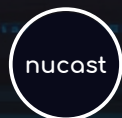


nucast

# Litepaper

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LLC



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# Challenging the status quo: Digital Ownership

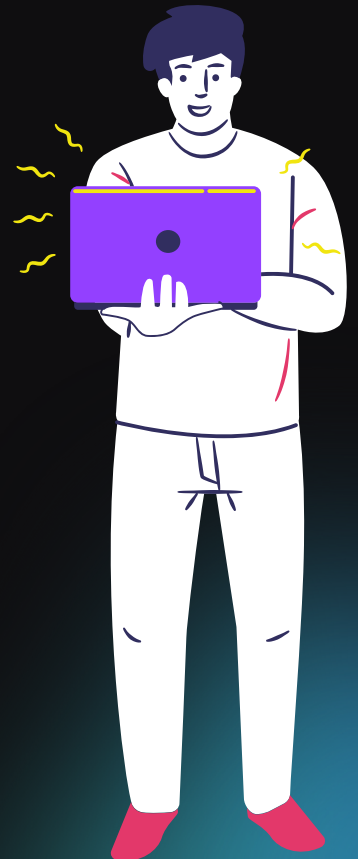
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# Disclaimer

The plans laid out in this document represent the objectives of nucastr Pte. Ltd. at the time of writing. The scope and nature of these objectives are fully subject to change and are in no way guaranteed. The Litepaper should be considered a fluid document and the team reserves the right to update the paper as necessary. Please do not utilize the litepaper for financial or investment decisions

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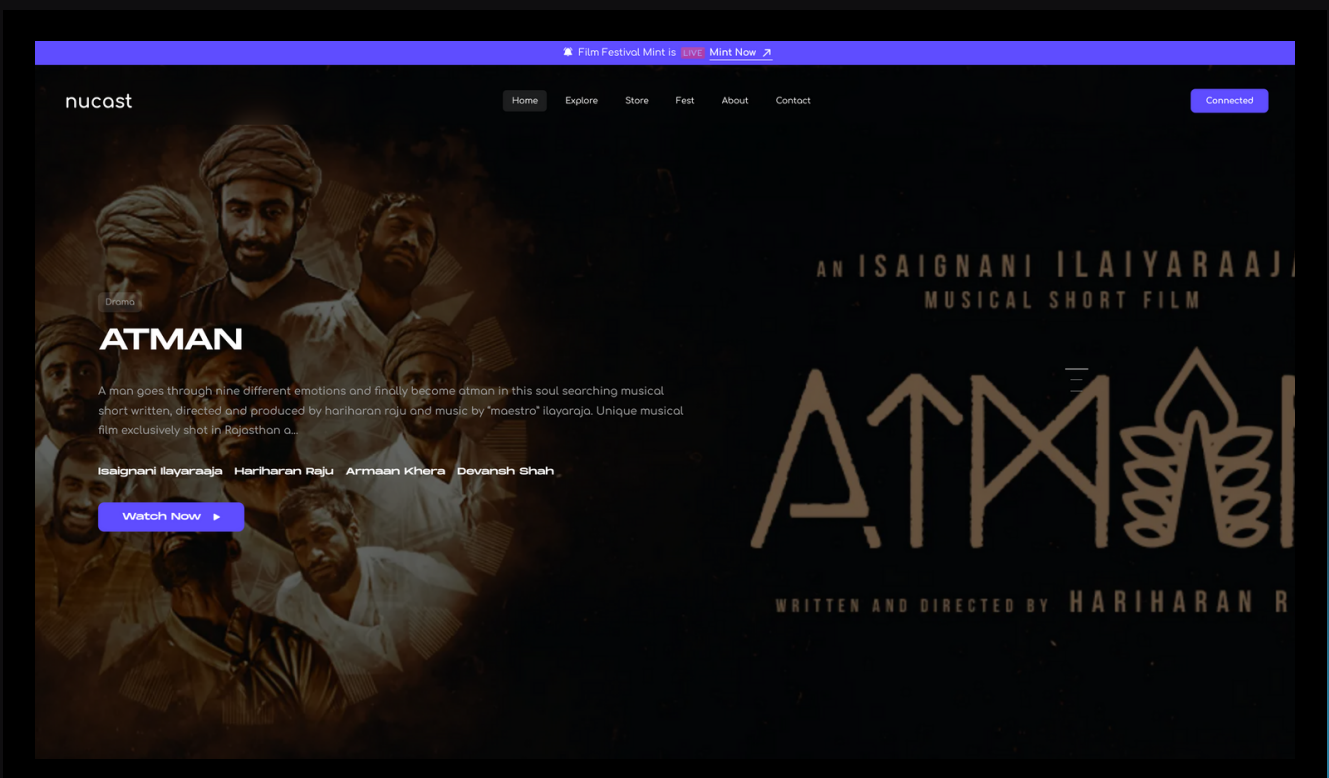


# — Introduction

## What is nucast?

nucast is a blockchain-based video-streaming platform that introduces true digital content ownership and allows Creators to maintain better control over their content. The nucast mission is to challenge the traditional intermediaries-based model of content distribution which often limits the artistic freedom of content creators and restricts diversity of expression.

nucast eliminates the need for a centralized intermediary and delivers a transparent and equitable system for everyone. Creators are empowered and in full control of their content, and Users can buy content knowing that they will actually own what they're paying for. The nucast model is beneficial for both Creators and Users and represents the dawn of a new era in content-distribution that is decentralized, fair, and sustainable.



# — Motivation

We created nucast with a strong motivation to address concerns surrounding content distribution and creator empowerment. The exponential growth of the global video streaming market, predicted to reach \$108.98 billion by 2025, and the creator economy, expected to grow to \$38 billion by the same year, highlights the need for a platform that can support the creative endeavors of independent content creators. However, traditional content distribution models often restricted their artistic freedom and limited their revenue through significant cuts on their earnings.

To address these issues, we designed nucast to provide a fair and transparent alternative to centralized platforms. Through the use of blockchain technology, we ensure that ownership of videos remains with the users, creating a new model for digital ownership that is not possible with traditional content distribution models. Additionally, users have the ability to watch and resell the content they own on nucast, providing a new model for digital ownership and distribution. This empowers creators to monetize their content in a fair and transparent way, while also allowing them to maintain control over their intellectual property.

By empowering users and providing transparency in content distribution, we believe that nucast has the potential to revolutionize the entertainment industry and create a sustainable and equitable model for digital ownership and distribution.

# — Problem

The entertainment industry is rapidly shifting towards digital distribution and Users have more content at their fingertips than ever with platforms like Hulu, Amazon Prime, Netflix, etc. It is important to note that when you purchase digital media (like a movie, or a TV series) from one of these platforms, you don't own what you've paid for, and the platform reserves the right to remove the content at any time.

*This raises the question of who truly controls the content users purchase.*

The reliance on a few dominant streaming platforms has resulted in a homogenized content landscape, stifling the creativity of content creators. These platforms often dictate the type of content that can be created, limiting the diversity of expression. Traditional Web2 streaming solutions prioritize an intermediary-based model, leading to a curated content experience for users that is often influenced by algorithms and advertisements.



# — Solution

nucast is changing the game with its use of blockchain technology by introducing NFT-powered, permissionless content ownership and monetization with secondary-market capability. Creators have control over their content using NFTs, which Users can buy, watch and resell. The User owns the content, unlike with traditional Web2 streaming solutions.

According to the 2023 online video consumption statistics, 92.8% of internet users worldwide watch digital videos each week.

nucast offers a decentralized alternative that empowers content creators and their audiences to shape the content landscape. By removing intermediaries, nucast provides a more transparent and equitable system that allows content to be monetized in new and innovative ways. The platform also restores true content ownership which means that Users maintain full control over the content they've paid for and they can resell the content on the secondary NFT-market once they're finished with it.

Just like owning a physical asset (a DVD), but on the blockchain.



nucast

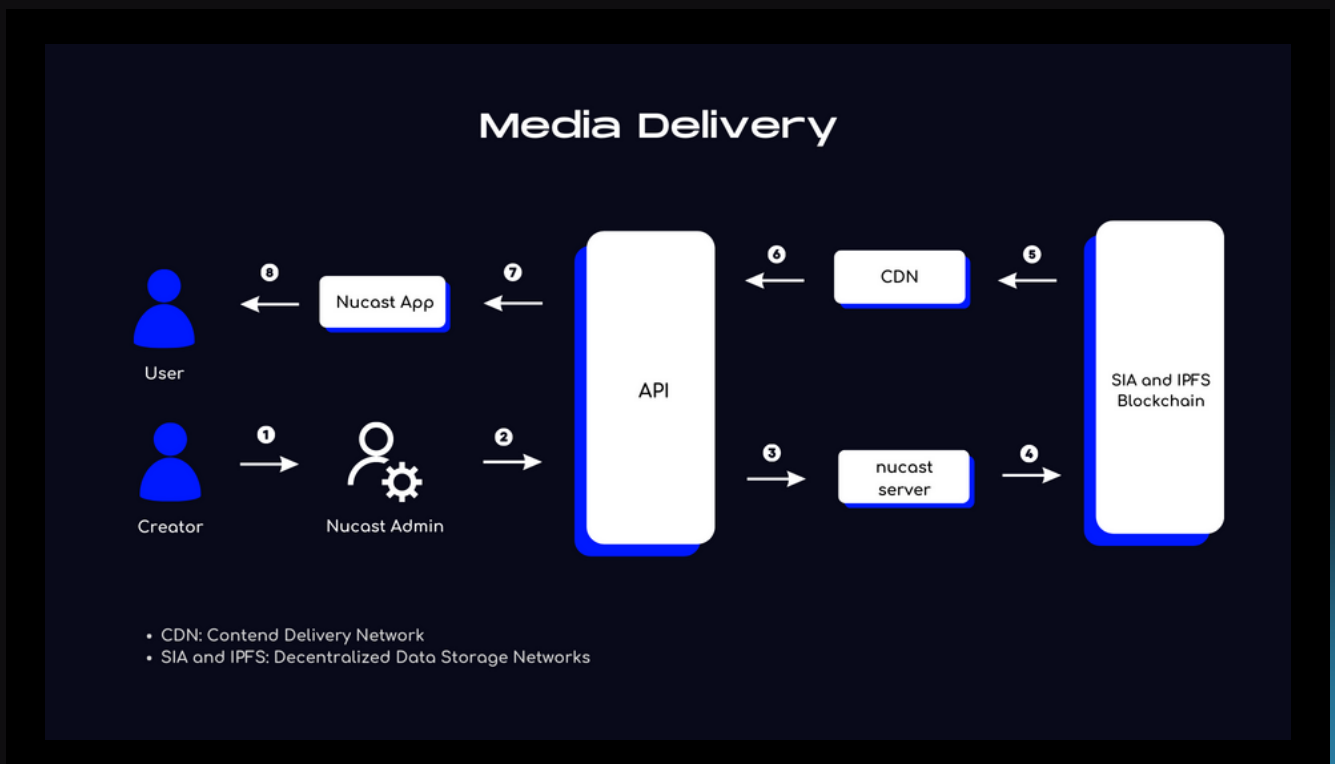




# — How it works?

## Media Delivery:

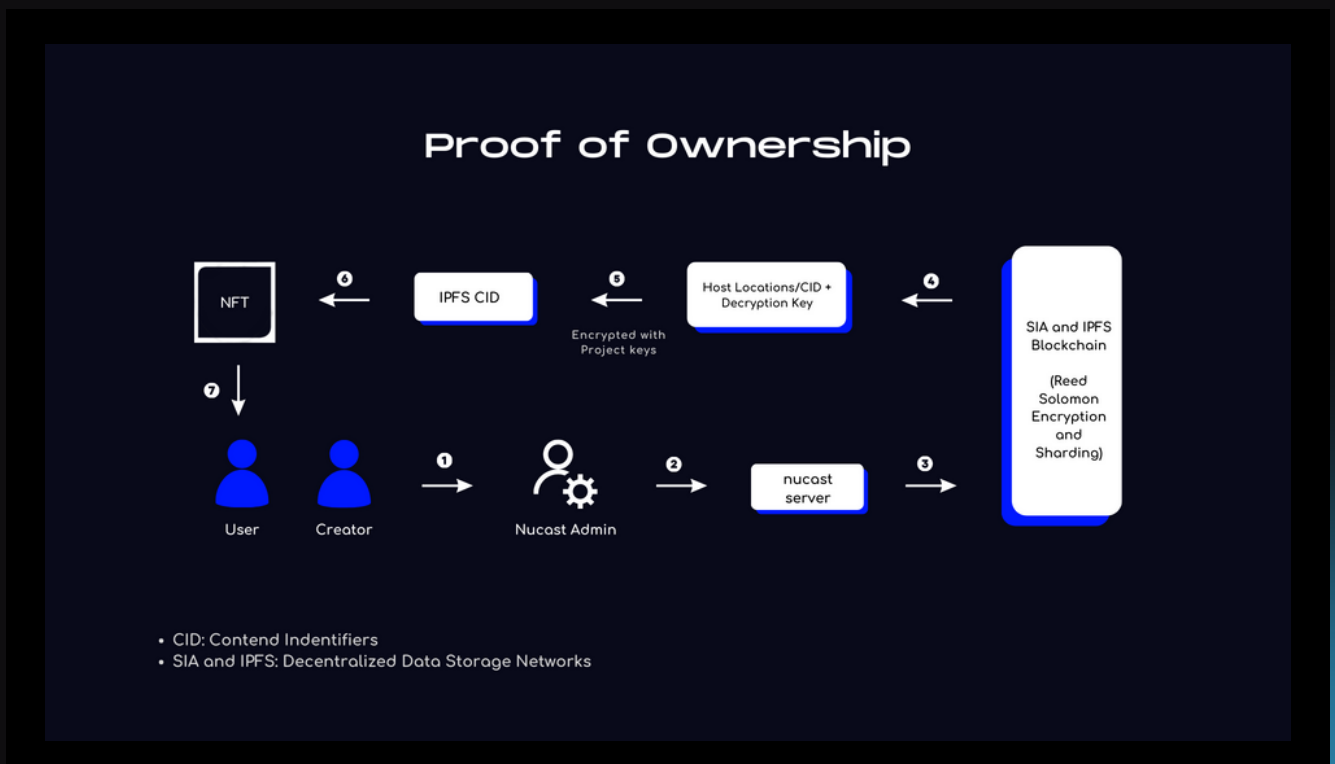
- Video content is uploaded to nucast servers and encrypted before being uploaded to Sia and IPFS for secure decentralized storage.
- Sia uses Reed-Solomon erasure coding to ensure data integrity and high availability.
- nucast verifies NFT ownership through a wallet signature before allowing access to content.
- Content is retrieved from Sia and cached to reduce latency upon user request.
- Edge caching is used to efficiently handle requests and reduce latency.
- A CDN is used to deliver content from the closest available server to the user's location for fast and smooth streaming.



# — How it works?

## Proof of Ownership

- nucast uses a multilayer approach to ensure that the content is secure and only accessible by the rightful owners
- Content files are encrypted and sharded into chunks with a private key.
- Sharded files are stored on IPFS & Sia for secure storage and accessibility.
- Content identifiers (CID) and private key are stored in a separate encrypted file using a "Project key".
- Final encrypted file is uploaded to IPFS, and its CID is used as proof of ownership in NFT metadata.



# — Ecosystem



## nucast Launchpad

nucast Launchpad helps creators onboard to the platform by offering guidance and support to launch their own content as NFT collections. This innovative approach enables creators to monetize their work in new ways. We are also working on a public dashboard which creators can use to upload content directly to nucast.

## The Prestige Collection: Preserving the Magic of Movies on Blockchain

nucast's Prestige Collection features curated iconic films from the public domain for cinema enthusiasts. The nucast team has remastered timeless classics to provide viewers with a cleaner, more refined, and higher-quality experience. With the Prestige Collection, viewers can rediscover classic films and experience them as they were meant to be seen - in all their original splendor and cinematic artistry.



# — Ecosystem

## Web3 Film Festival



nucast is hosting a one-of-a-kind decentralized interactive film festival that enables filmmakers to showcase their work to a global audience and engage with them in real-time. We have built an on-chain voting portal where attendees can watch and vote for their favorite films using Film Festival NFT tickets.

## nucast Originals

nucast Originals is a short film directed and produced by the nucast team. 40% of the funds raised from the film festival and 20% from the Prestige Collection will be used to fund nucast Originals. The movie plot will be guided by the community, and nucast Originals will be submitted to film festivals worldwide to represent nucast and the potential of Cardano.



# — Ecosystem

## nucast Token (\$nu)

\$nu is the main utility token that provides access to exclusive content and services in the nucast ecosystem. After the sale of NFTs, creators need to burn a certain amount of tokens to upload content on nucast.

Tokens will be distributed to holders of all minted collections on nucast. Our primary goal is to ensure that the nucast Token is utilized to its fullest potential and to establish a highly engaged and dynamic ecosystem.



## Video Library integration from Production Houses

nucast is partnering with various production houses to integrate their video libraries with the platform. Many production houses have vast libraries of content that remain untapped and unmonetized. By partnering with these houses, nucast provides an opportunity for them to monetize their content and expand their audience.



# nucast

*Be part of a decentralized media revolution!*



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