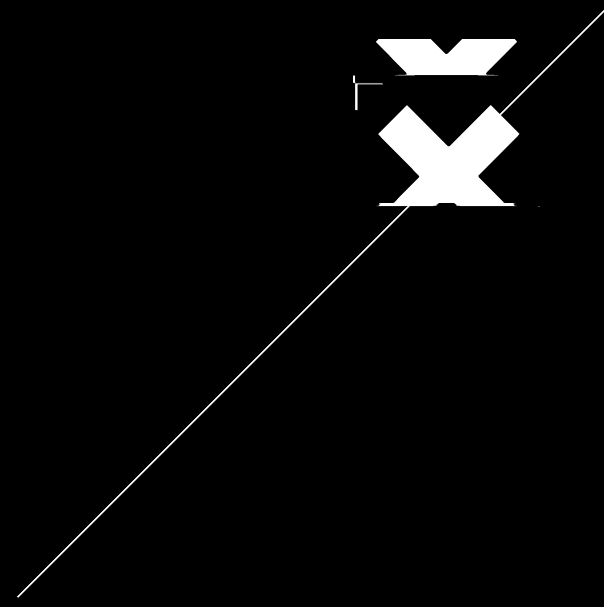


WeStream

Whitepaper



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THE **DISCLAIMER**

The Westream whitepaper and website are intended as a technical outline for the current and future developments of the WeStream app.

These and any other such documents, unless specifically indicated, are for informational purposes only and should only be interpreted as such.

This information is not specified as, nor does it form an agreement, contract, or any other derivative thereof.

The information included herein is not intended and should not be relied upon or interpreted as a legal opinion or legal advice regarding any specific issue or factual circumstances, included but not limited to a basis for any investment decision.

The aforementioned information does not represent as an offer or solicitation to buy or subscribe to debentures, stocks, cryptocurrency, or shares issued by any persons, company or entity, units in a collective investment scheme, or any other security or class of securities nor should it be interpreted in such a way.

Unless expressly indicated otherwise, the products and innovations set out in this information are under development and are not currently in use.

The WeStream tokens are not securities, are not registered with any government entity as a security and shall not in any case be considered as such.

Certain statements in this information represent forward-looking statements. When used in this information, the words "may" "will" "should" "anticipate" "believe" "estimate" "intend" "expect" "continue" and similar expressions, or the negatives thereof, are generally intended to identify forward-looking statements.

Such forward looking statements, including the intended actions on performance objectives of WeStream, involve known and unknown risks, uncertainties and other important factors that could cause the actual results, performance, or achievements of WeStream in its development of the vision to differ materially from any future results, performance or achievements expressed or implied by such forward-looking statement.



THE **INDUSTRY**

The global video streaming market was valued at \$50 billion in 2020 & is expected to expand at a compound annual growth rate of 21%; ultimately reaching over \$250 billion in 2028. By 2022 online videos will make up more than 82% of all consumer internet traffic – 15 times higher than in 2017.

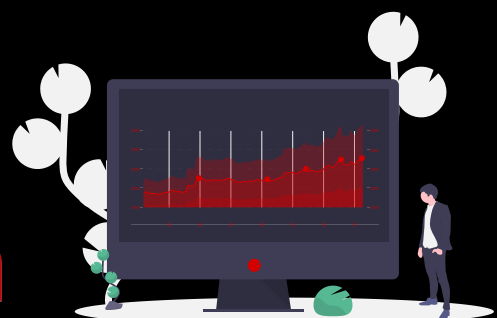
This shift in the way we consume data is further evidenced by the rise and popularity of video platforms such as YouTube, Twitch and TikTok. YouTube is now the 2nd most visited website in the world after Google.

Furthermore, in 2021 alone, there were almost 10 million active streamers on Twitch. As for TikTok, since launching in 2016 it has become one of the fastest growing tech companies in the world. Despite its youth, it currently holds the record for being the most downloaded app ever in the history of the Apple App Store!

Consequently, many social networks that once centered around messaging, social feeds & forums are now scrambling to adapt to the growing trend of video consumption in order to keep up with the competition.

This can be seen in the way that companies such as Instagram (IGTV), Reddit (RPAN), Snapchat (Originals) & Facebook (FB Watch) have introduced new features tailored around video as a way to deliver enjoyable content to their users.

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THE **INDUSTRY**

As it stands, user generated content now spans across every imaginable sector, such as fitness, education, gaming, comedy, entertainment, vlogging, sports, art, music and many more. It is swiftly becoming one of the most thriving industries in the world.

Moreover, the increased availability of advanced wireless telecom networks such as 4G, 5G and even satellite broadband is shifting mass users from analogue media such as television and radio, towards video and live streaming entertainment.

Developing countries which once lacked the infrastructure for internet access are now rapidly catching up with the rest of the world and the affordability of electronics mean that we are fast approaching a state of universal connectivity; where almost anyone, anywhere has the means to access high-quality online video content.

This explosive growth was also ignited by the pandemic, where many people found themselves spending more time at home and thus a natural demand for video content increased as a means of entertainment as well as instantly becoming the most relevant way to communicate with friends and family as well as professionally.

All this information shows that the current streaming boom is just the beginning, and that user generated content has henceforth cemented itself as an infinite source of fresh, on demand content and defined the way the world consumed media. Consumer behaviour has changed for good and the video streaming industry is currently one of the most dynamic industries, still in its infancy and bursting with innovation and opportunity.

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THE PROBLEM

Despite the rising popularity of video sharing platforms, the ones that currently control the majority of the market were built a long time ago, and because social media and the way we are communicating is constantly evolving, this means that there are still limitations and areas that need to be addressed.

One of the biggest and well publicised issues is the severely flawed revenue models that are generated and governed by the platform giants.

These revenues are often calculated by using complex impression algorithms, and creators are not rewarded proportionally for their contribution to the platforms and the engagement of their community such as likes or comments.

Essentially, revenues are based on advertising or brand sponsorship. For example, ads are served around uploaded content and the more impressions that a creator can garner, the more revenue they make. However, it means that only creators with large audiences can earn viable financial rewards and the current model leaves out creators with smaller followings no matter how talented they are.

To make matters worse, if we use Youtube as an example, in order to gain the privilege of making revenue through advertising, you first need to be accepted into the Youtube Partners Program and this in turn requires you to:

- Have at least 1,000 subscribers
- Reach 4,000 valid public watch hours in the past 12 months
- Have an AdSense account
- Wait for your application to be reviewed and approved.

Youtube also controls every single aspect of the revenue model and have full power to be able to demonetize your video at any time e.g. if they deem the content inappropriate etc.

This practically means that some creators could garner millions of comments and likes on a video and receive \$0 from the platform.

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THE PROBLEM

Furthermore, creators often feel exploited since they are dealt unfair advertising revenue splits, typically receiving only less than 25% of the overall revenue garnered.

This unbalanced relationship between the platform and the creators has been documented for a while and created discontent throughout the creator community, instilling a desire for them to have full control over the monetization aspect and their creative output. This poor revenue model is further exacerbated by the fact that most platforms take over a month to pay out to their creators.

Another problem that is starting to emerge is that the speed of growth of the industry has created a very fragmented market whereby there exists multiple different platforms for different audiences thus isolating viewers into specific genres or niches and making crossover impossible.

Combined with poor live streaming issues that are vulnerable to technical issues as well as low quality content scattered across these various platforms, it is clear that the industry can be overhauled and improved in many ways.

Another area where there is a disparity between the technology we have available and how the top video platforms operate is how there is poor engagement between the fans and the creators. Usually there is no real way for the fans to be able to communicate and interact with their favourite creators and this is an area that can be improved upon drastically.

In fact, we are starting to see that some platforms are adapting to this by focusing on communication between the creators and fans, for example OnlyFans (DM influencer), Cameo.com (Personalised celebrity videos), Reddit live (live chat with streamer) and Youtube live (Superchats).

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THE **SOLUTION**

The solution is clear; the industry is crying out for a new entertainment platform that empowers creators; where they are incentivised fairly, have full control over their creative output and can benefit from the engagement of their fans in a fair and sustainable way instead of relying solely on ads and impression algorithms.

An app that encourages the prosperity of user generated content, enabling anyone to use the platform to reach, grow and monetise their followers and audiences instantly no matter how big or small.

A platform with exceptional live streaming capabilities that combines social media and blockchain, and where creators can entertain, teach or talk no matter what the industry or genre.

A network where users can connect on a personal level with their favourite creators in ways that weren't possible before, whilst being powered by world class technology to deliver outstanding functionality and a compelling user experience.

We all want content creators to keep doing what they're doing, because they provide the world with countless hours of entertainment and education, and therefore the solution is for a project that is built specifically for the needs and benefits of streamers, rather than for the tech giants that are merely seeking to increase their own profits.

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THE **IDEA**

This is where WeStream comes in, we believe that social media and user generated live video content is the future and we aim to build a video platform from the ground up, one that harnesses the potential of blockchain technology.

We want to conceive a sustainable platform and develop a unique commercial proposition for creators to be fairly rewarded since they are able to leverage the power of interactions and fan engagement such as likes, comments, chats, views and subscriptions.

We envision an app where any user can host free or pay-per-view livestreams, either spontaneously or scheduled, where viewers can search for active livestreams in different genres and a platform which also serves as a way to upload normal videos and not just livestreams.

The possibilities are endless; somebody might want to participate in a live yoga class, perhaps engage in a live podcast, or even watch their favourite travel vloggers live as they travel the world.

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THE INNOVATION

Our unique innovation comes in the way that traditional user interactions now work. Engagement from users are now spent using tokens and go directly towards the revenue of the content creators.

Instead of creators receiving \$0 for the amount of likes they get on videos, **Likes** now cost the viewer one token and **SuperLikes** will be similar to Reddit awards or badges that will be displayed under the video description as well as the creator's user profile. Content creators can then cash out these tokens at will.

Comments on videos are free but **SuperComments** can now be purchased via tokens and will be pinned and highlighted at the top of each video for increased visibility by the creator and the rest of the community. It also gives a chance for fans to communicate directly with creators during a livestream.

Content creators will have the option to enable **SuperDms** & **SuperCalls** whereby fans are able to privately send a message to their favourite creators in exchange for a response. Or they can schedule a private live call with their favourite creators. Rates & availability for these will be set by the creators themselves.

The potential for WeStream to evolve is limitless since we can implement the ability for creators to host pay-per-view livestreams or create premium subscription tiers for fans to access exclusive content or a portal for WeStreamers to sell NFTs.

What's important to note is that WeStream will be completely free to use, meaning anyone can watch their favourite creators without an account, just like Youtube, & nobody is forced to like or comment on anything. This expands our user base & makes sure we don't restrict our ability to grow into becoming the leading video platform in the world.

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THE **TOKENOMICS**

The tokenomics for our \$STREAM token will be announced at a later date.



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THE **NFTs**

Join the community by purchasing a WeStreamer NFT.

The Westreamers are a collection of 10,420 unique avatars that grants each owner exclusive perks such as:

- **3 Year Premium WeStream Account**
- **Enhanced Livestreaming & Commenting Privileges**
- **Access to the Beta testing stage for the WeStream platform**
- **Priority access to the \$STREAM Token ICO**
- **Access to private WeStreamers community**

AND MORE!



WeStream

THE ROAD MAP



WeStream

THE TEAM



@WESTREAMER
FOUNDER



@PROJXCTMAYHEM
CO-FOUNDER



@STREAMFATHER
MARKETING



@HORINTT
ARTIST



@PEARLDAVINCI
SOCIAL MEDIA



@SCHTURDY
FRONT-END



@THESAPPHIRECAT
ADMIN



@ZARABLOCKCHAIN
TREASURER

WeStream

THE **SOCIALS**



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Discord

discord.gg/WeStream



Telegram

t.me/WeStream



Reddit

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WeStream

The End

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