from-me-to-we" culture who are more than a collection of individuals, more than all the collective doing, thinking, transacting, governing and planning

We are a culture who knows that the emergent syntropy of the WE is what is needed to empower us to reinvent the way we live, love, commune, do business, and do massive good in service to the greater collective of humanity.

Humanity is waking up to new possibilities. The civic audience has gone well past the tipping point of becoming aware that we are aware of the true nature of Life and the world around us.

Models like Burning Man illustrate how we can all thrive when engaging in emergent approaches to governance, co-creation, and values-based economies/currencies. The collective agreements are based on simple rules that foster sovereignty/agency, non-competition/non-judgement, permission, leave-no-trace, and free-flow of value. Individuals and collectives are encouraged to choose to offer their gifts fully towards co-creating a collective experience that they feel brings the most value to the collective. Those who may

not be “into” that expression or offering don’t judge, critique or compete.. They simply choose to put their energy in other more personally rewarding areas.

Industry however is lagging dramatically, still caught up in the old outdated stories of yesterday’s extractive self-serving business mentality. The distributed movement seeks to bring these worlds together in a way that matches the free flow of capital with innovations that serve the person, people and planet in as uplifting and regenerative a way as possible.

The pioneers of this fresh new era now have voice to represent them in the world. To promote their projects, to spread their ideals, to invite others to participate, and to evolve the public conversation in ways that constructively solves the challenges and celebrates the victories.

Decentric is the voice is the voice of the decentralized movement that seeks out the most promising future for humanity and anchors it solidly in the now.

OUR STORY

"The stories we tell literally make the world. If you want to change the world, you need to change your story. This truth applies both to individuals and institutions." -- Michael Margolis

The action plan follows the three act structure.

The first act

"Sometimes reality is too complex. Stories give it form." --Jean Luc Godard

It is usually used for exposition, to establish the main characters, their relationships and the world they live in. Later in the first act, a set of dynamic, on-screen incidents occurs that confronts the protagonist.



In the climax of act one, the protagonist, Decentric Media acts as a Prometheus, bringing the light of relevant information along with the fire of actionable knowledge to crypto professionals and enthusiasts in the 24/7 mode. Prometheus was, after all, the ultimate rebel -- it takes a lot of cojones to stand up to establishment and status quo personified by Zeus.

To make sure the subscribers get not only light and fire, but also some bread and fish, Decentric media “feeds the engaged multitude” with targeted airdrops from selected crypto projects.

The second act

*"Those who tell the stories rule the world." --
Hopi American Indian proverb*

It is also referred to as "rising action", and typically involves the protagonist's attempt to attack the problem at scale. Decentric Media as a protagonist must not only learn new skills but arrive at a higher sense of awareness of what it is and what it is capable of, in order to deal with the higher stakes, risks and rewards.

At this stage the target audience overall, and especially subscribers that have been engaged with constant stream of quality content, educated and incentivized by top-notch crypto projects are provided with an opportunity to become engaged in communications and airdrops by **conventional brands**. Therefore the wallets, browser extensions and other blockchain-related tools that are currently exclusively mastered by early crypto adopters like would get an added value of handling points, personalized coupons, and targeted and permissioned communications and discounts

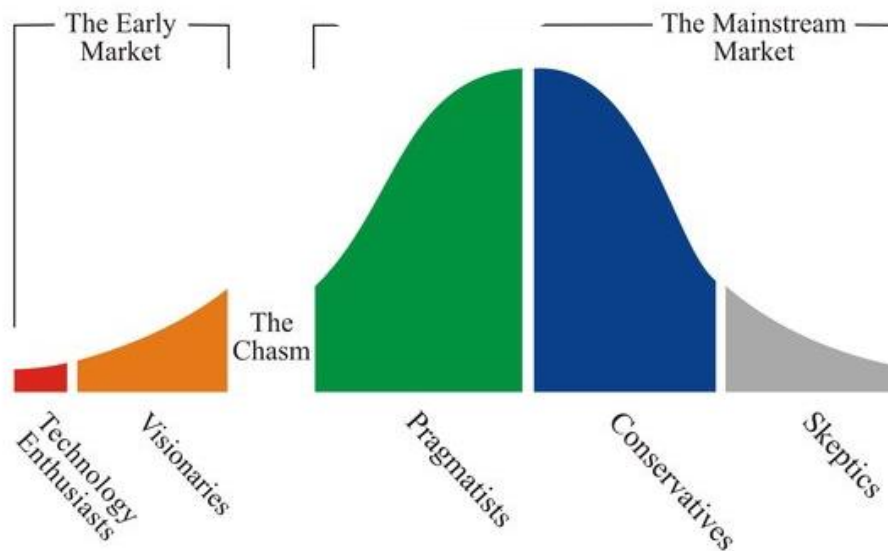




"Storytelling is the most powerful way to put ideas into the world today." --Robert McKee

The third act

Features Decentric Media crossing the chasm & involves resolution of the story & its subplots.



The climax of third act of DM Roadmap involves building an ecosystem where the great benefits, including stream of content, communications and added value that were enjoyed by selected few early crypto adopters, is provided and available to anyone. As the dramatic question whether Decentric Media would be able to accelerate the adoption of

one billion crypto wallets within next five years would be positively answered, it would leave everyone with a new sense of who they really are and what are they now capable of!

CORE OF DECENTRIC MEDIA

MISSION

"Why was Solomon recognized as the wisest man in the world? Because he knew more stories than anyone else. Scratch the surface in a typical boardroom and we're all just cavemen with briefcases, hungry for a wise person to tell us stories." Alan Kay, Vice President at the Walt Disney Company

Decentric media evolves around great stories told to captivate and engage the audience and positively impact the world around us and make both the process and result a social and economic win-win for everyone involved.

Free flow of capital to support innovation, policy and industry watchdogs will respond to public opinion and common knowledge - so our job is to shift the awareness in the space and leverage clarity and public opinion to shift legislation in a way that opens the window for capital to flow in support of innovation.

VISION

"Storytelling reveals meaning without committing the error of defining it." -- Hannah Arendt

Broadcast 24/7 live and on demand finance and tech news to accelerate the adoption of one billion original crypto wallets by 2022

PROMISE

"Stories are a communal currency of humanity." --Tahir Shah, in Arabian Nights

What are we committed to achieving in the world? We promise to:

- Educate and inform those who are looking to build a regenerative world where everyone thrives, including decentralized and emergent solutions to: technology, business, industry, infrastructure, governance, finance, currencies, social structures.

- To report in good faith with a voice that fosters a dedication to emergence and positive, uplifting collective evolution.
- To always pursue truth, accuracy and collective interests over self interests.
- To foster the voices of the many to ensure that we represent and celebrate the voices of the collective.

PURPOSE

"There is no greater agony than bearing an untold story inside you." --Maya Angelou

Decentric Media big WHY and the reason for being.

Our purpose is to bring the best thinking forward in the decentralized movement so that we can co-create the best possible outcome for global regeneration and collective well being.

IMPACT

"There's always room for a story that can transport people to another place." --J.K. Rowling

What is our positive impact on the world?

At its highest aspiration the decentralized movement (blockchain, crypto's, AI, etc.) aspires to empower humanity to reinvent the way we live and do business to be much more efficient, automated, and truly serving all of humanity. We report on, curate and co-create this conversation with the intention that we will help cause a regenerative, sustainable, equitable world that balances the distribution of wealth/resources/power and works for the benefit of all people.

In short we want to de-risk "doing the right thing" by helping capital flow freely towards global innovation and a self-sustainable world for one and all. Specifically through ICOs, token sales, cryptocurrencies and decentralization (i.e. apps running on the blockchain) - which will affect every industry/sector in some way.

VALUES

"The human species thinks in metaphors and learns through stories." --Mary Catherine Bateson

Beliefs and attitudes the Decentric Media stands for.

- Decentralization - fostering new methods of participation in media, governance, business, commerce, transactions, fundraising, and sharing of resources allows for the creative exploration of new models... any one of which could birth the next USA, the next Google, or the next era for humanity.

- Truth seeking - the highest truth is always the most serving.
- Joyful
- Celebratory
- Sovereignty / agency - truly believing that when each of us freely and openly brings our our biggest gifts we simultaneously create maximum value for the individual and the collective.
- Meritocracy - all those qualified to make decisions can and should be involved in those decisions.
- Democratization of opportunity
- Redistribution of resources
- Evolutionary - together we can bring forth new ways of co-creating and co-existing on planet Earth.
- Interdependence - there is no separation, and despite efforts like space exploration we all share one home.
- Regenerative legacy - how will our choices affect the next 7 generations? And beyond?
- Empathetic - to the needs and wellbeing of others
- Passionate
- Celebratory energy
- Responsible renegade - free to break barriers and break through misconceptions and old models, yet doing so in a peaceful inclusive manner that moves beyond harming others for personal gain.
- "There are no others" - Ramana Maharshi, thus...
- Being in service to the Self is being in highest service to the whole

PROBLEM

Conventional News Media Fails to Serve Crypto Sector



FEAR

UNCERTAINTY

DOUBT

Not everyone wants change to happen. Traditional news media reports spreads FUD, and they are reporting from the perspective of an old story that is plagued by confusion. This narrative of fear, uncertainty and doubt is currently found within the traditional broadcast media environment.

SOLUTION

“There have been great societies that did not use the wheel, but there have been no societies that did not tell stories.” —Ursula K. Le Guin

Decentric Media is a financial news and entertainment aggregator formatted to help crypto investment professionals and enthusiasts consume credible industry information through a 24/7 live and on-demand video network, Distinctive digital publications and premier industry events. It is telling the stories and providing coverage of those leading this emerging (r)evolution.

BRIEF ACTION PLAN

Key goal: to accelerate the adoption of one billion crypto wallets by 2022.

- Create innovative programming specific to the Decentralized Community from a global perspective by providing access to essential finance and tech news sourced from the inside.
- Contributors to create featured programming & add Decentric to their playlists.
- Global digital television distribution of live linear experience.
- Make programming archive available for VOD and include unedited interview access for research to stem “fake news”
- Have non-video membership benefits which focus on community engagement, conversation and editorial participation.

CHALLENGES FOR CONTENT CREATORS AND CONSUMERS:

- For content consumers we provide a curated, specific, community based environment
- For creators we provide a premium service for their content to be seen which will also highlight their personal channels. In essence we become the top of the pyramid for the creator community. If you are featured on Decentric you are authenticated and it builds further trust in your individual brand and for your own personal channels

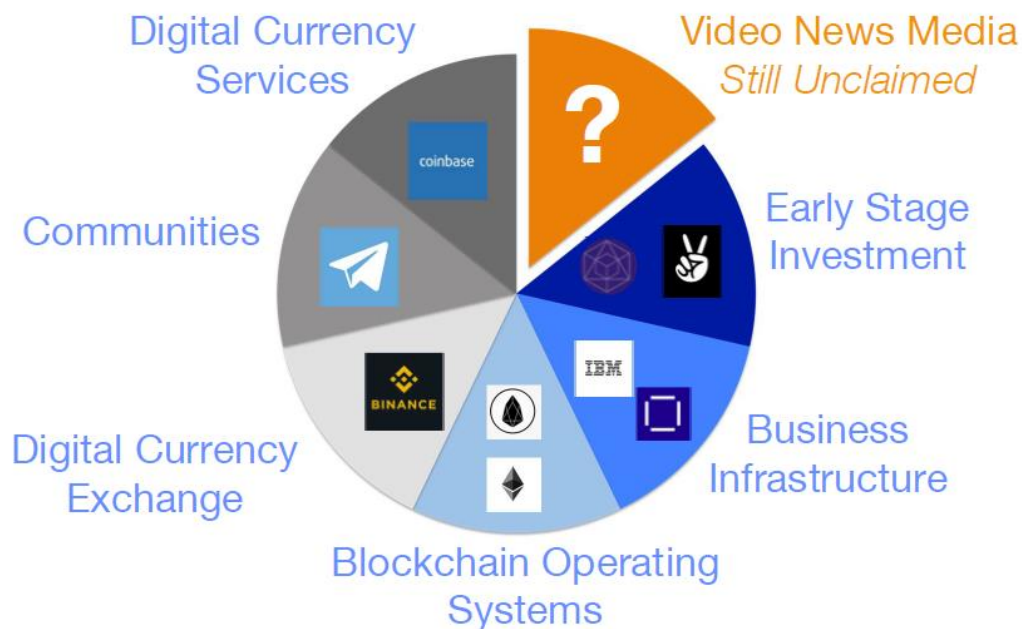
DECENTRIC MEDIA SERVICE DIFFERENTIATION.

- On launch, DM will host the only 24/7 Crypto, video content stream on the market to any device

- It will also host the largest library of on-demand Crypto content accessible on any device
- It will also stream the most and best Crypto conferences straight to subscribers on any device
- DM will be the first media, entertainment, education service with full Telegram integration

Decentric Media plan to build a wide moat around its core product/service with the best original & aggregated content, partnerships, conferences, live streams, and the best technology stack.

Decentric Media Fills a Key Missing Category



DECENTRIC MEDIA FEATURES

- Original programming
- Access to top 100 global crypto/blockchain market-makers
- Real-time information that is making the markets
- Curated access to the best of the top 100 - 1,000 influencers and media voices
- Aggregated media from across all channels
- Global perspectives in multiple languages
- Culturally relevant expressions from our planet's most promising movements including: burning man, global sustainability, decentralization, global economic resource balance, social justice, cultural evolution, peaceful revolution, regenerative revitalization, sovereignty/agency

CORE BENEFITS

Functional Benefits: What We Do for Our Audience.

- Access to timely information about crypto and blockchain industry.
- Access to hard-to-access live conference presentations, interviews and Q&As with the industry's top market-makers.
- Predictions and announcements that are moving crypto trading prices in real-time.
- Savings of time.
- Clarity and informed perspectives in a market that has a lot of hype, hyperbole, aggrandization, misinformation, and conjecture from social influencer "experts".
- having a single, trusted source of prioritized, distilled information.
- Inside knowledge about the state of global systems change.
- An optimistic futurist perspective.
- A culturally relevant home for:
 - Global economic resource sharing
 - We culture, inclusion, "from me to we"
 - Decentralization
 - Distributed computing innovators/innovations (AI, blockchain, crypto, etc.)
 - Exponential technologies (AR, VR, AI, IOT, cleantech)
 - Burning man ideologies
 - Global sustainability
 - Social justice
 - Cultural evolution
 - Peaceful revolution
 - Regenerative
 - Sovereignty/agency
 - Celebration of life
 - Full-spectrum wellbeing: mental, physical, emotional, spiritual, social, environmental, financial

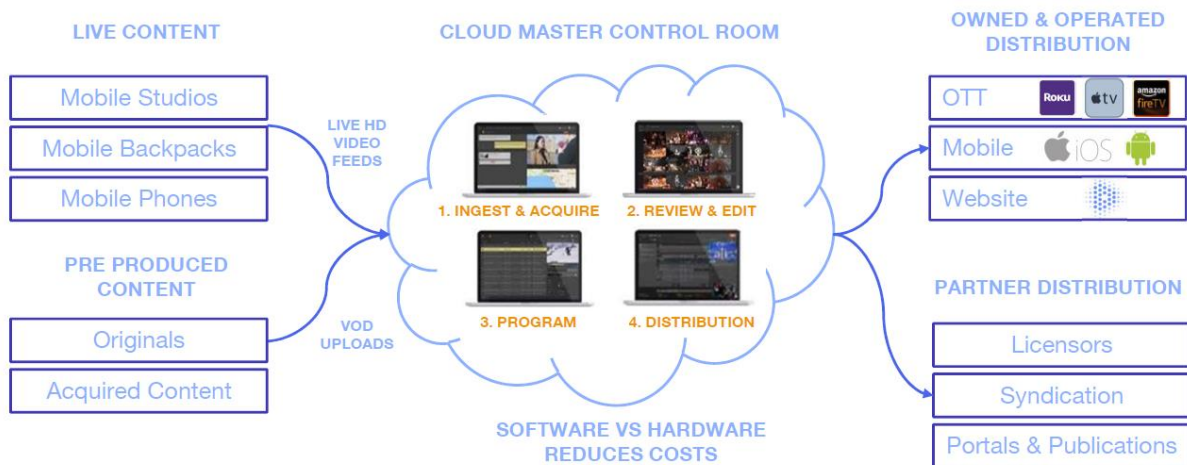
Emotional Benefits.

To our target audience Decentric Media brings:

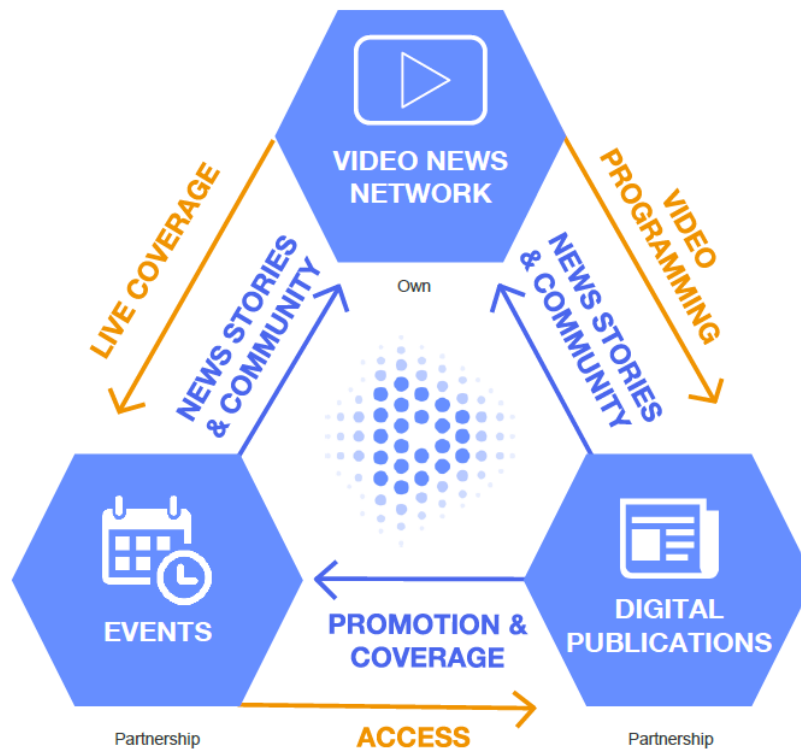
- Confidence & trust - I feel more confident making decisions investing in coins/tokens, pre-ICOs, mining operations, index funds, and when planning/launching my own ICO/blockchain business initiative when I have access to a news source I trust.
- Belonging/connection - I feel interconnected (being a creator of a movement that I can contribute my passions, gifts and resources to, and that I can make tons of money from). I enjoy being part of the in-the-know crypto community. It makes me feel like one of the freemasons who founded the US on principles of free markets and universal opportunity. Except this time, we're taking it to the next level and helping innovate and elevate the entire planet.

- Excitement/enthusiastic - I feel enthusiastic about the future. I feel excited about being part of the movement that is changing the world through blockchain-enabled technologies.
- Validated / center of the universe / whole - There is a feeling I get when I'm in my zone. Knowing that my gifts have a purpose, a place and that I am complete alignment with my beliefs and my actions. I feel like "we are the ones we have been waiting for" and "now is the time".
- Responsible / ownerships / sovereignty - I feel like it would be easy to take advantage of people and the markets given the unprecedented momentum of these new markets. I feel like it is my responsibility to play fairly and make sure the entire market works together to create prosperity for all. There may be a bubble, and we are going to create a new tomorrow so that when the bubble breaks the path forward for humanity is clear.

DECENTRALIZED LIVE VIDEO INFRASTRUCTURE



The Decentric Media Ecosystem



Brand Funded Originals

Sponsored Segments



Show: *The DAPP Challenge - Building the Most Powerful Decentralized Infrastructure*
 Revenue: \$500k - \$1m / season



Show: Decentric Media News
 Sponsored Integration: The DNA ICO Update
 Revenue: \$50k / quarter

For example only. Actual partners to be determined.

Pay Per View

Workshops & Trainings

Investing 101
(i.e. Tai Lopez)



Blockchain Devs
(i.e. Dan Larimer)



For example only. Actual partners to be determined.

Premium Conference Access



Content Licensing

Digital Networks



International Cable Networks



3rd Party Subscription Sales





For example only. Actual partners to be determined.

MARKET OVERVIEW

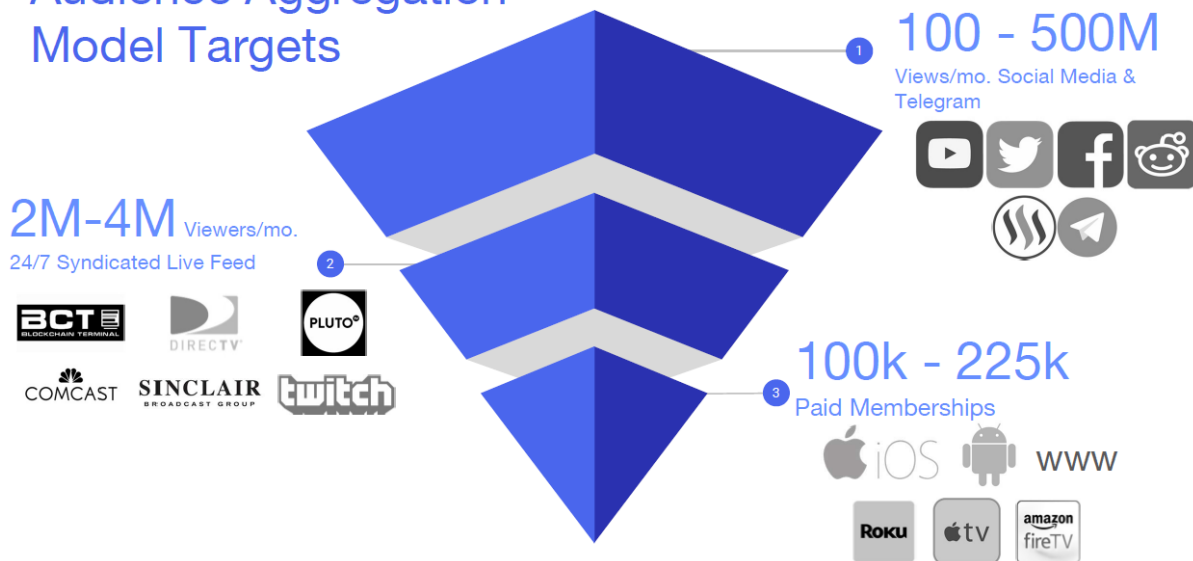
TARGET MARKET

Persona Targeting

				
5%	10%	20%	30%	35%
Market Makers	Blockchain Pro's	Crypto Traders	Enthusiasts	Spectators
Preeminent market makers, institutions & influencers with big plays in the sector.	The service providers & entrepreneurs that power the blockchain.	The pro & semi-pro day trader, investor, miner or other savvy finance type.	The casual trader, investor DIY miners and aspiring crypto pros.	Doesn't actively watch the market but curious. Tunes into any available crypto

MARKET SIZE

Audience Aggregation Model Targets



MARKET LANDSCAPE AND ITS KEY PLAYERS:

- The media plays in the space have not been focused on video. The current landscape has
 - News & Entertainment digital publications
 - Newsletters
 - Telegram Groups
 - Slack Channels

- If competition came from an organization that is already in the video production, but not in Crypto, DM would have an advantage with our level of knowledge, expertise, and access/relationships.
- If competition came from a Crypto organization, but not one with production/technology experience, we would have an advantage with our experience in those areas

BUSINESS MODEL AND PROJECTIONS

HIGH-LEVEL BUSINESS MODEL OVERVIEW

- a. *Subscription Membership with a monthly or annual fee,*
 - i. *There will be a \$19.99 a month tier that includes some benefits and a \$199.99 a month tier that is targeted at institutional players with Market Research, an exclusive Telegram group, and exclusive access to other Content that the less expensive tier does not (& more)*
 - ii. *Ad supported (linear only for non members & broadcast tv),*
- b. Lead Gen,
- c. Pay per view,
- d. branded entertainment/sponsorships,
- e. library licensing.

REVENUE STREAMS



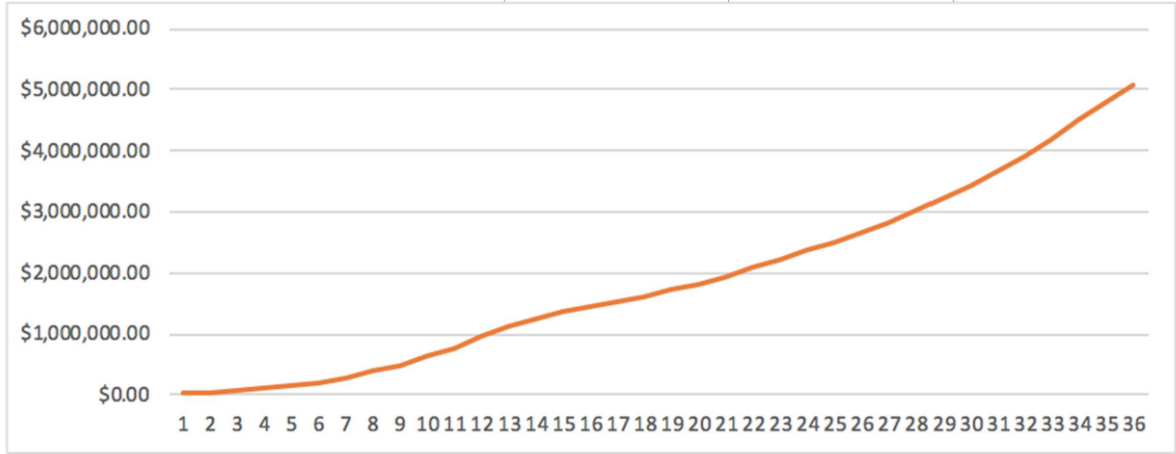
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PROJECTED REVENUE FROM REVENUE STREAMS LISTED ABOVE

Member Revenue

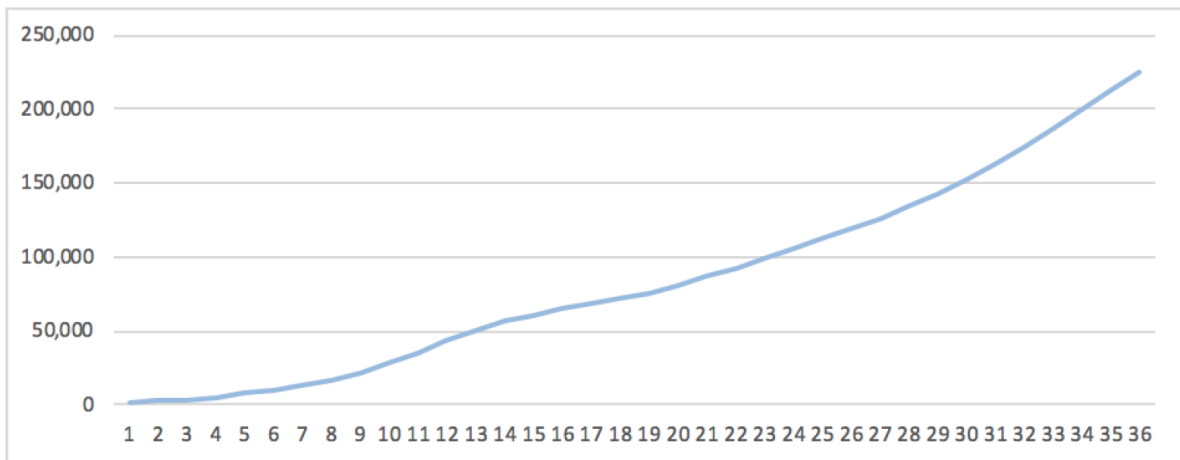
Year 1	Year 2	Year 3
\$4,145,325	\$15,500,510	\$43,944,032



PAYING MEMBER COUNT

Paying Members

Year 1	Year 2	Year 3
25,096	80,659	164,902



AIRDROPS OVERVIEW

ICOs reached a total funding amount of 6.9 billion USD with over 500 ICOs being launched in 2017.

Month	Collected, \$ million	Number of ICOs*	Average collected, \$ million
January 2017	3.7	7	0.53
February	35.3	11	3.21
March	7.3	4	1.82
April	115.2	18	6.4
May	264.2	21	12.58
June	649.5	33	19.68
July	719.1	36	19.97
August	511.2	48	10.65
September	914.2	68	13.44
October	949.6	91	10.44
November	1 109	91	12.19
December	1 611.9	86	18.74
Total, 2017	6 890.1	514	13.4
January 2018	1 665	94	18
February 2018	2 679	90	29.8
March 2018	7 149	79	90.5
April 2018	1 064	104	10.2
May 2018	1 747	118	14.8
June 2018	1 499	79	19.0
Total for 2018***	15 804	564	28.0

2018 has already far surpassed these numbers. In 2017 in order to acquire community members and investors, ICO teams have relied heavily on advertising their token sales via the large ad networks of Google, Facebook and Twitter. Recently, these 3 platforms have banned ICO advertising and this has left many ICOs in a difficult position as they are no longer allowed to conduct the large-scale marketing campaigns that were once possible on those networks.

Moreover, existing projects that already have their ICO behind them need to reach out via marketing campaigns to attract potential customers and additional community members.

Airdrop Campaigns have become one of the most effective ways to achieve these objectives. In fact, the number of Airdrop campaigns by ICOs has increased significantly since the advertising bans on the larger online platforms were announced and this growth is expected to accelerate throughout 2018 and beyond.

While there are a handful of websites that list different airdrop campaigns, there is no professional blockchain platform that offers an all-in-one service with a maximum reach to potential investors and community members. This means that to be successful, blockchain projects currently need to have an existing substantial community or the help of influential reviewers to make their Airdrop campaign a success.

Decentralized Marketing & Airdrop Platform

Traditional promo marketing campaigns are run on platforms that store data and run their service on centralized servers that are fully controlled by the company. This allows data to be manipulated or deleted.

A decentralized platform allows retailers to communicate with users without the need for a central server. There is no central authority to process orders or line-up advertisements and marketing campaigns. By eliminating the central authority, the high fees charged by the middleman can be cut out.

Tokenization

A token is an encrypted pass that provides highly fluid access to services in a blockchain system. Token holders are able to exchange the tokens for goods or services in the ecosystem. A token has two key characteristics - it is encrypted and liquid. Utilizing cryptography ensures that each transaction is secured, the supply of tokens is limited and each transfer of assets is verified.

Applying tokenization to promo marketing brings transparency to the couponing and voucher industries by not only preventing fraud when redeeming a voucher but also fully disclosing the information of each marketing campaign and promotion. Liquidity is brought about by allowing trading of vouchers, coupons and loyalty points between users.

USE CASES FOR AIRDROPS FACILITATED BY DECENTRIC MEDIA

Sample Use Case 1 Merchant Airdrop for TwoPizza

TwoPizza is a pizza chain and is having a promotion for its new combo (**buy two pizzas for 10000 BTC get another two for free**) meal. It generates 150,000 worth of DMTP tokens – everyone who consumes the new Combo meal with the token will enjoy \$5 USD off. TwoPizza decides to utilize the DMTP Airdrop function to target precisely those DM users who disclosed to have children in their families and an interest to food discounts. The DM system manages to find 150,000 users who are likely to be the target audiences based on their consumption habits, interests and location. TwoPizza then triggers the Airdrop system by paying a certain amount of DMTP tokens and each of the 150,000 users will receive 1 DMTP token in their wallet.

Sample Use Case 2 Redemption of Discount

AKA company-specific token obtained via trade or airdrop)

Paul receives a DMBB from Best Buy in his DECENTRIC MEDIA App one day when he is near the Best Buy store or just watching the content/stream sponsored by Best Buy. Through his DECENTRIC MEDIA App he knows that Best Buy is offering a promotion to him. When Paul is making the payment, he transfers the DMBB token to the cashier's DECENTRIC MEDIA wallet by scanning the QR code. The transaction is done within a few seconds and the discount is applied to his bill. No hassle for Paul and a happy merchant!

Sample Use Case 3: Alice and Bob Trade Discounts

BogatyGym is the best fitness center in Moscow. Alice has a \$75-for-\$300 coupon token DMBogaty but wants to sell it as he is going to the US to further his studies. She logs in to the DECENTRIC MEDIA App, and places an order to trade the token. Bob has just moved to Moscow, discovered the offer and finds it attractive. Jerry then trades 100 DM tokens for

the DMBogaty token from Alice, and Alice uses the 100 DM tokens to get 10% off international tickets to NYC using the same DM decentralized marketplace for airdrops/discounts for conventional brands.

Sample Use Case 4: ICO Airdrop Campaign for Blockchain Startup Tokentrips

Blockchain Startup TokenTrips Company is planning its ICO related to travel industry. It has already raised half of the targeted hardcap through the private and pre-sale from accredited investors. Now it needs to fill the other half through the public sale. Since it no longer can post ads through Google, Facebook etc, it decides to maximize its reach through an airdrop campaign and uses the Decentric Media Platform to create one. It precisely targets the campaign at those Decentric Media users that have indicated an interest in ICO investing overall and/or in the travel industry via the Decentric Media app and broadcasts the airdrop towards these users. It can specify the amount of tokens to be airdropped and the action required from the user for receiving the airdrop e.g. a newsletter or whitelist signup. It pays for the service by purchasing Decentric Media Utility tokens for an amount that depends on the campaign size.

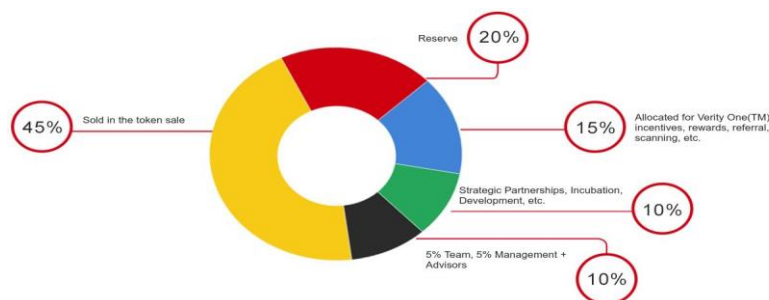
PRE SALE

The Decentric Media Pre Sale will be open to the accredited public once the Decentric Media Private Sale has been completed. The Decentric Media Pre Sale will feature XXX priced at \$Y.YY for a total of \$ZZ million. The Decentric Media Pre Sale will only be sold to accredited investors with appropriate KYC information validated.

During the Pre Sale Decentric Media plans to issue a Security token.

Security Token is aimed purely for raising funds to build out the project according to the Roadmap. It will share the characteristics of startup equity, except that Decentric will aim to list it on security token exchanges (tZERO, Templum, etc), providing liquidity. [See website for a detailed Legal disclaimer “Decentric Media does not guarantee a gain on investment”.]

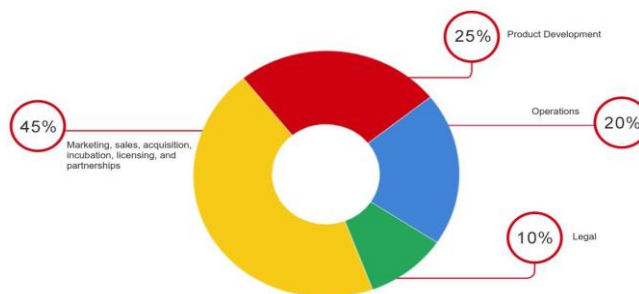
Decentric may introduce a utility token into the ecosystem at some point in the future. This utility token would be earned by watching videos or other “proof of attention” mining activities. This token will have value through exchange for goods and services on the platform via partnerships. It may or may not be exchange traded (see detailed legal disclaimers and ToS to be published on the Decentric Media website).



[THAT DIAGRAM & NEXT ONE ARE PLACEHOLDERS AWAITING EXACT NUMBERS]

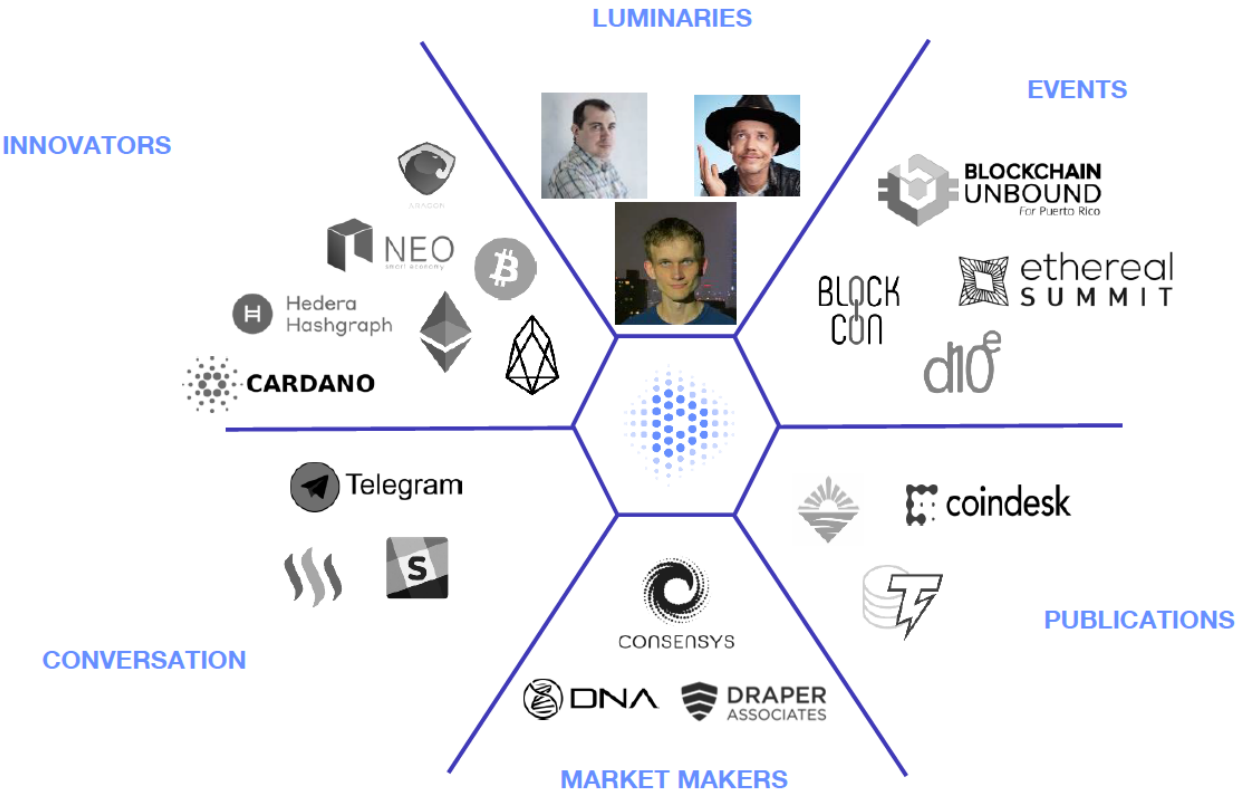
USE OF FUNDS

- Management & Team onboarded full time @ discounted salary
- Finalize Product offering & Membership Profile
- Define Member Benefits / close partnerships
- Proof of Concept / Delivery (2 hours live news programming per week / 24 episodes - Los Angeles Bureau)
- Shoot 500 Market marker profile videos @ 12 global Conferences
- Full Conference session coverage from 12 global conferences (media supplied by conference)
- Finalize Founding Contributor partnerships (load existing content into APP)
- Deliver 24/7 linear experience + VOD with current content (update as new content is added)
- Secure Branded Entertainment Program partnership & produce Program
- Secure LOI for Distribution partnerships (live feed only)
- Ramp Social presence (Telegram, Dtube, FB, Twitter, Reddit)
- File patents (Design & invention)
- Identify Licensed Programming Acquisitions/partnerships
- Finalize / implement marketing & public relations strategy
- Legal (structure for Security Token & Filings)
- Business strategy / Financials for Token
- Platform development V1 (UX, UI, Crypto Commerce API integration, Closed Caption, OTT ready, etc)
- Alpha release V1 (target top 100 market makers + 10,000 pro's, traders, enthusiasts & spectators)
- Demonstrate paid membership model using Crypto only
- Platform Development V2 (explore decentralized distribution on Blockchain)
- Road Show for Token raise (3 months)
- Operational Expenses (work share space, supplies, etc)
- Ideology: inexpensive, round-the-clock, edgy, focused on events and not personalities

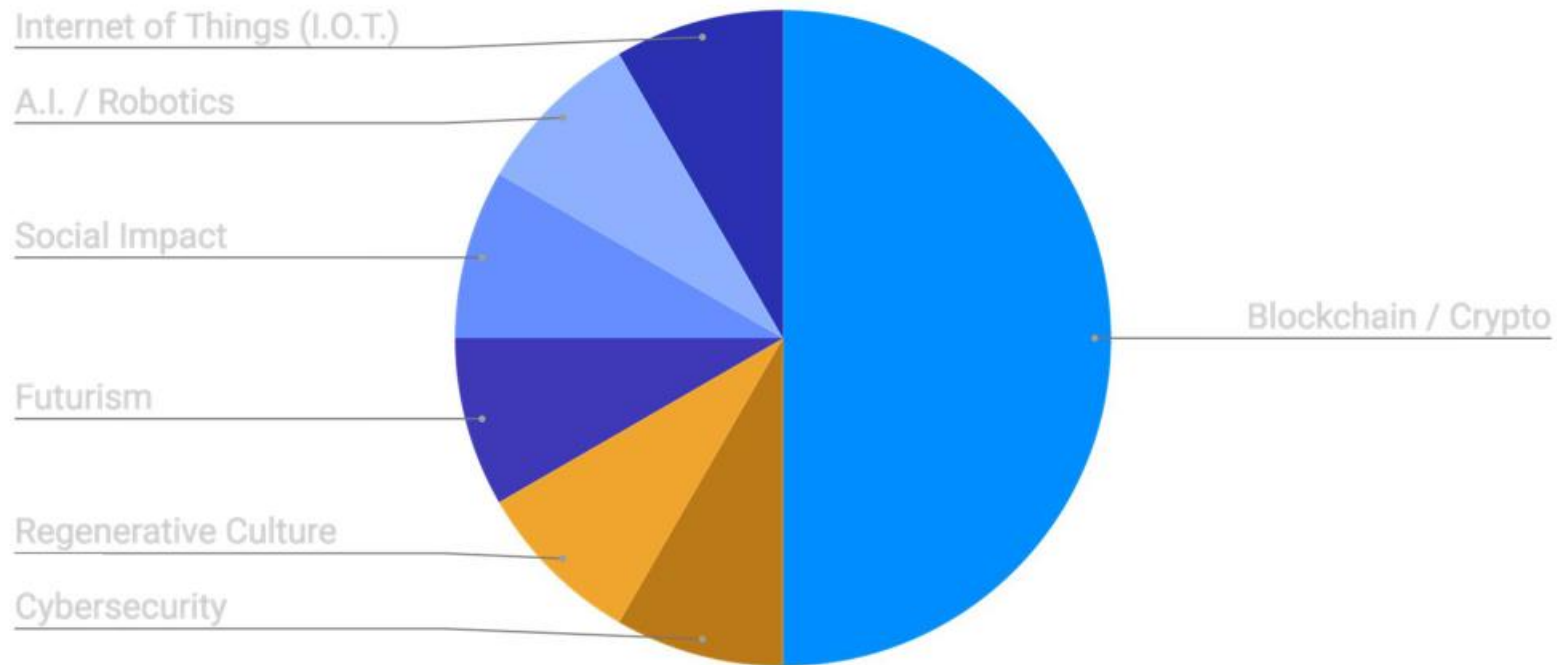


PROGRAMMING

Programming - Sourced, Created and Curated within the Community



Programming - Subject Matter



Programming - Live Linear Video Network 24x7x365

LIVE	HOURS/ DAY	% / DAY	SHOW TYPE	PROGRAM EXAMPLES
●	6	20%	Global News	Live news & market reporting from US, Asia, Europe, South America, Africa
●	4	15%	Conferences	<i>D10e, Ethereum, Futurama</i>
●	1	7.5%	Specials	Fireside Chat: IOTA
●	3	12.5%	Profiles	Interview with Brendan Blumer
●	3	12.5%	Lifestyle & Entertainment	88N8 Digital Gold Music Video
●	3	12.5%	How To	Building a bitcoin rig to mine altcoins
●	2	10%	Originals	<i>ICO Roadshow, Crypto Cocktails</i>
●	2	10%	Movies	<i>Banking on Bitcoin, Hackers</i>



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* 8,760 hours per year
*Sample Programming


Programming Guide


(sample)





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12:20 PM PST 14/05/2018
Charlie Lee - Litecoin Creator
Join Crypto Hedge live for a Conference with Litecoin Creator Charlie Lee! August 28th, 6...


13:28 PM PST 14/05/2018
Learning Crypto: Understanding Forks a...
Find me on Steemit: www.steemit.com/@heiditravels...


13:31 PM PST 14/05/2018
Roger Ver - Bitcoin How Does it Work
Roger Ver (Bitcoin Investor) joins Dave to discuss Bitcoin 101. Bitcoin is digital money...


14:30 PM PST 14/05/2018
Crystal Rose d10e Silicon Valley
Introducing the first decentralized human information marketplace, powered by the S...


14:49 PM PST 14/05/2018
Stacy Herbert & Charlie Shrem - Firesid...


BENEFITS FOR MEMBERS

	Free Tier (\$0)	Basic Tier (\$19)	Professional Tier (\$199.99)
Membership Benefits			
<u>AIRDROPS</u>	Minimal, only as bounties for social media posts etc	Free, valued at least 2x of subscription cost, using ICO valuation, companies select which members are targeted by which projects	Free, valued at least 4x of subscription cost, using ICO valuation, member selects industry preferences and specific <i>companies</i> from a list, up to a certain number
Ad Supported	Yes	No	No
Job Board	Free to Read	Can apply via Decentric Portal	Can apply or post jobs via Decentric Portal
Partnerships	No	Ability to use earned Points or Utility Tokens to purchase goods and services	Ability to use earned Points or Utility Tokens to purchase goods and services (potentially earn at a faster rate than Crypto Tier)
Discounts	No	Ability to use earned Points or Utility Tokens to purchase goods and services	Ability to use earned Points or Utility Tokens to purchase goods and services (potentially earn at a faster rate than Crypto Tier)
Gift Membership / Referral Program	Yes	Yes	Yes
Travel	No	Ability to use earned Points or Utility Tokens to purchase goods and services	Ability to use earned Points or Utility Tokens to purchase goods and services (potentially earn at a faster rate than Crypto Tier)
Experiences	No	Ability to use earned Points or Utility Tokens to purchase goods and services	Ability to use earned Points or Utility Tokens to purchase goods and services (potentially earn at a faster rate than Crypto Tier)
Partner Events	No	Discounted	Discounted

	Free Tier (\$0)	Basic Tier (\$19)	Professional Tier (\$199.99)
Content Benefits			
24 Hour Live Stream (*Market Close Product/Show)	One Stream	One Stream + Special PPV	All Streams
Conference Live Stream	N/A	Selected Free Per Year	All Included
On-Demand Content	Latest Closed / Archive Open	Included	Included
Telegram Group(s)	Public Decentric Channel	Member Decentric Channel	Professional Decentric Channels
Decentric Events/Conferences	Full Price	Free + Other Perks at Events	VIP + Professional Members Only Lounge
Exclusive Webinars/Conference Calls	No	Selected Free Per Year	All Included
Newsletter	Daily Highlights and Top Videos	Highlight New Content/Exclusive Deals	Exclusive Research Reports, Trade Alerts, Portfolio Recommendations, Ability to Submit Topics to be Answered
Pay Per View	Full Price	Discount	Included
Product Customization	No	Yes	Yes
Early Access to New Features/Beta Testing	No	Yes	Yes
Crypto Ticker	Yes	Customizable	Customizable, Make Trades

PARTNERSHIPS

Through its partnership with Token Communities PLC Decentric Media gains access to video streaming tech, power and reach of affiliated companies Vision Technologies & Vision247 Ltd. Selected other partnerships are presented at the picture below:

Partnerships - Completed



Blockchain Terminal

Crypto Ticker source
Live Feed broadcast to 60,000 Terminals
Licensing Model / Rev Share



Blockchain Beach

Editorial partner
Video Syndication
Ad Model / 5% Gross to DM



Make.TV

Technology Partner
Decentralized content aggregation/Transport



Creator.AI

500,000 influencer/contributor database
Brand partnerships
News/Content contributors

TEAM

Producers behind Decentric Original Programming consist of a network of award-winning content creators from teams behind some of television's most critically-acclaimed unscripted shows, including...

Team has extensive media expertise Award Winning Content Producers & Executives



Management



Marc Scarpa

Co-Founder & CEO

- Founder of Simplynew
- Pioneer in live broadcasting including: GRAMMY Awards, X-Factor, Global Citizen / Earth Day, Town hall with President Clinton
- New York Bureau Chief - CNET TV.



Juston Brommel

Chief Growth Officer

- Founder, angel, growth strategist
- Thrive Market (~\$1B valuation)
- Responsys, (acquired by Oracle)
- StubHub (acquired by eBay)
- Philosophy (acquired by Coty Inc.)
- Virgin America.



James Glasscock

Chief Operation Officer (interim)

- Co-founder, DNA.Fund
- Former VP Distribution & Business Development, Warner Bros.
- Former SVP Strategy & Business Development, Machinima
- Former SVP Strategic Planning, Playboy



John Marchesini

Head of Product & Video

- Co-founder, Blockchain Beach
- Former VP of Product & Engineering, CBS
- Former Director Digital Media, The Hollywood Reporter

Operational Team Members



Nadine Shelton
Platform Development & Live Operations
GOOGLE (YOUTUBE, DOUBLECLICK)



Peter Ruprecht
Executive Creative Director, Brand Integration
MARC ECKO, SCOUT



Michael Shaun
Brand & Creative Director
COCA COLA, HP, MICROSOFT, NASA, LANDMARK



Harris Levinson
Executive Producer & Programming
CONDÉ NAST, HEARST, EMMY WINNER



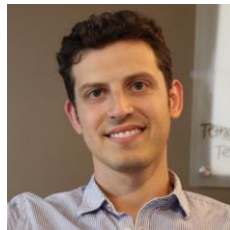
Erin Pedersen
Partnerships
BLOCKCHAIN BEACH, UBER, MARRIOTT



Robert Fixer Smith
Broadcast Operations
LIVE NATION, WEVR, STILL COTTAGE STUDIOS



Vanessa Ballesteros
Original Content
CBS, NBC, FOX, AMAZING RACE, SURVIVOR, EMMY WINNER



Evan Greenberg
Community & Audience Development
BLOCKCHAIN BEACH, TAPP MEDIA, WARNER BROS., JETBLUE



Lowell Kay
Broadcast Technology & Engineering
FOX, MICROSOFT

Founding Investment Partners



Brock Pierce

- Chairman of The Bitcoin Foundation
- Co-founder of Blockchain Capital
- Founding Board Member of Block.One
- Founder, Mastercoin (Inventor of the ICO)
- Advisor To Bancor



Stephen Morris

- President of Fifth Avenue Capital
- Funded 50+ Early-stage Ventures



James Glasscock

- Co-founder of DNA.Fund
- Former VP Distribution & Business Development of Warner Bros.
- Former SVP Strategy & Business Development of Machinima
- Former SVP Strategic Planning of Playboy



Scott Walker

- Managing General Partner, Wavemaker Genesis
- Managing Member, DNA Fund
- Angel Investor & Serial Entrepreneur, & Bitcoin Enthusiast since 2012

Ideation Investors



Crystal Rose

- CEO, Sensay (creator of SENSE token)
- Board Member, ICO Governance Foundation



Eric Pulier

- Co-founder, Block V
- Co-founder, MediaPlatform & U.S. Media Interactive
- Innovation Board Member, XPRIZE



Lauren Selig

- General Manager, IMAX VR Fund
- Advisor to WAX, BlockVm RChain, tZERO & Academy
- Executive Producer, Hacksaw Ridge (Six Oscar nominations)



Philip Plough

- Venture Advisor, DNA.Fund
- Venture Advisor, Swytch Blockchain
- Virtual Reality Producer



Michael Cao

- Founder, EOS Global
- Founder & CEO, Michael Cao Cryptocurrency (MCC) Inc.



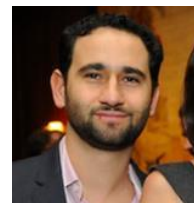
Daniel Pinchbeck

- Bestselling Author of "The Return of Quetzalcoatl" & "Breaking Open the Head"



Zachery Ty Bryan

- Entrepreneur, Investor
- Producer / Actor



Rich Rosenblum

- Portfolio Manager, Rose Commodities
- Former MD, Goldman Sachs.

Advisory Board



Richard Titus
ARK ADVISORS

- Led business divisions for Samsung, the BBC and Associated Northcliffe Digital (Owner of the Daily Mail).
- Co-founded Prompt.ly, Razorfish & Schematic



Jeremy Gardner
*CO-FOUNDER,
AUSUM VENTURES*

- Editor in chief, The Distributed Ledger
- Co-Founder, Auger Project
- E.I.R., Blockchain Capital LLC



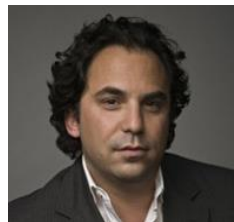
Alex Lightman
CEO, TOKEN COMMUNITIES

- Advisor to 20+ Blockchain, cryptocurrency & crypto commodities companies
- 30 years of deploying new and novel hardware, communications, software and Internet products, platforms, and protocols.



Larry Namer
*CO-FOUNDER, E!,
CEO MGEG*

- Co-Founder of E! Entertainment Television, valued over 3.5 Billion USD
- President/CEO of Metan Global Entertainment Group
- An entertainment industry veteran with over 45 years of experience.



Doug Scott
EVP, WME / IMG

- Co-Founder, Culture Group
- Former EVP Brand Solutions, WME/IMG
- Founder & Former President, Ogilvy Entertainment
- Advisor to Heisenberg Capital, [Sweet.io](#) and Tell



Taylore Bonn
Global brand ambassador

- Interviewer
- Outreach to top social media influencers and artists

Finance & Legal Team



Damian Greco

- Managing Partner, Promenade Capital Partners
- Venture Advisor, Olive
- Tree Capital
- Co-founder Shootly & Rideswell



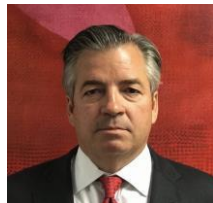
Steve Masur

- Partner, Masur Griffiths + Co



Dr. Lindsay Moore

- CEO & President, KLM Inc Management Consulting
- Former Adjunct Professor of Law, George Washington University



Stephen Smith

- Managing Partner, Stephen M, Smith & Company LLC



Adam Ettinger

- Partner
Partner, Fisher Broyles LLP
- Pending Retainer



Juan Carlos Stolberg

- Managing Partner, Stolberg Law

Contact: Marc Scarpa, marc@decentric.media, 917 488 4915