



ComedyPlay

Finally, an independent platform for comedy content sharing and streaming.

Whitepaper

mycomedyplay.com

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This document will be updated according to the requirements of the platform and its user community, pending announcements and press releases by ComedyPlay Limited. For the full legal terms and conditions in the ComedyPlay platform and its services, please refer to the final attached section of this document.



ComedyPlay

Whitepaper

project documentation
v 0.1

contents

ABSTRACT₀₁

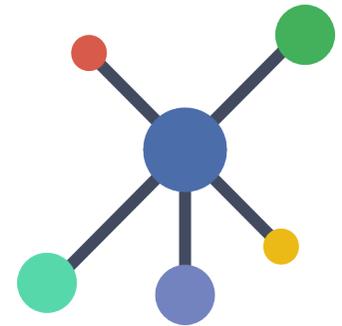
INTRODUCTION₀₂

PLATFORM₀₃

TECHNOLOGY₁₀

DISTRIBUTION₁₂

ROADMAP₁₄



ABSTRACT



On a daily basis, we get “free” access to humorous content online through social media channels, be it on Facebook, Youtube, Instagram, or even Twitter.

More often than not, access to these types of content are free, but are gamed through each platform’s algorithm to leverage the supposedly “free” access for digital advertising. Certain platforms operate through the notion of exclusivity and premium access: their content are either paid for by those who can afford it, served with restrictions, or accessed through “free trials” that have unfair, often misleading policies.

Unprecedented advances in the way we communicate, connect, and share our thoughts and feelings have made the previous boundaries of access to quality content a thing of the past. However, the present condition’s advancements is not without problems.

The deployment of user-behavior tracking technologies in conjunction with the advancements in search engine algorithms, big data, and artificial intelligence have changed the advertising industry to a gamified space. The landscape of digital media is shifting its pace forward and evolving to keep up with the trends.

People are no longer just “users” but are now mere sources of revenue for the mainstream platforms to propagate dominance. Comedy on the internet is no longer what it used to be: something that should be freely shared, something that truly connects us.

This has to change, and ComedyPlay’s independent and distributed platform strives to connect audiences with creators to grow and promote quality comedy content online.

INTRODUCTION



These days, most of us have become passive consumers of digital content. As we continue to consume content, we also submit to these increasingly centralized powers and forget our potential for creativity, humor, and openness.

There is a surplus of digital content out there, and most of it does not really matter or connect with us in a natural way. We do not get to choose what is relevant for each of us, subjectively. We may be made to question: what really matters, what really helps?

We live in a world that has an innate need for comedy, especially with the stressful lifestyles and living conditions that people lead or are in. There are too many problems in this day and age. A little laughter goes a long way, and as the old adage prescribes: it is the best medicine.

Today, more than ever, mainstream social media and streaming platforms only treat comedy content creators as peripheral considerations: revenue goes to pay the technical requirements of maintaining the platform, as well as operational expenditures which form the platform's overhead costs.

What is left of the profits is distributed to the content creators. However, these amounts are often never proportional to what the creators themselves have contributed to grow the platform's audience and organic engagement. Sometimes, content creators are not even paid with what their efforts and talents are worth. Mainstream social media no longer functions for what it was originally built for, its users choices are driven by what the platform considers as profitable. This is where the ComedyPlay platform steps in.

PLATFORM

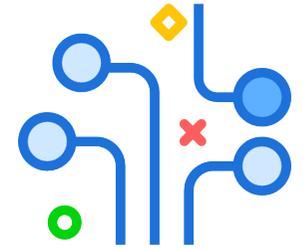
ComedyPlay is a decentralized platform for comedy content, with the specific intent to leverage the Ethereum blockchain by enabling and providing a blockchain-based online comedy content streaming experience.

ComedyPlay is a free, open, and distributed platform specifically created to support and empower comedy content creators to have a direct connection to their followers. The platform will be a one-stop, go-to space for a wide array of comedy content readily available to users worldwide.

Users of the platform will be granted access to the platform's various features through a cryptocurrency called Comedycoin (CCP), a crypto-token which will be distributed and generated within the platform, opening a space for users to share, create, and enjoy original comedy content. Media formats available on the platform include texts, photos, audio, and videos which are based on comedic content from various popular and niche genres.

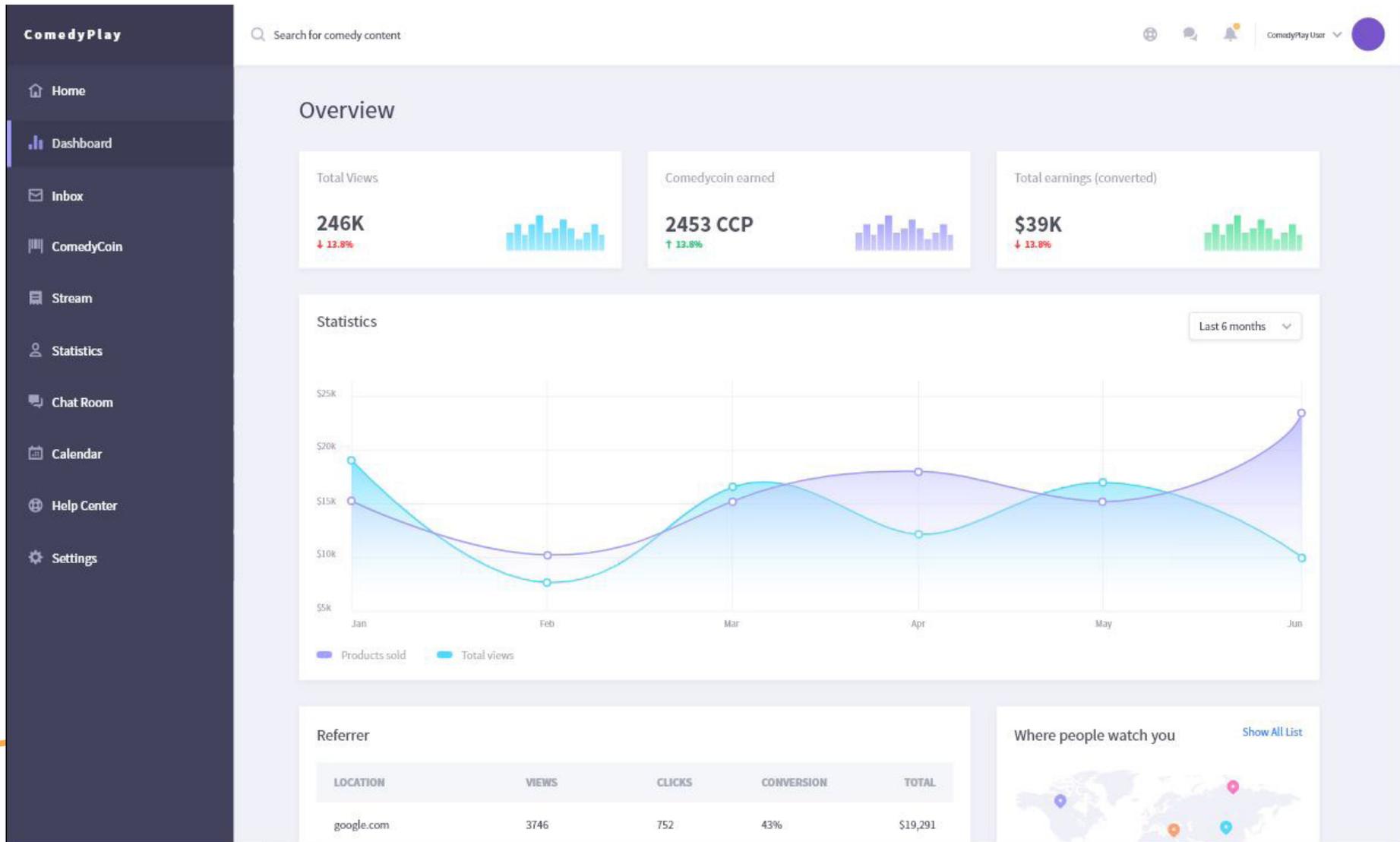
The platform offers a safe, secure, and reliable online media streaming platform wherein, unlike mainstream social platforms, readers and viewers, or potential users of ComedyPlay will not expose their personal data and private information to unauthorized and unfair use for profit through ad-targeting algorithms.

Instead of these quasi-monopolistic revenue models, the platform offers a decentralized way of earning in the platform through cryptocurrency by simply generating content. Users are rewarded with the platform's cryptocurrency for producing original, engaging, and memorable content and ranking within the community through upvotes.



PLATFORM demo

web interface [under development]



PLATFORM demo

app mockups [under development]



ComedyPlay

Welcome Back, Please login to your account.

Username

Password

Remember me

[Forgot Password](#)

Login

Sign up

[Term of use](#). [Privacy policy](#)

PLATFORM solutions



Users on the platform are enabled to search, stream, and post their original content for the community's shared content feed. The platform will offer both free and paid comedy content to all users, on a worldwide scale. Pay-per-view content will also be available through comedy industry partners who have released films and series, and these types of content may be accessed with the platform's own token, hence distributing access in a fair and balanced online community.

The platform will also accept exchanges of fiat currencies to Comedycoin for subscriptions, allowing virtually anyone to have secure, fast, and easy access to a wide variety of comedy content previously available only to people who have the privilege to have bank accounts or links with other exclusive financial institutions.

ComedyPlay envisions a future where financial barriers to enjoying comedy content would no longer exist, giving everyone an independent and creative space to share good times and laugh together as a diverse community linked through blockchain technology.

PLATFORM features

content sharing

Individual users are free to post their own content, and are highly encouraged by the platform to engage their audiences. Trending comedy media by other users are also easily viewable through the platform's interface. Users may also mark their fave content as "favorites" to help them re-view memorable content.

freemium access upvotes system

Unless provided from external sources, all access is free, and content created in the platform may be upvoted. Users whose comedy posts rank highest in upvotes are instantly rewarded with tokens.

Users may also subscribe to a paid-per-view comedy channel of their liking with the platform's crypto-token, Comedycoin. This includes access to Audio/FM comedy channels or podcasts, comedy films, as well as comedy TV series.

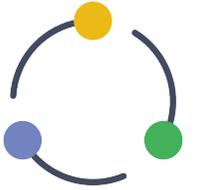
community reviews

Individual users may flag any type of uploaded content as 'not comedy', helping the community filter unrelated content. The particular post with inappropriate content will be removed upon review, and the most active flaggers will be rewarded with tokens for their service to the community.

format filter, search, & other features

Users may choose to filter the type of content they wish to see, be it audio, funny photos or memes, funny GIFs, humorous videos, text-format jokes, or mixture of any of these types of comedy content. Additionally, the platform will host a standard search feature, allowing users to choose the content they wish to see. The platform's API will also allow seamless integration with other social media to sync contacts and let more people know about it.

PLATFORM usability



The ComedyPlay platform will engage users through two tiers or types of access or user feeds: MyComedyPlay Personal and MyComedyplay Social.

MyComedyPlay Personal will show comedy content and comedy posts shared or produced by a user's contacts in the network, serving these types of contents as statuses. MyComedyPlay Social upgrades the user's content feed with a wider reach and access to worldwide comedy feed, while it also retains the basic features of the first tier.

Users are enabled access to a secure communications channel in the platform through a direct messaging feature built into its user interface. Conversations between users are augmented with suggestions for comedy content from various genres, creating a more natural flow of exchange in the platform, and thereby directing its user's activities towards the purpose of the platform: the creation and sharing of comedy content.

With Comedycoin, the ComedyPlay platform introduces a revolutionary way of incentivizing the efforts and creative spirit of comedy content creators.

PLATFORM uniqueness

The ComedyPlay platform is designed for everyone who wants to enjoy comedy: from young kids to teens, and even to the young at heart.

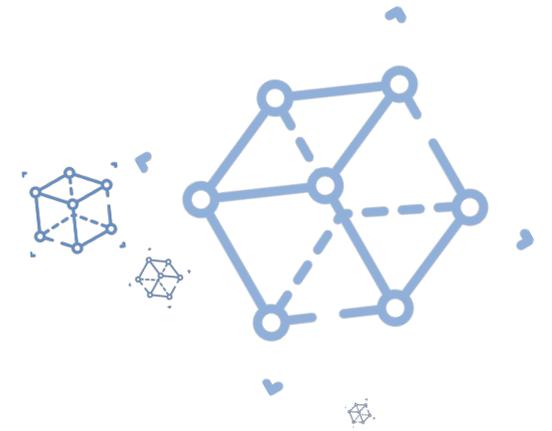
Nowadays, people use social media for various purposes. Studies have shown, however, that despite the seeming gap between social media use and the branded content it serves, most of what is delivered in the mainstream platforms are comedic in character.

This only goes to show that a lot of people want access to comedy content. People simply want to laugh and share funny moments online.

ComedyPlay simplifies the social media experience and puts comedy as a priority for its users. Its platform will serve as a free and independent space for people to express share their sense of humor and creativity: from podcasts to trending short comedy videos or GIFs and photos, or even comedy films and TV series made by professional production houses.

With ComedyPlay, there is nothing to worry about, everyone on the platform will just enjoy the quality comedy content, laugh out loud, and get good vibes with friends from around the world!

TECHNOLOGY fundamentals



ComedyPlay leverages the latest advancements in open, distributed network technology, namely, the blockchain. In simple terms, the blockchain is an infrastructure that supports and facilitates the secure distribution and storage integrity of data and value for digital assets and contracts.

With blockchain technology, data and value are transferred, stored, and verified permanently: nobody can modify it for their own purposes, the whole community of users are involved with how it develops. Blockchain technology has already revolutionized other industries, and ComedyPlay is bringing it to the world of comedy through its unique content streaming and sharing platform.

In the ComedyPlay platform, blockchain technology is used as the decentralized system for its cryptocurrency: ComedyCoin (CCP). Based on the Ethereum blockchain and developed as an ERC-20 compliant token, this cryptocurrency will enable ComedyPlay users to earn simply from their active engagement and participation in the platform.

TECHNOLOGY structure

The economic structure of the platform refers back to the decentralized P2P systems as built from the Ethereum protocol. The underlying idea of this technology is that of the principle of decentralization, or a means of “distribution” of control from a centralized party or figure of authority, relegating and giving back the power to the hands of the people in the network.

In this kind of network, nobody controls the system, everyone has a say, and community consensus is needed to form decisions. The term for this is “cryptoeconomics”, an approach which combines principles of security and cryptography to the micro-management of a platform’s internally unique economic system.

With this approach to exchanging value through content usage and content contribution, users of the ComedyPlay platform have a more direct connection and say on how the platform should be: the power is in the hands of the many, not just the few.

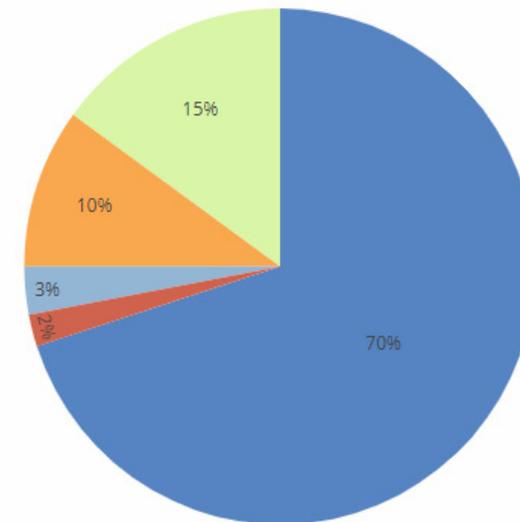
Since its inception, the Ethereum blockchain protocol has become openly extensible to various key industries and services. With the rise and further development of this technology, ComedyPlay envisions itself as the platform leading the introduction of its benefits for the world of comedy content: simplifying its use and connecting people who love comedy from around the world in a safe, fair, and secure content sharing and streaming platform.



DISTRIBUTION token allocation

Once the platform opens for public registration, 100,000,000 CCP tokens will be created. No additional CCP tokens will be created or mined in the future. These CCP tokens will be allocated through the following distribution strategy:

- 70% goes directly to the user community for swaps
- 15% is allocated for the developer team & advisors
- 10% goes to the company's reserve fund
- 3% is given for the platform's bounty program
- 2% is reserved for the partnership pool



Further details about the requirements, maintenance, and dynamics of Comedycoin are discussed in the [Terms & Conditions](#), which can be read at the official website and on the app upon registration.

DISTRIBUTION token pricing

The following pricing arrangement will be followed once the token swap events commence with the allocated 70% of CCP tokens for the user community. CCP tokens are denominated in Ether (ETH) and final prices are accurate to 18 decimal places.

Private Swap

total number of tokens:

10,000,000 CCP

equivalence:

1 ETH = 20,000 CCP

minimum contribution per person:

0.5 ETH = 10,000 CCP

soft cap: 200 ETH

hard cap: 500 ETH

Pre-Swap

total number of tokens:

25,000,000 CCP

equivalence:

1 ETH = 12,500 CCP

soft cap: 700 ETH
hard cap: 2,000 ETH

Main Swap

total number of tokens:

35,000,000 CCP

equivalence:

1 ETH = 5,000 CCP

soft cap: 3,000 ETH
hard cap: 7,000 ETH

DISTRIBUTION advertising strategy



The platform will partner with established blogging sites and publishers to show ComedyPlay content on their respective sites and spaces, helping boost their page visits, page engagement, and content variety.

Partners may choose a comedy theme or genre relevant to their publishing concerns, or specific to the categories of the content which they deliver to their audiences. Relevance is key in this matter, and the delivery of content must be appropriate and convertible to more users, for the benefit of both the partner and the platform's user community. These integrations will be done through a public API which will be documented and served by ComedyPlay's team of developers.

A partnership with ComedyPlay is exclusive of any advertising plan (e.g. Google AdSense) that has previously existed between a partnered publisher and other external advertising service providers. Ad revenue sharing will thus be based on ads shared by ComedyPlay on the publisher's site which have gained clickthroughs and engagement. Publishers who wish to serve their ads on both the ComedyPlay platform and its API-integrated publisher platforms will have to subscribe to the service with Comedycoin.

ComedyPlay is currently developing its own advertising service platform called "Signboard" which will advertise small and medium scale local businesses and organizations relevant to the needs and wants of users in the ComedyPlay community. These ads will only be served exclusively in the ComedyPlay ecosystem.

ROADMAP

2018

May 29-31	Private Token Swap soft cap: 200 ETH / hard cap: 500 ETH
July 20- August 20	pre-Token Swap period soft cap: 700 ETH / hard cap: 2,000 ETH
October	Set-up of office at Mauritius
November	production & development phase
December	main Token Swap period soft cap: 3,000 ETH / hard cap: 7,000 ETH

2019

January	Set-up of European Office (UK)
February	Signing Partnership With 3rd Party Streaming Platforms Public Beta Version Launch
March	Comedycoin launches trading on cryptocurrency exchanges
May	Official Launch of fully-developed platform (apps & desktop site)
June	Marketing, growth and expansion across Africa and Europe
July	Public Quarterly Reports On Growth Trends
December	Live-Comedy Talent Hunt shows begin every month and continue until finals

2020

January	Expansion to Asia
February	Talent Hunt continuity

REFERENCES & FURTHER READING

1. Read this simple introduction to the concept of a blockchain:
<https://www.coindesk.com/information/what-is-blockchain-technology/>
2. For more about cryptoeconomics:
https://vitalik.ca/files/intro_cryptoeconomics.pdf
3. All about Ethereum and Ethereum-based applications like ComedyPlay:
<https://ethereum.org/ether>

For more information about our [terms of use](#) and conditions included in our user agreement, please head to our official website at <https://mycomedyplay.com>

