SINGULARDTV

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BLOCKCHAIN:

A DECENTRALIZED DIGITAL LEDGER OF TRANSACTIONS

ETHEREUM:

A PUBLIC, TRANSPARENT BLOCKCHAIN WHICH ALLOWS FOR EMBEDDED CODE (SMART CONTRACTS)

MINING:

THE PROCESS OF VALIDATING TRANSACTIONS ON A BLOCKCHAIN

CENTRALIZED VS. DECENTRALIZED VS. DISTRIBUTED

In a centralized system, a central entity (e.g., a bank) holds all decision making authority

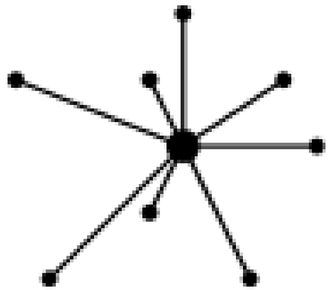
In a decentralized system, each node in the system makes it's own decisions and the resulting behavior is an aggregate

In a distributed system, processing is shared across all nodes, but a central authority may still make the final decision.

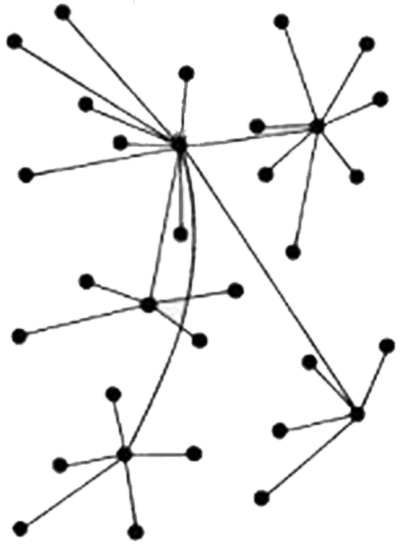
In blockchain, consensus protocols across a network of nodes validate transactions and duplicate immutably recorded data in identical ledgers throughout the network. Impossible to hack due to the duplicative nature of the ledgers.

BREAKER

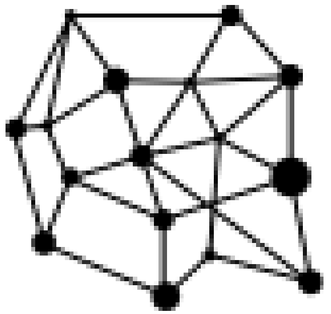
CENTRALIZED



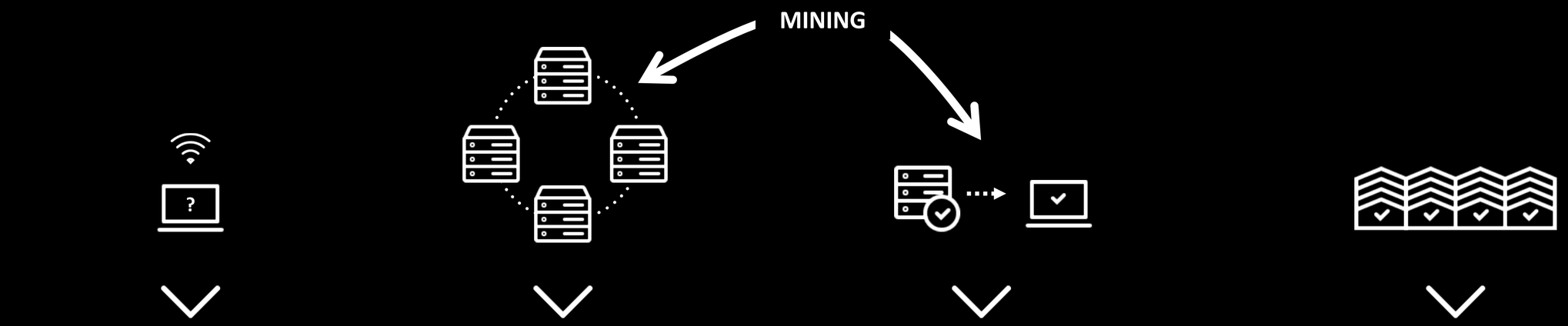
DECENTRALIZED



DISTRIBUTED



HOW DOES IT WORK?



REQUEST

A transaction request is broadcast to a peer-to-peer (P2P) network

VERIFICATION

The P2P network consists of computers, or **nodes.** The network of nodes validates the transaction and the user's status using known algorithms (a.k.a. mining)

TRANSACTION VERIFIED

The request meets the standards set forth in the blockchain

A verified transaction could involve cryptocurrency, contracts, records or other transactional information.

A NEW BLOCK IS ADDED TO THE BLOCKCHAIN

The verified transaction is combined with other transactions to create a new block of data which is written immutably into the blockchain

BREAKER

WHAT ARE TOKENS?

1. SELF-EXECUTING LINES OF CODE PROGRAMMED TO CONTROL HOW VALUE FLOWS THROUGH THE BLOCKCHAIN

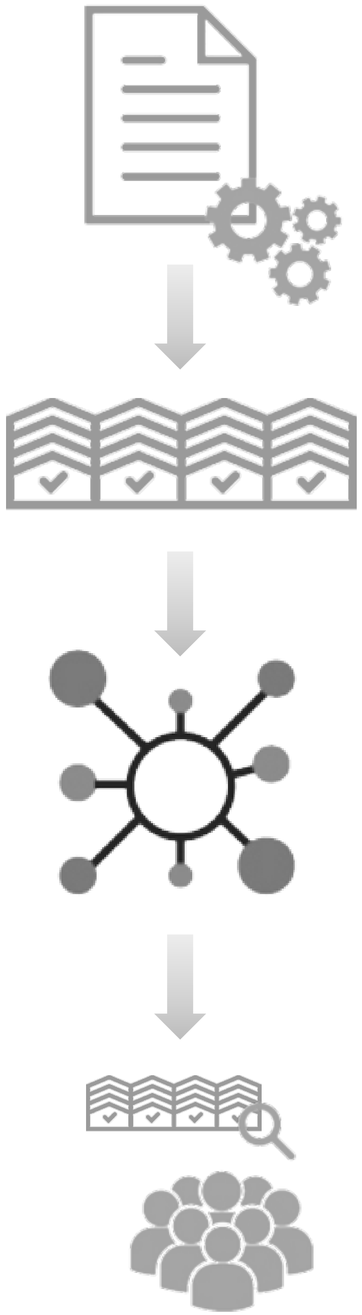
2. PROGRAMMABLE STORES OF VALUE ON THE BLOCKCHAIN

3. CRYPTOCURRENCY WITH INHERENT VALUE

4. CAN BE REVENUE SHARE, EXCHANGED FOR REWARDS, REPRESENT RIGHTS OF OWNERSHIP, ETC.

WHAT ARE SMART CONTRACTS?

Programs written immutably to the blockchain that execute upon a designated event, i.e., a series of “if-then” statements that cause a specific result when executed, such as equally dividing a financial transaction among tokens



BREAKER

HOW DOES ALL THIS RELATE TO THE ENTERTAINMENT INDUSTRY?

WITH A FEEDBACK LOOP SO FANS CAN INTERACT DIRECTLY WITH ARTISTS

CREATE A CONTENT SUPPLY CHAIN DIRECTLY FROM ARTIST TO CONSUMER

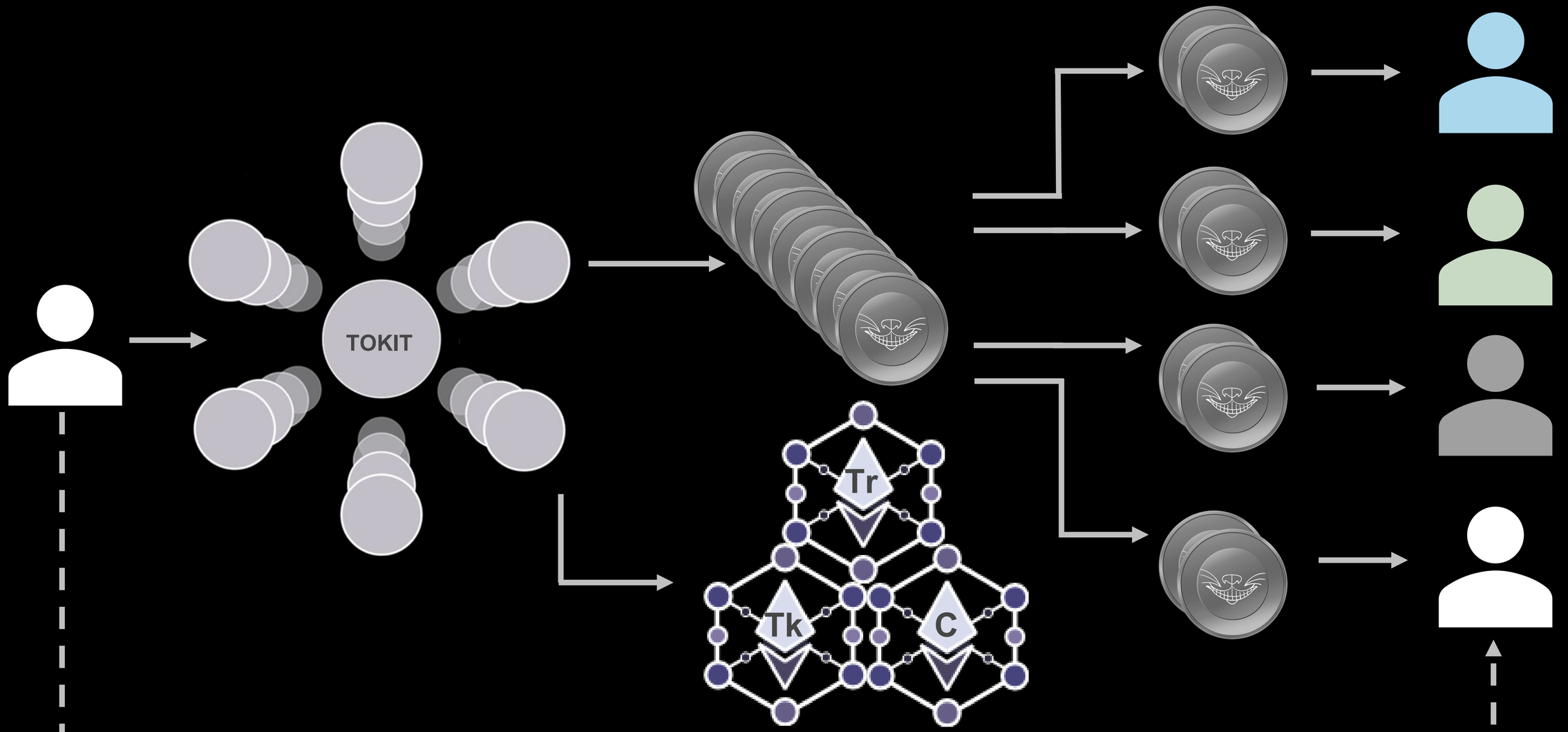
BREAKER

BENEFITS TO CREATOR AND AUDIENCE

1. DEVELOP AN ENTERTAINMENT ECONOMY VIA PEER-TO-PEER VALUE EXCHANGE
2. EMPOWER CREATORS TO RETAIN CONTROL OF THEIR IP
3. MAINTAIN A SUSTAINABLE INCOME STREAM FOR CREATORS
4. ENABLE TRANSPARENT REPORTING TO ALL PARTICIPANTS
5. BOTH CREATOR AND CONSUMER OWN THEIR DATA
6. CONNECT THE CREATOR AND AUDIENCE ON A PERSONAL LEVEL

BREAKER

TOKEN MODEL 1 - CONTENT TOKENS



BREAKER

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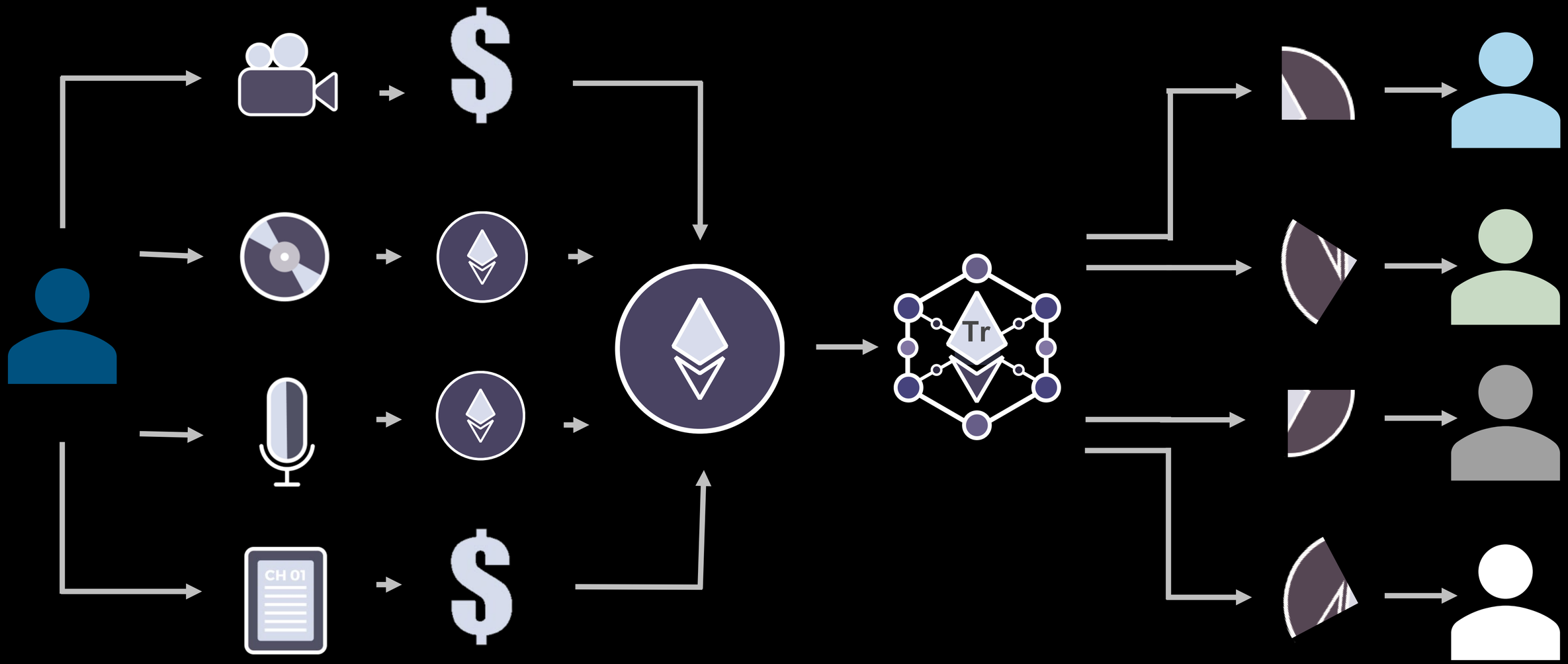

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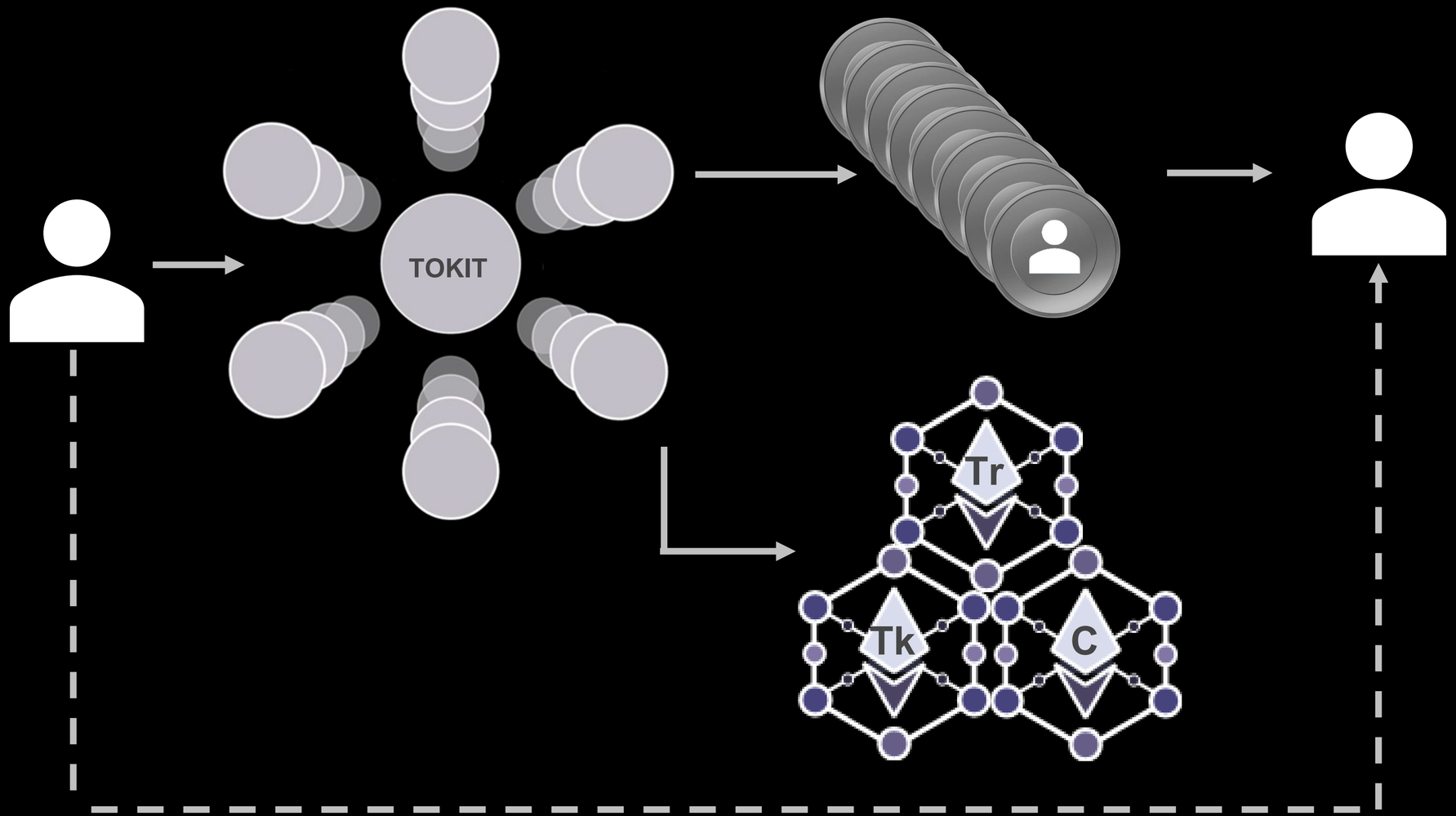
TOKEN MODEL 2 - ARTIST TOKENS



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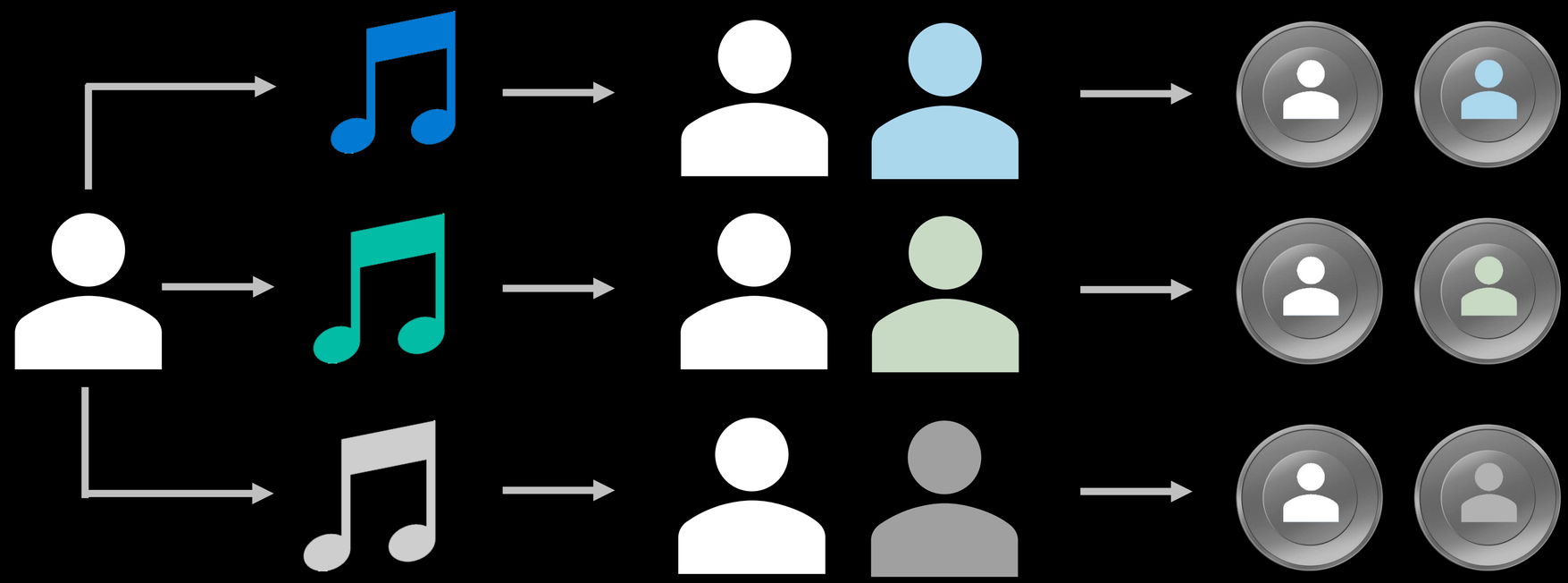

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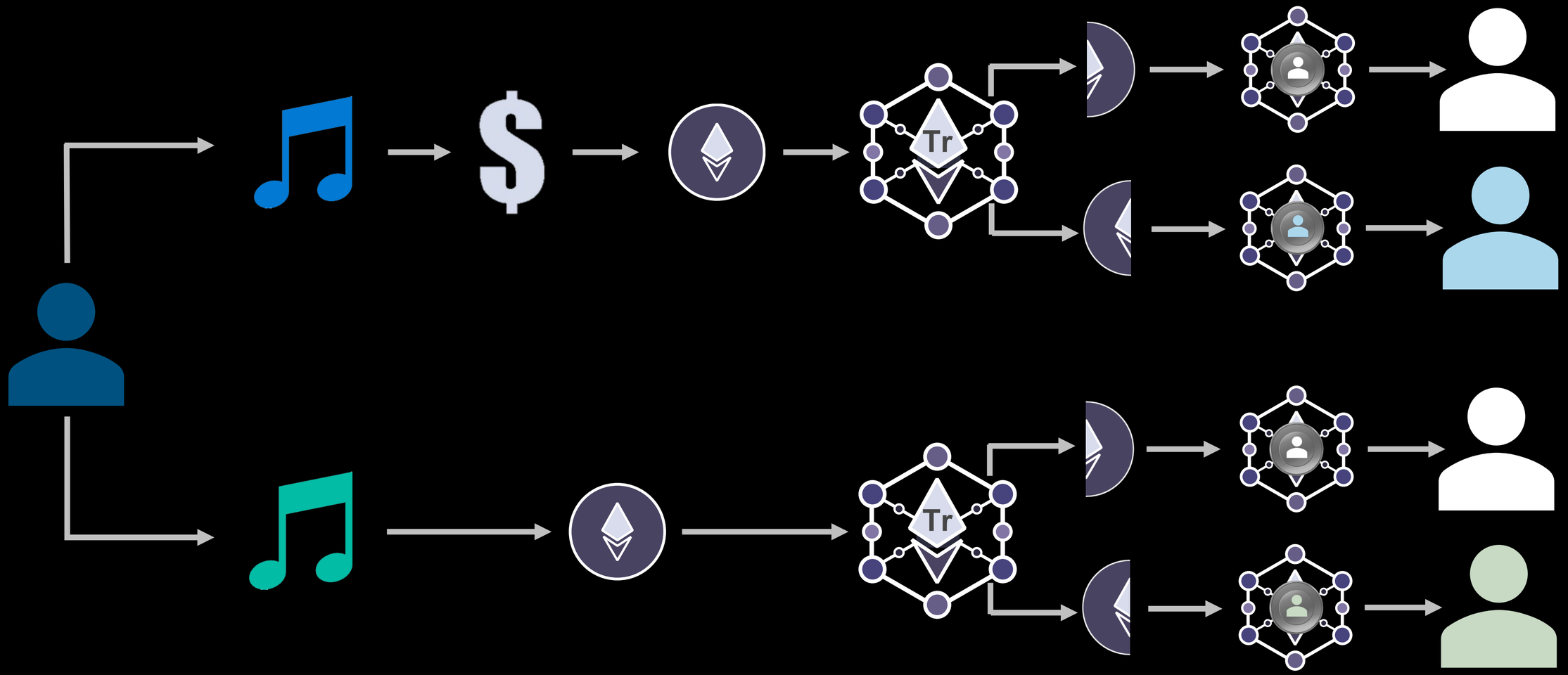
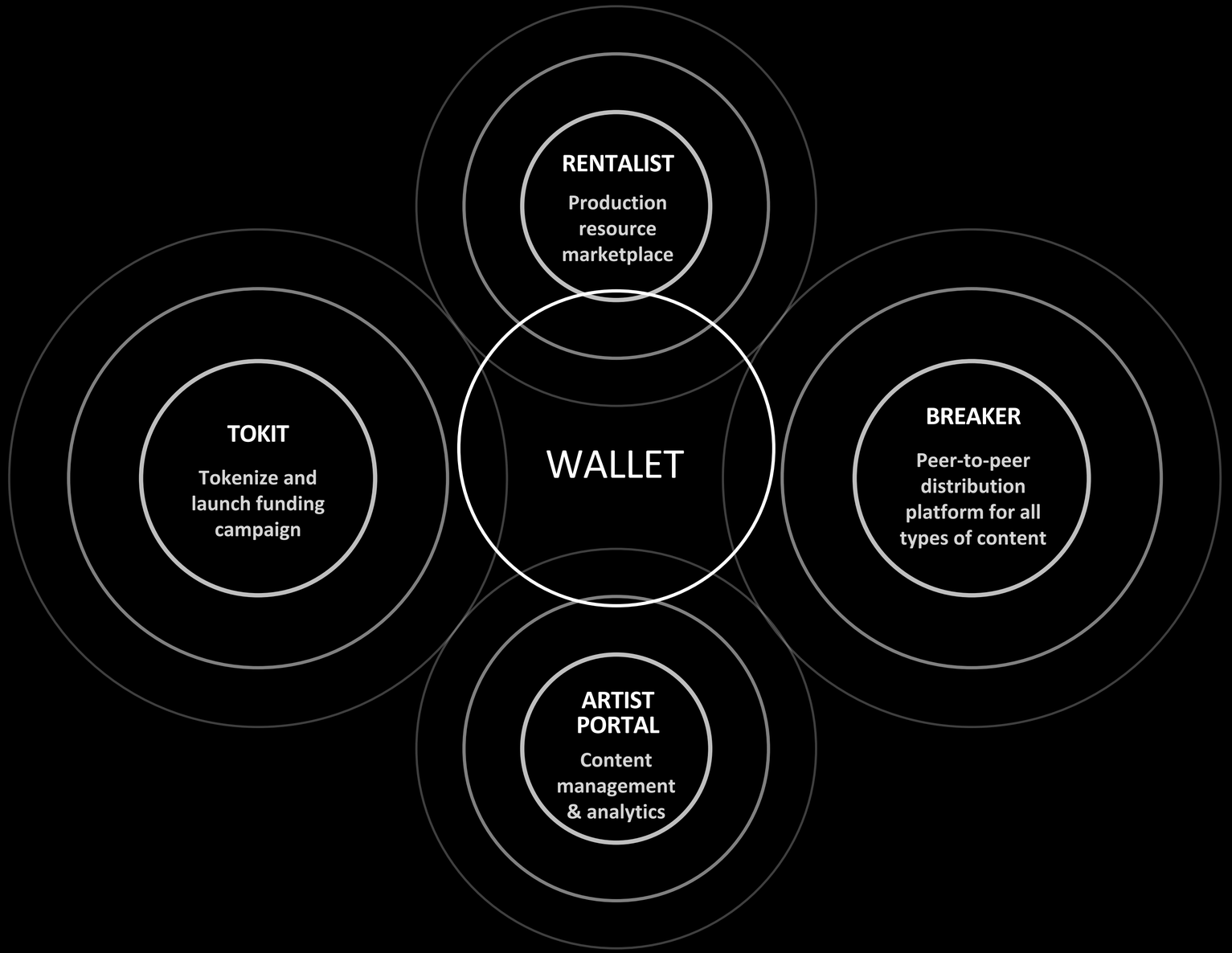


BREAKER

WHAT IS BREAKER?



BREAKER

QUESTIONS?

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