



## Business Model

Every good business who needs to survive will also need a very good business plan, we believe in the long run, Transcodium will need funds to continue running and maintaining the platform, that is why we have strategically outlined areas which will help raise funds for the company in the long run.

## Target Audience

The following below are some industries we intend targeting:

- **Media Streaming Platforms:** Streaming platforms are becoming very popular of late, but all these platforms need to preprocess their media files before storing them persistently and this is where we come into play. We will provide a fully paid 3 months trial account for all the major platforms interested in our product. Companies such as Youtube, Vimeo, Metacafe, Soundcloud, Hulkshare, etc are our primary target.
- **News Agencies:** About 90% of the news circulating on the internet are now adding media support such as videos and audio, that is why we have carefully designed our visual editing tool to support non-technical users, where they can edit, transcode and distribute their media files visually with just a single click to their target audience.
- **Advertising Networks:** After the rapid growth of ad blockers, advertising networks have also made a rapid shift from the traditional banner and text ads to video and audio methods of delivering ads. Our API and console client can help these networks process their media files in a swift of time whiles focusing on their business.
- **Video Bloggers:** Youtube, Twitch, Vimeo, these are some of the best platform available for video bloggers because they can monetize their videos and make an income out of it. The problem here is most bloggers uploads to

only 1 platform due to the lack of tools and resources to get their content to multiple platforms at once. Transcodium's media distribution service was created to solve this mind-boggling problem. With just a click, bloggers can upload their media to about 100+ platforms.

- **Article writers and publishers:** Have you ever wanted to transcode your pdf to word, epub, .mobi or vice versa, if yes, then you might have suffered the same headache every online writer and publisher faces every day. There are platforms which do that very well but way too expensive, an example is aspose.com charging \$90/month for the same task charged \$20 or lower /month on Transcodium platform. Our platform does not limit to video and audio only, but also multiple files format such as zip, tar, gz, pdf, HTML, word, epub, mobi and etc.
- **Photographers:** Flickr, Imgur and etc has made photography fun, we love photographers and cannot afford to leave them out. That is why we have added support for advanced image editing and distribution to our platform.

## Revenue Generation

The Transcodium network is an open source project but with a business ecosystem built around it. Each business add-on will be a stand alone product which will help the project operate in the long run.

## Service Fee

Before a transcoding request is processed, the cost + a **10%** service fee of the total cost is calculated for the customer to pay. This 10% fee will be very little that even with its addition to the total cost, our transcoding prices will still be the cheapest compared to the cloud.

Below is the statistics of famous media based website with their usage of media files.

Brand	Usage
Youtube	400 hours / sec uploads
Facebook	1160 hours / sec watch
SoundCloud	12 hours / min uploads

There is a noticeable shift in the user interest towards web series from typical TV series, .video ads are considered more effective than the banner ads above all video blogging and stories on social media are making the world more expressive. Altogether we can see there is a huge scope for transcoding industry to grow even more. The global video streaming market size is **USD 3.25 Billion** which is expected to grow up to **USD 7.50 Billion** by 2022.

The above statistics indicates that, the 10% fee will go a very long way to help the company operate independently in the long run.

## File Distribution

Master nodes are responsible for the file distribution. Selection of these master nodes will involve a level of trust and based on invitation only. Transcodium company will hold majority of the master nodes due to security reasons because it involves user's social and storage credentials which cannot be allowed to any third party.

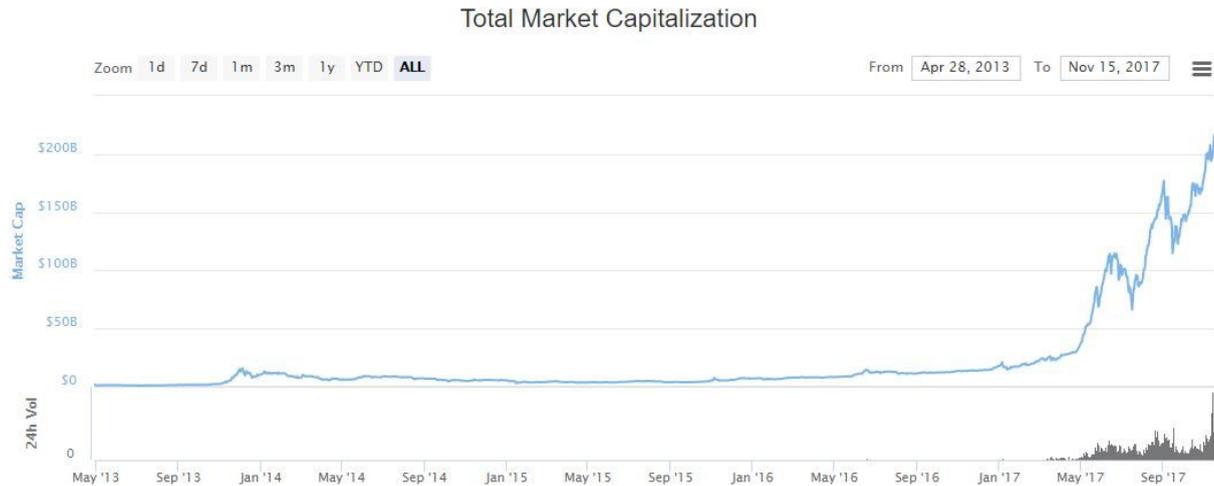
Fees paid on media files distribution will be used to maintain these master nodes and also to run the company in the long run. Fees on media file distribution will be based on the type of storage or social media and the size of the file.

## Builtin Exchange

Moreover, the Transcodium's wallet will have a builtin exchange where TNS coin and other cryptocurrencies can be traded, trading using the Transcodium exchange will attract a fee from 0.1% to 0.2% depending on the volume of trade.

Below are some of the famous exchanges and their volume with the transaction fee that they charge.

<b>Name</b>	<b>Volume ( 24hr )</b>	<b>Rate ( % )</b>
Bitrex	\$253,253,438	0.25%
Poloniex	\$159,494,318	0.25% - 0.05%
Bitfinex	\$574,598,354	0.200% - 0.100%



## Exchange is a \$217 Billion market

### LENDING FEATURE

When workers (miners) borrows from the Transcodium Lending platform, interest are paid to the lenders, a fee will be charged on the interest paid to the lender. This fee will be splitted into two, where 50% goes to the transaction fee on the blockchain whiles the other 50% goes to Transcodium Limited.

### Why will Brands Prefer Transcodium over other Competitors?

- Currently, Transcodium has the lowest price, Transcodium price is **three times** lower than the current cheapest cloud platform ( Amazon Elastic Transcoder)
- Brands will have the flexibility to select from a price from a carefully regulated price range, this will help customer stay within their budget.
- With Transcodium, transcoding will be done in a very fast and parallel mode, thanks to the unlimited computational power made possible by our dedicated workers.
- Files will be transported with a high-grade encryption algorithm to prevent anyone messing with our customer's data
- The possibility of exporting a processed media to over 100 storage and social media platforms in the world with a single click.

<b>Name</b>	<b>Transcodium</b>	<b>Amazon</b>
<b>Price</b>	Low	Normal
<b>File Distribution</b>	FTP, SFTP, Google Drive, AWS, Facebook, Youtube,.. 100+	FTP, SFTP.
<b>Supported Files</b>	Video, Audio, Images, Documents	Video, Audio
<b>File Queuing</b>	Rare	Low

### **Facts**

87% of online marketers use video content.

One-third of online activity is spent watching a video.

85% of the US internet audience watches videos online.

Internet video traffic will be 69% of all global consumer Internet traffic in 2017.

By 2019, internet video traffic will account for 80% of all consumer Internet traffic.

The average user spends 88% more time on a website with video.

100 Million Hours Of Facebook Videos Are Watched Every Day.

Per day users spend 100M Hours watching Netflix.

Every minute 12 Hours of music uploaded to SoundCloud.

Average number of monthly Dailymotion video views is 3.5 Billion