



VIDEO DISTRIBUTION REIMAGINED

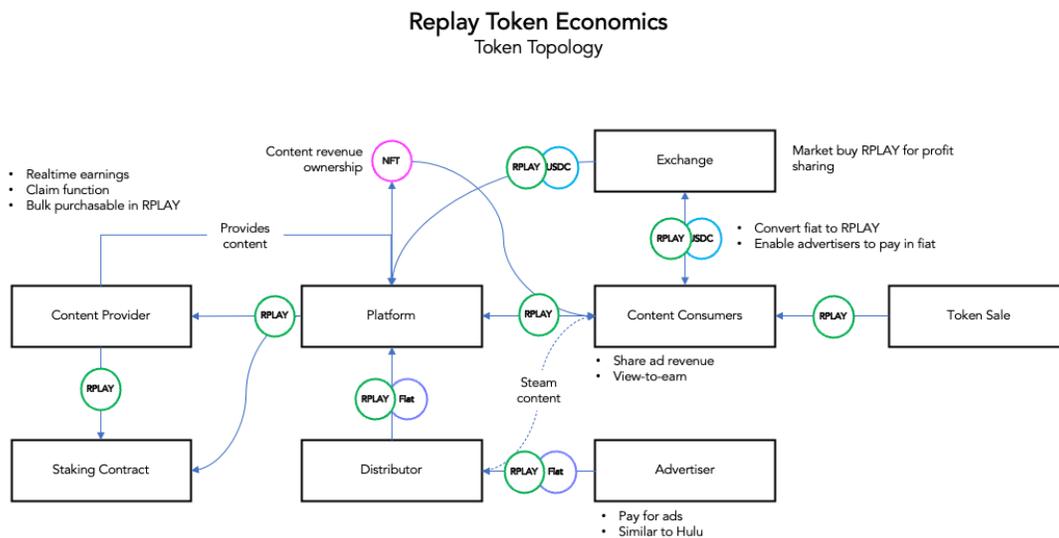
Token Economics

## Summary

RPLAY is the cryptographic token that powers the Replay network. RPLAY is issued as a TNT20 token with the platform being built on Theta Blockchain.

This document is prepared to describe the usage of the token.

## Token Topology

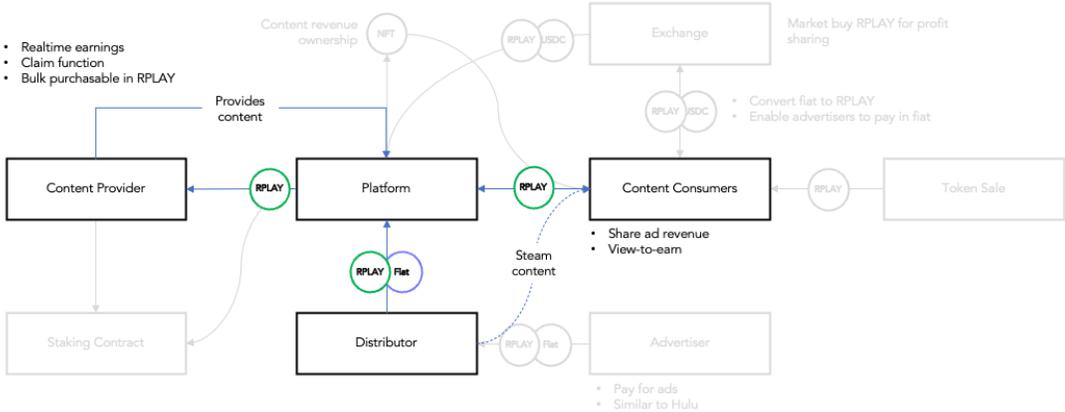


Replay is a core video tracking & payments platform that utilizes a token economy to enable content providers, content consumers, distributors, and advertisers the ability to economically interact with each other using the RPLAY token.



# Content Flow Overview

## Replay Token Economics Content Flow Overview



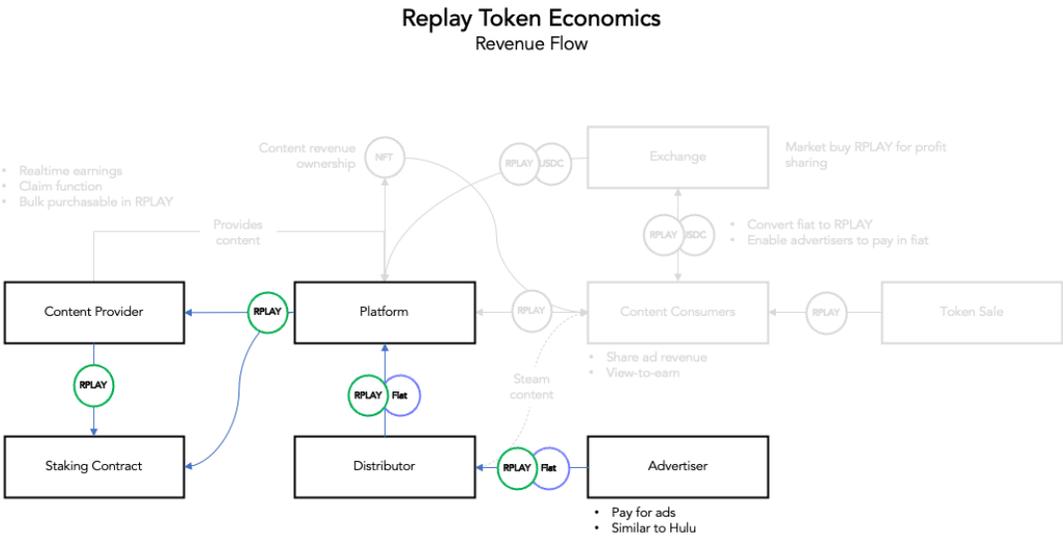
Content Providers produce or otherwise source their content and provide it to the platform. The Platform then works with distributors to make this content available on other partner platforms or render the content directly to content consumers. Distributors pay for this content as it is being consumed. The Platform makes use of transparent smart contracts to forward any collected revenue to content providers while extracting its cut. Content Providers can claim any accrued RPLAY using the platform’s claim function.

The Platform also accept payment in fiat, in which case it will utilize an exchange to convert such payments back into the RPLAY economy.

Content Consumers earn RPLAY tokens for watching content, incentivizing usage. Replay may subsidize these rewards from its own reward pool to enhance usage.



# Revenue Flow



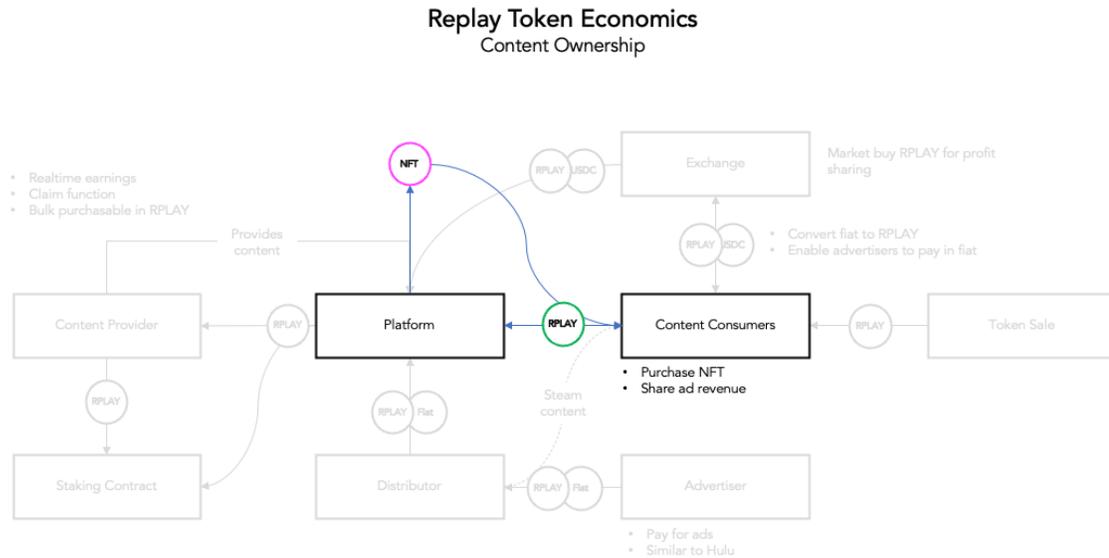
Revenue is generated by payments made by Advertisers within the Replay ecosystem. Advertisers pay Distributors to place their video ad content within the streamed content. These payments can be made in RPLAY or in Fiat.

Distributors then pay the platform the necessary licensing fees for usage of the content. In some cases, the distributor can purchase the content outright and make a lump sum payment. The platform is responsible for converting fiat payments to RPLAY token.

That platform earns its cut (10%) of collected licensing fees and passes the rest to the content provider. Content Providers can stake any tokens earned in the platform’s staking contract to earn additional RPLAY tokens.



## Content Ownership

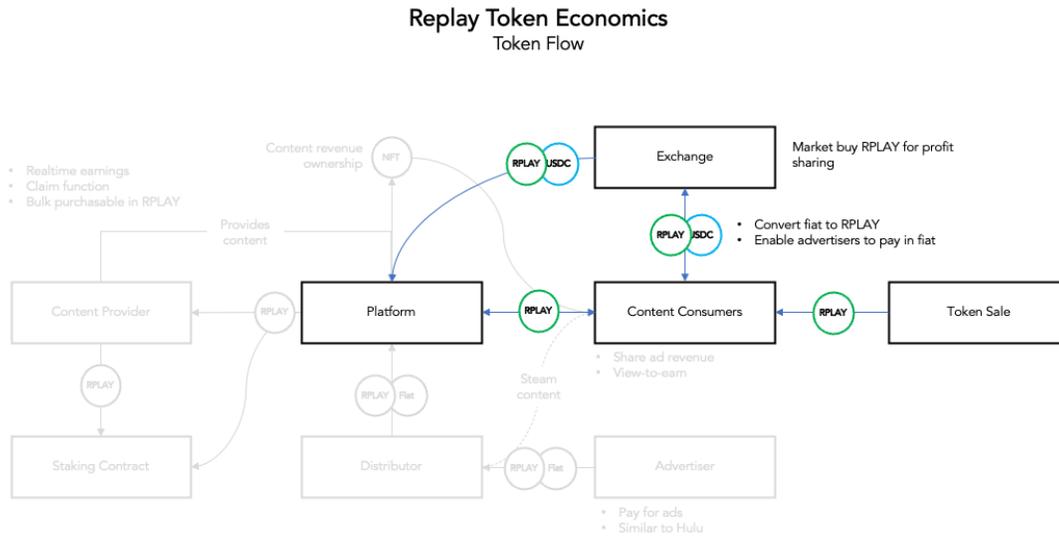


The Platform also provides a service in which selected content ownership is sold to purchasers in the form of NFTs. These NFTs contain the appropriate meta data to solidify ownership of the specific content.

As content is viewed by other participants on the platform, the view count and advertising revenue associated with it is tracked and distributed to NFT holders in the same way it is done for Content Providers. NFT holders use the platform's claim function to earn the real-time earnings of RPLAY, enabling them to participate in the ownership economy.



# Token Flow



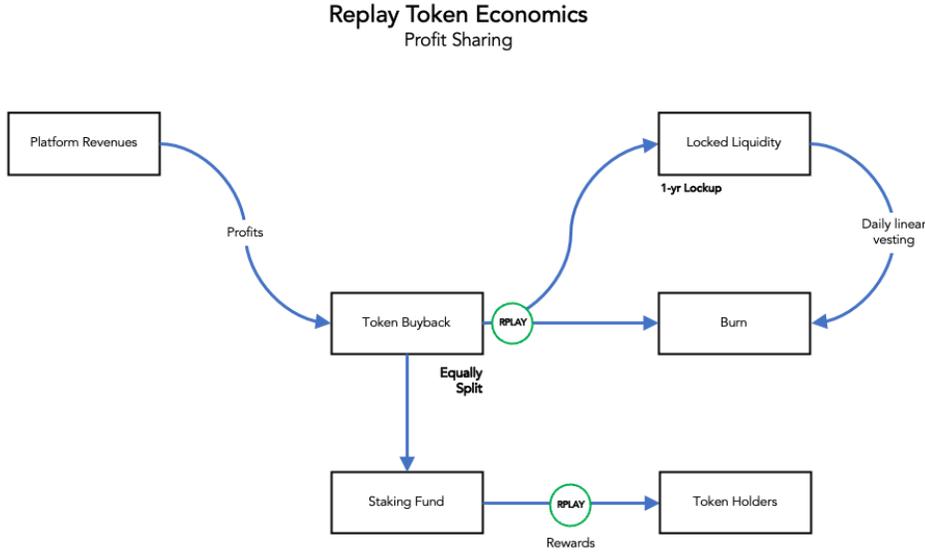
Critical to the viability of the ecosystem is the ability for all participants to exchange their RPLAY for other tokens using various decentralized and centralized exchanges. While Replay cannot guarantee secondary market liquidity or exchange listing, we will make every effort necessary to assure listing.

RPLAY tokens can be swapped for USDC or fiat. Conversely, RPLAY can be purchased from exchanges to acquire NFT's, pay for licensed content, advertising or any other transaction supported in the platform. RPLAY will also be available for purchase during our token sale.

The Platform may also purchase RPLAY for exchanges using fiat it may have obtained from Distributors to perform its profit-sharing activities.



# Profit Sharing



Replay employs a token buyback program which is funded by a portion of the platform’s profits.

The token buyback program is designed to drive value to the RPLAY token ecosystem through one of four activities:

**Locking Liquidity** – a portion of the repurchased RPLAY tokens is used to contribute to the DEX liquidity pool to increase the tradable liquidity and promote a healthy secondary market. They are locked in the liquidity pool for a period of one (1) year after which the funds are released on a daily linear vesting schedule over the course of an additional year. These released funds are burned, reducing the total supply of RPLAY tokens.

**Token Burning** – a portion of the repurchased RPLAY tokens is permanently destroyed via token burning. This immediately reduces the total supply of RPLAY. Burns occur on a regular basis, initially set at once per quarter but subject to community vote.

**Staking Fund** – a portion of the repurchased RPLAY tokens is used to fund the Staking Fund. RPLAY holders that provide liquidity to any of the RPLAY DEX liquidity pools earn a staking yield that is funded by these collections.



## Staking Bonus

### Replay Token Economics Staking Bonus

<p><u>Silver</u></p> <p><b>10,000</b> RPLAY</p> <p><b>1</b> RPLAY NFT</p>	<p><u>Gold</u></p> <p><b>50,000</b> RPLAY</p> <p><b>2</b> RPLAY NFTs</p>	<p><u>Diamond</u></p> <p><b>100,000</b> RPLAY</p> <p><b>4</b> RPLAY NFTs</p>
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Replay allows NFT holders to earn additional bonuses from LP staking simply by holding these NFTs in their wallet in combination with a minimum number of RPLAY tokens. Replay will enable any NFT issued on its platform including partner NFTs to be eligible for additional LP staking rewards.

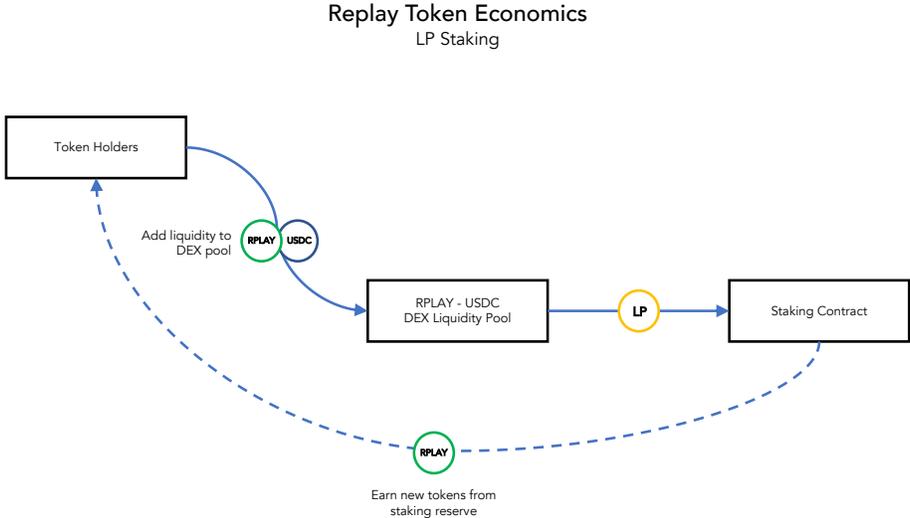
Example staking reward bonuses are detailed below:

Tier	APY Bonus
Silver	5%
Gold	10%
Diamond	20%

For example, if the LP staking rewards are set at 120% APY, then a Diamond bonus tier participant will earn the equivalent of 144% APY.



# Staking



Post token sale, RPLAY is expected to be available on decentralized exchanges, however no new RPLAY tokens will be created. New RPLAY can be redeemed exclusively through token staking.

RPLAY can be earned when participants add liquidity to Replay DEX liquidity pool. Replay will create a staking contract that is activated when LP shares generated from liquidity providers are deposited into the RPLAY staking contract. RPLAY is paid into the staking pool and earned by LP miners based on their pro-rata share in the staking pool.

Staking is designed to reward participants who lock their RPLAY tokens while providing much needed liquidity to the DEX pool. In return they are given RPLAY from the staking reserve. The staking reserve is a finite and exhaustible resource which is expected to incentivize early participants. Should the platform become profitable, the staking reserve may be replenished, in part, by token buybacks.

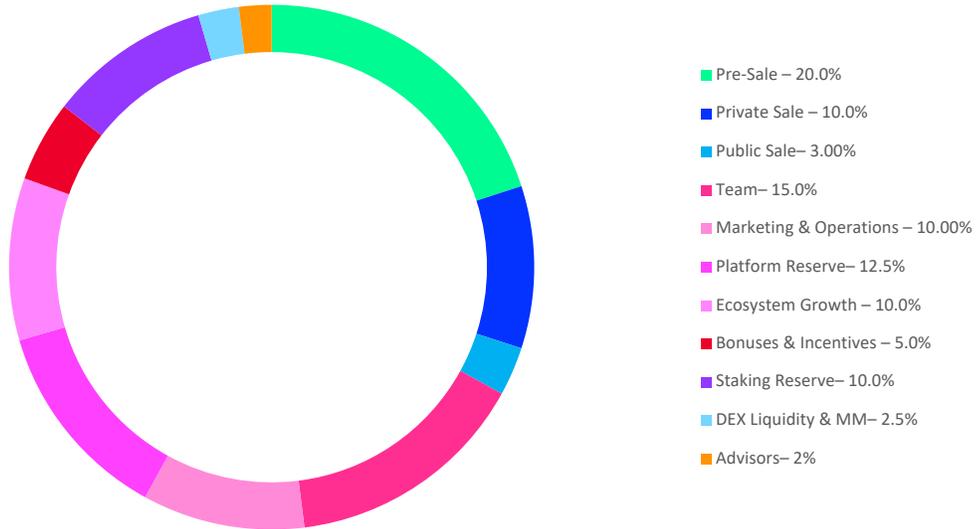
## Governance

RPLAY tokens are also limited governance tokens that allow token holders to propose and vote on community changes to the platform. Votes run through a 3-step process starting with an initial solicitation of interest on the community forum, followed by a consensus vote in the form of a Replay Improvement Proposal and finally implementation.

Examples of decisions that may be candidates for proposals and votes include uses for tokens acquired in buybacks.



# RPLAY Token Distribution



## Pre-Sale

20%  
200,000,000 RPLAY

## Vesting

12 mo. linear vesting thereafter

## Private Sale

10%  
100,000,000 RPLAY

## Vesting

10% at listing  
12 mo. linear vesting

## Public Sale

3%  
30,000,000 RPLAY

## Vesting

10% released at listing  
9 mo. linear vesting

## Team

15%  
150,000,000 RPLAY

## Vesting

12 mo. cliff  
18 mo. linear vesting thereafter

## Marketing & Operations

10%  
100,00,000 RPLAY

## Vesting

12 mo. linear vesting

## Platform Reserve

12.5%  
125,000,000 RPLAY

## Vesting

6 mo. cliff  
18 mo. linear vesting

## Ecosystem Growth

10%  
100,000,000 RPLAY

## Vesting

9 mo. linear vesting

## Staking Reserve

10%  
100,000,000 RPLAY

## Vesting

Unlocked as per actual earnings  
Max 10M released per month

## Advisors

2%  
20,000,000 RPLAY

## Vesting

12 mo. cliff  
18 mo. linear vesting thereafter

## DEX Liquidity and MM

2.5%  
25,000,000 RPLAY

## Vesting

No lockup

## Bonuses & Incentives

5%  
50,000,000 RPLAY

## Vesting

Unlocked as per actual earnings

