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1. Abstract

**Conclusion**

When future generations look back on the history of human interaction the current stage of interaction via digital means will seem mechanistic in nature, based on a limited number of centrally codified functions which force people to interact in predetermined ways and which are unable to encompass the much broader and richer ways in which people interact in real life.

In view of this situation, and as a next step in the evolution of human interaction via digital means, BCTV has developed a series of innovative digital tools which are flexible and dynamic enough to encompass a much wider range of human interaction in digital format than has previously been the case, and which give the user the ability to create their own modes of interaction rather than simply fitting into a limited number of predetermined options as codified by the developer.

These innovations are intended as a means of moving towards a new era of value creation, whereby the human potential for value creation can more fully and easily be expressed via digital means.

**Current State of Digitalization**

While life becomes ever more digitized with more and more activities moving online and digital interaction becoming the new normal rather than an adjunct to face to face interaction, the question remains: how much of this activity is meaningful?

Of the thousands of connections that we develop via social media, how many represent meaningful relationships?

In a digital environment where interactions are typically limited to a number of standardized actions such as “like”, “follow”, “buy” or “promote”, how much scope is there for developing any form of meaningful collaboration outside of these predetermined parameters?

For certain industries, such as e-commerce and online video streaming, where the product is typically standardized with a low price-point and supplier-consumer interaction is based on a relatively simple one way communication model, the digital media framework in its current format works relatively well.

But for industries which require more elaborate forms of interaction, with communication moving two or more ways, or where the product is not standardized, or where the price point is higher, the limitations of the current digital format become apparent.
More complex or higher price point products and services therefore invariably include some form of offline interaction between the brand and the consumer.

By way of illustration, although numerous attempts have been made to create digital financing platforms whereby the pitching and investment process are carried out entirely online, the success of such initiatives has been limited.

Investors’ willingness to invest via purely digital means is still largely limited to opportunities which have been proved offline via methods such as public listing and real world due diligence, and apart from small sums invested on a non-commercial basis into enthusiast projects any form of early stage venture capital type investment is still typically based on a significant level of non-digital interaction between the investor and entrepreneur.

These points are made to illustrate the limitations of the current state of digital interaction between people, not as a form of criticism, but as a way of setting the stage in order to identify what changes need to be made in order to make the digital medium more meaningful, both as a means of interaction between people, and as a tool for value creation.

**Gap Between Current and Potential Stage of Digital Evolution**

The power of the digital medium in its current stage is to a large extent a function of its widespread reach and ability to transmit information quickly in a readily applicable and mutable form.

However, wide reach and transmission of information still represents a fairly blunt tool relative to what is possible and it is our view that the digital age in this regard is still very much in its infancy.

In order to move digital interaction towards a higher level of evolution we believe that one of the key focus areas should be on creating digital tools which are flexible and dynamic enough to encompass a much wider range of human interaction in a digital format, and which gives the user the ability to create their own modes of interaction rather than simply fitting into a limited number of predetermined options as codified by the developer.

Some progress in this direction has already been made via the development of various blockchain technologies to date.

In its first generation form blockchain (via Bitcoin) introduced a decentralized ledger system which set the stage for peer to peer interaction, rather than interaction via centrally codified precepts.

In its second generation form Ethereum added to this by providing the means to create Smart Contracts which could govern more complex forms of digital interaction on a decentralized basis.
In its current stage of evolution as at August 2018 the blockchain industry is characterised by a high level of interest by large numbers of people in taking advantage of the blockchain technology to create value in various ways.

However, despite the explosive growth in demand for blockchain related solutions there are still significant barriers to entry which prevent large numbers of businesses and individuals from establishing their own blockchain based business models or ecosystems.

Such barriers include lack of know-how with respect to coding and implementation of blockchain technology, and the inability to create effective blockchain based business models or adapt existing business models to blockchain based systems.

Blockchain initiatives can typically be categorised as either user-facing applications or developer-facing platform based initiatives which aim to deliver technical improvements such as enhanced speed and security and which can be used as a base to develop user-facing applications.

However, although the range of available user-facing applications is continually expanding, these applications still typically force the user into certain predetermined modes of interaction as codified by the developer.

Similarly, while developer-facing initiatives provide the scope for designing new modes of interaction the barriers to actually implementing any such designs (in terms of knowledge of coding, know-how and time required etc) are prohibitive for most users.

Towards a New Era of Value Creation

In view of this situation, and as a next step in the evolution of human interaction via digital means, BCTV has developed a series of innovative digital tools which are flexible and dynamic enough to encompass a much wider range of human interaction in a digital format than has previously been the case.

In essence, these tools allow the user to design their own forms of digital interaction on a plug & play basis using an easy-to-use intuitive interface, and thereby give back the power to the user to create their own modes of digital interaction rather than being limited to predetermined modes of interaction as codified by the developer.

A brief overview of some of these innovations is set out below, with a more detailed analysis provided in the body of the paper.

These innovations are intended as a means of moving towards a new era of value creation, whereby the human potential for value creation can more fully and easily be expressed via digital means.
**Modular Contracts (MC)**

The Modular Contracts (MC) tool is a new technology developed by BCTV which allows users to create their own Smart Contracts at the touch of a button without the need for coding.

The technology effectively layers an intuitive game theory based decision tree design interface on the underlying code, providing an intuitive way in which users can design their own Smart Contracts via (IF, THEN) scenarios.

The technology provides a high level of flexibility with respect to the complexity of the contracts created and can cater for both simple and complex sequences and for any number of parties.

Once created, the contracts can be extended to include additional parties via more complex collaboration scenarios, and additions and amendments to provisions can be made provided all affected users agree.

The Modular Contracts tool is an extremely powerful device for building digital ecosystems with the capability for complex multi-tiered collaboration between multiple parties and built in scope for continued organic growth.

**Plug & Play Toolbox (PPTB)**

BCTV’s Plug & Play Toolbox (PPTB) is a proprietary technology developed by BCTV which allows users to create and configure their own blockchain ecosystem on a plug & play basis via configuring a range of different digital tools.

PPTB uses a combination of different technologies including blockchain, AI and Big Data.

**Plug & Play Ecosystem (PPE)**

BCTV’s Plug & Play Ecosystem (PPE) is a proprietary technology developed by BCTV which allows users to create and configure their own blockchain ecosystem on a plug & play basis at the touch of a button using the Plug & Play Toolbox.

PPE uses a combination of different technologies including blockchain, AI and Big Data.

**Smart Plasma (SP)**

Smart Plasma is a proprietary technology developed by BCTV which allows different ecosystems and chains to interact on a “smart” basis.

The Smart Plasma technology operates like a liquid flowing between the ecosystems and chains within BCTV’s Chain Pool identifying complementarities and making proactive suggestions for potential collaboration to the various ecosystem users.
SP uses a combination of different base technologies including blockchain, AI and Big Data

**Smart Plasma Chain Pool (SPCP)**

The Smart Plasma Chain Pool (SPCP) is a proprietary technology developed by BCTV which allows different ecosystems and chains to interact as part of a Chain Pool via Smart Plasma.

The Chain Pool contains the various chains set up as part of the BCTV ecosystem and the Smart Plasma technology operates like a liquid flowing between the ecosystems and chains identifying complementarities and making proactive suggestions for potential collaboration to the various ecosystem users.

SPCP uses a combination of different base technologies including blockchain, AI and Big Data.

**Integrated Gamification Protocol (IGP)**

Integrated Gamification Protocol (IGP) is a methodology used by BCTV to develop Value Creation Games which can be played online but which also generate benefits offline.

BCTV uses IGP to gamify real world situations in order to resolve pain points on behalf of users.

BCTV also uses IGP to capitalize on latent opportunities for value creation within the global online gaming community.

**Value Creation Games (VCG)**

Value Creation Games (VCG) is a term used by BCTV to describe the interactions between the various players in the BCTV ecosystem using the various digital tools available in the Plug & Play Toolbox.

VCGs can be either codified via Modular Contracts, or can be played freely with no fixed contractual basis.

Each repetition of the same VCG is referred to as a Value Creation Game Set or VCGS.

VCGs are based on BCTV's Integrated Gamification Protocol.

**Automated Tokenisation (AT)**

BCTV’s innovative Automated Tokenisation (AT) tool allows users to create their own token(s) at the touch of a button.

**Gamefunding (GF)**

Gamefunding (GF) is a new business model developed by BCTV which combines crowdfunding and online gaming into a hybrid online game/fundraising tool.
The first DApp created by BCTV using this concept is Winner Takes All (www.wta.one).

In WTA businesses with listed tokens are able to sign up to the platform and issue tokens at a discount to market price via a type of transaction analogous to PIPE transactions (private investment into public equity) in traditional equity markets.

Players place investments/bets into the game using ETH, part of which are channeled to the token issuer in the form of funds raised, and part of which are paid back to the players in the form of dividends and jackpot winnings.

Players effectively receive 100% of their investment in the form of the tokens of their choice (based on current market value) and in addition earn cash dividends and the chance of winning the jackpot.

The jackpot consists both of cash (ETH) and a bundle of different tokens contributed by the token issuers.

**Predictive Learning Fruit (PFU)**

Predictive Learning Fruit (PFU) is BCTV’s native cryptocurrency.

PFU draws on the concept of Predictive Learning, a type of machine learning in which an agent builds a model of its environment by trying out different actions in various circumstances, a method of learning akin to the way humans learn.

PFU is categorised under applicable law as a utility token which can be used as a medium of exchange within the BCTV ecosystem and which can also be traded for other cryptocurrencies via registered cryptocurrency exchanges and used as a store of value.

PFU uses a dual audit system and a blockchain based decentralised ledger to protect the interests of PFU holders and to ensure safety, security and transparency.

**Conclusion**

When future generations look back on the history of human interaction the current stage of interaction via digital means will seem mechanistic in nature, based on a limited number of centrally codified functions which force people to interact in predetermined ways and which are unable to encompass the much broader and richer ways in which people interact in real life.

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2. Glossary

A list of key terms used in this white paper, together with a brief explanation of each, is set out below. Some of these terms are already in common usage and some have been coined by BCTV to describe new technologies, business models or other types of innovation developed by BCTV.

**Automated Tokenisation (AT)**

BCTV’s innovative Automated Tokenisation (AT) tool allows users to create their own token(s) at the touch of a button.

**Contract Consensus (CC)**

BCTV uses a democratic Contract Consensus system to govern certain aspects of the the BCTV ecosystem via voting.

**Decentralised Apps (DApps)**

BCTV allows users to use and configure their own DApps via the Plug & Play Toolbox, effectively creating their own Plug & Play Ecosystem.

**Decentralised Liquid Advertising (DLA)**

BCTV’s innovative Decentralised Liquid Advertising (DLA) tool allows users to configure and operate their own highly targeted multimedia advertising campaigns based on algorithms of their choice in conjunction with Modular Contracts, AI and Big Data.

In addition, users can select an automated function whereby specified activities within the user’s ecosystem are detected and automatically disseminated to targeted groups based on complementarities and scope for collaboration.

**Decentralised Music Channel (DMC)**

BCTV’s innovative Decentralised Music Channel (DMC) tool allows users to create their own Decentralised Music Channel and upload and distribute their own music and other forms of audio content based on terms and algorithms set up by each user using Modular Contracts and without the need to pass through any form of centralised authority.

For example, users may choose to provide free audio content for educational or promotional purposes, or may elect to charge different types of tariff based on different usage scenarios.

**Decentralised TV Channel (DTV)**

BCTV’s innovative Decentralised TV Channel (DTV) tool allows users to create their own
Decentralised TV Channel and upload and distribute their own film and video content based on terms and algorithms set up by each user using Modular Contracts and without the need to pass through any form of centralised authority.

For example, users may choose to provide free video content for educational or promotional purposes, or may elect to charge different types of tariff based on different usage scenarios.

**Distributed Artificial Intelligence (DAI)**

Distributed Artificial Intelligence (DAI) combines Artificial Intelligence with distributed calculation algorithms.

DAI not only distributes tasks to different nodes but also distributes models and data (including test data and intermediate results).

**Distributed File System (DFS)**

Distributed File System (DFS) is a permanent decentralised file storage and sharing methodology.

DFS operates via a peer to peer distributed contract system which allows content to be located and different versions to be created.

Files which are stored via DFS can be accessed quickly anywhere in the world.

**Distributed Identity (DID)**

Distributed Identity (DID) is a methodology used by BCTV to identify and manage blockchain users.

DID uses a form of blockchain identity verification whereby ID generation, management and user verification are all handled via cryptographic algorithms, data signatures and hash algorithms in order to ensure the safety of the entire chain.

**Double Cross Chain Protocol (DCC)**

BCTV uses a Double Cross Chain (DCC) structure, including a Main Chain which is linked both to the Ethereum blockchain and to additional Side Chains set up via BCTV.

BCTV uses trustworthy POW mechanisms to protect the safety of the Main Chain, which operates the core BCTV ecosystem, via notary mechanisms which come into play when the Main Chain connects to the Side Chains.

The Side Chains set up via BCTV operate through trustworthy POA mechanisms which enable the various BCTV DApps to operate quickly and smoothly.
**Dynamic Live Streaming (DLS)**

BCTV’s innovative Dynamic Live Streaming (DLS) technology not only allows decentralised peer to peer live streaming between two parties but also permits “clustered” live streaming whereby larger numbers of users can form live streaming groups and effectively hold remote face to face meetings or engage in other collaborative activities.

**Dynamic News Feed (DNF)**

BCTV’s innovative Dynamic News Feed (DNF) selects relevant news from different sources throughout the BCTV ecosystem and delivers it in the form of a Dynamic News Feed to users based on their own interests and preferences.

**Gamefunding (GF)**

Gamefunding (GF) is a new business model developed by BCTV which combines crowdfunding and online gaming into a hybrid online game/fundraising tool. The first DAApp created by BCTV using this concept is Winner Takes All (www.wta.one).

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BCTV uses IGP to gamify real world situations in order to resolve pain points on behalf of users.

BCTV also uses IGP to capitalize on latent opportunities for value creation within the global online gaming community.
Liquid Data Flow (LDF)

Liquid Data Flow (LDF) is a term used by BCTV to measure the flow of data within the Smart Plasma Chain Pool.

Liquid Social Media (LSM)

BCTV’s innovative Liquid Social Media (LSM) tool allows users to exchange instant messaging and to set up groups with virtually unlimited numbers of members.

Groups may also be merged or transferred from one user to another based on Modular Contracts and Smart Voting.

Modular Contracts (MC)

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Once created, the contracts can be extended to include additional parties via more complex collaboration scenarios, and additions and amendments to provisions can be made provided all affected users agree.

The Modular Contracts tool is an extremely powerful device for building digital ecosystems with the capability for complex multi-tiered collaboration between multiple parties and built in scope for continued organic growth.

Multiple Technology Machine (MTM) Smart Contracts

Multiple Technology Machine (MTM) Smart Contracts operate in the same way as traditional Smart Contracts but also introduce timers and artificial intelligence accelerators.

These functions automatically extract data occurrences and activate and execute the Smart Contracts.

All users have the ability to create their own Smart Contracts using BCTV’s Modular Contracts tool.

Performance Lock-In (PLI)
Performance Lock-In (PLI) is a term used by BCTV to describe the way in which the actions of the various players in a Value Creation Game are locked in via Smart Contract Modules.

**Plug & Play Ecosystem (PPE)**

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PPE uses a combination of different technologies including blockchain, AI and Big Data.

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PFU is categorised under applicable law as a utility token which can be used as a medium of exchange within the BCTV ecosystem and which can also be traded for other cryptocurrencies via registered cryptocurrency exchanges and used as a store of value.

PFU uses a dual audit system and a blockchain based decentralised ledger to protect the interests of PFU holders and to ensure safety, security and transparency.

**Proof of Authority (POA)**

Proof of Authority (POA) is an algorithm used within blockchains that delivers comparatively fast transactions through a consensus mechanism based on identity as a stake.

**Proof of Work (POW)**

A proof of work (POW) system is an economic measure to deter denial of service attacks and other service abuses on a network by requiring some work from the service requester, usually meaning processing time by a computer.

**Smart Networking (SN)**
BCTV’s innovative Smart Networking (SN) tool uses AI and Big data to proactively identify complementarities and potential scope for collaboration between users and makes networking suggestions accordingly.

**Smart Plasma (SP)**

Smart Plasma is a proprietary technology developed by BCTV which allows different ecosystems and chains to interact on a “smart” basis.

The Smart Plasma technology operates like a liquid flowing between the ecosystems and chains within BCTV’s Chain Pool identifying complementarities and making proactive suggestions for potential collaboration to the various ecosystem users.

SP uses a combination of different base technologies including blockchain, AI and Big Data.

**Smart Plasma Chain Pool (SPCP)**

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The Chain Pool contains the various chains set up as part of the BCTV ecosystem and the Smart Plasma technology operates like a liquid flowing between the ecosystems and chains identifying complementarities and making proactive suggestions for potential collaboration to the various ecosystem users.

SPCP uses a combination of different base technologies including blockchain, AI and Big Data.

**Smart Ranking (SR)**

BCTV’s innovative Smart Ranking (SR) tool automatically detects trending categories and ranks elements within such categories accordingly based on user activity such as views and votes.

In addition to organising information and capturing trends the SR tool also offers users an additional means of promotion via the voting function.

**Smart Voting (SV)**

BCTV’s innovative Smart Voting (SV) tool allows users to set up their own voting requirements and systems to govern different aspects of their own ecosystems using Modular Contracts.

Voting also plays an important role in BCTV’s ecosystem as a whole with different activities and functions subject to vote.

Depending on the situation voting may be either free or tariff based, the rationale for the latter being to ensure that voters are fully committed to the outcome of the vote via “skin in the game”.
**Smart Wallet (SW)**

BCTV’s innovative Smart Wallet (SW) technology allows users to buy, sell and store PFU and other cryptocurrencies and uses the latest encryption and decentralised ledger technologies to ensure maximum safety and security.

Unlike traditional wallets BCTV’s Smart Wallet can also be programmed to automatically trade between different cryptocurrencies based on algorithms and objectives set up by the user.

**Trustworthy Mechanisms (TM)**

The safety and reliability of the BCTV Main Chain, which represents the core of the BCTV ecosystem, is ensured through the use of POW trustworthy mechanisms.

**Value Creation Games (VCG)**

Value Creation Games (VCG) is a term used by BCTV to describe the interactions between the various players in the BCTV ecosystem using the various digital tools available in the Plug & Play Toolbox.

VCGs can be either codified via Modular Contracts, or can be played freely with no fixed contractual basis.

Each repetition of the same VCG is referred to as a Value Creation Game Set or VCGS.

VCGs are based on BCTV’s Integrated Gamification Protocol.

**Velocity of Organic Growth (VOG)**

Velocity of Organic Growth (VOG) is a measurement used by BCTV to calculate the speed of development of the ecosystems within the SPCP.

Via its suite of proprietary technologies BCTV aims to raise VOG metrics significantly higher than those resulting from alternative methods of collaboration.
3. Mission

When future generations look back on the history of human interaction the current stage of interaction via digital means will seem mechanistic in nature, based on a limited number of centrally codified functions which force people to interact in predetermined ways and which are unable to encompass the much broader and richer ways in which people interact in real life.

In view of this situation, and as a next step in the evolution of human interaction via digital means, BCTV has developed a series of innovative digital tools which are flexible and dynamic enough to encompass a much wider range of human interaction in digital format than has previously been the case, and which give the user the ability to create their own modes of interaction rather than simply fitting into a limited number of predetermined options as codified by the developer.

These innovations are intended as a means of moving towards a new era of value creation, whereby the human potential for value creation can more fully and easily be expressed via digital means.

BCTV is the world’s first plug & play blockchain ecosystem creation platform, allowing users to create their own blockchain based Plug & Play Ecosystem at the touch of a button using a diverse set of digital tools from BCTV’s Plug & Play Toolbox.

Each ecosystem set up via BCTV forms part of BCTV’s Smart Plasma Chain Pool, which allows different ecosystems and chains to interact as part of a Chain Pool via Smart Plasma.

The Chain Pool contains the various ecosystems and chains set up as part of the BCTV ecosystem and the Smart Plasma operates like a liquid flowing between the ecosystems and chains identifying complementarities and making proactive suggestions for potential collaboration to the various ecosystem users.
4. Industry Dynamics

4.1 Digital Trends

Rapid growth of the global blockchain, online gaming, digital media, and online video sectors, combined with an increasing overall digitalization of the global economy, provides a favourable set of industry dynamics which BCTV can harness to drive rapid adoption and scalability of its technology and business model.

**Blockchain & Cryptocurrencies**

The blockchain industry has experienced explosive growth over the last three years as both industry incumbents and start ups have rushed to adapt existing business models or create new business models to take advantage of the benefits of the blockchain technology.

The increasingly widespread adoption of the blockchain technology has been mirrored and in part driven by the rapid growth in popularity of cryptocurrencies as a means of financing and as a store of value.


![Global Cryptocurrency Market Capitalization ($m)](chart)

Source: DAS Lab Research Centre. N.B. Figures represent estimates.


The rapid growth of ICO financing has continued in 2018 with funds raised in the year to July already exceeding the 2017 full year total.
Online Gaming

Total revenue figures for the global online gaming industry have grown steadily over the last few years, reaching circa US$110 billion in 2017.

The number of online game players has also increased rapidly over recent years with the total number of online game players reaching circa 2.2 billion by 2017, equivalent to circa 29% of the world population.

Online gaming is particularly prevalent in China, a country in which the concepts of luck and risk-taking remains a significant behavioural driver for a large part of the population.

Notably, although financial investing and gambling share many of the same characteristics in terms of the motivations and risk appetite of the individuals involved, the finance and gaming industries have to date remained largely separate, thus creating significant potential for driving synergies.
Digital Advertising

Global digital advertising revenues have grown rapidly over recent years and are expected to reach over US$360 billion by 2020.

Digital advertising has also increased proportionately relative to non-digital media in terms of global percentage allocation of advertising budgets.

Overall, as a percentage of total budget, digital advertising more than doubled from circa 22.3% in 2012 to an estimated 46.3% in 2017.
Online Video

Global paid subscribers for online video services reached circa 450 million in 2017, representing an increase of circa 4.5x relative to the 2013 figure.

Matching the rapid growth in subscribers, global revenues for online video services have also grown dramatically over the last 5 years, reaching an estimated circa US$3 billion in 2017.

4.2 Pain Point Analysis

Current State of Digitalization

While life becomes ever more digitized with more and more activities moving online and digital interaction becoming the new normal rather than an adjunct to face to face interaction, the question remains: how much of this activity is meaningful?

Of the thousands of connections that we develop via social media, how many represent meaningful relationships?

In a digital environment where interactions are typically limited to a number of standardized actions such as “like”, “follow”, “buy” or “promote”, how much scope is there for developing any form of meaningful collaboration outside of these predetermined parameters?
For certain industries, such as e-commerce and online video streaming, where the product is typically standardized with a low price-point and supplier-consumer interaction is based on a relatively simple one way communication model, the digital media framework in its current format works relatively well.

But for industries which require more elaborate forms of interaction, with communication moving two or more ways, or where the product is not standardized, or where the price point is higher, the limitations of the current digital format become apparent.

More complex or higher price point products and services therefore invariably include some form of offline interaction between the brand and the consumer.

By way of illustration, although numerous attempts have been made to create digital financing platforms whereby the pitching and investment process are carried out entirely online, the success of such initiatives has been limited.

Investors’ willingness to invest via purely digital means is still largely limited to opportunities which have been proved offline via methods such as public listing and real world due diligence, and apart from small sums invested on a non-commercial basis into enthusiast projects any form of early stage venture capital type investment is still typically based on a significant level of non-digital interaction between the investor and entrepreneur.

These points are made to illustrate the limitations of the current state of digital interaction between people, not as a form of criticism, but as a way of setting the stage in order to identify what changes need to be made in order to make the digital medium more meaningful, both as a means of interaction between people, and as a tool for value creation.

**Gap Between Current and Potential Stage of Digital Evolution**

The power of the digital medium in its current stage is to a large extent a function of its widespread reach and ability to transmit information quickly in a readily applicable and mutable form.

However, wide reach and transmission of information still represents a fairly blunt tool relative to what is possible and it is our view that the digital age in this regard is still very much in its infancy.

In order to move digital interaction towards a higher level of evolution we believe that one of the key focus areas should be on creating digital tools which are flexible and dynamic enough to encompass a much wider range of human interaction in a digital format, and which gives the user the ability to create their own modes of interaction rather than simply fitting into a limited number of predetermined options as codified by the developer.
Some progress in this direction has already been made via the development of various blockchain technologies to date.

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In its second generation form Ethereum added to this by providing the means to create Smart Contracts which could govern more complex forms of digital interaction on a decentralized basis.

In its current stage of evolution as at August 2018 the blockchain industry is characterised by a high level of interest by large numbers of people in taking advantage of the blockchain technology to create value in various ways.

However, despite the explosive growth in demand for blockchain related solutions there are still significant barriers to entry which prevent large numbers of businesses and individuals from establishing their own blockchain based business models or ecosystems.

Such barriers include lack of know-how with respect to coding and implementation of blockchain technology, and the inability to create effective blockchain based business models or adapt existing business models to blockchain based systems.

Blockchain initiatives can typically be categorised as either user-facing applications or developer-facing platform based initiatives which aim to deliver technical improvements such as enhanced speed and security and which can be used as a base to develop user-facing applications.

However, although the range of available user-facing applications is continually expanding, these applications still typically force the user into certain predetermined modes of interaction as codified by the developer.

Similarly, while developer-facing initiatives provide the scope for designing new modes of interaction the barriers to actually implementing any such designs (in terms of knowledge of coding, know-how and time required etc) are prohibitive for most users.

**Towards a New Era of Value Creation**

In view of this situation, and as a next step in the evolution of human interaction via digital means, BCTV has developed a series of innovative digital tools which are flexible and dynamic enough to encompass a much wider range of human interaction in a digital format than has previously been the case.

In essence, these tools allow the user to design their own forms of digital interaction on a plug & play basis using an easy-to-use intuitive interface, and thereby give back the power to the user to
create their own modes of digital interaction rather than being limited to predetermined modes of interaction as codified by the developer.

These innovations are intended as a means of moving towards a new era of value creation, whereby the human potential for value creation can more fully and easily be expressed via digital means.

**Scope of Applicability**

The modular nature of the BCTV user interface allows users to configure their DApps on a plug & play basis based on their own specific requirements with the result that BCTV has a very wide applicability in terms of specific pain point resolution for each individual user.

Users will effectively be able to identify their own pain points and objectives and configure Value Creation Games to resolve and achieve these accordingly.

In view of this the number of pain points that can effectively be resolved via the BCTV platform are too numerous to list and will change and develop as the user base evolves.

Nevertheless, we have set out below a number of key areas in which we believe BCTV will have a particularly significant impact in terms of resolving specific pain points currently experienced by large numbers of potential users.

**Impediments to Adoption of Blockchain Technology**

Despite the explosive growth in demand for blockchain related solutions there are still significant barriers to entry which prevent large numbers of businesses and individuals from establishing their own blockchain based business models or ecosystems.

Such barriers include lack of know-how with respect to coding and implementation of blockchain technology, and the inability to create effective blockchain based business models or adapt existing business models to blockchain based systems.

In effect, large numbers of businesses and individuals are frustrated by their lack of ability to harness the enormous potential of blockchain and are looking for a user-friendly solution which allows them to do that with a minimum of hassle.

For these businesses and individuals BCTV’s Modular Contracts, Plug & Play Toolbox and Plug & Play Ecosystem provide an ideal solution.

The situation is analogous to the emergence and rapid growth in recent years of companies such as wix and shopify which provide plug & play solutions for website design and ecommerce respectively and whose rapid emergence as leaders within their niche was based on a similar strategy of
capitalizing on strong latent demand for a plug & play solution following mainstream adoption of new technologies and ways of doing business.

**Lack of Offline Impact from Online Gaming Activities**

Despite the rapid growth of the online gaming sector online games are currently still limited to online activities only, with limited or no crossover to offline activities or “real life”.

BCTV’s Integrated Gamification Protocol effectively gamifies and digitalizes real life situations with the result that online games in the form of Value Creation Games can be played not only for online entertainment but also for the purpose of generating real life benefits which are available offline.

**Lack of Effective Digital Financing Platform**

While businesses continue to face the challenge of raising financing and despite the increasing digitalization of business activities as a whole, there is still no effective digital platform in existence which provides businesses with the ability to raise significant amounts of financing online.

Certain crowdfunding sites have generated some success for low budget projects but financing via such channels are typically limited to tens of thousands of US dollars and cater predominantly to low budget projects with limited appeal beyond specific enthusiast groups.

Moreover, at this stage there is no effective digital fundraising platform in existence which harnesses the vast latent financing potential of the online gaming market with its hundreds of millions of risk-tolerant players.

BCTV’s crowdfunding model makes use of the gamification principle to tap into this potentially vast untapped source of financing to contribute to solving the pain point of business financing.

This is achieved via a suite of gaming DApps developed by DCTV such as “Winner Takes All”, which effectively provides cryptocurrency issuers with a type of PIPE financing solution whereby the issuers agree to issue a certain amount of tokens at a discount to market price via the DApp, and players are incentivised to purchase tokens using ETH based on the expectation of ETH dividend payments and jackpot winnings in the form of ETH and a basket of cryptocurrencies.

**Lack of a Truly Global Multimedia Digital Advertising Platform**

Despite rapid growth in digital advertising there is currently no single global digital advertising platform in existence which provides advertisers with access to both China and the West (google, youtube, and facebook are all banned in China) and even the largest digital advertising platforms tend to offer only a limited number of digital advertising options for advertisers.
As a result, advertisers are forced to use a number of different advertising platforms and to build a new audience for each platform.

BCTV's platform provides a solution to these frustrations by offering a truly global digital advertising solution with access to both China and the West and which includes a full range of different digital advertising methodologies, thus allowing advertisers to focus on building one global audience via one global platform.

**Failure to Capitalize on Latent Value Within Online Video User Base**

Despite the rapid growth in online video as a form of entertainment, video streaming sites typically only monetise their user base via content linked fees such as subscriptions, download to own, pay per view etc, and content linked video advertising.

As a result artists and producers are effectively leaving significant value on the table by not capitalizing on the additional collaborative potential within the user base, such as support for new projects, fundraising, pre-sale of performance time by artists, tokenisation of projects etc.

By integrating online video as part of the overall Plug & Play Toolbox BCTV effectively provides a means by which viewers of online content can be engaged in a collaborative context using additional digital media tools, thus expanding the scope for collaboration and monetization within the user base.
5. BCTV Ecosystem

BCTV is the world’s first plug & play Blockchain ecosystem creation platform, allowing users to create their own Blockchain based Plug & Play Ecosystem at the touch of a button using a diverse set of digital tools from BCTV’s Plug & Play Toolbox.

Each ecosystem set up via BCTV forms part of BCTV’s Smart Plasma Chain Pool, which allows different ecosystems to interact as part of a Chain Pool via Smart Plasma.

The BCTV ecosystem is built on three levels: the Plug & Play Toolbox, the Plug & Play Ecosystem, and the Smart Plasma Chain Pool.

Each of these levels is discussed in further detail below.

5.1 Plug & Play Toolbox

BCTV’s Plug & Play Toolbox (PPTB) is a proprietary technology developed by BCTV which allows users to create and configure their own blockchain ecosystem on a plug & play basis via configuring a range of different digital tools.

PPTB uses a combination of different technologies including blockchain, AI and Big Data.

The plug & play functionality and ease of use of the digital tools in the toolbox is achieved by overlaying an intuitive user-friendly interface on the underlying coding.

BCTV Plug & Play Toolbox

BCTV operates based on the principle of continuous innovation and is constantly developing new tools to form part of the toolbox.

Tools are accessible via the BCTV website and via Android and iOS Dapps.

A range of digital tools are currently under development in the following areas.
**Modular Contracts**

The Modular Contracts (MC) tool is a new technology developed by BCTV which allows users to create their own Smart Contracts at the touch of a button without the need for coding.

The technology effectively layers an intuitive game theory based decision tree design interface on the underlying code, providing an intuitive way in which users can design their own Smart Contracts via (IF, THEN) scenarios.

The technology provides a high level of flexibility with respect to the complexity of the contracts created and can cater for both simple and complex sequences and for any number of parties.

Once created, the contracts can be extended to include additional parties via more complex collaboration scenarios, and additions and amendments to provisions can be made provided all affected users agree.

The Modular Contracts tool is an extremely powerful device for building digital ecosystems with the capability for complex multi-tiered collaboration between multiple parties and built in scope for continued organic growth.

**Gamefunding**

Gamefunding (GF) is a new business model developed by BCTV which combines crowdfunding and online gaming into a hybrid online game/fundraising tool.

The first DApp created by BCTV using this concept is Winner Takes All ([www.wta.one](http://www.wta.one)).

In WTA businesses with listed tokens are able to sign up to the platform and issue tokens at a discount to market price via a type of transaction analogous to PIPE transactions (private investment into public equity) in traditional equity markets.

Players place investments/bets into the game using ETH, part of which are channeled to the token issuer in the form of funds raised, and part of which are paid back to the players in the form of dividends and jackpot winnings.

Players effectively receive 100% of their investment in the form of the tokens of their choice (based on current market value) and in addition earn cash dividends and the chance of winning the jackpot.

The jackpot consists both of cash (ETH) and a bundle of different tokens contributed by the token issuers.

**Smart Networking**

BCTV’s innovative Smart Networking (SN) tool uses AI and Big data to proactively identify
complementarities and potential scope for collaboration between users and makes networking suggestions accordingly.

**Automated Tokenisation**

BCTV’s innovative Automated Tokenisation (AT) tool allows users to create their own token(s) at the touch of a button.

**Smart Wallet**

BCTV’s innovative Smart Wallet (SW) technology allows users to buy, sell and store PFU and other cryptocurrencies and uses the latest encryption and decentralised ledger technologies to ensure maximum safety and security.

Unlike traditional wallets BCTV’s Smart Wallet can also be programmed to automatically trade between different cryptocurrencies based on algorithms and objectives set up by the user.

**Decentralised TV Channel**

BCTV’s innovative Decentralised TV Channel (DTV) tool allows users to create their own Decentralised TV Channel and upload and distribute their own film and video content based on terms and algorithms set up by each user using Modular Contracts and without the need to pass through any form of centralised authority.

For example, users may choose to provide free video content for educational or promotional purposes, or may elect to charge different types of tariff based on different usage scenarios.

**Decentralised Music Channel**

BCTV’s innovative Decentralised Music Channel (DMC) tool allows users to create their own Decentralised Music Channel and upload and distribute their own music and other forms of audio content based on terms and algorithms set up by each user using Modular Contracts and without the need to pass through any form of centralised authority.

For example, users may choose to provide free audio content for educational or promotional purposes, or may elect to charge different types of tariff based on different usage scenarios.

**Dynamic Live Streaming**

BCTV’s innovative Dynamic Live Streaming (DLS) technology not only allows decentralised peer to peer live streaming between two parties but also permits “clustered” live streaming whereby larger numbers of users can form live streaming groups and effectively hold remote face to face meetings or engage in other collaborative activities.
**Smart Voting**

BCTV’s innovative Smart Voting (SV) tool allows users to set up their own voting requirements and systems to govern different aspects of their own ecosystems using Modular Contracts.

Voting also plays an important role in BCTV’s ecosystem as a whole with different activities and functions subject to vote.

Depending on the situation voting may be either free or tariff based, the rationale for the latter being to ensure that voters are fully committed to the outcome of the vote via “skin in the game”.

**Decentralised Liquid Advertising**

BCTV’s innovative Decentralised Liquid Advertising (DLA) tool allows users to configure and operate their own highly targeted multimedia advertising campaigns based on algorithms of their choice in conjunction with Modular Contracts, AI and Big Data.

In addition, users can select an automated function whereby specified activities within the user’s ecosystem are detected and automatically disseminated to targeted groups based on complementarities and scope for collaboration.

**Smart Ranking**

BCTV’s innovative Smart Ranking (SR) tool automatically detects trending categories and ranks elements within such categories accordingly based on user activity such as views and votes.

In addition to organizing information capturing trends the SR tool also offers users an additional means of promotion via the voting function.

**Dynamic News Feed**

BCTV’s innovative Dynamic News Feed (DNF) selects relevant news from different sources throughout the BCTV ecosystem and delivers it in the form of a Dynamic News Feed to users based on their own interests and preferences.

**Liquid Social Media**

BCTV’s innovative Liquid Social Media (LSM) tool allows users to exchange instant messaging and to set up groups with virtually unlimited numbers of members.

Groups may also be merged or transferred from one user to another based on Modular Contracts and Smart Voting.
5.2 Plug & Play Ecosystem

BCTV’s Plug & Play Ecosystem (PPE) is a proprietary technology developed by BCTV which allows users to create and configure their own blockchain ecosystem on a plug & play basis at the touch of a button using the Plug & Play Toolbox.

PPE uses a combination of different technologies including blockchain, AI and Big Data.

The Plug & Play Ecosystem develops organically based on the user’s configuration of the Plug & Play Toolbox.

Once the ecosystem is operational it can grow organically via increased usage volumes pushed through the existing system, or it can be intentionally reconfigured to add, subtract or adjust different elements and functionalities.

3.3 Smart Plasma Chain Pool

**Smart Plasma (SP)**

Smart Plasma is a proprietary technology developed by BCTV which allows different ecosystems and chains to interact on a “smart” basis.

The Smart Plasma technology operates like a liquid flowing between the ecosystems and chains within BCTV’s Chain Pool identifying complementarities and making proactive suggestions for potential collaboration to the various ecosystem users.

SP uses a combination of different base technologies including blockchain, AI and Big Data

**Smart Plasma Chain Pool (SPCP)**

The Smart Plasma Chain Pool (SPCP) is a proprietary technology developed by BCTV which allows different ecosystems and chains to interact as part of a Chain Pool via Smart Plasma.
The Chain Pool contains the various chains set up as part of the BCTV ecosystem and the Smart Plasma technology operates like a liquid flowing between the ecosystems and chains identifying complementarities and making proactive suggestions for potential collaboration to the various ecosystem users.

SPCP uses a combination of different base technologies including blockchain, AI and Big Data.

5.3 Value Creation Games

Value Creation Games (VCG) is a term used by BCTV to describe the interactions between the various players in the BCTV ecosystem using the various digital tools available in the Plug & Play Toolbox.

VCGs can be either codified via Modular Contracts, or can be played freely with no fixed contractual basis.

Each repetition of the same VCG is referred to as a Value Creation Game Set or VCGS.

VCGs are based on BCTV’s Integrated Gamification Protocol.

Integrated Gamification Protocol (IGP) is a methodology used by BCTV to develop Value Creation Games which can be played online but which also generate benefits offline.

BCTV uses IGP to gamify real world situations in order to resolve pain points on behalf of users.

BCTV also uses IGP to capitalize on latent opportunities for value creation within the global online gaming community.
The different permutations and possible usage scenarios arising from the digital tools and structures set out above are infinite and users are invited to use their own imagination to create Value Creation Games in ways which create value for them and those around them.

5.4 Enterprise Solutions

In addition to the services described above BCTV also provides enterprise solutions to businesses requiring additional assistance in the form of creating or adapting business models and commercial systems to blockchain based formats, designing and creating blockchain based ecosystems, development and coding, and creating value either in financial or non-financial terms.
6. BCTV Financial Model

6.1 PFU (Predictive Learning Fruit)

PFU is BCTV’s native cryptocurrency.

PFU stands for Predictive Learning Fruit, which draws on the concept of Predictive Learning, a type of machine learning in which an agent builds a model of its environment by trying out different actions in various circumstances, a method of learning akin to the way humans learn.

PFU is categorised under applicable law as a utility token which can be used as a medium of exchange within the BCTV ecosystem and which can also be traded for other cryptocurrencies via registered cryptocurrency exchanges and used as a store of value.

PFU uses a dual audit system and a blockchain based decentralised ledger to protect the interests of PFU holders and to ensure safety, security and transparency.

6.2 BCTV Ecosystem Economy

PFU is the main medium of exchange within the BCTV ecosystem.

Users can obtain PFU by exchanging ETH or other designated cryptocurrencies either directly with BCTV, or with third parties via registered cryptocurrency exchanges.

Within the BCTV ecosystem users can pay other users with PFU in exchange for receipt of value in the form of goods and/or services, and can also receive PFU in exchange for providing value to other users in the form of goods and/or services.

BCTV issues PFU to ecosystem users and financial investors in exchange for ETH or other designated cryptocurrencies.
BCTV also accepts PFU in exchange for providing value in the form of goods and/or services to users.

6.3 PFU Value Creation Methodology

BCTV actively manages the three pillars of value applicable to all assets (utility, scarcity, and market forces) in order to ensure the long term appreciation of PFU while benefiting all participants in the BCTV ecosystem.

BCTV ensures that PFU has a very high level of utility by providing a wide range of innovative digital tools and services to users in exchange for PFU, and also by providing an ecosystem in which users can exchange PFU among themselves in return for goods and/or services.

BCTV operates under the principle of continuous innovation and aims to continuously expand and develop its offering to provide ever greater utility to users of the BCTV platform.

In addition, BCTV actively manages the amount of PFU in circulation at any one time to ensure a limited supply and resulting price buoyancy.

BCTV also actively manages the market forces which affect the value of PFU via careful selection of financial and strategic investors, market making, and transparent and timely communication with the market.

In view of these factors BCTV believes that PFU has significant potential for long term price appreciation.

6.4 PFU Distribution Targets & Use of Proceeds

BCTV has to date authorised a total of 10 billion PFU and currently plans to issue 2 billion PFU via ICO in the proportions set out below.

The intended use of proceeds from the issue of PFU is also set out below for indicative purposes.

<table>
<thead>
<tr>
<th>PFU Distribution Targets</th>
<th>Use of Proceeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>POW 10%</td>
<td>40% Technological Development</td>
</tr>
<tr>
<td>Founding Team 20%</td>
<td>25% Management &amp; Operations</td>
</tr>
<tr>
<td>Financial Investors 20%</td>
<td>20% PR &amp; Marketing</td>
</tr>
<tr>
<td>Ecosystem Users 50%</td>
<td>10% Legal &amp; Regulatory</td>
</tr>
<tr>
<td></td>
<td>5% Miscellaneous</td>
</tr>
</tbody>
</table>
6.5 Partners and institutional investors

![Blockmap](image1)
![Bitcoin Miner](image2)
![Coinvest](image3)

![Icon1](image4)
![Icon2](image5)
7. Technological Blueprint

7.1 Technological Structure

Technological Structure Overview

BCTV's technological structure is based on the combination and usage of a number of different base technologies, including a Double Cross Chain protocol, Smart Contracts, DFS, DID, and DAI.

One of BCTV's key features is that it operates via a Double Cross Chain protocol, one layer of which is connected with Ethereum, and the other layer of which is connected to the BCTV Side Chains.

This system ensures maximum safety and security using a Proof of Work protocol (POW).

In addition, a Proof of Authority protocol (POA) is used in the Side Chains, thus ensuring a quick and smooth user experience for the BCTV DApps.

Decentralised Identification (DID) is the only point of access to the BCTV ecosystem, and DID serves both to manage user identification, and to verify property rights on behalf of users.

BCTV uses a Decentralised Filing System (DFS) technology, which guarantees a high level of security and protection for trading, intellectual property rights, transactions, transfers, and transmissions.

Via the use of Decentralised Artificial Intelligence (DAI) technology, all private messages and user data processed or used within the system are fully protected.
BCTV/Ethereum Cross Chain Protocol

A brief overview of the BCTV/Ethereum Cross Chain Protocol is set out below.

When the BCTV/Ethereum Cross Chain Protocol is in operation, BCTV blockchain notaries are required to deposit asset collateral at the Ethereum chain entrance address.

After user asset collateral has been deposited and locked up at the BCTV Main Chain exit address, Ethereum notaries release the assets stored at the Ethereum entrance address to the users, record the transactions in the ledger, and obtain remuneration accordingly.

During the deposit of collateral, monitors report any irregular transactions, and BCTV’s notaries decide by vote whether the report is true or not.

If the report is true, the monitors in question receive rewards from the Ethereum notaries in the form of asset collateral and the Ethereum notaries are punished by confiscation of asset collateral.

If the report is false, the monitors in question are punished by confiscation of asset collateral.

7.2 Core Technology

Decentralised Apps (DApps)

BCTV allows users to use and configure their own DApps via the Plug & Play Toolbox, effectively creating their own Plug & Play Ecosystem.

Multiple Technology Machine (MTM) Smart Contracts

Multiple Technology Machine (MTM) Smart Contracts operate in the same way as traditional Smart Contracts but also introduce timers and artificial intelligence accelerators.

These functions automatically extract data occurrences and activate and execute the Smart
Contracts.

BCTV’s Smart Contracts have exclusive addresses, and codes (functionality) and data (modality) are interconnected.

The accounts used in the Smart Contracts can transmit and receive all related data for hash computing purposes.

BCTV uses Smart Contract coding as the underlying functionality for BCTV’s own user-friendly Modular Contracts and for many other systems used throughout the ecosystem.

When user data is stored in the BCTV database, data is directed to the database via the execution of Smart Contracts in the BCTV DApps.

All users have the ability to create their own Smart Contracts using BCTV’s Modular Contracts tool.

Double Cross Chain Protocol

As described above, BCTV uses a Double Cross Chain (DCC) structure, including a Main Chain which is linked both to the Ethereum blockchain and to additional Side Chains set up via BCTV.

Via cross-chain contracts with Ethereum BCTV is able to execute different types of blockchain transaction through Ethereum, including asset transfer, messaging etc, thus creating significant scope for the future development of the BCTV Ecosystem not only internally but also via cross chain collaboration with other Ethereum linked platforms.

BCTV uses notary methodology to operate the cross-chains whereby notaries are selected to govern trading between different parties.

Notaries are responsible for verifying data using the most advanced safety features currently available.

For the purposes of cross-chain transactions, BCTV retrieves different ledgers from the cross link notaries or automatically selects notaries to verify the safety clauses in the cross-chain verification protocol.

BCTV uses trustworthy POW mechanisms to protect the safety of the Main Chain, which operates the core BCTV ecosystem, via notary mechanisms which come into play when the Main Chain connects to the Side Chains.

The Side Chains set up via BCTV operate through trustworthy POA mechanisms which enable the various BCTV DApps to operate quickly and smoothly.

Trustworthy Mechanisms
The safety and reliability of the BCTV Main Chain, which represents the core of the BCTV ecosystem, is ensured through the use of POW trustworthy mechanisms.

The BCTV Side Chains use POA trustworthy mechanisms, which have extremely high efficiency and satisfy entertainment, media, and finance application needs.

In the POA system verifiers are exempted from the requirement for registered Internet shares.

In addition, verifiers do not operate based on self-interest, thus ensuring the impartiality and reliability of the BCTV ecosystem and any related DApps.

Since verifiers are not required to hold any Internet shares, identification is authentic.

The use of POA trustworthy mechanisms for the BCTV Side Chains thus expands the capabilities of the BCTV ecosystem and prevents the productivity problems associated with POW from arising.

**Decentralised Identification (DID)**

BCTV uses DID to identify and manage all user identities in the BCTV blockchain.

The DID system operates ID created by BCTV, and the ID is manufactured and managed by encrypted hash calculations to ensure the safety of the BCTV blockchain.

BCTV's DID system uses a fusion of multiple characteristics, including decentralised, real-time security data enabling users to interact via trustworthy agreements, thus creating an ecosystem which all users can trust.

The BCTV DID system uses decentralised digits for ID verification purposes.

Digit verification is not based on fixed mission, and is instead determined by actual application.

Digit verification for ID (including humans, objects, and organisations) is based on a decentralised system with different selections for different verifications.

In BCTV every ID uses a string of numbers for identification, and these numbers are generated each time a different application is applied.

Prior to verification, nobody can predict the next string of identification numbers that will be used to identify the users.

By operating through these different identity verification protocols, a high level of protection and privacy is ensured.

**Decentralised Filing Storage (DFS)**

BCTV uses a perpetual decentralised storage and sharing filing system.
The BCTV DFS system can effectively store personal data for different user groups and applications, thus eliminating bulk data storage problems.

BCTV also tracks addresses and versions whereby peer to peer decentralised agreements can be stored in the DFS system and can be extracted anytime anywhere in the world.

Bulk files are calculated via hash calculations stored in chain nodes on a decentralised basis, and the file can be accessed by users via the hash address.

The DFS system can also compress files and store them in the nearest available user’s computer or server, thus increasing the system’s storage capacity and accelerating the speed with which users can retrieve data from different points.

It only requires one node to store a single file, and nodes can be accessed for temporary visits, hence distributed data can run without server storage (temporary visiting data can be stored in individual segments).

In addition, via a rewards system applicable to all Internet nodes, additional nodes will automatically copy and store files and also provide search engine services, thus ensuring that the initial node does not break away from the system’s in-built trust protocol.

**Decentralised Artificial Intelligence (DAI)**

BCTV uses a DAI system whereby not only job missions but also models and data (including training data and intermediate results) are distributed to various computers.

The DAI system ensures fast and efficient intelligent data analysis and matching and also ensures the security of the data involved.

**Contract Consensus**

BCTV uses a democratic Contract Consensus system to govern certain aspects of the the BCTV ecosystem via voting.

The Contract Consensus system also automatically excludes certain types of malicious activity such as the upload of data which would be harmful to the interests of the BCTV community.
8. Management & Advisors

6.1 Management

**Peter Cheung: Founder**

- Peter Cheung is a well-known film, music, media and tech entrepreneur
- He has produced over 30 movies, including “Little Big Soldier” starring Jackie Chan
- He also has a successful track record of online game development and merchandising in partnership with Jackie Chan
- He is the recipient of numerous awards in film, music, media and tech, including: “Golden Angel Movie Award”; “Shanghai Hong Kong 3D Award”; “Hong Kong Technology Award”; and “Best Music Producer Award”
- He is also well-known as a director, scriptwriter, actor, and animator
- Peter is originally from Hong Kong and graduated from the National University of Singapore with a degree in Engineering

**Adam Palin: Co-Founder & CEO**

- Adam Palin is a well-known entrepreneur, financier and media personality
- He has participated in over US$6 billion of transactions across a wide range of different industries and territories worldwide, including both start-ups and large-scale M&A transactions
- He has previously held the positions of CEO of CMG Private Equity, CEO of China Media Group, and CEO of Global Private Equity
- He has extensive experience of developing early stage businesses and recently played a key role as CFO in growing a tech start-up to over US$100m in revenues within a 3 year timeframe
- Adam is also well known as a film and TV actor
- Adam holds a MA from Cambridge University where he studied Oriental Studies and Economics and graduated top of his class with a number of academic awards and scholarships
- Adam has lived and worked in numerous countries worldwide and is fluent in English, Mandarin, French, Spanish and Swedish
6.2 Advisors

**Cheng Wai Keung: Advisor**
- Cheng Wai Keung is a well-known producer at TVB in Hong Kong
- A true veteran of the entertainment industry, during the course of his career he has worked with numerous global superstars such as the Bee Gees, Dolly Parton, Eric Clapton, Cliff Richard, Michael Jackson, Stevie Wonder, Tom Jones and David Copperfield
- He has also worked with numerous leading stars in China including Teresa Tang, Alan Tam, Leslie Cheung, and Jacky Cheung

**Ye Mao Xi: Advisor**
- Ye Mao Xi is Founder and Chairman of Xijing Corporation, a diversified operating and investment group with interests across a range of sectors including TV, media, real estate, and light industry
- He is also the owner of Propeller TV, a UK based satellite TV business with broadcasting coverage across 10 countries in Europe
- Ye Mao Xi is particularly influential in the Wenzhou business community, an area with a strong entrepreneurial heritage and hometown of some of China’s leading industrialists

**Sin Xiao Tung: Advisor**
- Sin Xiao Tung is Founder of Universe Star Beijing Limited, a well-known Chinese film & media company
- He is well-known as a pioneer in the Chinese film industry and for his prodigious output of films, typically releasing 3-5 films per year
- In addition to producing his own movies he also provides media and promotional services to an average of circa 150 films per year

**Tony Chung: Advisor**
- Tony Chung is a well-known blockchain investor who has created a fortune through investing in over 100 ICO projects
- He is also founder of numerous blockchain related businesses, including “Mr Bitcoin”
- Tony is a highly acclaimed deal maker with strong insight and influence within the blockchain industry
Paul Li: Advisor
- Bixtrim ICO Advisor, Botzup Head of ICO advisor,
- VibraVid ICO Strategy advisor, Expert in ICO, successfully involved and participated in these ICO projects

Wang Run De: Advisor
- Wang Run De was previously deputy CEO of Shenzhou Shuma Zhihui Chengshi Group, a Chinese smart city developer
- He has extensive experience of finance, software development and payment processing systems
- He has participated in over CNYS billion of fundraising and has extensive experience of managing and promoting financial products
- He graduated from Beijing University with a degree in Management Studies

Wu Yang: Advisor
- Wu Yang was previously CTO of NTT DATA (China)
- He has extensive software development experience
- He has extensive experience of blockchain software development and since 2016 has focused on Ethereum and Fabric related projects
- He graduated from the National University of Singapore
9. Roadmap

BCTV’s development roadmap for the period July to December 2018 is set out below.

During this period BCTV aims to develop and launch a fully operational platform including a number of key DApps, to list its cryptocurrency on a registered exchange center, to enter in alliances with certain key strategic and financial investors, and to drive global awareness and usage of its platform.
10. Disclaimer & Risk Factors

8.1 Disclaimer

Except for circumstances explicitly stated in this white paper, the BCTV Foundation hereby disclaims any statement or guarantee relating to PFU (especially relating to its marketability and specific functions). Any person or persons involved in the PFU open exchange program or in the exchange of PFU shall be deemed to be acting based on their own knowledge of BCTV and PFU. Without prejudice to the generality of the foregoing, all participants will accept PFU on an as is basis after BCTV is launched, regardless of its technical specifications, parameters, performance and functionality. Please check the official website for details of the disclaimer.

The PFU Foundation hereby expressly disclaims and refuses to accept the following liabilities:

(1) Where anyone breaches any state's anti-money laundering, anti-terrorism financing or other regulatory requirements in exchanging PFU;

(2) Where anyone violates any statement, guarantee, liabilities, commitment or other requirements in exchanging PFU, leading to failure to withdraw PFU;

(3) Where any open PFU exchange program is waived for any cause;

(4) Where the development of BCTV fails or is abandoned, thus leading to failure to deliver PFU;

(5) Where the development of BCTV is postponed or delayed, as a result of which the scheduled agenda that has been disclosed fails to progress as scheduled;

(6) Where the BCTV source code has any error, fault, defect or other problems;

(7) Where the main chain public blockchain relied on by the BCTV platform has any fault, breakdown, crash, roll-back or hardfork;

(8) Where BCTV or PFU fails to achieve any specific functions or is not suitable for any specific purpose;

(9) Utilization of funds raised by public exchange;

(10) Where the information relating to BCTV development fails to be disclosed in a timely and complete manner;

(11) Where any participant discloses, loses or destroys the digital cryptocurrency or the wallet private key of any tokens (in particular the private key of the PFU wallet used);
(12) Where any third-party crowdfunding platform or trading platform of PFU becomes involved in any breach of contract, violation, infringement, breakdown, crash, service termination or suspension, fraud, misoperation, misconduct, fault, negligence, bankruptcy, liquidation, dissolution or discontinuation of business;

(13) Where there is difference, conflict or contradiction between contents agreed upon by any person and a third-party crowdfunding platform and that of this white paper;

(14) Where anyone assumes risk to seek private gain from PFU;

(15) Where PFU is listed or delisted in any exchange;

(16) Where PFU is classified as or deemed to be a currency, security, commercial paper, negotiable instrument, investment or other items prohibited, regulated or limited by any government, quasi-government agency, authority or public body;

(17) Any risk factors disclosed in this white paper, and any damages, losses, claims, liabilities, penalties, costs or other adverse effects caused or accompanied by such risk factors.

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For your safety, please do not include your phone number, email, address or other personal information in your posts. Your opinions are accessible to all. In accordance with any applicable laws and regulations information on our website and other documents may contain "forward-looking information", including "future financial information" and "financial forecasts" (collectively known as "forward-looking statements"). Except for statements of historical facts, the information contained herein constitutes forward-looking statements, including but not limited to (i) the expected performance of PFU; (ii) the purpose of PFU exchanges; (iii) the expected development of business, projects and joint ventures; (iv) the vision and growth strategy of PFU; (v) the capital sources and use of proceeds of the BCTV Foundation; (vi) completion of plans relating to BCTV programs that are ongoing, under development or under consideration; (vi) disclosure of cooperation agreements with BCTV's current clients, suppliers and other partners; (vi) expectations of working capital and operating capital in the future. We will provide forward-looking statements so that potential redemp tors are given access to understand management's views about the future, but these statements are not a guarantee of the BCTV Foundation and should not be relied upon to an excessive degree. These forward-looking statements will inevitably include known or unknown risks and uncertain contents, thus likely leading to great differences between the actual results in the future and the predictions for the future in these forward-looking statements. The BCTV Foundation disclaims any guarantee of these statements.

Please refer to the documents released by the BCTV Foundation for further interpretation of risks relating to the BCTV community. Given that the actual results may be materially different from the expectations of the forward-looking statements of any future event, we do not guarantee that such statements are accurate although they may be based on assumptions deemed as reasonable by the management of the BCTV Foundation. Unless provided for in any applicable securities act, the BCTV Foundation does not assume any liability to update such statements due to any change of situations, the management's estimations or opinions. Readers should not put undue reliance on such statements.

8.2 Risk Factors

The BCTV Foundation believes that there are numerous risks in the development, maintenance and operation of both PFU and other cryptocurrency and blockchain systems, many of which are beyond the control of the Foundation. In addition to other contents mentioned herein, each PFU redemptor
is required to read, understand and carefully consider the following risks before deciding whether to participate in this public exchange program.

All PFU redemptors shall in particular note that although the BCTV Foundation is established in the Cayman Islands, both BCTV and PFU exist in virtual cyberspace and thus do not belong to or involve any specific country.

Before taking part in this public exchange program, all relevant factors should be carefully considered. Any redemptors shall be deemed by the BCTV Foundation to have fully known and accepted the relevant risks.