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Every second counts

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Social Entertainment Platforms of the Past

- **Most rely on in-stream advertising mechanisms that can ruin user experience**
 - Any advertiser can put an add on a user's video
 - Increase of ignorance of in-stream advertising from user perspective
- **Most have minimal incentives for creators and audiences**
 - No or minimal revenue split
 - Majority of creators are unable to make a living wage
- **Most operate with no transparency**
 - Public has no access to important platform metrics (e.g. revenue flow)
- **User has less opportunity to directly support their favourite creators**
- **Traditional payment processing involves high fees**
 - Several types of fees (e.g. card scheme fees, holdback reserves, etc.)
 - Creators revenue share is diminished by transaction fees and other platform fees
 - Inefficiency (creators must wait for weeks or months to get paid)
 - Counterparty risk and possible transaction fraud
 - Risk of charge backs



“
One day, we hope to see
“Gazer” as an adjective,
like “Googling.”

We'd like to replace Youtuber
in the vernacular too.

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Hello Gazer!

Social entertainment is about to change.

GazeTV is an innovative social entertainment platform with built-in tokenomic incentives and reward functions. Harnessing the advantage of blockchain technology, we built the GAZE tokenized ecosystem to empower creators and audience to interact, support and grow with each other like never before.

Platform development is divided into 3 phases, each with different objectives.

For Phase 1, our mission is two-fold; to prove GazeTV is more lucrative for content creators than other legacy social entertainment platforms and prove through user growth and engagement, that people around the world want to use the GazeTV platform.

Private Access launch: 30 March 2021

Public Launch: 11 May 2021

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Media Coverage



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The background is a dark, grainy photograph of a group of people gathered around a television screen, watching a video. The scene is dimly lit, with the screen being the primary light source.

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At GazeTV, social entertainment changes.

The GazeTV Concept

- A fast and efficient social entertainment platform
- User groups
 - Content Creators: Global social video content creators and vloggers
 - Audience: 18-55 years old, internet savvy generation
- Blockchain technology with tokenized ecosystem built for creators and audience
- Optimized incentives mechanism
- Transparency of metrics and data visualization
- Automated content synchronization



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Automated Content Synchronization

- GazeTV offers an automated feature for creators to quickly and easily bring their content from other platforms onto their new GazeTV channel
- This scalable feature supports content synchronization from YouTube, Facebook, and WordPress websites
- Opens content synchronization with more than 455 million Wordpress websites worldwide



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Content Upload Reward Pool

- A mechanism to encourage and ignite content creation
- Incentives awarded to content creators based on uploaded content duration
- Every uploaded content will be rewarded
- Latest reward rate:
www.gazetvf.com/the-reward-mechanism

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Engagement Reward Pool

- A mechanism to encourage and ignite the audience-creator relationship
- Incentives given to the audience based on their level of engagement with GazeTV content; a 1:1 incentive distributed to creators
- Engagement will be divided into 4 actions:
Views, Likes, Comments, Shares
- Each user will earn 0.25 GAZE per action per content
(Max. 1 GAZE)
- Creators will earn incentives as engagement with content increases
- Latest reward rate:
www.gazetvf.com/the-reward-mechanism



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Token Transaction Revenue Model

- Creators are able to set the price for content
- Content can be free-of-charge or priced in GAZE tokens
- Audience pay in GAZE to unlock content (according to real-time rates)
- Creators receive tokenized transaction revenue in GAZE
- Partial revenue contributed to Reward Pools
- Revenue to creators in GAZE are transferable to other wallets and spendable on the GazeTV platform



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A Culture of Direct Support

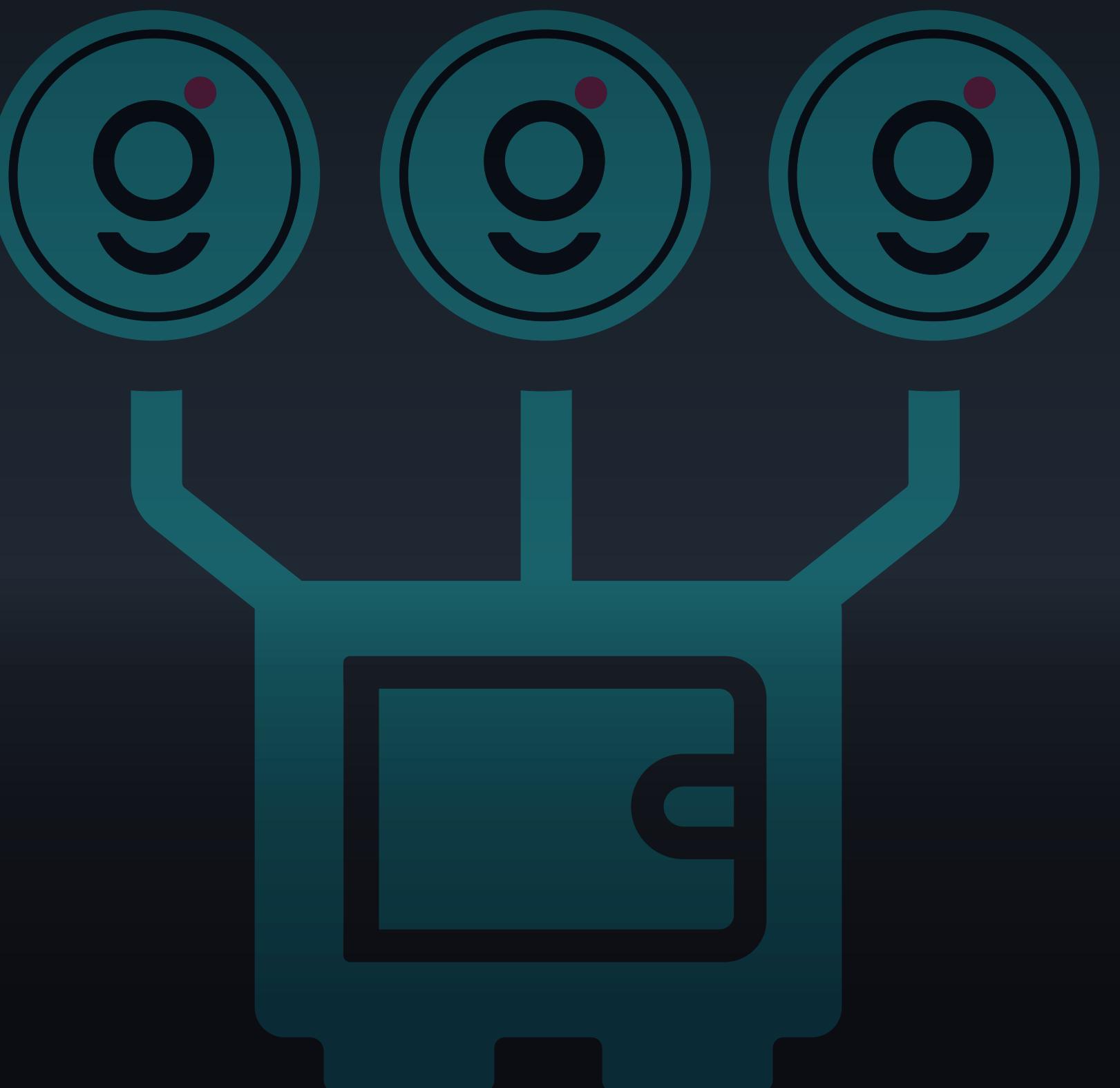
- GazeTV takes the “content donation culture” to the next level
- Users on GazeTV are able to directly support creators with GAZE
- GAZE is immediately transferrable and spendable on GazeTV platform
- A small portion of the donation amount will be contributed to both the Content Reward Pool and Engagement Reward Pool to create a beneficial and sustainable platform for both content creators and audience



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Staking and Redemption Mechanism

- Creators and audience are able to stake GAZE to redeem gifts offered by GazeTV
- Gifts have redemption requirements, such as the amount of GAZE staked and the duration of the staking period



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On-platform Swap Feature

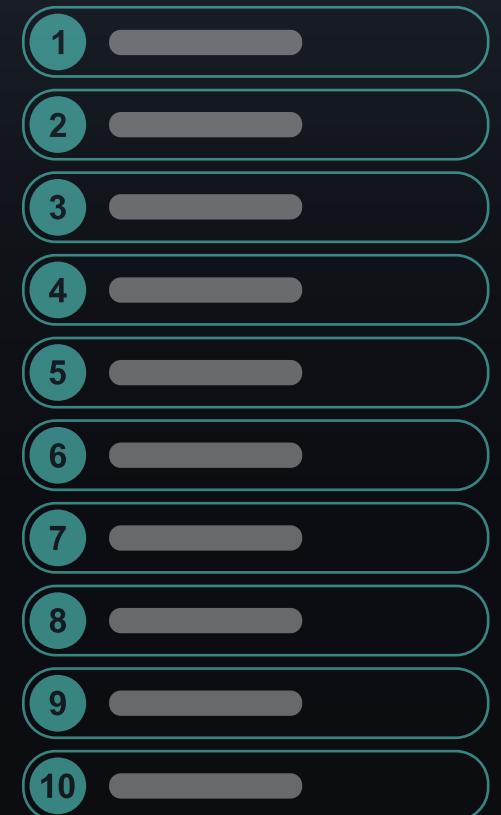
- For crypto savvy users, GazeTV offers a one-way swap feature directly into GAZE for utility usage on GazeTV platform



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Data Visualization

- GazeTV offers a suite of integrated data analytics for creators to measure content and channel performance
- Data presented in easy-to-read and visually pleasing trend charts, heat maps, line and bar charts, etc.
- Some of the metrics include:
 - Content analysis (e.g. clicks, view time, exposure rate, trending, average rewards etc)
 - Viewer analysis (e.g. gender, age range, interest, area, day new/drease fans etc)
 - Transaction/Revenue analysis (wallet, deposit, withdrawal, records, pay date etc)



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The GAZE token

- GAZE is a ERC-20 compatible token running on the ETHEREUM blockchain
- GAZE is transferable to any ERC-20 compliant wallets (e.g. MetaMask)
- GAZE utility on GazeTV:
 - Incentives for content upload and content engagement
 - Tokenized content transaction revenue distribution
 - Pay for contents
 - Donate / directly support creators
 - Stake for gifts redemption
- GAZE contract address:
 - 0xD1E06952708771f71E6dd18F06EE418F6e8FC564
- Visit GazeTVF.com for more information:
www.gazetvf.com/gaze-reward



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GazeTV Key Differentiators

Automated content synchronization

"batch-sync & upload in few clicks"

Tokenized incentives mechanism

putting creators and audience at the center

Fast content revenue distribution

immediate access to tokenized revenue

Transparent data visualization

more than other legacy entertainment platform

Support Great creators

direct "Donate/Support" feature

Personalized experience

customized homepage and interest categories

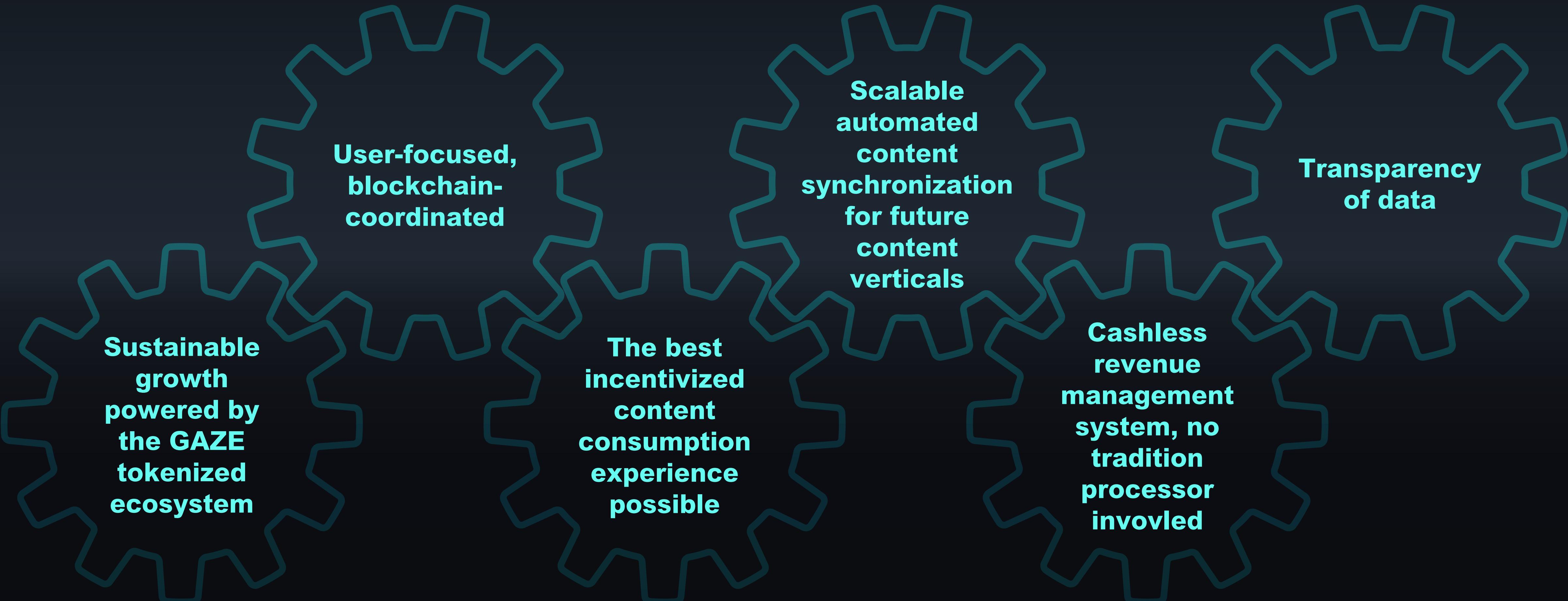
Blockchain technology

smart contract and tokenized technology, high efficiency



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Operating Principles



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Benefits in a Nutshell



For Audience

- Earn while watching
- Receive rewards for engagement
- Direct support to creators
- Customised videos based on user's interest
- Staking for gifts redemption



For Creator

- Set price for content (free or with a price)
- Automated content upload process
- Immediate collection of content transaction revenues
- Receive direct donations and support
- Earn content upload rewards
- Receive engagement rewards
- Staking for gifts redemption



For GAZE holder

- Increasing utilities for GAZE
- Adoption of GazeTV will result in a steady growth of the GAZE tokenized ecosystem
- More on-platform utilities will be added for GAZE in Phase 2

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Preview



Preview



Preview



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