



Movieschain
by **tvzavr**

BLOCKCHAIN-BASED DECENTRALIZED FILM DISTRIBUTION PLATFORM

ПРОЕКТА [MOVIESCHAIN.IO](https://movieschain.io) ГОТОВ (С ТЕХНИЧЕСКОЙ СТОРОНЫ) К РАЗМЕЩЕНИЮ КОНТЕНТА. ПОСКОЛЬКУ КОНТЕНТ БУДЕТ ДЕМОНСТРИРОВАТЬСЯ ЗРИТЕЛЮ НА ОСНОВНОМ САЙТЕ ИНТЕРНЕТ КИНОТЕАТРА [TVZAVR.RU](https://tvzavr.ru), ТРЕБОВАНИЯ К КАЧЕСТВУ ИЗОБРАЖЕНИЯ И МАТЕРИАЛА В ЦЕЛОМ ДОСТАТОЧНО СТРОГИЕ. ТЕМ НЕ МЕНЕЕ, НА ЭТАП ОПЫТНОЙ ЭКСПЛУАТАЦИИ ГОТОВЫ РАССМОТРЕТЬ И МАЛЕНЬКИЕ ПРОДАКШН КОМПАНИИ. НА ЭТОТ ПЕРИОД ИСТОРИЯ БОЛЬШЕ НЕ ПРОДЕРЖИВАЕТ ПРОЧНАВ. ВПРОЧЕМ, ЕСЛИ У ВАШЕГО КИНО ЕСТЬ ЗАИНТЕРЕСОВАННАЯ И ПОЯЛННАЯ АУДИТОРИЯ ГОТОВАЯ ЗАПЛАТИТЬ СИМВОЛИЧЕСКИЕ ДЕНЬГИ ЗА ПРОСМОТР ВАШЕГО КОНТЕНТА ЧЕРЕЗ ПЛОЩАДКУ [TVZAVR.RU](https://tvzavr.ru) - ВСЕ ОБСУЖДАЕМО.

В КАЧЕСТВЕ ПЕРВОГО ШАГА, ПРЕДЛАГАЮ ВЫБРАТЬ ДЛЯ РАССМОТРЕНИЯ КОНТЕНТА И НАПИСАТЬ В ЛС ДЛЯ ОБСУЖДЕНИЯ.

P. S. РЕГИСТРАЦИЯ ПРАВООБЛАДАТЕЛЕЙ НА САЙТЕ: [PARTNERS.MOVIESCHAIN.IO](https://partners.movieschain.io)

www.movieschain.io





WHO ARE WE?

- + We are the leading VoD platform established in 2009
- + In 2010, we received \$15 million in venture capital funding to establish a strong team of 70 specialists
- + In 2017 30 million of unique users per month watched video content on our platform
- + We earned \$10 million in revenues in 2017
- + Our headquarter is in Moscow and we have a team of 70 specialists
- + According to Telecom Daily reports that users recognize TVzavr as the best provider of entertainment content in the Commonwealth of Independent States (CIS)
- + Please download our apps for Apple or Android and enjoy our library of 40,000 movies!





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OUR COVERAGE

Our service is available globally, one can enjoy watching our huge library of **40,000** movies powered by **200** servers all over the world!





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WHAT IS THE PROBLEM WE ADDRESS?

Everyone watches TV but the problem is with the availability of a unique content which is not available on Amazon, Hulu and Netflix

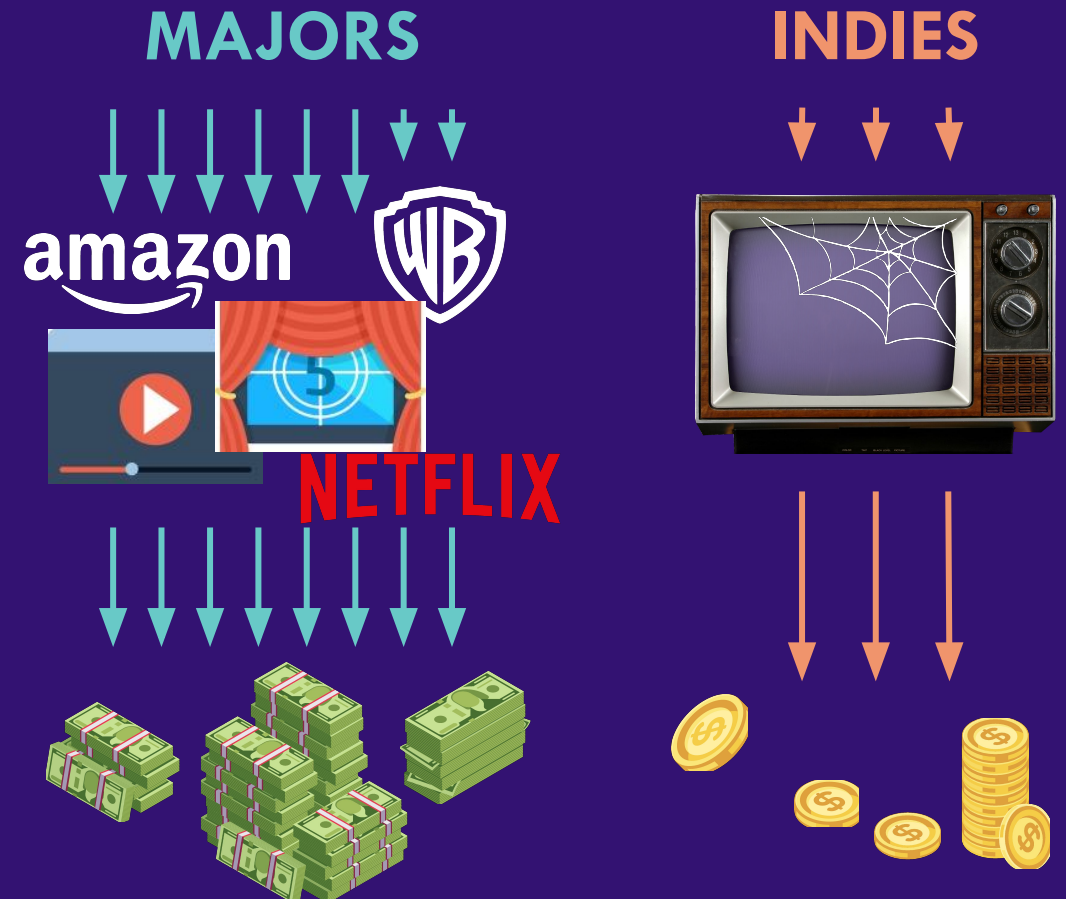
Why cannot viewers get an access to quality movies?

The problem lies in inefficiencies embedded in independent film distribution industry

The industry relies upon non-transparent, predatory practices

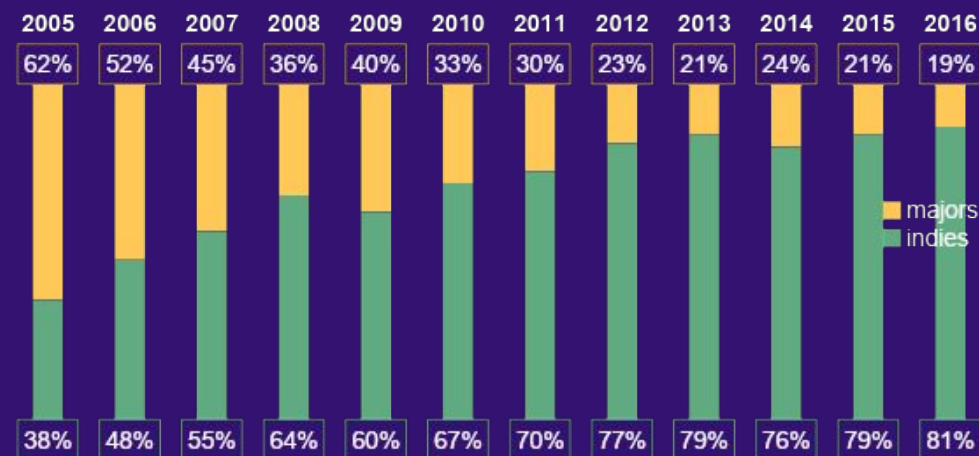
As a result we have an inefficiency where on one side viewers cannot get an access to quality movies and on the other producers cannot efficiently distribute the video content they created

While majors have their production distributed via Netflix, Hulu, Amazon, **indies have problems with distribution channels**





Indies=4/5 of U.S. Film Output ↗ from 1/3 in 2005
of global film production (based on box office revenue)
is created by independent studios and producers

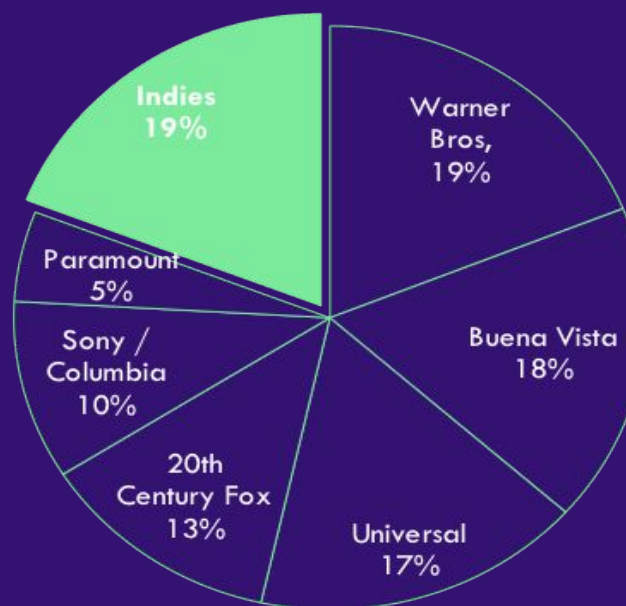


Size of the market (Source: MPAA)

WHAT IS THE SIZE OF THE PROBLEM?

According to PwC estimates global revenues from filmed entertainment will surpass in 2018

\$110 billion



~20%

\$20 billion

market in terms of yearly revenues

We are targeting 5% of \$20 billion market

WHAT DO WE NEED BLOCKCHAIN FOR?

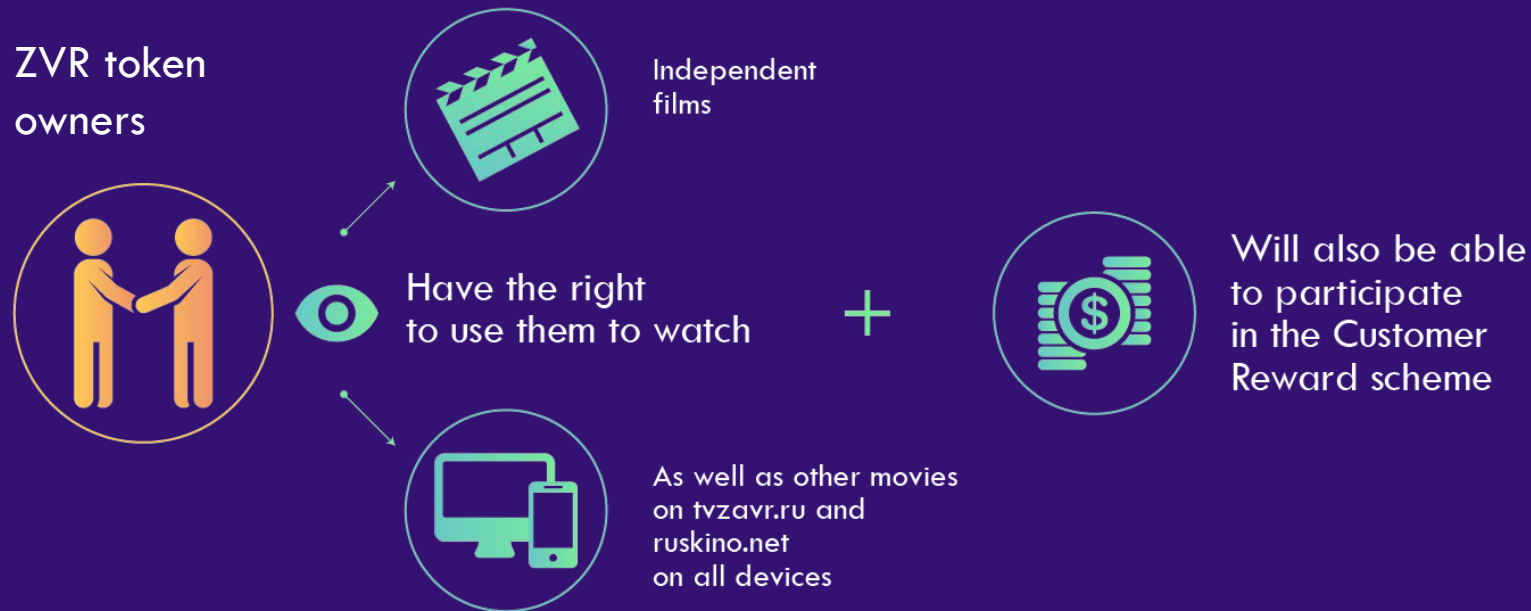
By applying
blockchain principles





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WHAT DO I GET IF I BUY A TOKEN?



Already today
one can watch
more than
40,000 films
on tvzavr.ru
and ruskino.net
platforms!!



WHAT ARE THE PLANS FOR COMPANY DEVELOPMENT?

After the launch of MoviesChain by TVzavr platform, our plan is to further expand the product model in order to create a global social ecosystem that will fully support independent film producers. MoviesChain by T Vzavr v. 2.0 will thus give Every potential filmmaker everything they need to start a successful career.

The social ecosystem of MoviesChain by TVzavr v. 2.0 will include:



- MoviesChain University, a built-in education-enhanced experience



- MoviesChain Investment platform, for quick and easy funding via crowdfunding to create new films



- MoviesChain Promotion, a platform that provides strategic interactive marketing communications



- MoviesChain Screen, a built-in social network that will provide communication with specialists to enhance the formation and development of project teams



- MoviesChain Awards platform, which will allow talent to participate in local, national, and international film festivals in order to boost popularity of their films



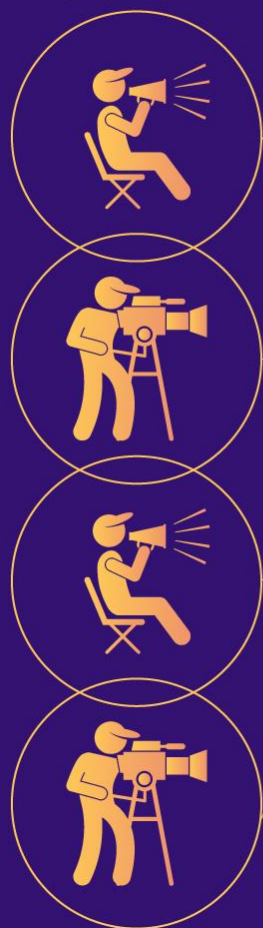
- MoviesChain Target, an advertising platform that will bring together independent filmmakers from around the world and enable them to promote their projects to specific target audiences



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OUR ECOSYSTEM

Independent film
producers



RICARDIAN
SMART
CONTRACT

Human readable
legal texts
Smart Contract
code
API for payments
and stats

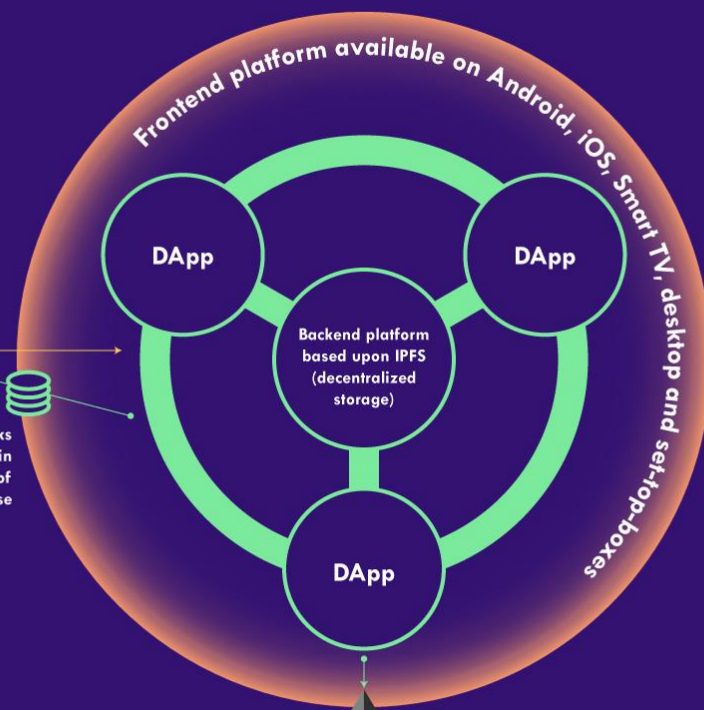
Movie release —
ZVR token issue
Smart Contract



Checks
transactions in
tamper-proof
database



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Hash is recorded in the Ethereum blockchain



Viewers



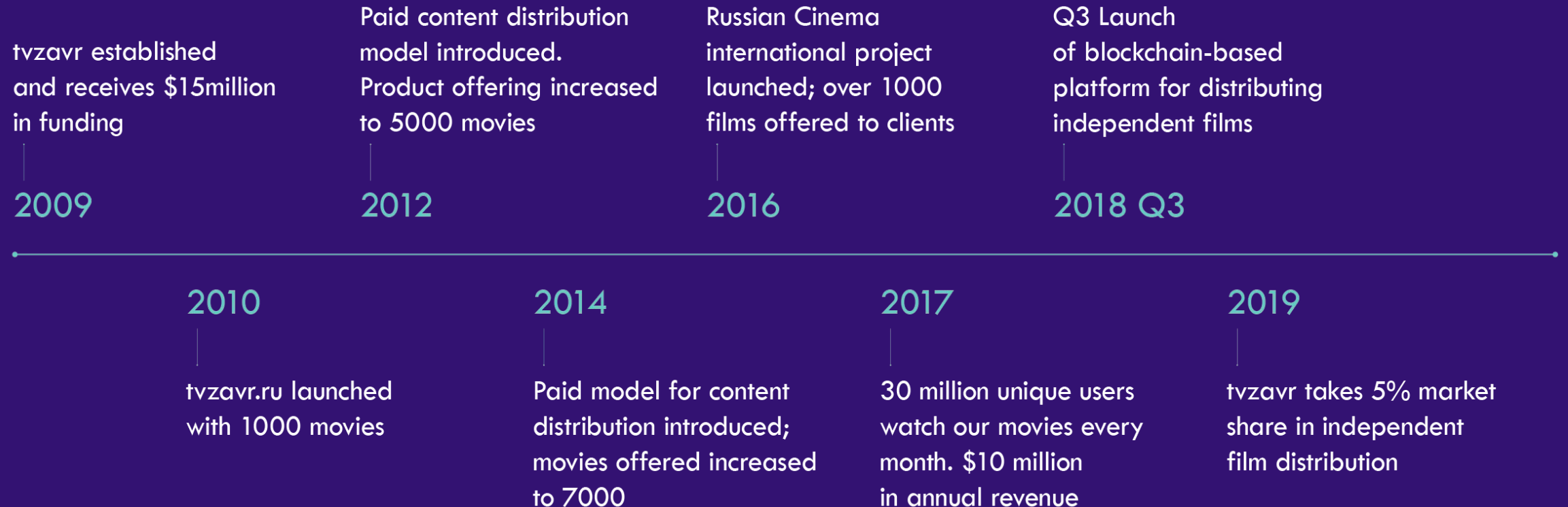
DRM
Content
Delivery

Recommendation System



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PROJECT TIMELINE





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A user-friendly
navigation interface



State of the art
recommendation system



Attractive pricing for viewers



zvr

The ZVR crypto-token

HOW'S THE PLATFORM LOOKS LIKE?

- + MoviesChain by TVzavr works by having ZVR tokens transfer value from an independent film rights owner directly to a customer over the MoviesChain by Tvzavr network.
- + Independent film rights owners can customize conditions of access to the video content under the terms of Ricardian smart contracts. This will allow independent films rights owners both to dictate and enforce the terms of access to the video content.
- + Both customers and independent films rights owners, or independent film producers, will also be able sell ZVR tokens on the secondary market.

Download or apps to watch the movies:



GET IT ON
Google Play



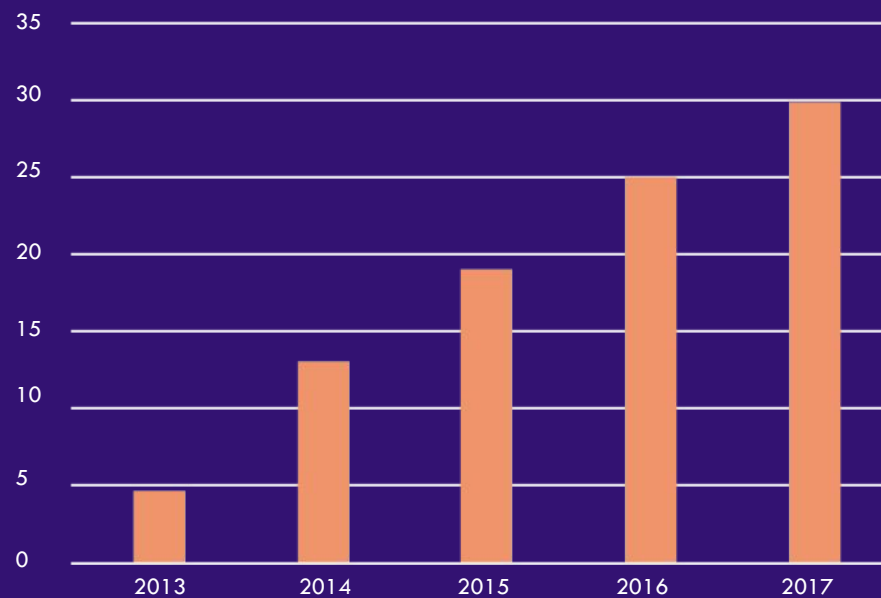
Download on the
App Store



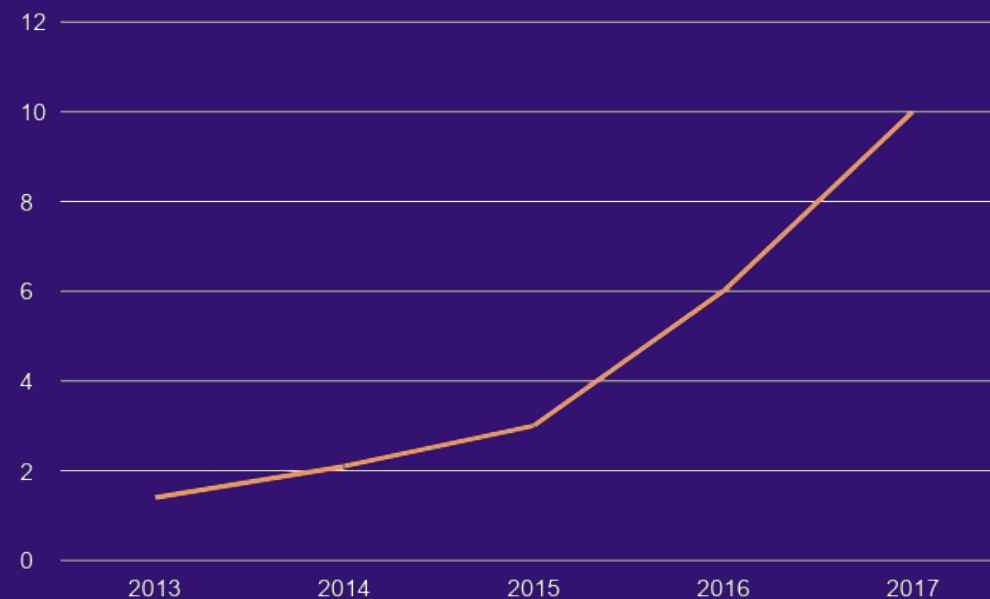
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COMPANY FINANCIALS

Amount of unique users per month, million users



Revenue, million \$





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AWARDS

RUNET PREMIUM
2015



ADINDEX AWARD PREMIUM
2015



DIGITAL AWARD PREMIUM
2016



SILVER ARCHER USA
2017



SPECIAL "BIG DIGIT"
2017



RUNET PREMIUM
2017





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TEAM

We have more than 70 persons on our team



Alexander Pavlov
Head of IT Development



Varvara Davydova
Head of Business
Development



Olesya Teplova
Public relations
director



Elena Hlebnikova
Head of Content
Acquisition



Angelika Kristeva
Head of International
Communications



Mikhail Mikhalevich
Head of Hardware
Division



Artem Mkhitaryan
Software
Developer



Sergey Klimentov
IT
Developer



Konstantin Koritich
Software
Developer



Dmitriy Zimogliadov
Lead Web
Developer



Sergey Kozhevnikov
Lead Web
Developer



Eugene Rybakov
Lead Software
Developer



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ADVISORS



Dr. Alexey Yeremenko
Financial Advisory

Alexey is a seasoned investment professional who assists Movieschain by TVZavr in structuring solutions. Over the course of his illustrious international professional career, he worked as a portfolio manager and structure and quantitative analyst in global financial institutions, such as Merrill Lynch, in New York, Nordea, in Copenhagen, London Bridge Partners, in London, Polaris Capital Management, in Lausanne, and EWUB, in Luxembourg. He holds Bachelor and Master's degrees in Applied Mathematics from Moscow Institute of Physics and Technology and an ABD (PhD) degree in Finance from the University of Wisconsin, Madison.



Dr. Jessica Hope Jordan

Jessica Hope Jordan is a visiting lecturer in nineteenth-century American literature in the English Department and the Film Studies Department at the University of California, Davis. She has been an assistant professor in English at University of the Pacific. She holds a PhD (English Literature and Film Studies) and an MA (Shakespeare) from the University of California, Davis. She earned her BAs in English and Film Studies from the University of the Pacific. She is creator and co-chair of the UC Davis Film Symposium. Jessica published a book on the history of Hollywood: "The Sex Goddess in American Film, 1930–1965: Jean Harlow, Mae West, Lana Turner, and Jayne Mansfield". She has also published multiple scholarly articles on both literature and film theory, and filmmakers Quentin Tarantino and Martin Scorsese.



Sabine Rossbach

Born in Ludwigsstadt, Germany, Sabine started her professional career as a foreign correspondent; later on, she decided to make her passion for acting a profession and trained as a film and stage actress at the Giles Foreman Centre for Acting, as well as the Conservatory of Luxembourg's drama section. Since then, Sabine has been working on camera and onstage in European and international productions. She performs in English, German, French and Luxembourgish languages. Occasionally, she does voice work, such as dubbing, voice acting and voiceovers or radio commercials and works as a model.



Nessa Varez

Nessa Varez is an actress, social media influencer and entrepreneur. She's known for her funny comedy skits in social media, which often go viral and get millions of views. She's originally from Spain, but grew up in Switzerland, where she graduated from a business school with a major in General Management and Marketing. Five years ago, she moved to Los Angeles to explore her artistic side and focus on her acting career. Nessa's quirky and humorous personality is very likable, and, coupled with her international accent, it makes her unique to the entertainment industry. She speaks five different languages fluently, which, in turn, attracts a truly international audience from all over the world.



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ADVISORS



Marianne Bourg

Marianne is an award winning Hollywood actress with strong connections in independent film industry. Marianne is French-Luxembourgish, she got her graduate degrees in Finance and Economics from Sorbonne and Oxford and MFA in Acting for Film in Los Angeles. She travelled extensively all around the world and speaks fluently five different languages. At the same time Marianne finds time and passion for other activities: she is a UNESCO ambassador in Cambodia and holds black belts in taekwondo and kung fu.



Susanne Dähn-Leach

Susanne is well known Danish singer & songwriter, who has performed all over the world - from Tromsø to Tokyo, From Los Angeles to Mozambique. She lives in beautiful Copenhagen City Centre. Susanne was adopted to Denmark as a baby, her exotic looks come from her German/American heritage. As an actress Susanne has performed at some of the most renowned theatres in Copenhagen, she also had a smaller role in a Tv series, and does commercials, both as model and as a singer of commercial songs. She has performed on all major national TV channels in Denmark. Currently she is working on her own songs in the studio, while performing with her duo for exclusive and intimate private and corporate events. Susanne is a lover of fine dining, dogs and nature. Susanne has a positive, energetic and outgoing personality, and as part of the pulsating life in the creative class in Copenhagen, she has strong connections in the entertainment industry in general, and independent film industry in particular. Susanne lived and worked in Paris for a big part of her career.



Andrei Nekrasov

Andrei Nekrasov is an award-winning director. He is well known for a number of high profile documentary films such as: The Magnitsky Act – Behind the Scenes, Farewell Comrades!, Age of Delirium: The Decline and Fall of the Soviet Union, Rebellion: the Litvinenko Case and many others. His films won a number of awards for his films. These includes: Adolf Grimme Awards, Amanda Awards, Brothers Manaki International Film Festival, CPH:DOX and Mannheim-Heidelberg International Filmfestival. Andrei holds Master's Degrees in Comparative Literature and Philosophy from University of Paris and Master's Degree in Film from Bristol University Film School.



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ADVERTISING CLIENTS



PEPSICO

MARS



Nestlé

P&G

Coca-Cola



TOYOTA



LEXUS

Johnson & Johnson

L'ORÉAL®

Google™



Unilever

**RECKITT
BENCKISER**



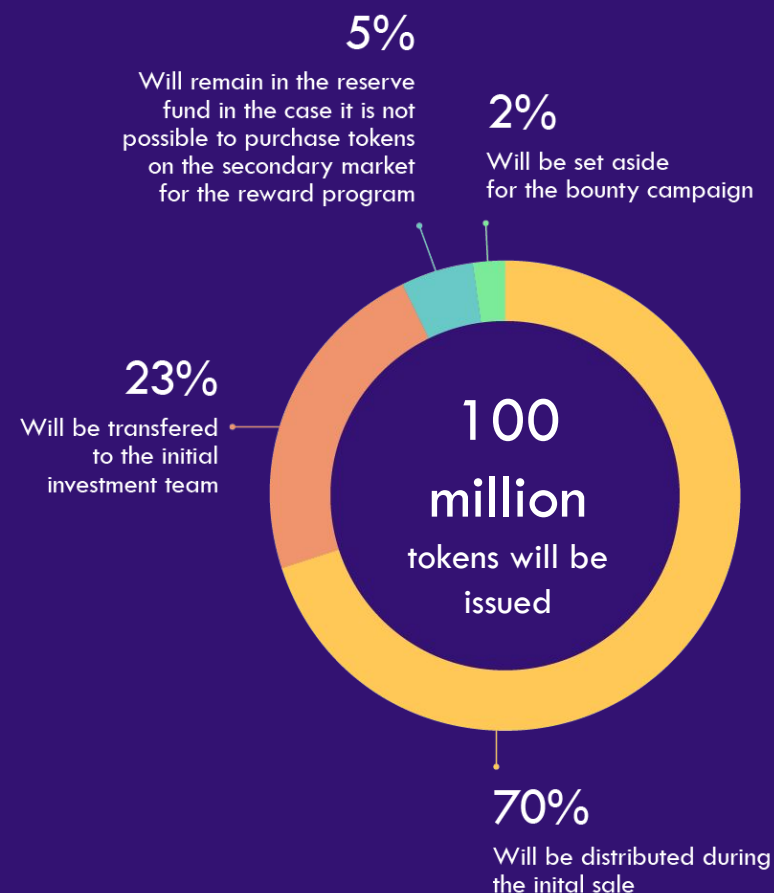
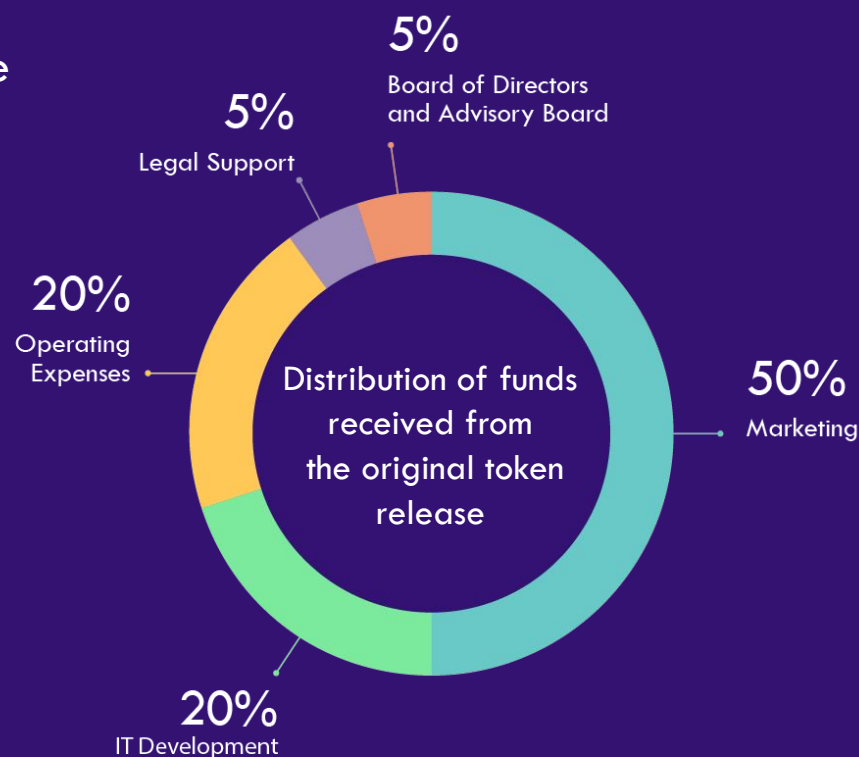
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PARTNERS



REASONS FOR TOKEN SALE

To disintermediate independent film distribution industry we need to launch a massive marketing campaign to bring international audience to the platform





TOKEN SALE



Launch of ZVR token based upon ERC 20 token standard

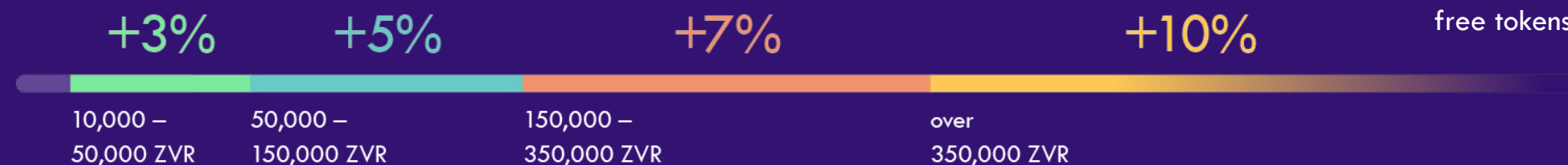
Acceptable cryptocurrencies that can be used during the process of Token sale are: ETH and BTC

The Token sale will take place in **5 stages**.

During the first stage, only whitelist members will be able to acquire tokens.



A bonus of **up to 10%** will be given for the number of tokens purchased:





The ZVR Token sale will take place

START

Q2 2018

FINISH

Q3 2018



The softcap will be
\$5 million



The hardcap will be
\$30 million

TOKEN SALE

Acceptable cryptocurrencies are:

ETH, BTC.

The price for tokens will be determined when the Token sale launches.

All unsold tokens will be burned.

In the case that the revenue from the Token sale is less than \$5 million, then all collected funds will be returned to the original owners.



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That's the question we are sometimes asked and it's difficult to provide a definitive answer because we don't have a crystal ball. Still there is a fact to consider:

- + Our Customer Reward program may create substantial buying pressure on ZVR tokens on the secondary market.
- + This happens if a large amount of transactions is made in fiat currency, and in the event this occurs MoviesChain by TVzavr will be forced to sell fiat currencies, and buy ZVR tokens in order to have enough tokens available for the bonus scheme described on the previous slide.

WHAT WOULD HAPPEN TO THE PRICE OF THE TOKENS?

Given the fact that

Revenues of TVzavr alone in 2017 were

\$10 million

Revenues of MoviesChain by Tvzavr (we estimate that yearly) will be around

\$50-\$100 million



That means we would need to buy from the secondary market around

\$3-\$10 million

That according to our estimate will create a significant buying pressure for our issue size of **\$30 million**, but it will not destabilize the market completely

If the market will get destabilized and we won't be able to find any tokens to buy at reasonable prices we may choose to go for the second TGE (Token Generation Event), although it's not our base scenario.



WHAT IS YOUR CUSTOMER REWARD PROGRAM ?

The MoviesChain by TVzavr platform will allocate 10% (less rights holders' shares) of weekly revenue to a bonus pool. This system of revenue collection will be 100% transparent, and all customers will have the ability to check the collected funds in real time. Once a week, at midnight on Sunday (12:00 AM GMT), there will be a special contest, using the following smart contract algorithm based on the following conditions:

1. The key component of the reward program is the final hash code generated on the Ethereum network by midnight on Sunday. This hash code will be used as a seed in a random number generator embedded in the smart contract. Six winners will be determined from the output of the MoviesChain by TVzavr random number generator.
2. The algorithm used for generating random numbers can only influence existing wallet balances. The more funds owners have in their accounts, the greater their chances of winning. Having a large balance does not guarantee a win; however, it does increase the chance of winning.
3. Six wallets are selected by the smart contract, and the bonus is awarded, according to the following formula: 30% to the winner, 40% to two second places (20% each), and 30% to three third places (10% each).
4. Every MoviesChain by TVzavr customer that has made at least one purchase during the current week is able to participate in the Customer Rewards.
5. Within 48 hours of their being announced, ZVR tokens will be transferred to the wallets of winners. This Customer Reward program will further incentivize Tvzavr MoviesChain's customers to spread the word about the platform, thereby increasing the growth of our customer base.