

2021

A/O 4/24/2021

# REEL MOOD

**MUSIC.**

**POP.**

**STREAM.**

**EARN.**

**CRYPTO.**



WHITEPAPER

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## Who are we?

Reel Mood is the first live streaming platform for music & entertainment enthusiasts. Reel Mood lives on a decentralized network powered on the Ethereum Blockchain. We're able to power our streamers and content 24/7 at competitive rates with glorious video quality.

Our platform is made for 2 people.

The Content Creators and the Fans.

Music creators can stream live, mint and sell their NFTs, link music profiles and socials to their stream, and start monetizing their content day 1.

Viewers can earn **Reel Mood Tokens (\$RMD)** using our affiliate program and sharing streams of their favorite creators.

## The Problem.

Traditional TV and major streaming companies can't keep up with how to scale monetization for content creators... (or they also can't afford it)

There's a currency in generational music talents and  
a currency in generational pop culture movements

## The Solution.

Build a decentralized live-stream platform for the music content creator economy and artists who can monetize at a competitive rate than other platforms, while expanding their audience base and earning Reel Mood tokens.

Music and pop culture content will be available globally 24/7 with better and faster viewing experiences for all.

## How does it work?

A user sets up a profile account on the platform and selects if they're a broadcaster or user.

If they're a broadcaster, they set up through our broadcaster software and set up their profile and start streaming live.

If they're a streamer, they set up their profile and receive free Beat Coins for signing up, which are coins used as the platform's currency.

The servers on the platform are all decentralized and are powered by nodes.



**BROADCASTER**



**VIEWER SIGN UP**

# THE GLOBAL VIDEO STREAMING MARKET SIZE WAS VALUED AT **\$50.11 BILLION** IN 2020

Video Streaming is expected to expand at a compound annual growth rate (CAGR) of **21.0%** from 2021 to 2028.

Innovations, such as blockchain technology are expected to improve video quality and are to boost the market growth.

# How do we monetize?

1

ADVERTISING BASED VIDEO PARTNERSHIPS ON  
STREAMS OVER 5,000 VIEWS

2

PROFIT SHARE FROM ARTIST NFT TRADE SALES

3

E-COMMERCE COINS & MERCH SALES

## MONETIZATION REWARDS ARE DIVIDED AND GIVEN TO THESE PARTIES:

- Users that lend resources are rewarded with portion of Reel Mood Tokens.
- Viewers that join our affiliate program and share popular streams to bring more view count to the platform are incentivized with **Reel Mood Tokens (\$RMD)**.

# ICO USE OF FUNDS

## TECHNOLOGY

D-App Development / Blockchain Management /  
User Interface Creation / Technical Production Equipment /  
Network Moderators



## STAFF

Co- Creator and Logistics Staff / Programming /  
Accounting / Legal / Content Development



## INFRASTRUCTURE

Streaming Studio / Network Logistics (servers, cloud, etc)



## MARKETING & PR

Social Media Marketing, Advertising,  
Brand Strategy, Brand Ambassador





# REEL MOOD BEATS & TOKENS (\$RMD)

8.

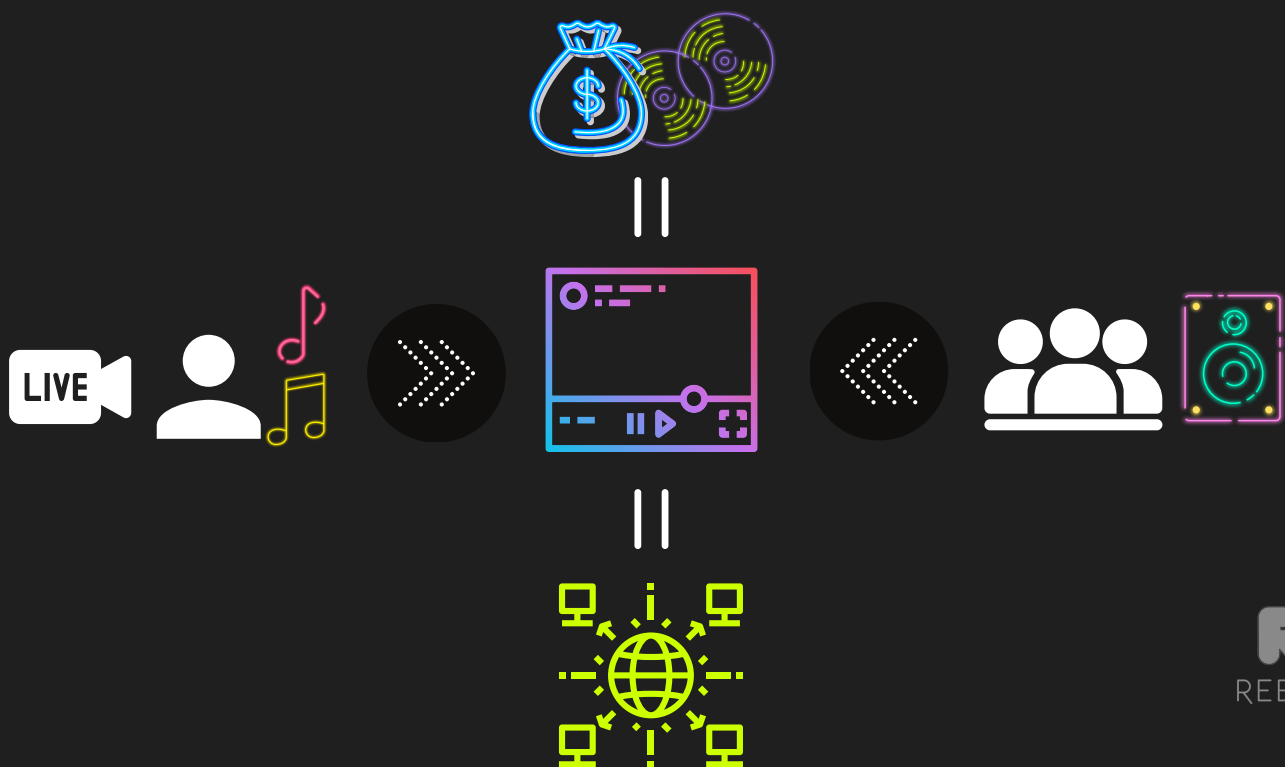
**Reel Mood tokens (\$RMD)** can be earned on the site by cashing out your Beat coins.

What are Beat Coins? Beat coins are a virtual goods you can buy and use on the stage.

Beat coin denominations: 1 Beat = \$0.01 USD. You can use Crypto or Fiat to purchase beats.

For Example: 2,000 Beat Coins = \$20.00 USD

Once the streamer reaches the minimum amount for payout, they will have the option to exchange it into Fiat Currency using Paypal or use it to exchange Reel Mood tokens at market price.



## Challenges.

For many years, the music industry has faced some challenges. For instance, poor quality video streaming due to insufficient network bandwidth in remote corporate offices or branches. Incessant video buffering and high latency during live events. Costly investments in content delivery networks (CDNs) for video distribution. ReelMood.tv will give viewer chance to have access to the same content at a cheaper, quality and reliable manner.

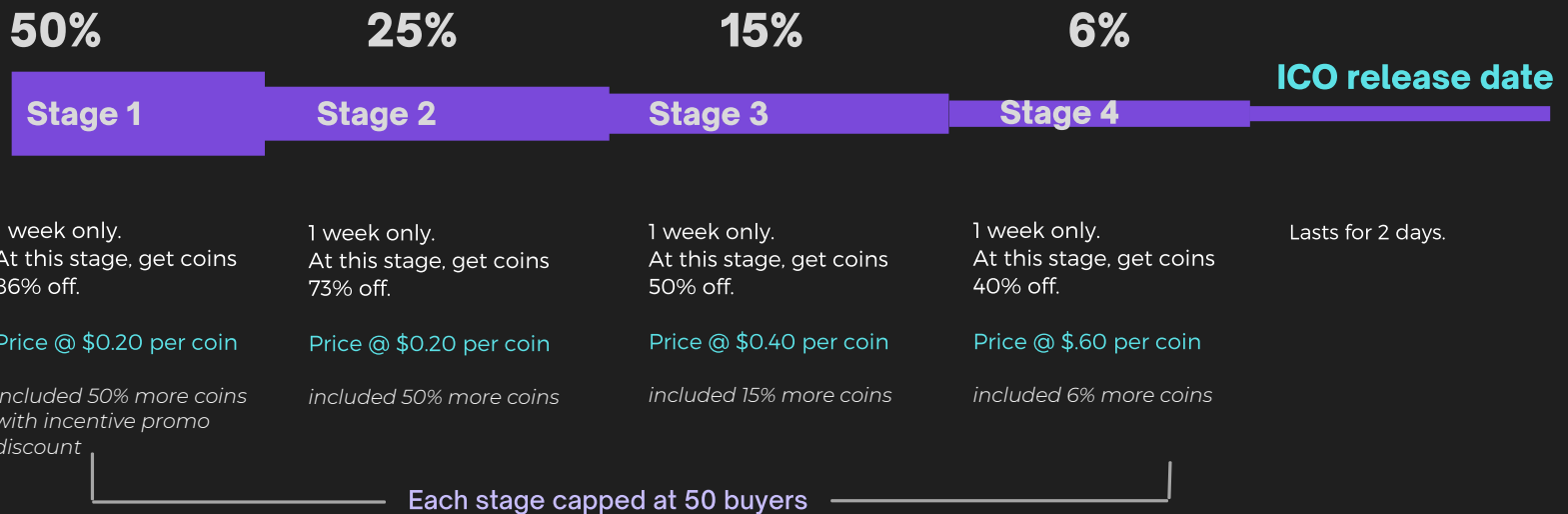
Along with high resolutions and bitrate, a large number of data is presented and this number of transactions can lead to delays and reliability issues. And as video professionals, we have been on the other side and have seen for ourselves how difficult it is to deliver high quality video to viewers on a scale. The latency blocking will be provided by ReelMood.tv.

*Decentralized live streaming network powered by  
music and pop culture creators*



# PRESALE BONUS: up to 86%

Only 125,000,000 (\$RMD) Tokens MAX  
will be sold during ICO.



# BENEFITS FOR EVERYONE

Reel Mood cryptocurrency (\$RMD) is an ERC20 token with duality functions.

**1** is for crowdfunding our ICO which you will also be able to trade after ICO.

**2** is acting as a main currency to use throughout the network.

Reel Mood streaming network is built on top of the Ethereum blockchain. It accelerates the bitrate speed of live stream videos to give a high quality viewing experience using P2P technology on a decentralized network.



ERC 20 Token



Security & Reliability



Global Coverage



Partnerships



# ROAD MAP

This timeline details our funding and development goals.



## TOKEN LEGEND

13.

Token Ticker	\$RMD
Pre-ICO	March, 2021 – May 2021
ICO Token Sale	March, 2021 – May 2021 Tokens to sell: 5,000,000 RMD
Initial Offering Price <i>*subject to change before ICO date*</i>	\$0.85
Currencies Accepted	BTC, ETH, LTC, USD
Soft CAP	1 Million
Hard Cap	1.4 Million
Token Delivery Date	up to 90 days after ICO sale



14.

## *Closing Remarks*

This whitepaper introduces the Reel Mood Token, a new utility token to power a startup decentralized video streaming and delivery network project.

The Reel Mood Network and protocol address a number of issues that the video streaming industry is currently facing.

(Faster and Cheaper video servers and more monetization for content creators)

To begin with, Reel Mood Tokens are used as a motivator for individual users to share their live streams. drive more traffic to the network or cash out points for tokens.

The Reel Mood Network will launch as an ERC20-compliant token and will be integrated into the ReelMood.tv platform in 2021.

Reel Mood Token (RMD) has a plan to launch in Q2 of 2021, while the streaming network Beta will launch in Q3, at which time RMD Tokens will be publicly traded on a decentralized exchange.

