



Earneo

Fair video sharing platform

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Executive summary

Earneo's mission is to build a fair and unique video sharing platform where every user can be rewarded. Content creators, Moderators and Viewers will earn RNO the utility token of the platform.

By sharing the advertisement revenue among the users, we want to give back to the users and content creators what they really deserve.

Thanks to Blockchain technology and IPFS technology, Earneo will be a decentralized video sharing platform, which means: transparency, efficiency, and censorship-resistance.

Vision

In the long term, we aim to deliver a fully self-governed video sharing platform, where the community will be the only authority.

Step by step, Earneo will become a fully blockchain-hosted, community-driven Dapp where everyone will be rewarded with RNO.

Problems

- ***Lack of monetization, unfair rewarding, censorship***

Current video sharing platforms run on advertising. Their income is directly distributed from advertisers to platforms. Content creators do not receive a fair share of the advertising revenue, unless they have special arrangement with the advertiser or the social network. For the majority of creators, this is not the case.

YouTube presents itself as a platform for video monetization. An estimated 50 million people are actively creating content on YouTube. However, 99% of YouTube content providers earn less than \$100 monthly for their activity.

The reality is that at least 1 million views are needed for a video to generate \$2,000 for the uploading party. The distribution of revenue for content creators is also increasingly uneven, with the top 3% of YouTubers receiving 90% of all views and earning 90% of ad revenue.

New channels on YouTube need to have 1,000 subscribers and 4,000 hours of watch time within the past 12 months to be eligible for advertisement.

In short, YouTube is no longer as accessible for creators as it used to be. This has made many creators seek alternative ways to make money. While a few of the biggest creators have started their own video streaming platforms, many are still looking for new platforms to extend their income.

At Earneo, we believe that we can solve this problem and change this paradigm by building a fair revenue sharing system.

Earneo will allow monetization from your very first video (if the content is compliant with moderator guidelines).

You can be a new content creator, post your content, and be rewarded in RNO Coin.

This is an innovative paradigm in the industry.

- **Censorship**

Most of the actual platforms face a moderation issue. With the number of videos posted every day on YouTube, the platform is often under criticism for approving inappropriate videos and comments. They even delete content without any clear reason. Despite AI and an abundance of third-party moderators, the problem persists. Recently, crypto content creators witnessed a witch hunt and much crypto insight content has been deleted from YouTube without warning.

Earneo's moderation system is based on a voluntary community. All the videos will be reviewed and approved by the moderator community.

Thanks to this system, only appropriate videos will be available on the platform.

In order to be fully censorship resistant, the content's storage needs to be decentralized which we plan to achieve using IPFS technology.

Our long term Earneo vision is to become a fully decentralized and self-governed platform, where the community will be the only authority. The community will upload, store, moderate and watch videos and for all these actions, and they will be rewarded with Earneo.

- **Copyright**

Content creators are aware how easily their content can be stolen. When someone uses your intellectual property for commercial purposes, you can make a claim for compensation. To do so, you may even need legal representation to prove the ownership of the property and only then enforce your rights.

Earneo will use Blockchain and smart contracts to help you easily defend your intellectual property rights.

For content creators wishing to protect their copyright, Earneo will offer the possibility of creating a cryptographic hash stored in a smart contract in order to guarantee the copyright of the content to its creator.

Earneo - fair video sharing platform :

Earneo, for who?

Everyone can use the Earneo platform (Earneo Tube and Earneo App). We think of this platform as an alternative solution to the industry's giants.

Content creators, professional or not, viewers, moderators, and everyone can benefit from being an Earneo user.

Advertising revenues will be shared among all users, making it possible for the first time to offer a platform where all users have the opportunity to generate a profit.

- Content creators – make your work count

Whether you are a beginner or a confirmed content creator, you can take advantage of the monetization system with the sole condition that your content complies with the community.

Each content creator will benefit from 65% of the advertising revenue. As soon as an ad is displayed on your video, you will be rewarded.

- Viewer – watch and be paid for that

If you are among the people who spend more than 2 hours a day watching online videos, you will enjoy watching them even more on Earneo.

Each viewer who chooses to view the optional ads will be rewarded by receiving 20% of the ads' revenue.

On a weekly basis, our algorithm will calculate the reward for the viewers.

For the first time, you will be rewarded for your valuable time spent watching ads.

YouTube generates \$4.95 billion net of ad revenue. 1 billion hours of content is viewed per day on their platform. Now imagine a platform where, instead of making billions thanks to their users watching advertisements that they don't really want, a platform that gives both viewers and creators a fair share of the income that they generate.

This is the fair revenue system introduced by Earneo.

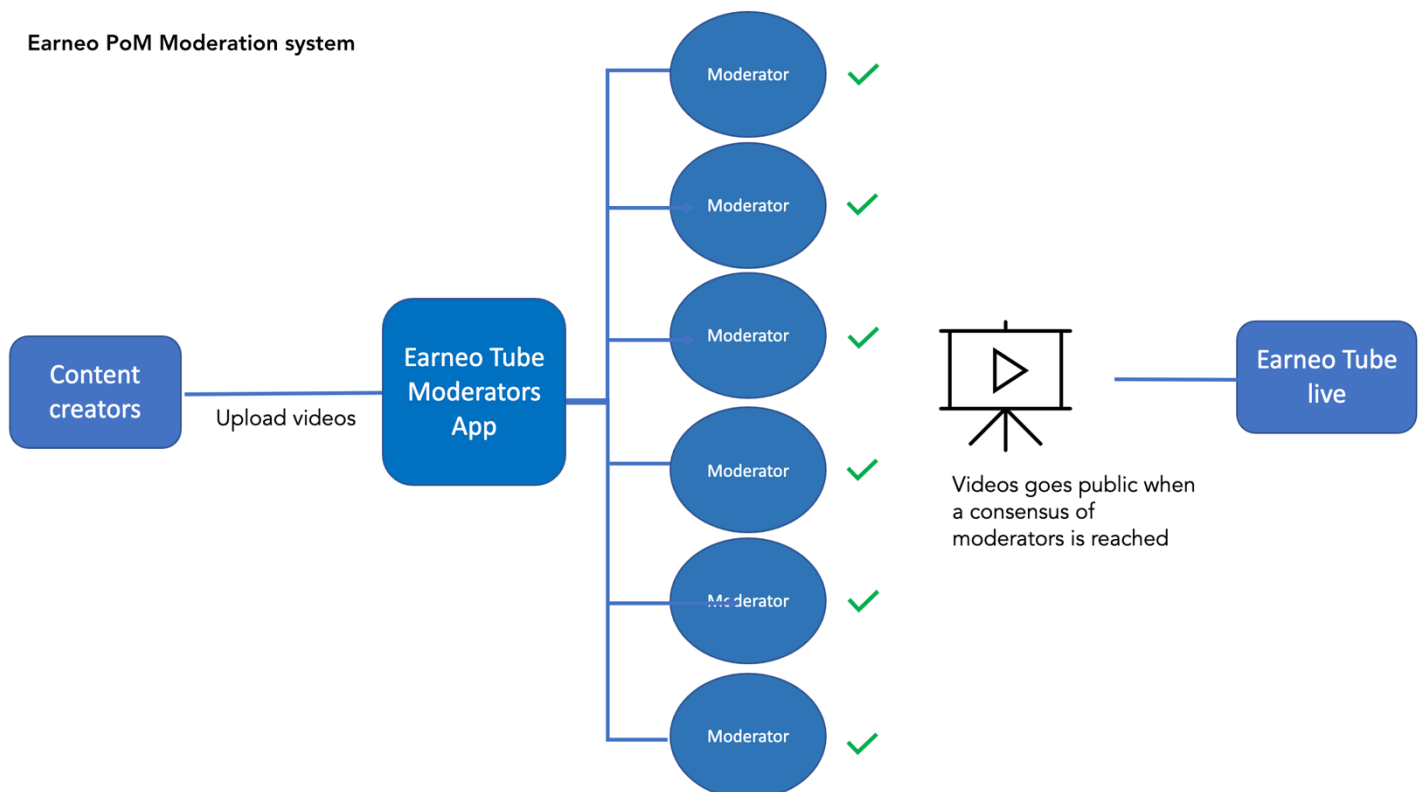
- Moderator – Proof of Moderation

The moderation system will work on the same principle as Proof of Work (PoW), the verification of Bitcoin transactions. We named it Proof of Moderation (PoM).

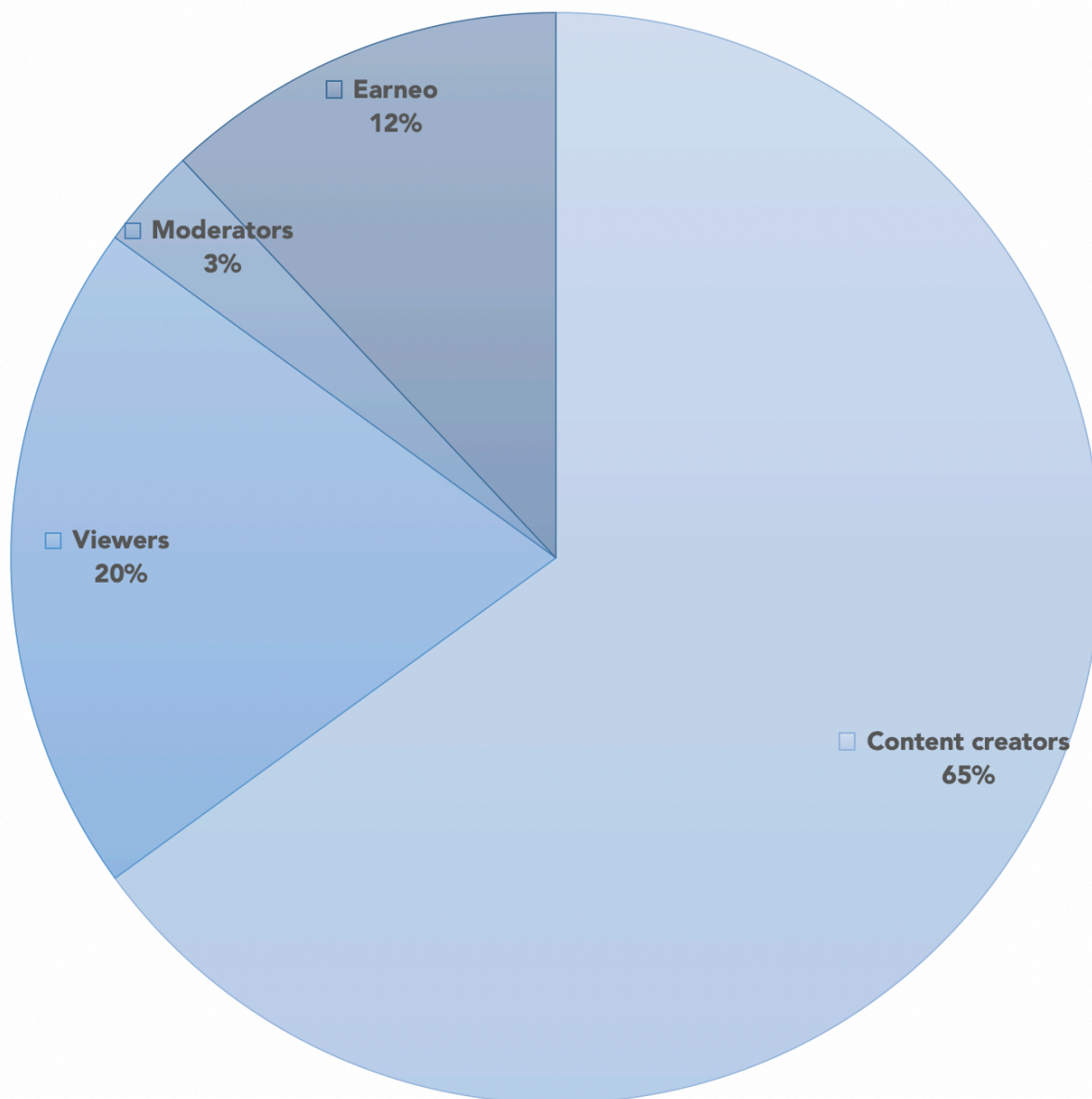
Each video uploaded will be viewed by the moderator community. Once a certain number of moderators have validated the video, other users will be able to watch the content. The more moderators there are on the platform, the faster the validation will be. The moderators will receive a ranking, and the higher the ranking, the lower the number of validations required by other moderators.

Everyone and anyone can become an Earneo moderator.

Moderators will receive 3% of the ad revenue generated from the video with no time limit.



Fair revenue model



Earneo token (RNO)

Earneo takes full advantage of the disruptive power of cryptocurrencies and Blockchain. That is why all rewards on the Earneo platform are done via RNO token, which is a BEP2 token issued on Binance Chain.

User will be able to create a wallet once they sign up, where you will receive all your RNO rewards, from content creation, video viewing or from your moderation participation and in a next future, stacking.

Allocation

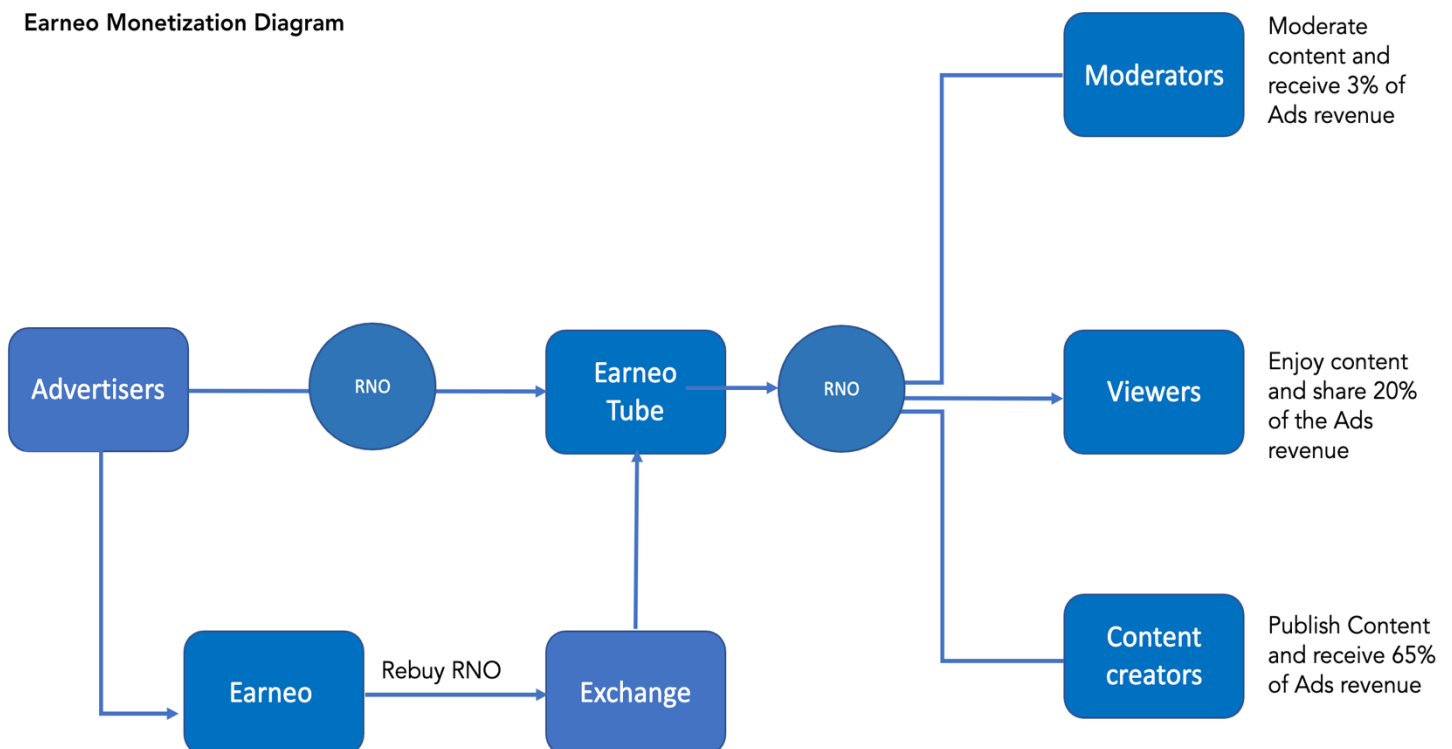
650,000,000 RNO have been issued on Binance's Blockchain after the SNPC swap from Ethereum.

<https://explorer.binance.org/asset/RNO-14E>

Incentive - token economics

RNO token is a utility token but it is the backbone of Earneo's platform. Content creators, moderators, viewers will be rewarded in RNO.

Earneo Monetization Diagram



It is still too early to expect that all advertising companies will buy RNO token to reward the users directly, therefore all the RNO used to reward the users will be bought on the market by Earneo.

Here is an example:

EarneoTube generate USD 200,000 in ads revenue on one month. Advertisers made a payment to Earneo, and Earneo will buy USD 176,000 of RNO token on the market.

This system will ensure a constant liquidity of RNO tokens for investors and users.

Advertisers will be encouraged to directly buy RNO token to reward the users.

RNO utility for users.

- Promote videos and channels: Content creators will be able to promote their channels and videos and gain more visibility.
- Vote to remove videos: Users will be able to gain vote power and remove videos from the platform.
- Create/Access VIP channel: Content creators will be able to create a VIP channel and diffuse their premium content to their loyal subscriber.
- Tips your favorite creator: Users will be able to tips their favorite creator to support them
- Stacking: Introduce by SNPC, Bonus stacking will come back on another format. You will be able to earn more RNO, by holding RNO !
- RNO Holders that are also active on the platform will earn an extra yield in order to reward their activity. (Comments, Likes...)

Earneo team will be working to always add mechanics that makes RNO even more necessary.

In order to push the cryptocurrency adoption, and bring non-crypto educated users to use Earneo, it will be possible to be rewarded in fiat currencies, however, payments in RNO will always be favored.

Blockchain and decentralization

"Whereas most technologies tend to automate workers on the periphery doing menial tasks, Blockchains automate away the center. Instead of putting the taxi driver out of a job, Blockchain puts Uber out of a job and lets the taxi drivers work with the customer directly." —Vitalik Buterin, co-founder of Ethereum

Decentralization vision

Thanks to Blockchain technology, IPFS technology, and the community moderation system, Earneo could become the first fully self-governed video sharing platform.

Content creators could upload their content and the community will be the only governance able to decide if the content is compliant with the community vision.

IPFS technology allows the video storage to be decentralized, and by definition censorship resistant. Unlike a centralized platform, only the community will have the power to delete content via the rating and voting system.

This is the vision that we have for Earneo: to give back complete control of the platform to the users.

Decentralized technology – Blockchain, IPFS and Decentralize CDN

Security, fraud control, transparency, trust.

- Blockchain as a solution to the digital advertisement industry

Digital advertising is one of the most important industries in the world and is expected to exceed \$ 350 billion in 2020.

But this industry faces more than \$ 20 billion in ad fraud each year, and those numbers continue to rise. In addition, the lack of transparency leads to more than 70% of advertisers not reaching their audience, making advertising campaigns less effective and more expensive than they should be.

Earneo will use a decentralized marketplace to display programmatic advertisements. Advertisements will remain optional for the users.

This system will make advertising campaigns more targeted and help advertisers to measure marketing efforts and their effectiveness. The Blockchain allows full transparency making it possible to determine if an impression is real and not made by a bot.

- ***Blockchain for Identity access management and privacy***

Earneo will let users create and connect to the platform with a third-party Identity blockchain service. It will allow users to upload and watch content without providing any personal details.

For various reasons, some content creators would prefer to upload their footage in an anonymous way. For example, if someone witnesses an event in a place where it would be unsafe to publicly release information about it, they might wish to have their privacy protected. Identity management via the Blockchain will allow them to do so, while still being rewarded in RNO Coin.

Privacy should remain our right.

IPFS technology

What is the IPFS technology?

IPFS is an open-source project, from multiple predecessor technologies such as distributed hash tables, BitTorrent and Git. These technologies were inspired by the need provide an enhanced solution for hypermedia data sharing, the basis for Blockchain and hyper ledger technologies.

It involves storing data on hundreds or thousands of connected computers, each of which sends a piece of the information that is sought when needed. It is the same decentralized database and data storage principle involved in Blockchain (with a notable exception that in a Blockchain every database is exactly alike and distributed).

The IPFS system was designed to speed things up between nodes while ensuring security, increasing efficiency, and maintaining immutable.

IPFS technology on Earneo Tube

Earneo will use the IPFS protocol to store videos.

Each video uploaded to the platform is then distributed to all the networks. The use of IPFS technology is very important for Earneo as it allows the platform to be resistant to censorship, which might not be the case with a traditional CDN provider.


Earneo Node

In order to always ensure that the content on Earneo Tube is available, it is necessary that there are always nodes holding the files on the IPFS network.





Earneo will build its own node infrastructure in order to pin the content on the IPFS. However, it will be possible for each user to create their own Earneo IPFS node and to receive RNO reward in return.

In addition, to tend to a fully totally decentralized application, IPFS technology will allow Earneo to drastically reduce its infrastructure cost compared to a platform using classic CDN.

Earneo.tube presentation




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Kingdom Come: Deliverance Funny Moments and Fails
newfox media ✓
686K views · 1 week ago




DR DISRESPECT - Before They Were Famous - Twitch Streamer
Eros Now
283K views · 3 months ago




Top Perectly Timed Twitch Moments 2017 #7
Animal Planet ✓
2.6M views · 2 months ago




Top 5 Amazing Bridge Block ever in PUBG
Maketzi
612K views · 5 months ago




Trailer Park Boys Season 12 - Official Trailer
ScereBro
45K views · 3 days ago



A day in the life of a Google software engineer
MathChief
86K views · 6 days ago




Avengers: Infinity War - Gym Workout motivation 2019
ReallifeLore ✓
144K views · 6 days ago




How the Universe Works - The Milky Way Galaxy - Space
Loskes
408K views · 19 hours ago

Updates from Subscriptions




TrashPanda

3




The 80's Guy

6



Seeker

2



Rivvrs

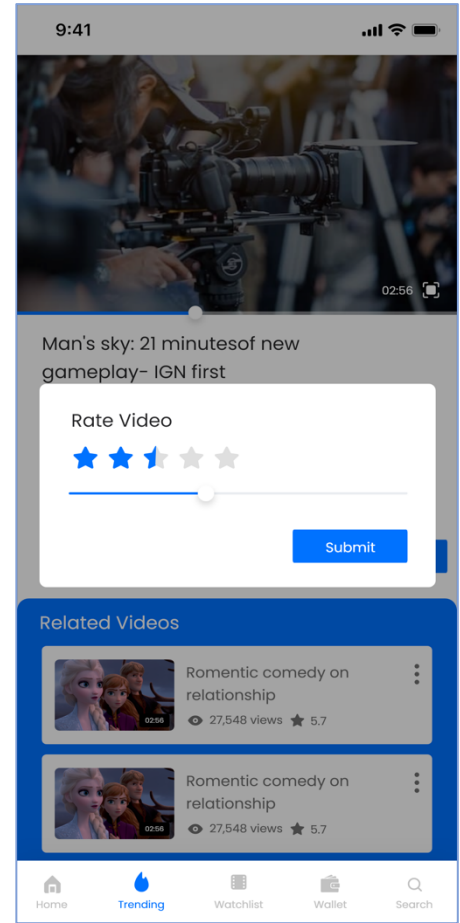
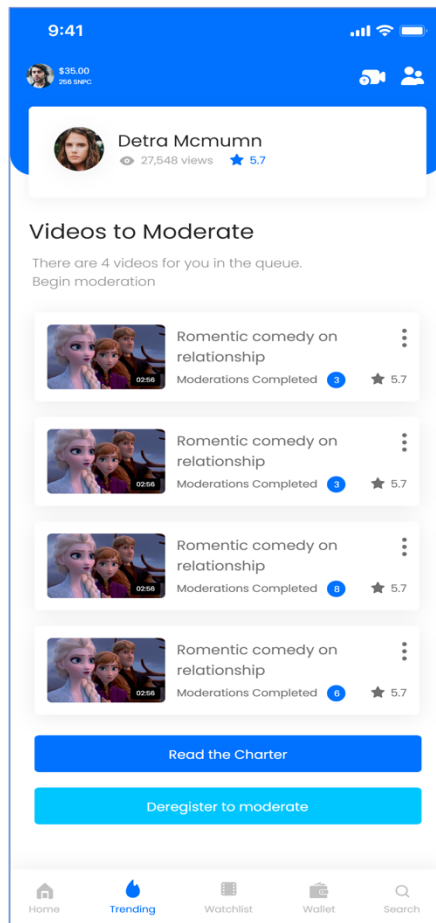
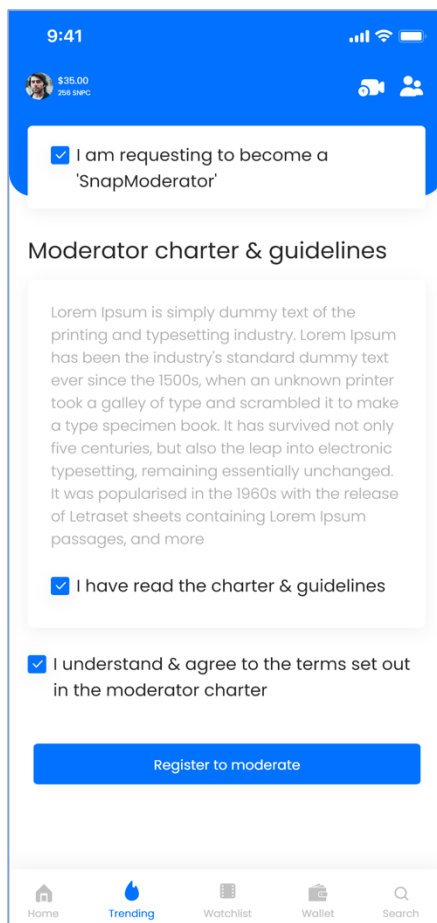
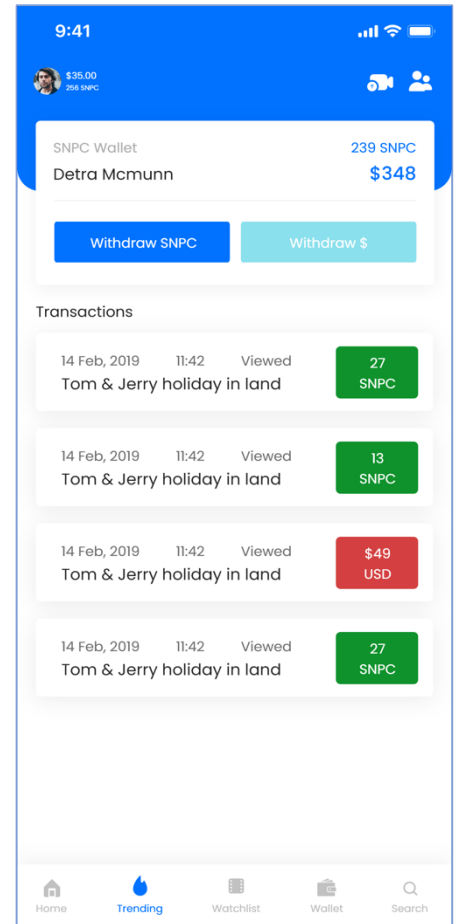
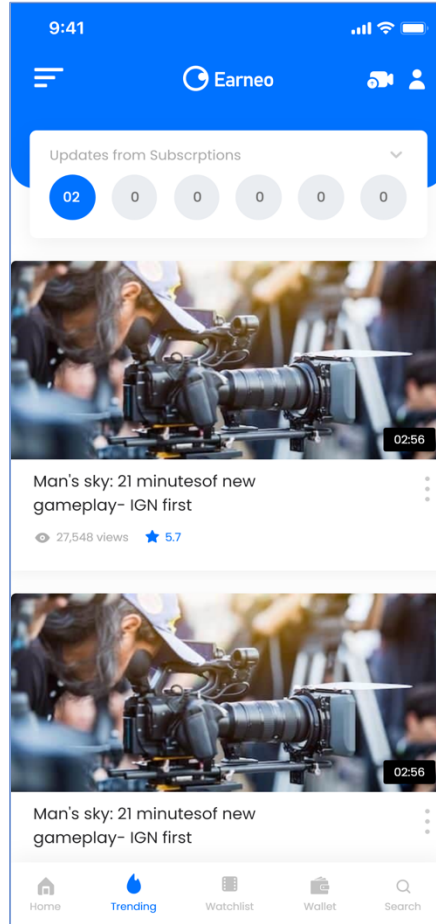
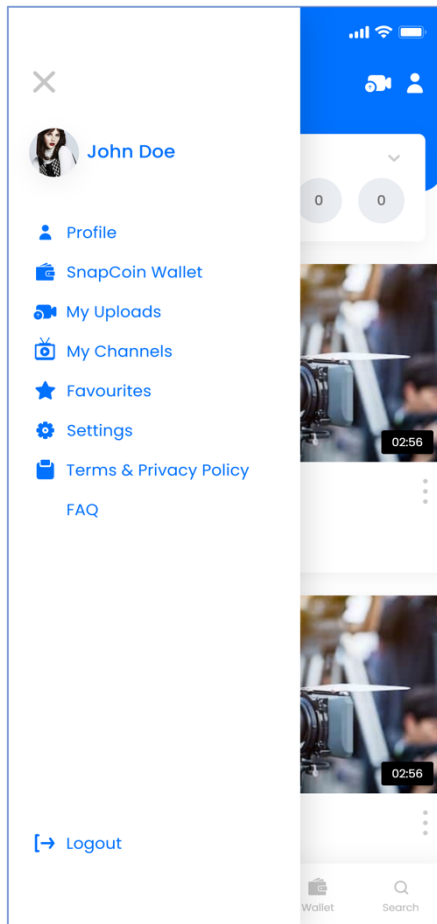
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View all

Earneo.tube which is the main webapp, have been release mid July. The actual version is going to improve on a daily basis to finally become the first video sharing platform where everyone gets rewarded.

Give it a try at Earneo.tube

Earneo mobile App presentation (not final screen)



Earneo Advantage

Targeted users

Our goal is to attract new content creators that are not able to monetize their content on other platforms.

By offering a fairer revenue sharing, we are aiming to become a credible alternative for already well-established content creator who are trying to earn more from their hard works.

Earneo advantage to attract users

- Content monetization option without restrictions
- Fair ad revenue sharing model
- More visibility for new content creators who will not be hidden among billions of videos
- Easy to use technology (API for buck upload, Embedded video, modern interface...)
- Viewers reward
- Community moderation
- Mobile App

Earneo advantage compare to others video platform

- Monetization system which allows everyone to be rewarded
- Community driven platform
- Decentralized vision
- RNO token backed by mainstream revenue
- Build with Binance Chain
- Mobile App ready

Road Map

2017

- Earneo concept is born in 2017, under Snapparazzi name.

2018

- *Team of developers begin work on the application architecture, developing the Earneo app engine from scratch.*
- Company structure
- *SNPC Smart contract on Ethereum*
- MVP Release
- Snapparazzi TV

Q1 2019

- Private beta App
- *Core business model re-orientation*

Q2 2019

- Private beta App
- *Core business model re-orientation*

Q3 2019

- *Re branding to Earneo*
- *Development restart from scratch*
- *Development Earneo app*

Q1 2020

- Earneo company incorporation in USA and UK

Q2 2020

- Swap SNPC to RNO token
- Earneo.tube launch
- Release IOS app
- Release Android app
- RNO listing

Q3 2020

- Earneo.tube monetization start
- Earneo.tube moderation community system launch
- Decentralized storage via IPFS and blockchain CDN
- Live feature
- Earneo IPFS Nodes
- Bulk upload feature
- Earneo Stacking

Q1 2021

- Earneo Tube launch on Unstoppable domain. Earneo.crypto
- Earneo news launch.
- Earneo ads decentralized marketplace

The roadmap is not exhaustive, Earneo team will be dedicated to always improve the project with new ideas and new features. We will listen our community and update the platform and following their feedback.

DISCLAIMER

This white paper is for information only and shall only be used for reference purposes.

It does not constitute trading advice or an investment advice.

Earneo team will continuously make reasonable improvements to ensure that the information in the white paper is true and accurate. Updates and adjustments may be made during the development process, including but not limited to the app features, the community mechanism, tokens and the token economics. Some of the content of the white paper may be adjusted in newer versions of the white paper in line with the development of the project.

4. Earneo team will make every endeavor to achieve the goals stated in this white paper, but due to force majeure, the team cannot make a full and complete commitment.

5. RNO is the official token of EARNEO, RNO is a utility token of the EARNEO platform and app. RNO is necessary for the smooth operation of the platform and are not investment products. Possession of RNO does not mean that the owner is granted ownership rights, controlling rights, or decision-making rights to the EARNEO platform. As utility tokens used in EARNEO product, RNO do not belong to the following categories: (1) any kind of currency; (2) securities; (3) equity in a legal entity; (4) shares, bonds, bills, warrants, certificates, or any other documents granting of any right.