MOVIELIME.COM

Reinvent the Movie Experience

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NOTE: This is NOT a whitepaper for an ICO (Initial Coin Offering) or scam or fake news or any get rich quick schemes. It is a concept and go to market strategy for producing high quality movies in Indian regional languages. Please direct all your questions or comments to info@movielime.com

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Executive Summary

Movielime.com is a decentralized platform to fund movie projects using cryptocurrency. It brings **creators** (directors, actors, artists) and **producers** (Users, audience, movie fans) together. They collaborate throughout the movie production process. It binds them with [smart contracts](#) in the blockchain. Creators will create the movie project with story synopsis, timeline, and budget. Registered users can contribute any amount of cryptocurrency to support the movie project. Once the project funding is successful, a creator can use the funding to shoot the movie. Creator gives updates to all producers on a weekly or monthly to show progress. Producers engage with the progress of the movie. They help the creators throughout the project when required. When the movie production is complete, creator sells the movie rights to a distributor. Funds received from selling rights will split among all producers. Yes. That's right. Any individual user of movielime.com support a movie project will take part in profit sharing as well. It comes with the same risk as traditional movie production. If the movie gets delayed or sold at a loss to distributors, the producers will bear the risks. We mitigate the risk by having a clear reputation scoring system for creators. This is accessible by all producers anytime on the platform. Creators can be anyone from a new director to star level director. Movie budget can range from low budget to very high budget. For new creators, the reputation score will be low to begin with. They will start with a short film or low budget first. Get it completed on-time and build the reputation score. Use blockchain to track reputation scores. It is transparent and no single person or entity can influence the change.

First, movielime.com team will work with creators and producers. This will help the team to develop the functionality and confirm the business model. Over time the engagement will reduce to make it a decentralized platform. Our initial phases will focus on south Indian film industry. With only a few big blockbuster movies there is a lot of room for growth. Very few big budget movies get released each year. Markets outside India is growing fast and providing double-digit returns. Our goal is to foster that growth by making the entire process transparent and resilient. Involve more movie fans in movie production who don't have the money, knowledge or time to do it full time. Our mission is to empower creators to have full control over creating unique scripts. Experimenting with different formats and giving us many more big blockbuster hits.

This whitepaper is our first attempt to propose this concept. Engage with an audience and industry experts to get feedback. Build a futuristic decentralized movie production platform. Create a win-win proposition for everyone.

How the entertainment industry is changing globally?

In India, go back 30 years in time to understand why the current model of filmmaking, censorship, and distribution took shape as it is today. Watching movies in the theater was the only option for almost the entire population at that time. Each city, town, and villages had a set of 1 to 10 movie theatres that screen movies on a daily basis. Everyone had all the time in the world to watch a 3-hour movie which included several songs, fight sequence, comedy and a grand climax.

This model worked really well up to early 2000's until cable TV channels took the place of a daily movie or TV serial watching. This wiped out small and single screen theaters in many small cities and villages where the hassle of going to movie theaters was replaced by pressing the button on their remote to watch channels in the comfort of their houses.

Quickly multiplexes took on the role of catering to an affluent movie-going audience by superior movie watching experience combined with food and shopping. According to the Ficci-KPMG Media and Entertainment Industry Report 2017, by the end of 2016, there were around 6,000 single screens and around 2,500 multiplex screens in India. Multiplexes have been adding screens at the rate of 8-9% annually over the past few years (in 2016, multiplexes together added approximately 200 screens across the country and trends indicate that the industry is likely to continue to grow at a similar pace—adding 150-200 screens a year). On the other hand, on an average, 3-4% of single screens have been closing down every year.
Fast forward today, everyone has a screen in their hands all the time. Streaming Apps like youtube and can stream full-length movies anywhere anytime any device. This completely changes the game in terms of how people consume movies, songs, and TV shows. This changes everything from movie production to censorship to distribution.

Let's look at few examples of how the new technology trends are paving the way for reinventing the movie experience.

1) Veronica Mars - Movie project crowdsourced in Kickstarter: In 2014, within a span of 30 days over 90,000 backers, this movie project was successfully funded over $5.7 Million to become the highest funded project in the FILM category. Reward categories ranged from getting DVD movie prints to having an acting role in the movie. During movie production, the creators provided updates on a weekly basis until the movie was

released. This created a close community of 90,000 movie fans who got the taste of movie production and felt good to be part of it.

2) [Detained: A Short Film By Khushnuda Shukurova](#) As part of tokit.io, SingularDTV is creating a decentralized entertainment economy which lets the creator float their project and sell tokens utilized by Cryptocurrency to fund the movie. Although many crowdfunding platforms such as Kickstarter and Indiegogo exists over last few years, SingularDTV model let's token owners participate in the profit sharing as well.

3) [Super Deluxe:](#) The fastest growing premium entertainment channel targeted at creative youth. Super Deluxe produces what is truly an ecosystem of content: Scripted and unscripted TV shows, short-form videos, interactive live programming, creative tech products, and branded content. The model is to create short films that are well received by Facebook fans and convert that into a TV series or movie production.

4) [NetFlix Streaming:](#) Netflix started DVD rental through the mail but over the years quickly turned into streaming service. Over the last couple of years, they heavily invested in creating original content. There are many TV series that are produced by Netflix which cut across multiple cultures and language. Netflix started producing streaming-only movies and been very successful in producing bilingual TV shows which are not suitable for traditional TV. Such as "Indian Detective" which is a bilingual TV series by comedian Russell Peters where the storyline travels between Canada and India. The dialogues are in English and Hindi and subtitled in English. This model opens up to many English speaking audiences who have some knowledge of Indian culture and likes to enjoy the content.

5) **[Lakshmi: Short film](#)** A Short film that was directed by Sarjun KM, shot in 3 days using Canon 5D camera and released on Youtube which currently has 5.9 Million views. Everything that defined the traditional media was smashed. The movie length is less than 30 mins, no censorship required, no distribution needed and a brave storyline. Although no associated cost for releasing it on Youtube, the ad-supported Youtube model is not sustainable long term.

These examples clearly show that new models in movie creation, production and distribution started to disrupt the traditional and current method of movie production and distribution.

Reinvent the movie experience

Multiplexes become popular in metropolitan cities in India because they provide an experience more than just watching a movie. Going to a movie includes shopping, dining, enhanced social interactions with friends and family which takes up an entire day. This is one of the reasons why audience prefers multiplex rather than a single screen. Big budget movies with big heroes mostly dominate multiplexes because they get to charge more and provide an experience. Overall a different experience can be given to the audience who wants to experience much more than just watching the movie.

1) **Interactive Experience:** With emerging technology movie experience can be made so much better even while watching at home. Technology tools available today can be used to include participation in discussing storylines, voting on different types of ending and ability to select movie locations based on fans feedback. The movie experience can begin even before the start if movie production. The creator (Mostly a director) should be able to interact directly with their audience get immediate feedback and build on it.

2) **Preferential Experience:** Audience can be randomly selected to be invited to a movie premiere, given a copy of music album prior to their release, online interaction with movie crew such as (AMA - Ask Me Anything in Reddit), an invitation to visit a live set, or tag them on social media. This creates a close connection with the movie these audiences become key influencers in marketing the movie.

3) **Emotional Experience:** Good movies always creates experiences that impact personally and the society in many ways. The audience gets emotionally connected with the story, characters, actors, and messages. Once the emotional connection is established then it is easy for the creator to continue to expand on the same theme with sequels or expand it into a series with subsequent parts.

4) **Profit Sharing Experience:** It doesn't have to be only a big movie production company or a wealthy individual only can bankroll a movie. With cryptocurrency, financing a movie can be expanded to include anyone who can invest a small portion of a movie project and participate in the profit sharing of movie production.

The above experiences get the audience and movie creator much closer and provide a superior experience than illegally downloading or streaming a movie. At Movielime.com, we like to create these unique movie experiences.

Crowdfunding with profit sharing using cryptocurrency

Technology has played a key role over the past decades in bringing movies closer to people. Starting the transition from black & white to the color cinema, then moving to our houses in the form of TV and then moving to our palm of our hands as a smartphone. But, the mechanics of movie production hasn't changed much at all over the decades. It is still big movie production studios handles all aspects of movie production and big distributors handling all aspects of movie rights and screening. The main reason for this is to do with fiat currencies (Rupees, dollars, pounds..). While the circulation of money should be transparent in reality it is not. Everything happens behind the scenes in a hush-hush nature that creates a huge barrier for anyone new entering the business.

With the invention of cryptocurrencies such as bitcoin and Ethereum, money can be as transparent as possible and transferable across many countries. The more it is transparent the more people can get involved. This will cleanse and push away the bad elements and provide a win-win situation for everyone.

With the introduction of there smart contracts, a smart contract created between a producer and creator which is very transparent and based on the contract terms money transferred back and forth. Since there is no centralized authority in the middle, there is no concentration of power and misuse.

Movielime.com is a platform/marketplace to bring creators (directors, actors, artist) and producers (Users, audience, movie fans who are backing the movie projects) together, bind them with smart contracts, and fund movie projects using cryptocurrency to create a decentralized platform for creating high-quality movie production.

Let's see a couple of examples of how this can work and can be a win-win situation for everyone.

Example 1: (BIg director with big budget production)

A big-budget movie director/creator develops a big budget story. A couple of big movie stars interested in acting in the movie based on the storyline and the estimated budget for the movie is over Rs. 100 Crores. Today, the opportunity to make a big budget movie is limited to very few producers (4 to 5). These 4 to 5 producers don't want to take up too much risk and experiment with the new storyline because if the movie flops, then the entire burden is put on the producers. The creator can float the movie project in movielime.com, providing a synopsis of the storyline and the type of actors he/she has in mind. It works like any crowdfunding sites like kickstarter.com or wishberry.in but one major difference is that the those who contribute the fund will also take part in the profit sharing.

Once the funding is successful then producers (movielime.com users who back the movie project) can become involved in tracking the project's progress. They can help with selecting locations, vote on storylines, director can share teasers and get direct feedback, use them Say the movie budget is Rs. 100 crores and 10,000 movielime.com users fund Rs. 1 lakh each to produce the movie. Once the movie is complete and sold to distributors for Rs. 150 crores then the upside of Rs. 50 crores are shared by users based on their initial amounts. By using cryptocurrency we cut costly exchange rates and allow over 4 million Tamil Diaspora (Tamil immigrants living outside India) to take part all at once.

Example 2: (New director with small budget production)

A new director who wants to start making movies can start with a very small project with interim goals to keep a low budget and keep on schedule. After the first release, users can provide direct feedback to the director. After the first movie release, the director can up the game once he gets a good reputation. Everything is tracked and reviews are available online. This will automatically help in pushing a good talent director.

With the above two examples, it is clear the movielime.com platform can bring together and support a new director or a proven big budget director at the same time. Big or small budget, new or proven director can run their project at the same time and movielime.com users can take part in both projects and witness the final movie that everyone likes. Hence it is a Win-Win proposition for everyone involved.

Roadmap

Phase 0: (Jan 2018 - March 2018)

- ★ Create and publish white paper
- ★ Setup company structure, websites, marketing
- ★ Gain exposure and involve industry experts
- ★ Socialize and get interest from creators
- ★ Develop movie production platform to support basic features

Phase 1: (April 2018 - Nov 2018)

- ★ Greenlit 3-5 movie projects with each movie budget ranges from US $1,000,000 to $2,000,000
- ★ Cross 1000 active users supporting all movie projects
- ★ Create awareness in social media
- ★ Develop smart contracts for key functions
- ★ Develop reputation scoring system for creators and producers
- ★ Successfully complete 3-5 projects and confirm the business model works

Phase 2: (Dec 2018 - July 2019)

- ★ Expand movie projects to other Indian regional languages
- ★ Greenlit 2 big budget movie projects with star movie director
- ★ Cross 10,000 active users supporting all active movie projects
- ★ Expand platform features and deploy smart contracts for all functions

Phase 3: (Aug 2019 and beyond)

- ★ Strive to decentralize all aspects of interactions
- ★ Expand to include all types of movie genres and languages
- ★ Become the first and largest decentralized movie platform using cryptocurrency

What are Smart Contracts?

Smart contracts help you exchange money, property, shares, or anything of value in a transparent, conflict-free way while avoiding the services of a middleman. The best way to describe smart contracts is to compare the technology to a vending machine. Ordinarily, you would go to a lawyer or a notary, pay them, and wait while you get the document. With smart contracts, you simply drop a bitcoin into the vending machine (i.e. ledger), and your escrow, driver's license, or whatever drops into your account. More so, smart contracts not only define the rules and penalties around an agreement in the same way that a traditional contract does, but also automatically enforce those obligations.
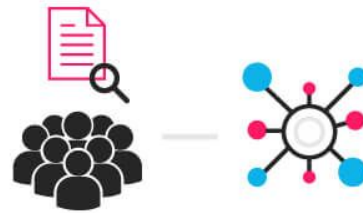

Blockgeeks

1 An option contact between parties is written as code into the blockchain. The individuals involved are anonymous, but the contact is the public ledger.

2 A triggering event like an expiration date and strike price is hit and the contract executes itself according to the coded terms.

3 Regulators can use the blockchain to understand the activity in the market while maintaining the privacy of individual actors' positions

Additional information about smart contracts can be found in here.