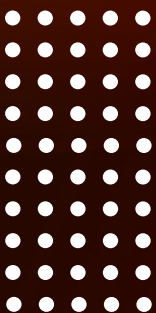# VERASITY™

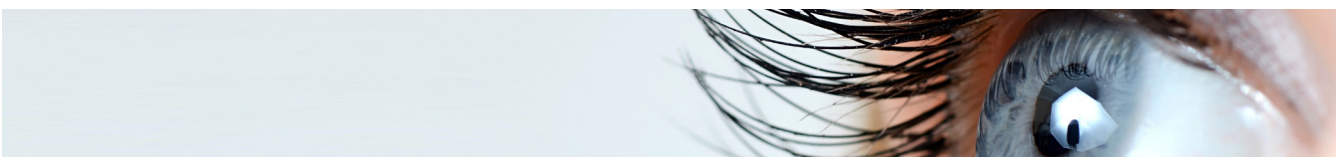The Future of Video.
Enhanced with Blockchain.

Verasity.io

⋮ STRATEGIC DIRECTION

Verasity will remain focused on providing B2B (business to business) solutions for digital media companies that require online video technology. Although we have progressed significantly with the development of our video-sharing platform, we will be delaying its launch so we can focus on our primary customers; publishers and broadcasters where we see explosive demand in the market. Our main focus is to get publishers to use the Verasity platform and transact within the VRA economy. By focusing on larger publishers with an existing audience, we will be able to scale the Verasity ecosystem significantly faster than starting with a B2C (business to consumer) video sharing platform. This will increase the demand, awareness and user base for VRA.

As planned, Verasity has launched an Online Video Platform (OVP) for a Rewarded Video Player, the only difference in the direction is that most of the efforts were previously directed towards marketing a standalone video sharing platform. Now, most of our attention will be directed toward creating a universal platform available to any publisher/broadcaster to directly interact with their current users via our rewarded video player. The initial use of VRA tokens in the system will be as a reward from the video publisher, to the viewer, for viewing video content. A marketer can also use GenesisPlayer to reward their own token if applicable, and pay fees in VRA. A new patent has been filed for distributing rewards within video player. Also in development is a new type of system for content monetization, running on VRA, for viewers to purchase content directly from the publisher. We see this model primary appealing to large, global publishers who are looking to directly monetize their audience using Verasity technology.

After the initial launch of the Player and ahead of the VRA listing date, the team will implement VRApool, a new staking program for VRA token holders. Token holders will have the option to send their VRA into a smart-contract for a period of time. By staking, users are rewarded additional VRA for each day they stake. This is to incentivize users for holding their VRA, while also driving up demand for VRA outside of the Verasity economy. Unsold tokens will make up the staking rewards pool. More details can be found below.

⋮ THE VERASITY ECONOMY FLOW

The new Verasity economy adds additional incentives to hold VRA (through the VRApool rewards program) while also increasing the demand for the utility of VRA across a large network of video publishers and their own communities, using the platform and VRA to transact.

VERASITY ECONOMY BUILT ON ETHEREUM BLOCKCHAIN

| External Wallet on Ledger | | Staking Program Smart Contract | Paid by Verasity | Staking Rewards Pool |

Paid by user — Paid by user — Paid by Verasity — Paid by Verasity

User/Investor VeraWallet

Yes — **Paid Video?** — No

Syndicated partner or referrer VeraWallet

Paid by Advertiser — **Advertiser Rewarded Campaign**

Payment for Video

Watch Rewarded Video

User Claims VRA Reward

% share — **Watch Rewarded Advert**

Advertiser Vera Wallet

Paid by Publisher

Publisher Rewarded Campaign

Paid by Publisher

Paid by Advertiser

External Wallet or Exchange

Paid by Advertiser

Paid by publisher

Publisher VeraWallet

Publisher Share or Reward

Paid by publisher

External Wallet or Exchange

Arrows

⬛	No TX fees
🟥	ETH TX fees
🟩	ETH & Verasity TX fees
🟦	Verasity TX fees

Boxes

🟥	On chain
🟪	Off chain

⋮ EARNING VRA TOKENS

When users watch videos on a publisher's domain, they can be rewarded with VRA tokens. This is to incentivize users to watch videos on the publisher's domain, generate new traffic, and keep users engaged on the publisher's platform. Users may also earn additional tokens by referring additional viewers to the content.

EARN AND REDEEM MODEL

- We will charge publishers on an 'Earn and Redeem' model and convert revenues to VRA. Publishers will pay Verasity in order to participate within the ecosystem.
- Verasity will receive revenue from publishers that utilize Verasity's service which in turn is converted into VRA tokens and given back to the publishers to reward and incentivize their users.
- In addition, Verasity will run ads on the player and will convert the revenue generated from advertising into VRA.
- Verasity is exploring various eCommerce options, and revenue generated from that will be converted into VRA. Finally, Verasity will also look to Monetize traffic with eCommerce.
- The Verasity network upkeep and development will be funded by revenue from transaction fees within the economy as well as license fee revenues.

EASY CONVERSION FOR VRA TOKENS

As our player has the capability to target a wide range of users, including non-crypto users, Verasity will be implementing an easy conversion method to allow users to buy VRA and exchange their earned VRA tokens. We are investigating with our legal and regulatory teams how best to provide this feature.
Holders may also be able to withdraw their VRA tokens to traditional cryptocurrency wallets and engage in market trades on their own without going through Verasity.
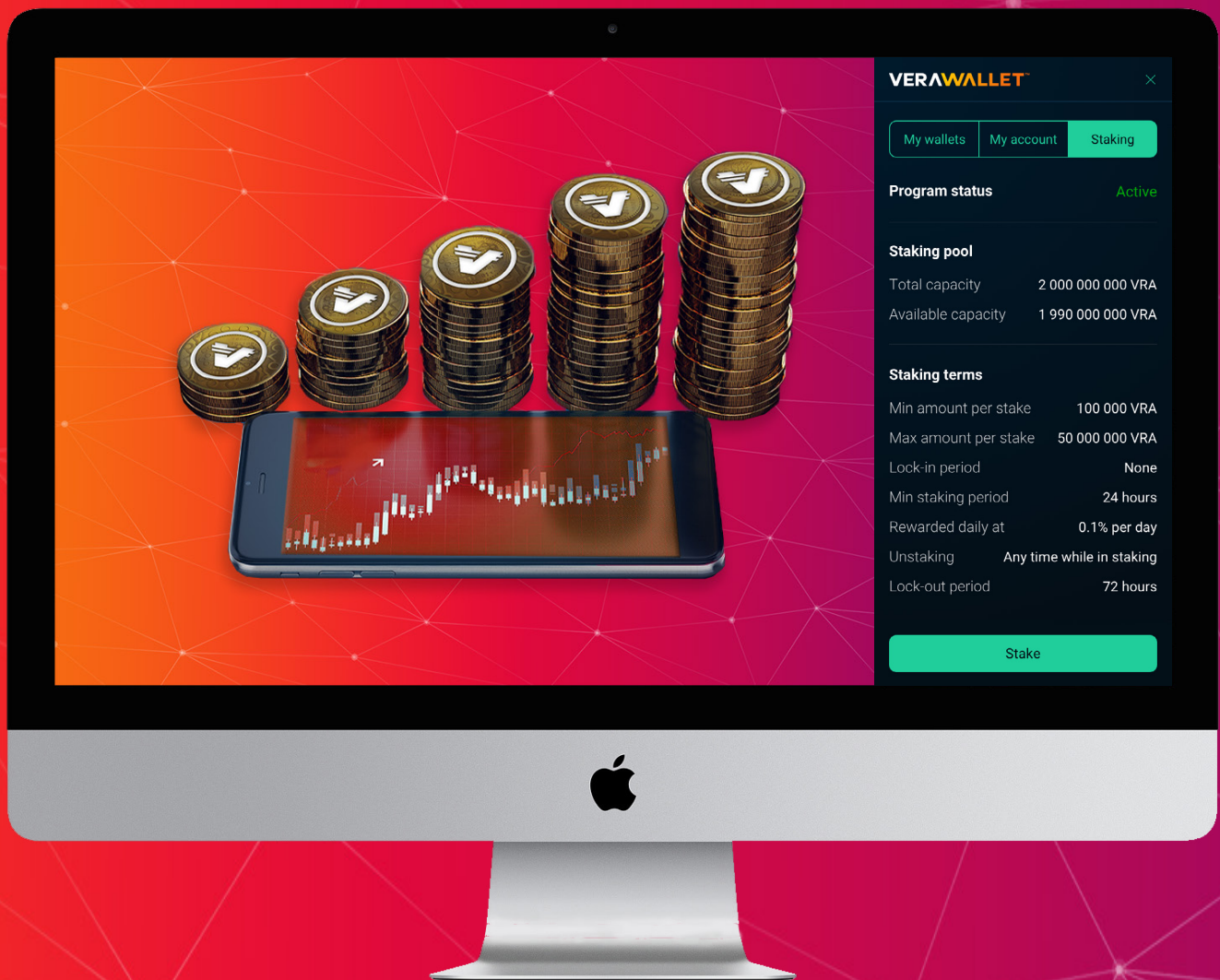
If a user chooses to go through Verasity to liquidate their holdings, Verasity will collect a moderate transaction fee.

CHANGES IN TOKEN ECONOMICS PAPER

- No 3% inflation or minting of new tokens until the Main Net is released.
- There is a new program designed to reward users for holding VRA. This will drive the key components of supply and demand in the token economy (see next section).
- The token economy and model has been adjusted for the VeraPlayer and not just the Verasity video sharing platform.
- Verasity will be buying tokens back off the markets through revenues generated to sustain the reward pools.

VRA POOL - STAKING PROGRAM ⋮

Introducing a new program where users can stake their VRA onto a smart contract and earn rewards for holding.

VERAWALLET   ✕

| My wallets | My account | **Staking** |

Program status   Active

Staking pool

| Total capacity | 2 000 000 000 VRA |
| Available capacity | 1 990 000 000 VRA |

Staking terms

Min amount per stake	100 000 VRA
Max amount per stake	50 000 000 VRA
Lock-in period	None
Min staking period	24 hours
Rewarded daily at	0.1% per day
Unstaking	Any time while in staking
Lock-out period	72 hours

Stake

:VRAPOOL
REWARDING VRA HOLDERS

VRApool is a new staking program to reward VRA holders by enabling users to commit their tokens into a dedicated smart contract and be rewarded in return. Holders of VRA can opt to send their tokens to a smart contract and get rewarded for doing so, all from their Verasity account.

Reward Payouts: VRA rewards are calculated every 24 hours during the staking period and added to the users' wallet in their Verasity account. Each day tokens are held in the smart contract, users will earn a minimum of 200 VRA per day, based on the minimum of 100,000 VRA staked.

The Reward Payout is calculated using a simple daily interest rate of 0.1%, which is the equivalent of 3.0% every 30 day or 36.5% per year.

Every 24 hours your reward from your stake will be visible within your Verasity account. You can then withdraw your VRA reward once you unstake your tokens and after the unlock window.

Withdrawals: There is a minimum staking time of 24 hours. After then a user may unstake their VRA. When a user chooses to unstake , there is a 72 hour 'lock out' period. For example, a user stakes 1,000,000 VRA. They start earning rewards once the VRA is received and they would generate 1,000 VRA per day until the user decides to withdraw the VRA. Then the user waits 72 hours to redeem the principal and is not earning rewards during this unlock period.

Holding: VRApool has a limited capacity, if you try to send VRA when there is no capacity, your principle VRA will be returned with no reward.

The maximum capacity for the overall Program is 2,000,000,000 VRA, therefore a user will not be able to participate in the Program if the overall Program is full and has reached capacity.

The minimum number of tokens to be staked in the program per user is 100,000 VRA. The maximum number of tokens that can be locked in the Program per user is 50,000,000 VRA.

This Program is only funded by unsold tokens and discontinued 'Verifier Reward Program' tokens but may be replenished at a later date through market token buyback from a percentage of Verasity's revenue. As long as users of the Program are KYC'd by their exchanges Verasity does not require additional KYC to enter the Program.

For more information please see the T&C's. To enter this Program you will have to acknowledge the T&C's. Visit - verasity.io/VRAPool (coming soon). This staking pool offer is not made to US and Cayman Island residents.

VIDEO PLAYER TECHNOLOGY POWERED BY VERASITY

Verasity's standalone Player can be white-labeled by publishers. The embeddable player works across the web with no plugin required. Users can transact using VRA on the Blockchain, enabling publishers monetization. Standard video pre-roll and mid-roll ads will also be implemented into the player.
This provides the following tools for publishers, broadcasters and large content creators with the following:

- Provides video syndication (crypto asset content)
- Provides Rewarded Promotional Videos
- Provides data collection (Cost per lead plan)
- 'Native rewarded Outstream Video Advertising'
- Targeted at publishers with a video player 'Powered by Verasity'
- Cost per lead sold by the publisher and revenue share to scale
- Provides additional revenue to content creators on the publishing platform
- Provides direct interaction between advertisers and consumers
- Provides targeted advertisements for crypto ecosystem

⋮ REVISED PRODUCT ROADMAP

PRODUCT   2018   PROJECT

GenesisPlayer - Rewarded Video Player (Off Chain) ✓
GenesisPlayer Library Launch and Exchange ✓
Publisher Integration
Develop Lightning sale structure into UI ✓
Structure GenesisPlayer Library for 3rd parties ✓
GenesisPlayer Super Admin back-end portal ✓
Referral integration into GenesisPlayer Wallets ✓
Optimise Player for Mobile Screens ✓

✓ GenesisPlayer App used by over 20 projects
✓ Release Publisher Partner Programme
✓ Sign first beta partners for GenesisPlayer libraries
✓ Open Public Sale Part 2
✓ Launch Lightening Sale over 24 hours

2019

Q1

VeraWallet Module for Publishers −
SDK Integration with JW Player −
First Beta Publishers using VRA −
VRAPool Staking Program −
GenesisPlayer Advanced Integration −
Content Recommendation Engine −
Multi-device encoding −
Player Analytics −
List VRA on Exchanges −

Q2

− Player Wordpress Integration
− Rewarded advertising Rollout
− Sign 10 publishers to use Verasity technology

Q3

Video Player with built-in Hot Wallet Catering to VRA −
Advertising Monetization - Pre-roll, mid-roll and end roll video with airdrop capabilities −
Beta of VRA Pay −
View verification (on-chain) - Proof of view −
Self serve platform - Sign up −

2020

TBA

On hold
− DPoS Blockchain, Ethereum launch instead
− Verasity.tv (Video Sharing Website)

VERASITY™

⠿ GENESISPLAYER

GenesisPlayer is a video player used by blockchain projects, that rewards viewers for their attention with tokens directly through the player. The tool, which can be easily embedded across the web is very successful at reaching a crypto enthusiast community, building brand awareness and capturing user data. With a fast-growing user base, crypto enthusiasts and investors can learn about new projects by watching promotional videos. Users can earn tokens with an average value of around $4 each view, from an airdrop completed directly through the player. These videos are syndicated across the web and available on CryptoNow.tv. There is a total of $500k worth of tokens available in total from over 20 promising projects.

GENESISPLAYER LIBRARY

Launching in January 2019, GenesisPlayer has amassed a library of hundreds of top blockchain project videos which are tagged and can be called by the project's ticker. This is now being integrated by top Blockchain publishers and exchanges to educate users on the crypto assets using video. This use case has been a valuable way to build the Verasity database and provide a valuable solution and integrate into the crypto market. GenesisPlayer Library has signed up two exchanges, CoinSuper, and Bitmart who are in the process of onboarding, with many more in the pipeline. You can experience the library first hand using Telegram bot GenesisPlayer_Bot.
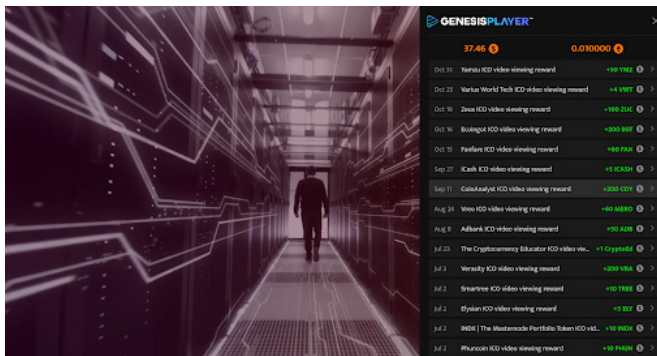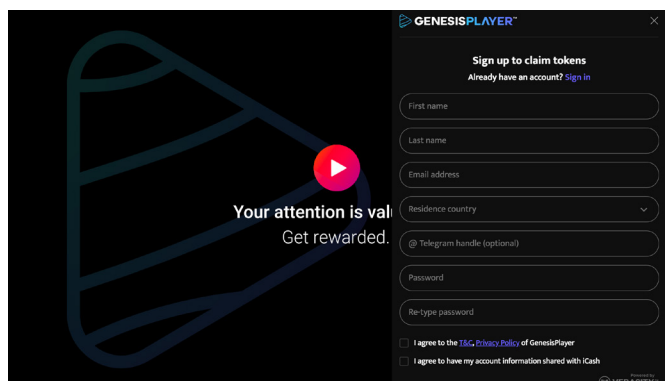

GenesisPlayer and built-in wallet compatible with multiple tokens
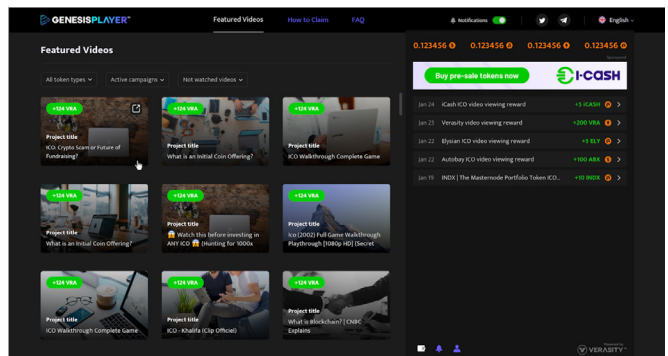
GenesisPlayer also provides publishers with rewarded videos to benefit their users
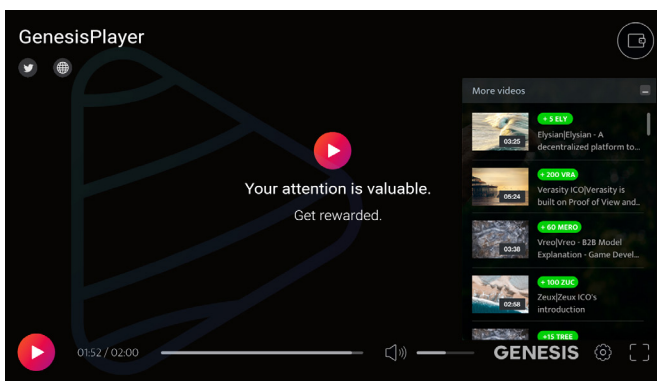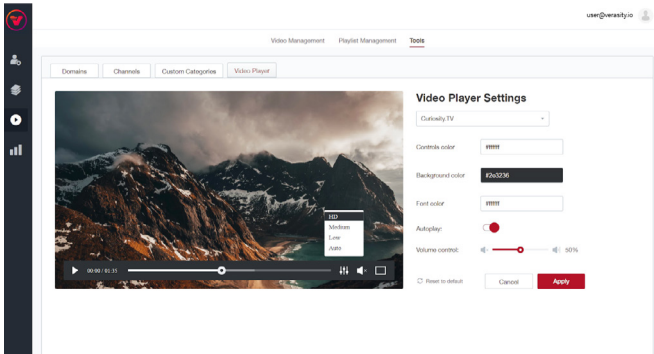

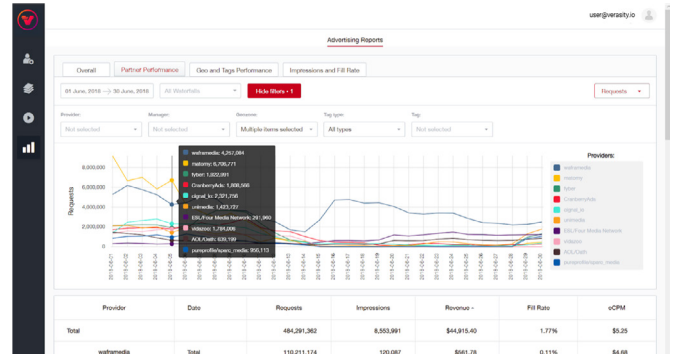*Sleek user interface design that is easy to navigate around*

easy built-in sign up form
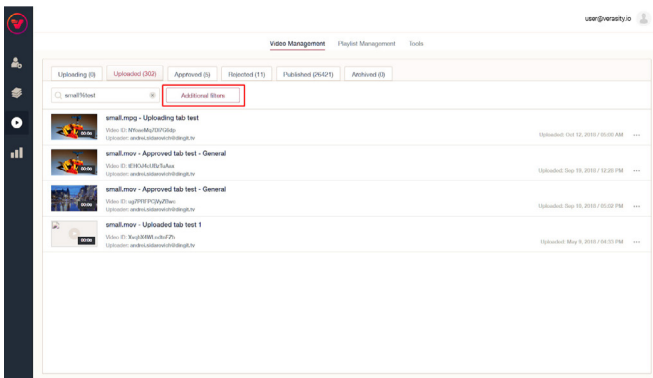
⠿ PUBLISHER CONTENT MANAGEMENT SYSTEM

Verasity provides the infrastructure and tools required for publishers and broadcasters to build a supercharged online video experience.
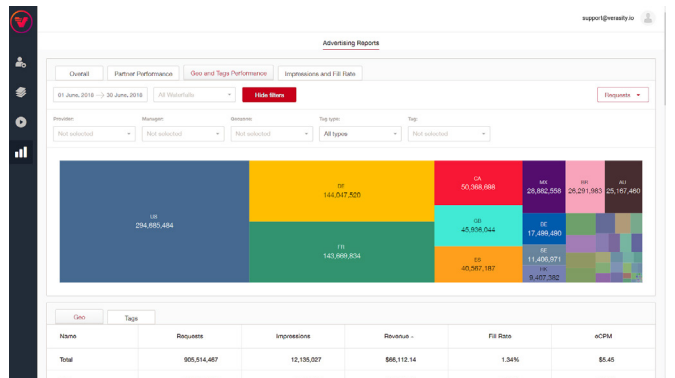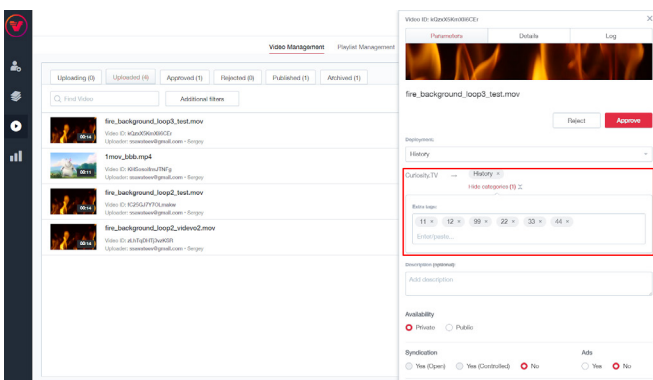

Upload videos easily through the CMS

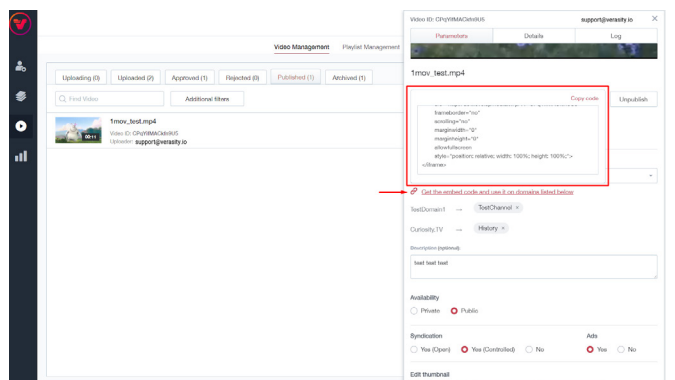*Advertising monetization built in generating revenues for publishers and users*

Content syndication options to increase publisher libraries and revenues

Detailed analytical reports displayed in a visually efficient way

Customize metadata and tags to get the most out of your videos

Tailored video player to integrate seamlessly with your website & brand

⋮ NEW PATENT FILED

Verasity has filed a new patent in the USA for its rewarded video player which is described as below:

Apparatus and associated methods relate to a rewarded viewing video distribution system configured to reward a user for viewed video content based on presenting video content to a user, assigning the user rewards generated based on the value of the video portion viewed, and automatically presenting the user with marketplace credit to spend the rewards. In some embodiments, the viewed video portion value may be determined as a function of a predetermined reward threshold. In an illustrative example, the predetermined reward threshold may be the video percentage viewed. Various implementations may employ a reward threshold based on advertisements viewed, permitting advertisement spending adapted as a function of verified advertisement views. Some examples may reward views using a video player plug-in. Some embodiments may permit a user to spend viewing rewards on affiliated partner services or products. Various examples may advantageously provide earned rewards spendable via an integrated rewards spending gateway.

⋮ SUMMARY

Since launching Verasity, our goal has been to become the infrastructure powering the future of online video. Having received such a positive reaction to the Verasity Protocol from a large number of substantial publishers and broadcasters since our launch, the above changes provide the best opportunity for Verasity and VRA.

By focusing our initial technology offering towards global publishers with their own premium content and audiences, Verasity will reach a large audience of users, including mainstream users, in a much shorter time frame. We believe this also provides the best possible outcomes for our token holders and community.

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