



Aug 2022

Rewarded TV Lite Paper

Adopting RPLAY: Content Provider Payments,
Token Gating, Gamification & User Rewards



It's been exactly one-year since we first put pen to paper on the Replay Whitepaper.

Over the course of the past year, we've had the opportunity to bring Replay into the world and to begin testing its ideas with input from countless content providers, ecosystem investors, consumers and, of course, our community. We've had the opportunity to refine our go-to-market strategy with those learnings in mind and in this litepaper aim to highlight the following topics.

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Revisiting the Replay Value Proposition

- **Content Owners:**
Transparency and visibility into content performance, secure real-time payments, liquidity.
- **Distribution Platforms:**
Access to a wide range of content for distribution and monetization via a predictable model that allows them to optimize their business.
- **Consumers:**
Access to limitless free content - including both Premium and User Generated - and allows for them to participate in the success of the streaming ecosystem.
- **Fans/Investors:**
The ability to participate in the success of a given piece of content, a creator, or the success of the content ecosystem at large.

To demonstrate how the above components can work together in an end-to-end fashion, we set out to reimagine the streaming service experience with those core stakeholders in mind. In doing so, we provide an industry proof of concept that addresses all elements and pain points previously outlined and serves as an on-ramp to content providers and consumers.

Replay connects content owners, distributors, and consumers and is denominated by content consumption while removing the friction and economic costs associated with existing distribution methods. Replay is an economic system that rewards consumers while entertaining them. At the same time, it provides creators and content owners with liquidity and real-time payments. We view Replay and associated technologies as the future of content distribution across all screens, focused on solving the key challenges of incredibly long payment windows with little transparency on actual consumption. This will create greater economic opportunities for content creators while ensuring transparent, reliable and ubiquitous access to content for distributors and consumers around the world.



Introducing Rewarded.TV and the Replay Value Proposition

Why Launch a Streaming Service

The over-the-top streaming industry (video delivered over the internet) is growing (Compound Annual Growth Rate of 13.87% / year) and is estimated to be worth \$223 Billion by 2026.

While there are thousands of streaming platforms, services, and channels all around the world, they all look basically the same and operate with one of three models:

Subscription / SVOD (Subscription Based Video On Demand) - Subscribe

Advertising / AVOD (Ad supported Video On Demand) - Watch ads to access “Free” Content

Rentals / TVOD (Transaction Video On Demand) - Rent Movies

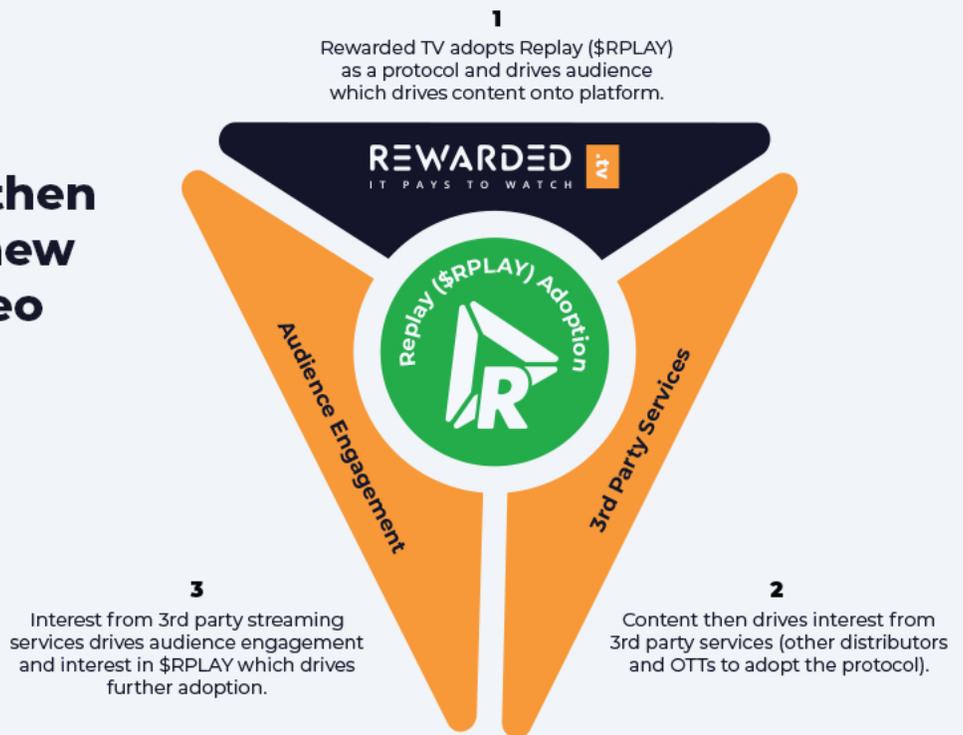
As discussed extensively in the original Replay Whitepaper, these models have some significant drawbacks as executed today, specifically, as it relates to providing transparency over content

usage and timely payments to content providers. Further, consumers are left without much choice; most must subscribe to multiple services in order to find content they want (effectively subsidizing the content habits of other viewers and building an IP portfolio for the service where they have no long-term benefit) OR have to endure 10+minutes of Advertising per hour to get their content for “Free”.

We are introducing a new model, one that’s centered around community, provides value to consumers for their time, and gives content providers visibility into their business and with opportunities to scale.

To that end, we’ve reimagined the streaming service experience in order to help drive growth and adoption of the Replay system and RPLAY token.

**Starting with
Rewarded TV, then
expanding to new
models for video**



*Building a Relationship based on **Consistency, Transparency, and Trust between Replay, Consumers, and Content Providers.***

Rebranding from ReplayNow to Rewarded.TV

The initial Replay white paper described Replay Now, a cross-platform OTT streaming service which adopts the core Replay technology and rewards consumers with tokens for subscribing & watching content.

ReplayNow was always intended to serve as a proof-of-concept streaming service which adopted the Replay protocol; to be the first of many services and dAPPS that could take advantage of Replay's content tracking and payment capabilities. In order to avoid any confusion, further that aim, and provide room for experimentation we made a decision to rebrand the service.

We wanted a name that reflected what was most important to us, rewarding all participants for their contribution to the service. Simply, Rewarded.TV.

Rewarded TV is a global streaming service powered by Replay's Blockchain that provides real-time transparency and payments to content creators while also rewarding consumers.

Most importantly, we are a community driven service that aims to reward content providers, fans, and super fans for their contributions to the community.

The Rewarded TV Difference

▪ **Unique Business Model**

- Most of the content on the service is 100% free. That means you get to sit back and watch TV, not ads. It also means you don't have to subscribe to anything.
- The service grows and generates revenue from two primary sources:
 - Viewers purchasing and/or redeeming RPLAY tokens to watch a higher tier of premium content
 - NFT drops that can be purchased on a marketplace which gives viewers access to the higher tier of content alongside boosted rewards and additional perks.

▪ **Community Features**

- Invite Friends
 - Deep social hooks available to invite friends to Rewarded tv and surface/share content across all social platforms.

- Chat
 - Chat with other viewers across multiple viewing platforms as you watch.
- Watch Together
 - Join or Host Watch Parties
- Get Rewarded
 - Participation Drives Incremental Rewards (*Gamification to be discussed further below*)
- **Transparency & Visibility**
 - Real-Time Dashboards
 - Real-Time Viewing and Rewards Data for Consumers
 - Real-Time Usage Metrics for Content Providers

A community driven service that aims to reward content providers, fans and super fans for their contributions to the community.

Ad-Free & Subscription Free

Truly free.

We exist to rid the world of ad overload and subscription fatigue.

New forms of revenue.

Revenue from category based NFTs, usage based for premium content and sponsored content.

Unlock premium content.

Redeem \$RPLAY for other benefits and unlock premium content.

Community Features

Watch Together.

Watch Party, Live Guide, Social Sharing and Live/Linear event based chat.

Get Rewarded.

Rewards for watching and sharing with friends.

Earn Tokens.

Viewers earn \$RPLAY Tokens as they watch and access exclusive NFTs.

Transparency & Visibility

Real-time payments.

Get paid real-time for your content (no more waiting 6+ months).

Full transparency.

Get access to your Rewarded TV dashboard to see exactly where your content is going.

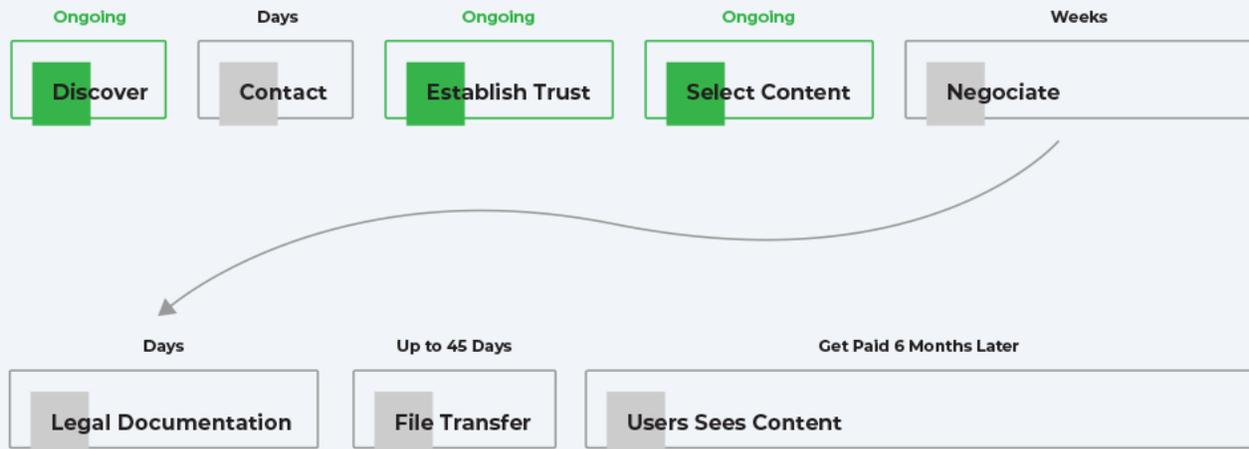
How Rewarded TV Works for Content Providers

The Replay ecosystem is dedicated to helping content providers scale their business by enabling a trustless distribution model.

Here's what the process looks like at a high-level in a world without Replay:

This is What Content Distribution Looks Like Today

Inefficient process: Average 10+ months from discovery to distribution



By adopting Replay, Rewarded.TV is able to drive efficiency in the acquisition, measurement, reporting and payment to content providers. Moreso, setting them up to replicate this process with other distributors who adopt Replay down the road.

01  **Upload** content to Replay's platform

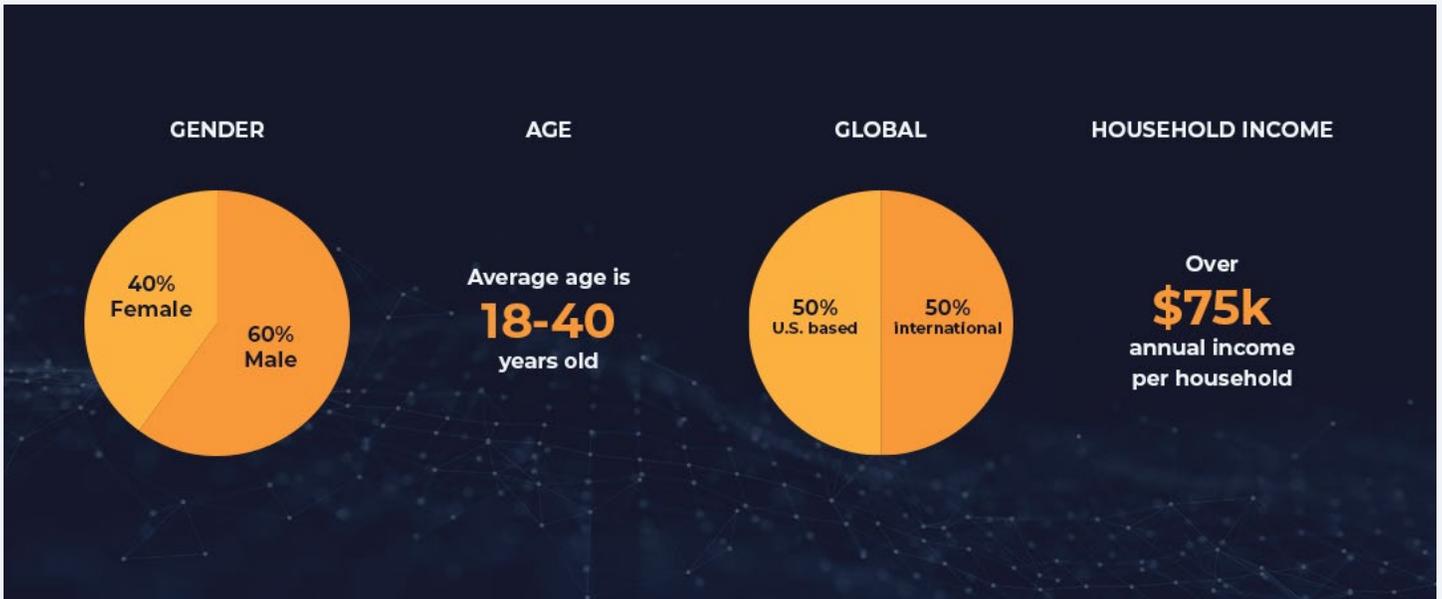
02  **Syndicate** content out to Rewarded TV

03  **Access dashboard** via Replay for distribution transparency

04  **Get paid** real-time via Replay's Platform

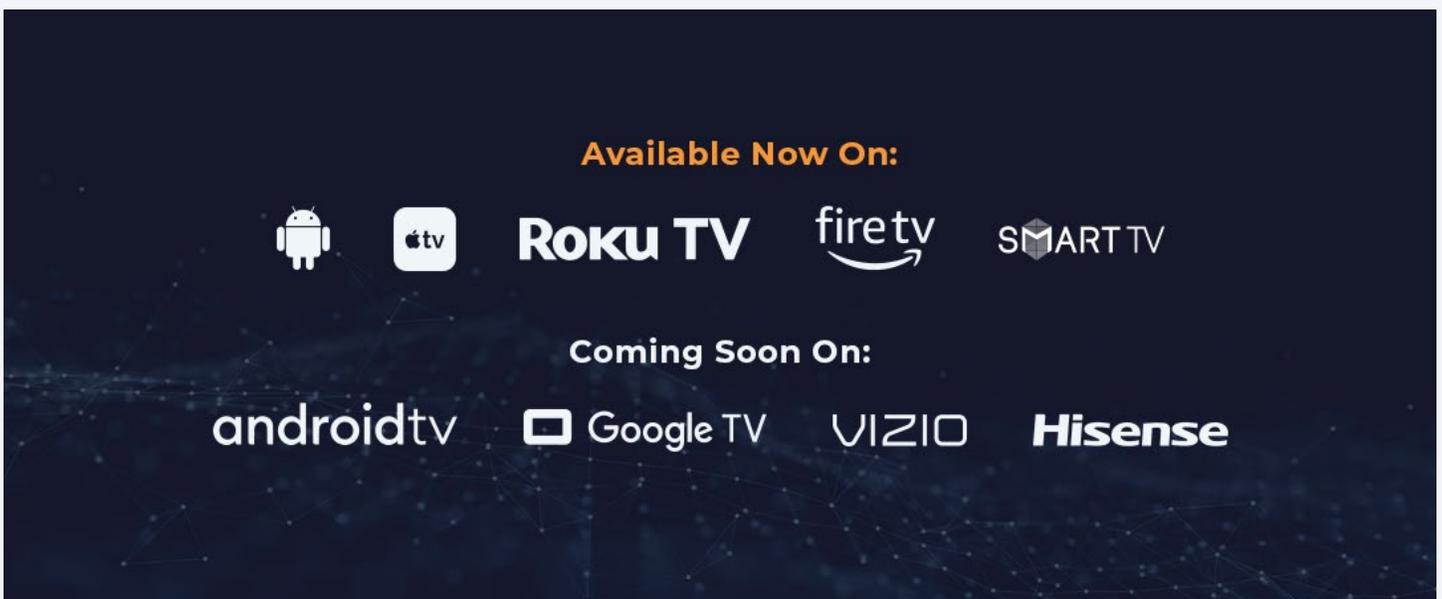
The Rewarded TV Target Market

Our service is intended to be a global, general market streaming service. We believe this target market will expand over time, but initially we feel it looks pretty close to the following:



Where to Watch Rewarded TV

Currently Live Across All Market Leading Streaming Platforms and Browsers. Please find the service online or on your phone at www.Rewarded.tv or by visiting any of the app stores below.



Available Now On:

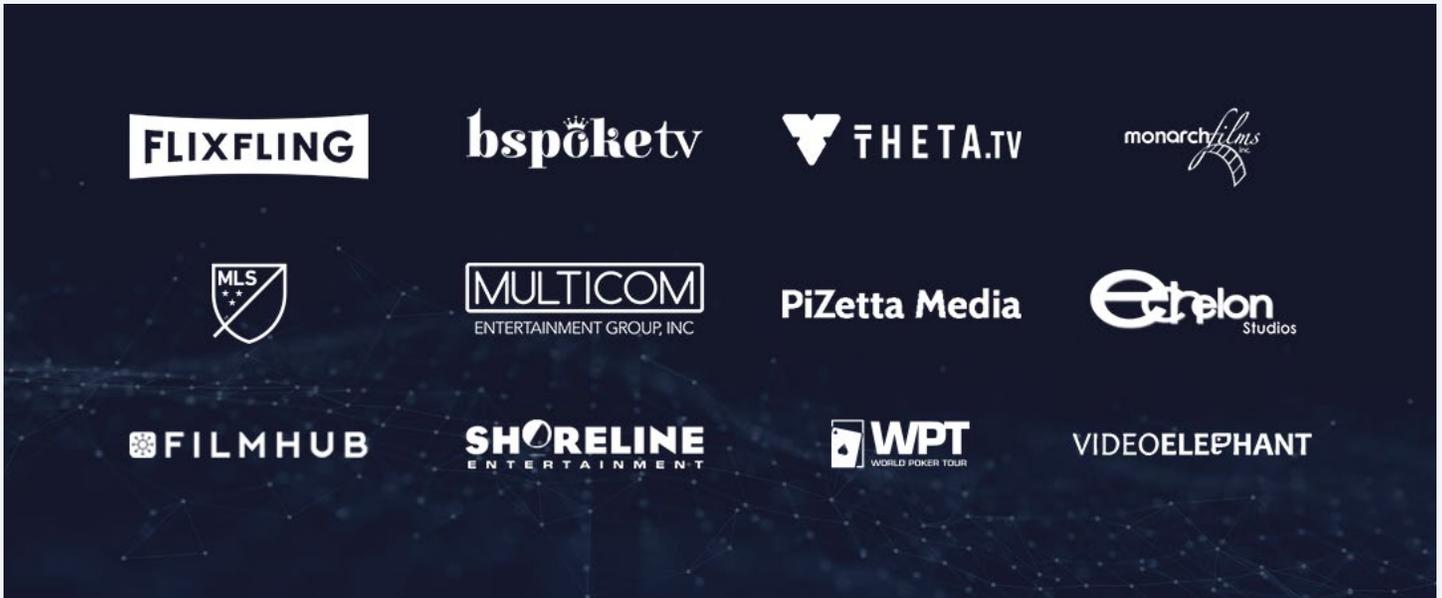
  **Roku TV**  **SMART TV**

Coming Soon On:

androidtv  **Google TV** **VIZIO** **Hisense**

Select Current Content Providers

Here's a quick look at the enterprising, early adopting, first moving content providers that have joined Rewarded.tv so far. Hundreds of hours of content are already live for viewers to enjoy around the world with subtitles available. Thousands of hours of movies and TV will be made available in the coming weeks and months from existing content providers, with new providers in various stages of execution already on the horizon.



Introducing Watch-to-Earn and More

Rewarded TV aims to be a true proof-of-concept. A crypto-native, decentralized global streaming service powered by Replay's Blockchain that provides real-time transparency and payments to content creators while also rewarding consumers.

In order to build and execute on a community driven streaming economy which we believe will also drive general market adoption and awareness of Replay (RPLAY), we needed to reimagine the streaming experience. We needed designed economy that Rewarded viewers for their time and participation, while Rewarding and compensating content providers both fairly and competitively.

Via our partnership and continued support from the team at Theta Labs, all of our content storage, encoding, and delivery is already decentralized. Soon, we'll be introducing token and NFT gated content in partnership with Theta, alongside other innovative NFT utilities.

With Watch-to-Earn, we unlock a market which strikes a balance for all stakeholders in online video: whether Rewarding viewers for watching content, sharing it with their friends or curating

it for other viewers to enjoy. Consumers then earn RPLAY which can then be redeemed to unlock premium content on a pay-as-you-go basis and/or through content-gated NFTs. *We will go further into the particulars in the Gamification section below.*

Getting Started

1. Visit www.rewarded.tv on your desk/laptop
2. OR Download the Rewarded.TV app on your device(s) of choice
 - a. Roku
 - b. FireTV
 - c. iPhone
 - d. Android
 - e. AppleTV
3. Register on Rewarded.tv
4. Start Watching
5. Click on “My Earnings Dashboard”
6. Successfully connect your RewardedTV account with your Replay Rewards account to start earning.
7. We’ll be adding support for other streaming services in the future!

Rewarded TV Launch

Growth

▪ Content Acquisition

- Ongoing discussions with hundreds of film and tv aggregators around the world educating them on the value of Rewarded.TV. Please reference the [Rewarded.TV Deck](#) and [One Sheet](#)
- Community Funded Content
 - NFT sales fund content development and holders receive reward multipliers as content is consumed across the Replay Network (Coming Soon)

▪ Distribution and Discovery

- Ongoing Discussions with Roku, Amazon FireTV, Samsung, Vizio, and other leading Smart TV and CTV Platforms
- Executed Distribution Partnerships with Companies Like Comcast's Metrological, A TV App Store Publishing Platform touching over 80 Million Set Top Boxes
- Marketing Partnerships with Marshall Advertising and Tapjoy

Ways To Earn

▪ Genesis Rewards

- Community is everything and we want to recognize our earliest adopters.
- Early adopters are part of our Replay User Growth Pool 1 - 25 Million tokens allocated

- Reward rate for this 1st growth pool is 20 RPLAY tokens per watched hour

**Those who have already started watching content on Rewarded TV since our launch date (5.5.2022) will receive the RPLAY tokens they've accumulated by linking their RewardedTV account with the Rewards Dashboard on top of any current and future watching activity.*

***Disclaimer: Users will not be able to withdraw RPLAY crypto token until RPLAY DEX/CEX listing (subject to tokenomics vesting schedule). RPLAY will tentatively be made available for withdrawal in Q4 2022.*

- **Phase 1 - Watch Based Rewards / Ways to Earn**

- Watch to Earn
 - Earn RPLAY on your Replay Dashboard every time you log onto Rewarded.TV and watch eligible content
 - The current Reward Rate is 20 RPLAY tokens per watched hour
 - The first 10,000 registered *active users** - going back to day one 5.5.2022 - will get an additional 50 RPLAY deposited into their dashboard. ** an active user is defined as a user who watches at least 20 mins of content*

- **Phase 2 - Watch Parties & Refer / Ways to Earn**

- Community Rewards - Refer to Earn
 - Help spread the word about Rewarded.TV and earn bonus 20 RPLAY for every registered friend / active viewer (*watches at least 20 mins of content*)
 - User who sends invite (Referrer) earns an additional 20 RPLAY deposited into their dashboard
 - Person who accepts invite (Referee) earns only multiplier

- Host or Join Watch Parties to Earn
 - Increase your Viewer Reward Score when joining watch parties that are hosted by other viewers.
 - Host watch parties and earn an additional increase to your Viewer Reward Score based on overall watch time on those parties.

- **Phase 3 - Tastemakers / Ways to Earn**
 - Curate/Recommend to Earn
 - Discovery is critical. We will be the first platform to reward community members for surfacing incredible content, and continue to reward them as that content is being watched.
 - Tastemakers to be part of the core curation team and advise Replay on identifying the best titles that will get featured on the platform.
 - These tastemaker playlists will get a multiplier on earnings when any viewer watches

- **Replay / RewardedTV NFT Drops**
 - Later this year we will be introducing Replay and Rewarded TV NFTs which will feature perks including unlimited lifetime access to premium content, early access to future Replay NFT drops, RPLAY Rewarded Earning Multiplier benefits. If interested in NFTs, please join our [waitlist](#).

Reward Mechanics

Key Drivers

Included here please find Key Definitions and Drivers related to Viewer Rewards Scoring that influencers reward rate in future ***

- **Replay Reward Rate** - The real-time calculated rate at which RPLAY are awarded to viewers for time spent on eligible content; this rate is based on a number of factors including the overall time spent watching Replay powered streams and the amount of RPLAY remaining in the Replay Rewards pool at any given moment.
- **Viewer Reward Score** - A real-time calculated score which influences an individual end user's Viewer Reward Rate based on a number of LIVE and COMING SOON factors currently outlined herein, as well as Deferred and Future features and factors that may not currently be mentioned or contemplated.
- **Viewer Reward Rate** - the real-time calculated rate at which an individual end user is awarded RPLAY based on the Replay Reward Rate, the Viewer Reward Score, and the Asset Reward Score.
- **Overall Watch Time** - A real-time, lifetime view of the overall time spent by all end users watching Replay powered content.
- **Individual Watch Time** - A real-time, lifetime view of an individual end users total watch time.
- **NFT Multiplier** - A multiplier applied to the Viewer Reward Rate when watching eligible content based on NFTs held by the viewer at that point in time.
- **Time Watched with Others** - A real-time, lifetime view of an individual end user's time spent joining watch-parties that someone else is hosting.
- **Hosted Time** - A real-time, lifetime view of an individual end user's time spent hosting watch-parties, and the amount of time collectively spent on that party. For example, if you host a watch-party for a 2 hour movie and invite 10 people and they all stay for the duration, your Hosted Time for this session would be 20. This variable is a reflection of the total Hosted Time an individual has.
- **Recommended Time** - A real-time view of time spent by others watching content and playlists recommended by an individual end user.
- **Leaderboard** - A real-time view of the top percentage of viewers and hosts in a variety of categories on a lifetime and monthly basis.

- **Leaderboard Rewards** - Leaderboard participants will be eligible for Reward Spiffs including NFTs, Reward Multipliers, and Airdrops.
- **Asset Reward Score** - A real-time calculated score which influences the reward value of a given video being consumed based on the lifetime watch time associated with that video.
- **Deferred Feature Calculation:** In any instance where a key driver feature is not yet available, the default rate shall be set to 1.

****Disclaimer: The above represents key definitions and drivers of viewer rewards as envisioned at launch and is subject to change over time. Changes will be published via updates to this document.*

Preventing Rewards Abuse

We want to ensure a fair ecosystem for all parties involved. We take cheating & abuse very seriously and are taking necessary steps to ensure Rewards are distributed appropriately.

Replay's tracking technology employ's several proprietary methods including activity analysis, bot detection, spoof protection, rules and user caps at launch and will continue evolving to defend the protocol against fraud.

Any account found to be abusing the Rewards system will be flagged for review and be subject to suspension or removal from the service and a roll-back of Rewards if warranted.

Token Gated Content and Monetization

Rewarded.tv will offer two-flavors of Token Gated Content to allow seamless redemption for content in exchange for tokens.

As alluded to in the Business Model section earlier, Rewarded TV revenue comes from two primary sources:

1. Viewers purchasing and/or redeeming RPLAY tokens to watch a higher tier of premium content.
2. Tiered NFT Drops made available for purchase which may include lifetime access to some or all Replay and/or Rewarded.tv premium and exclusive content, rewards multipliers, and

unique social features, and events. While we plan to release more details on this front as we get closer to launch, our waitlist is available [here](#).

NFT Drops will be introduced to the service in Q4 2022 followed by pay-as-you-go Token payments. We will be updating this litepaper with specifics as we near launch.

Highlights from Rewarded.tv in the News

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