

Project Review: VideoCoin (VID)

Decentralized Video Infrastructure

May 29, 2018



What is VideoCoin ?

- VideoCoin is developing a decentralized network that provides cloud video infrastructure with video encoding, storage, and content distribution.
- Cloud video infrastructure is growing increasingly important, and powers online video applications such as YouTube, Netflix, Hulu, Twitch and Amazon Video. The project's goal is to disrupt the video services industry and provide low-cost video infrastructure services.

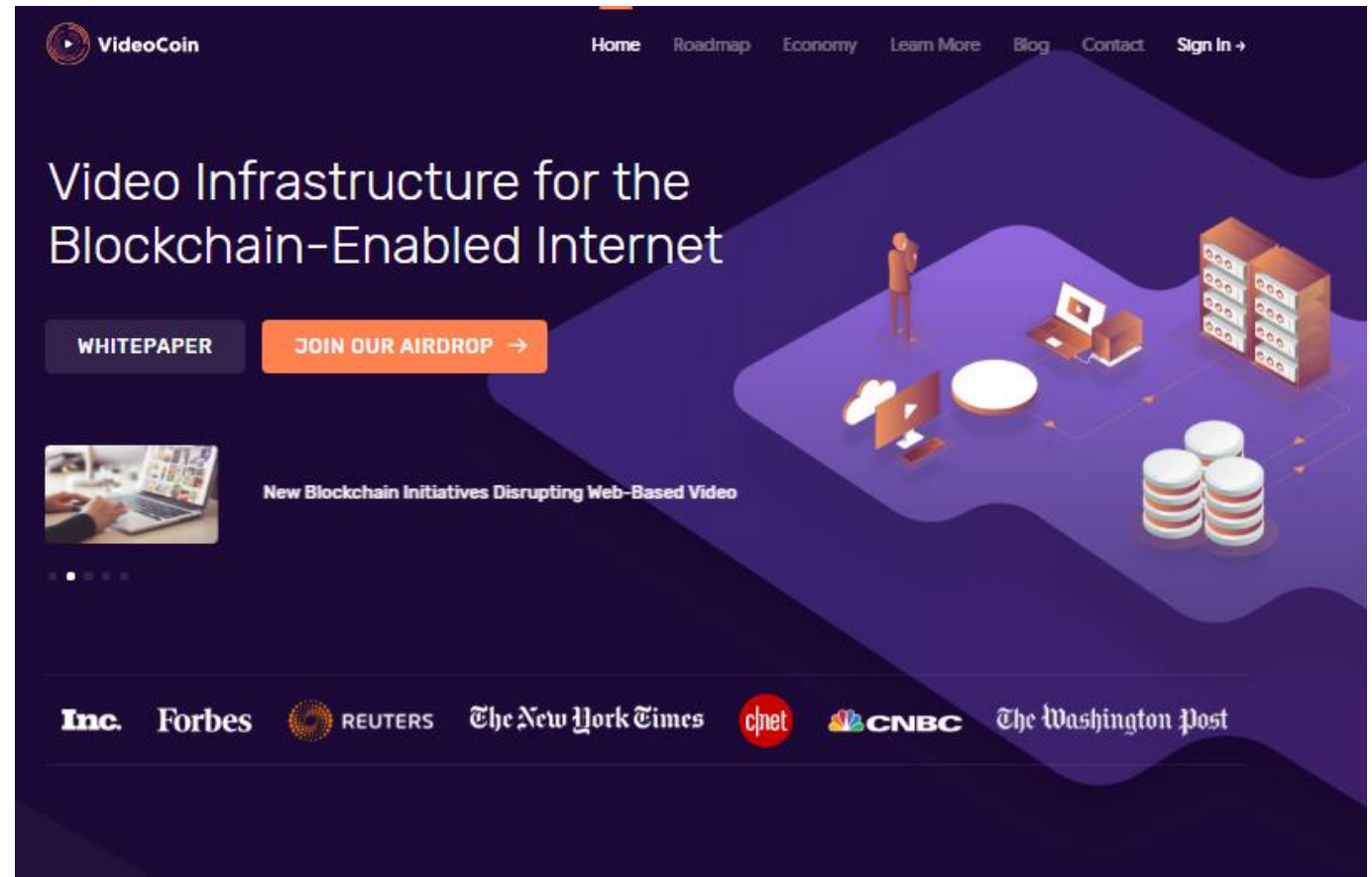
An infographic for VideoCoin on a dark blue background. On the left, three purple rounded squares contain icons: a network of nodes, a server with a cloud, and a satellite dish. On the right, the text reads: "VideoCoin, via the VideoCoin Network, is powering a transformation to decentralized video infrastructure. Their goal is to disintermediate the legacy video infrastructure by creating a network of global miners that work to transcode, store, and distribute videos on demand." The words "transcode, store, and distribute" are highlighted in orange.

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via the VideoCoin Network, is powering a transformation to decentralized video infrastructure.

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Network benefits

- Lower costs by 50-80% by deploying unused computing resources.
- Provide trusted P2P video processing, distribution and storage.
- Increase security through decentralized, end-to-end encryption.
- Enable new applications via open APIs & open source-based development.



VideoCoin for miners



VideoCoin for consumers



Encoding and storage tasks are submitted along with encoder configuration parameters like bitrate, codec, and output containers format, along with an ASK price.



Retrieval and distribution tasks are submitted along with CDN configuration parameters like geographical region and bandwidth.

Development roadmap

July 2018

"Apollo" will use the Ethereum blockchain and the Swarm distributed storage, on which a mailbox and contact management Mainframe node will be build.

Beta-version of Onyx released.



January 2019

"Hawthorne" will introduce incentives to the network, and give entities access to a single node (sometimes shared as in the case of businesses).

More features, like emojis, and organization-wide contact management will be added to Onyx.



July 2019

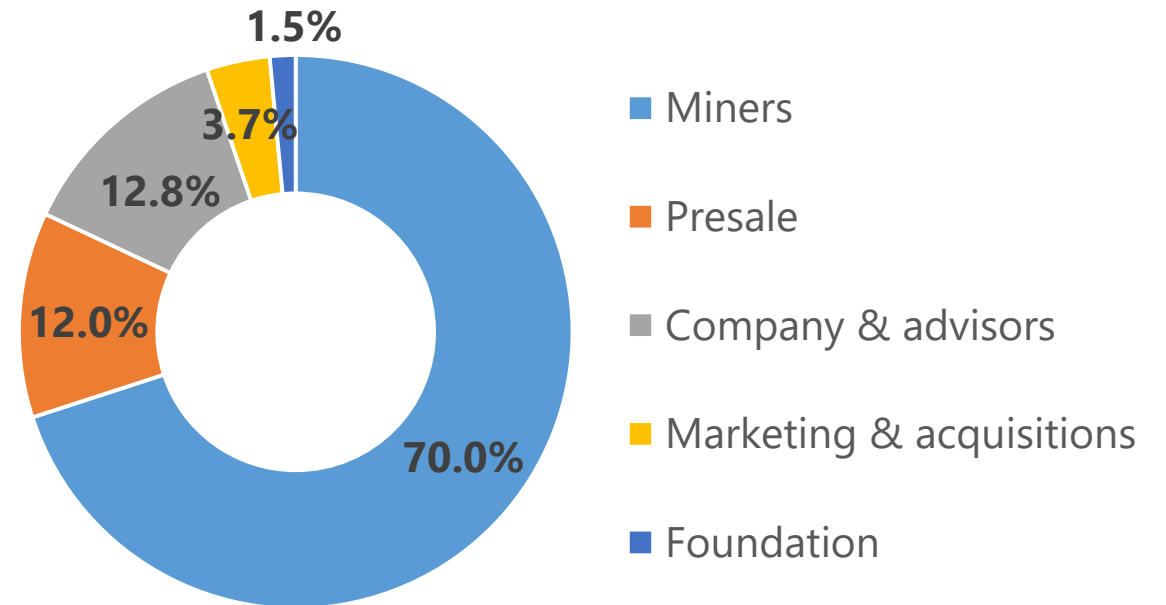
"Gettysburg" will introduce a fully decentralized communications platform, launch SDKs, and launch fully decentralized user marketplace.

VID token summary

ICO SUMMARY

- **Project name:** VideoCoin
- **Token symbol:** VID
- **Website:** <https://videocoin.io>
- **Hard cap:** US\$50M
- **Conversion rate:** 1 VID = 1 USD
- **Max market cap at ICO (fully diluted basis):** US\$417M
- **ERC20 token:** Yes (before migrating to its native blockchain when mainnet is launched)
- **Timeline:** The public sale was cancelled as the hard cap was reached during the private sale. To allow for greater participation, the VideoCoin team will be conducting an airdrop of VID tokens. To participate, join the project's official Telegram group.
- **Token distribution date:** July 2018 (TBC)

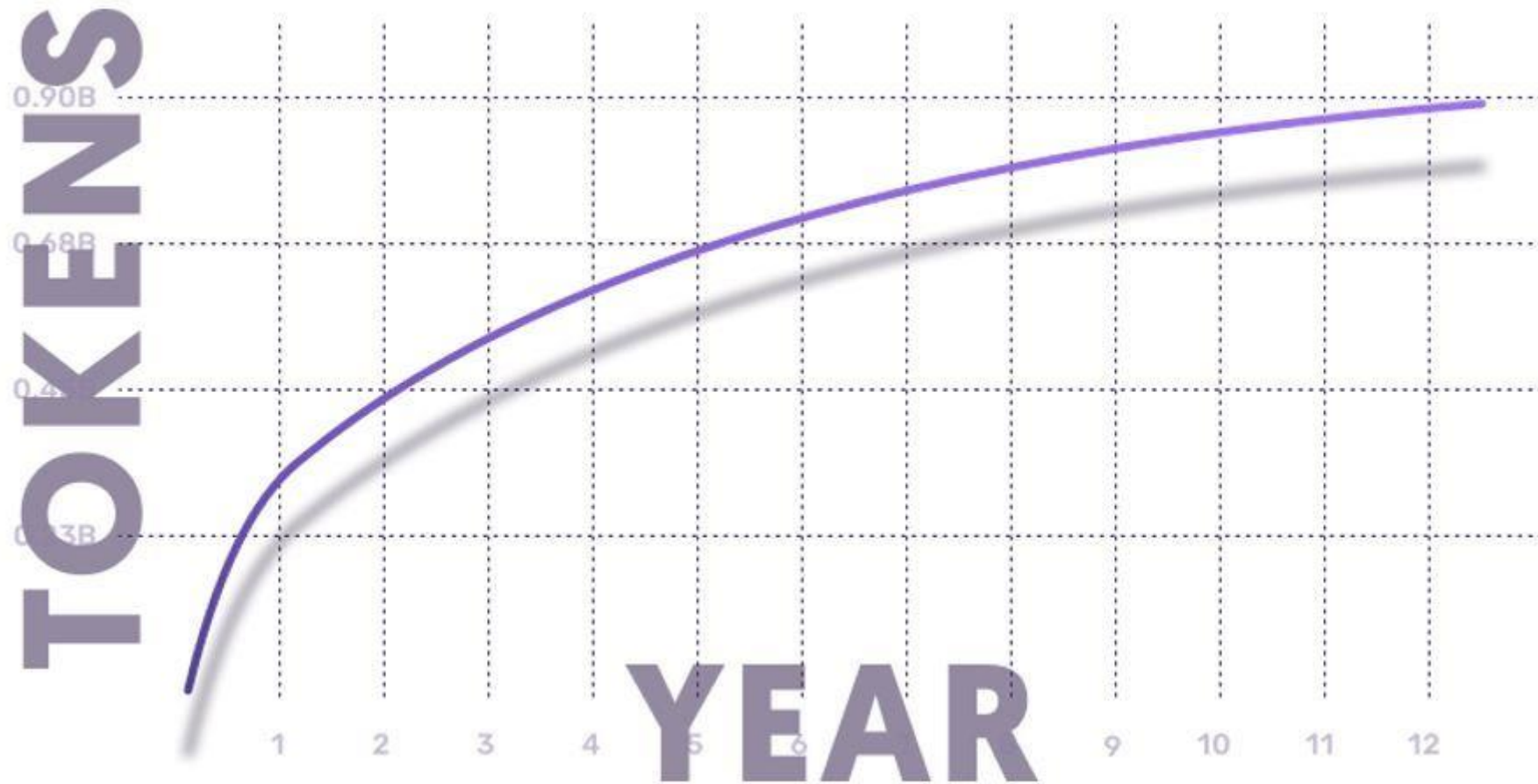
TOKEN ALLOCATION



Use of VID tokens

- Miners earn VID tokens by renting out storage, compute and bandwidth available on their systems.
 - **Storage miners** can earn VID tokens by pledging storage to store videos.
 - **Distribution miners** can earn tokens for delivering videos, with more tokens awarded to those with more bandwidth.
 - **Compute miners** can earn tokens for providing CPU time for transcoding.
 - **Relay miners can** earn tokens for relaying storage on third party servers (e.g. AWS).
- Clients pay VID tokens in order to rent out various video infrastructure services.

VID token supply



THE TEAM

Team and advisors



Halsey Minor, CEO

Founded/co-founded numerous companies including CNET, Uphold (a cryptocurrency platform), Live Planet, Salesforce, Google Voice, OpenDNS and Vignette. He is currently the founder and CEO of Live Planet, Inc.



Devadutta Ghat, CTO

Founder & Chief Architect of the Intel Video Transcode Service, the basis for Facebook's video platform. Builder of complex cloud video systems at Intel, Cloudera, and Live Planet.



Seth Shapiro

2-time Emmy Award winner, Leading advisor in business innovation, media and cryptocurrency; Governor of The Television Academy, Professor at USC.



Hanno Basse

CTO at 20th Century Fox Film Corp., oversees technology strategy and engineering, including home entertainment, theatrical distribution, and postproduction.



Ted Schilowitz

Currently Futurist in Residence at Paramount Pictures. His past and current companies include Barco Escape, 20th Century Fox, RED Digital Cinema and G-Tech.

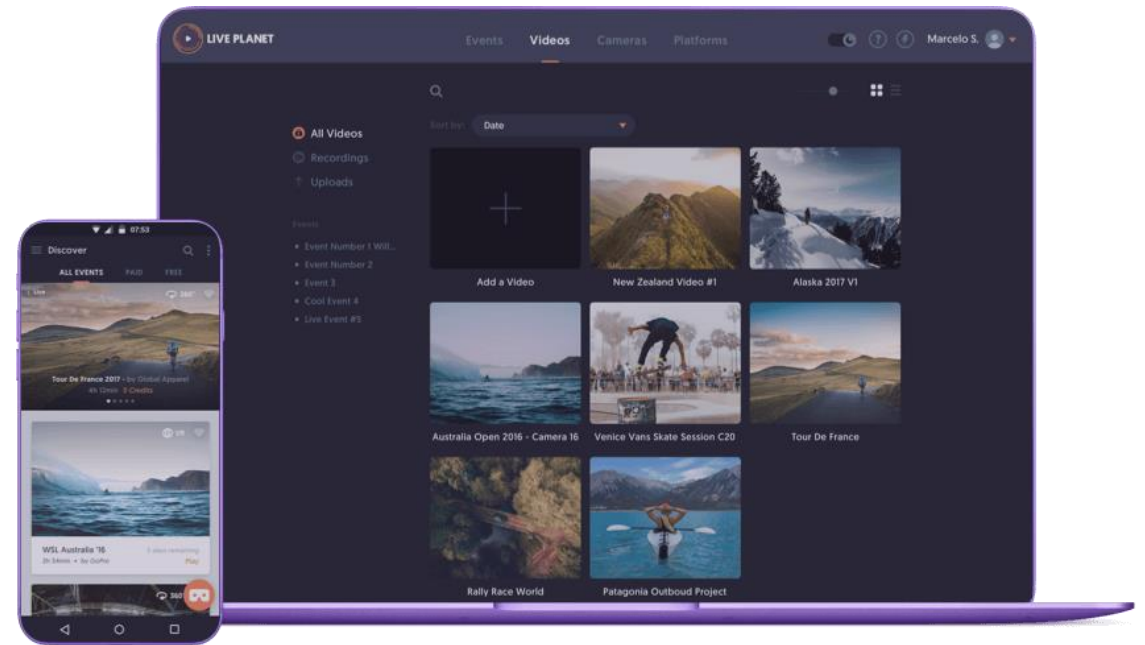
THE TEAM

Investors



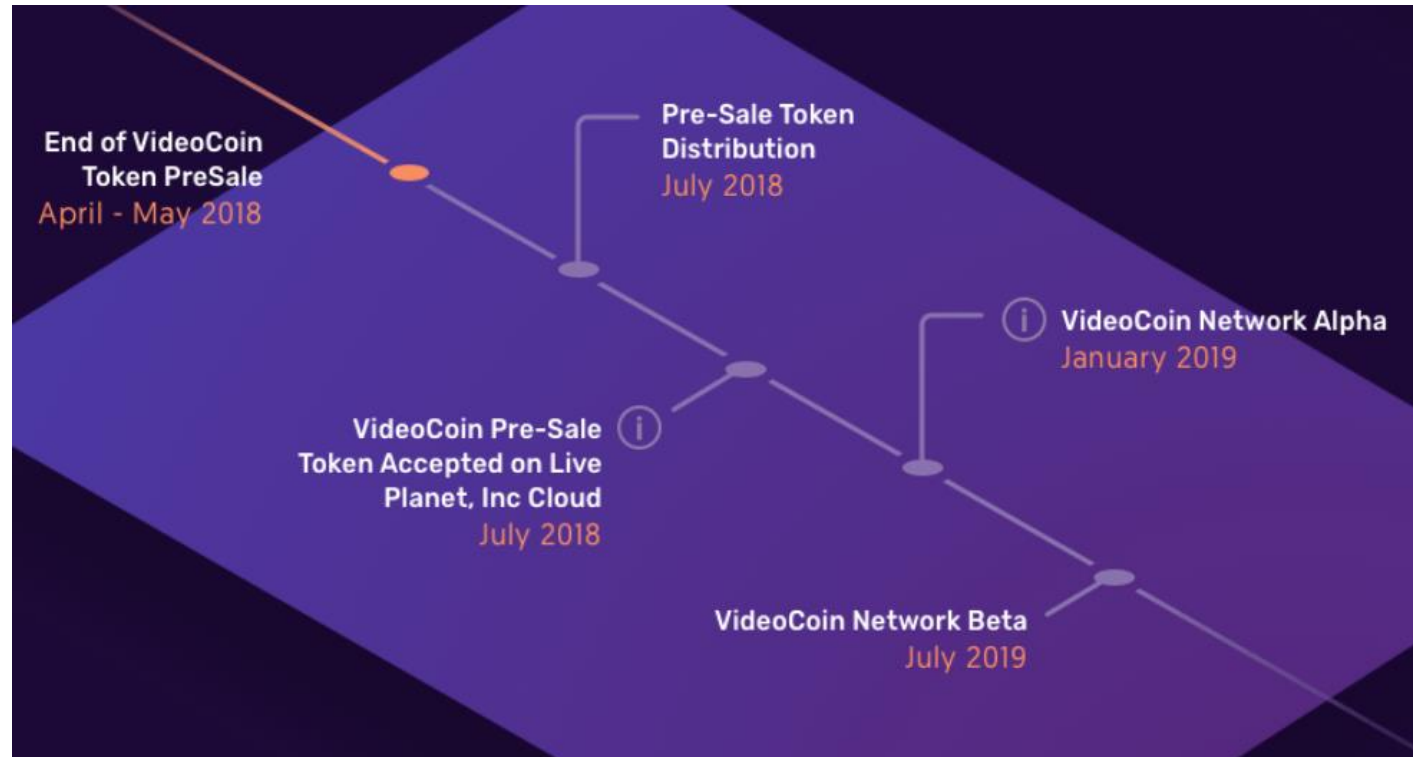
The opportunities

- The team is strong in both business development and the technical side.
- If the team can deliver on its promise and be able to provide video infrastructure services at 50-80% cheaper than existing solutions, then it has a huge market potential.
- The advisors of the project are from some of the biggest film studios such as 20th Century Fox and Paramount Pictures. This can help VideoCoin to have quick and wide adoption if the project can partner with such companies.



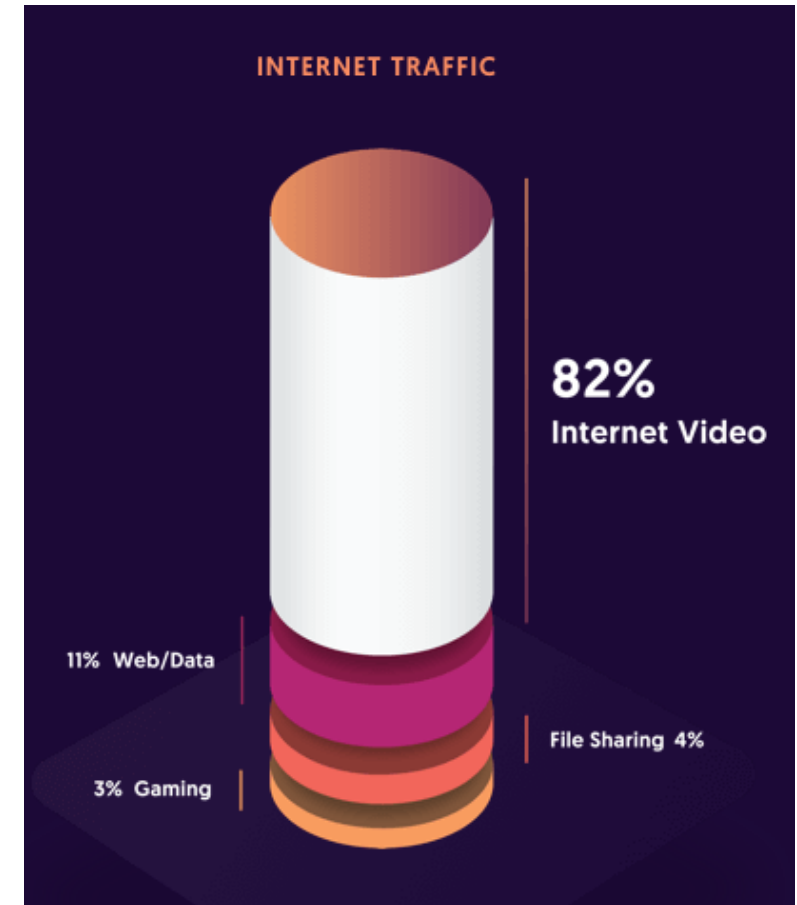
Our concerns

- The roadmap is quite vague, making it difficult to gauge the project's level of planning and milestones.
- The project is at a fairly early stage with no MVP/ proof-of-concept yet.
- There will be significant dilution after the mainnet is launched. When all the coins are minted, only 12% of total coin supply is from ICO contributors.



Long-term potential: **Positive.**

- This project is a bet on (1) the all-star team that has launched several multi-billion tech companies, and (2) the substantial market potential for video streaming which make up the majority of internet traffic and is also the major source of growth going forward.



CrushCrypto