

TV-TWO: TELEVISION ECOSYSTEM ON THE ETHEREUM BLOCKCHAIN



Value Proposition



Users

- Get to watch a **personalized** TV channel
- Are **rewarded** with tokens for watching sponsored messages



Content Creators

- Get to make it to the center of the **living room**
- Can finance videos with **TV ad budgets**



Advertisers

- Get to use **first-party data** for TV campaigns
- Achieve **transparency** over their TV ad spending

Product

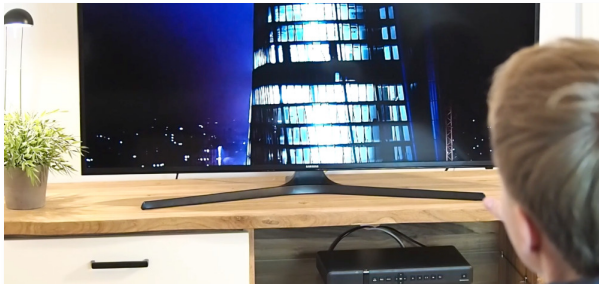
1

Install the TV-TWO app on your Smart TV and **sync the wallet** to your other devices



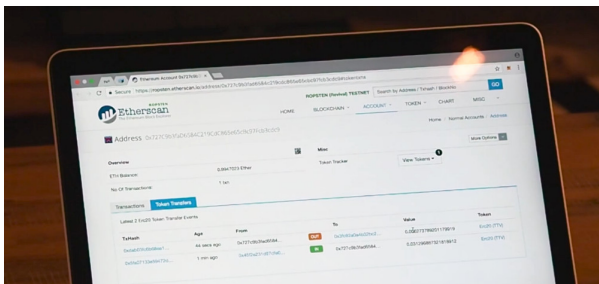
2

Watch broadcast and your personalized video stream to collect **Tokens for Television (TTV)**



3

Check your token balance and **exchange TTV** for Bitcoin, Ether or Fiat



Why Participate in the Crowdsale?

Network Utility Expansion: Since the number of **TTV is fixed after the crowdsale**, each issued token possesses the right to show sponsored messages to a defined percentage of consumers that watch television through TV-TWO. If the absolute number of consumers using TV-TWO grows over time, the inherent utility of each token increases.

Terms

Name: Token for Television (TTV)

Private Pre-Sale: Whitelisting required

Public Crowdsale: Feb 24 - Mar 24, 2018

Soft Cap: 2,500 ETH

Hard Cap: 50,000 ETH

Exchange Rate: 1 ETH = 10,000 TTV

Reverse Exchange Rate: 1 TTV = 0.0001 ETH

Token Supply for Crowdsale: 500,000,000

Any ETH committed beyond 90% of the hard cap will be locked for two years in a smart contract. The smart contract stabilizes the price of the TTV by automatically purchasing back tokens, should the market price drop below the issue price.

Token Distribution

Available for Purchase: 75%

Team (3-year vesting): 15%

Supporters: 6%

Campaigns: 4%

Founders



Jan Phillip Hofste
Distributed Systems,
State Channels



Philipp Schulz
Communications,
Sales, Partnerships

Team of eight + ten advisors with blockchain experience from companies like:



Governing Board



UTRUST



The First Marketing Cloud for Blockchain

