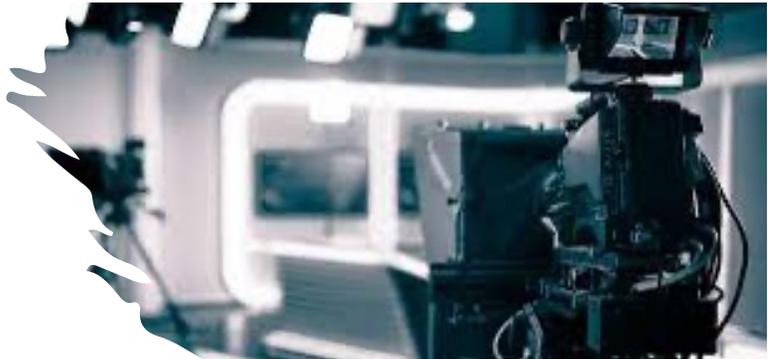




Web and Broadcasting

The worlds of web & apps, appears disconnected from massive broadcasting systems.

The divide is not only technological but also businesses operating in those domains are difficult to interconnect.



Amplify your Reach®

Decentralized Content Distribution Platform - MEVIA Coin (\$MTV)

White Paper

Version 0.1

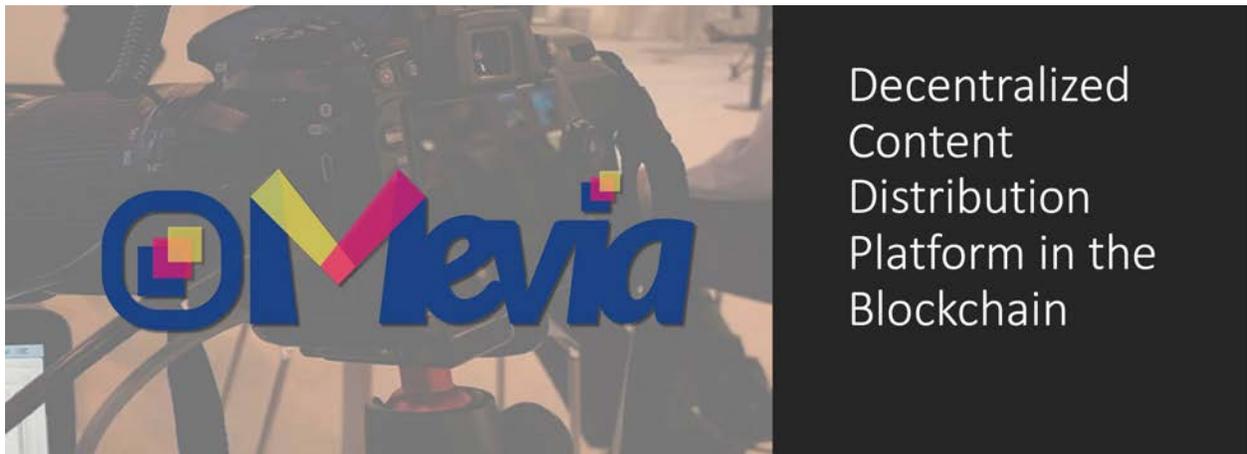
By: Dr. Edwin A. Hernandez



INDEX

ABSTRACT	1
INTRODUCTION	3
Video Streaming Market	3
BACKGROUND	5
Mevia can enhance On-Demand Videos and Streaming Platforms	7
Mevia can enhanced Podcasts and Music-Only Content	8
HOW IT WORKS?	10
OPPORTUNITY	10
MEVIA creates a personalized Streaming and TV Experience	10
MEVIA Replaces Youtube, Hulu, and other Centralized Systems Distribution Systems	11
MEVIA Replaces Satellite systems to reach CABSAT Subscribers	12
MEVIA creates a marketplace for widget creators or “apps”	12
MEVIA creates unique NFTs for Events and your social interactions	12
MEVIA NETWORK	13
MEVIA NETWORK TOKEN (\$MTV)	14
True MULTIMEVIA experience – Tokens, User Generated & Streaming	ii
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Token Distribution	15
Token Addresses	15
Tokenomics	15
SOFTWARE AND RESOURCES	16
Mevia App and Smart TV Platform	16
Mevia Nodes: Aggregator and Broadcasting Nodes	17
Mevia Guard	17
Updates to Mevia Nodes, Applications, and Smart Contract Integration	17
ROADMAP	17
FUTURE WORK	17



Abstract

Content distribution is centralized and has been driven before it reaches consumers. Content owner participation can be limited by censorship, lack of funding to afford distribution, and a series of inefficient value chains that are inherited from past business models.

The new way should be decentralized, content owners can monetize their content in the blockchain and introduce features such as a personalization with their followers, fans, or subscribers.

Content owners need a decentralized platform where users can bring user generated media to the same feed. In other words, fans of soccer, can still watch TV news and see their own personalized content that was shared via social media. All of these must occur when content owners, for example TV news feed broadcasts and monetizes their media using the MEVIA coin.

MEVIA is then the connector that brings personalized content, TV, music, videos, all in one place to reach subscribers, fans, and followers, on mobile, web, Smart TVs, even IPTV, and Cable & Satellite systems. The platform is protected by patented technologies that includes 2 issued patents, 1 pending US application and 1 European ¹.

EGLA CORP is the company behind MEVIA and Dr. Edwin Hernandez is the main inventor, EGLA is one of the world leader major solution providers according to a recent Cloud TV market study².

¹ US Patent Numbers 10,123,074 and 10,523,004, a pending US Patent 16/152,606, and a pending European patent application No. EP3238457A1

² <https://www.prnewswire.com/news-releases/cloud-tv-market-worth-4-2-billion-by-2026--exclusive-report-by-marketsandmarkets-301221041.html>

A MEVIA token owner can, by proof of stake, have access to their own decentralized platform, accept payment, offer mobile apps, store their media, and service millions of consumers while monetizing their content. Applications, Artificial Intelligence, Encoding, Transcoding, and Platforms are now MEVIA’s utility offering to our token owners.

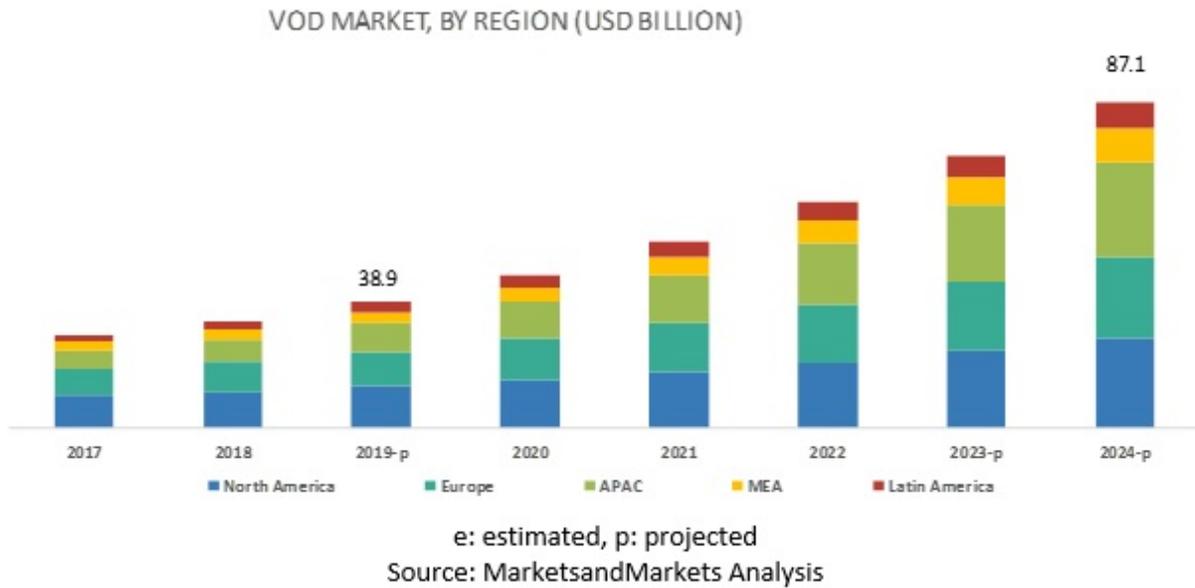
This white paper will describe these concepts and the MEVIA blockchain in detail. The MEVIA Network launched with ERC20-compliant tokens and will be integrated into the MEVIA platform by Q3, 2021. The MEVIA blockchain mainnet code has been released, and the first live mainnet implementation is planned to launch on October 1st, 2021, at which time each ERC20 Theta token will be released.



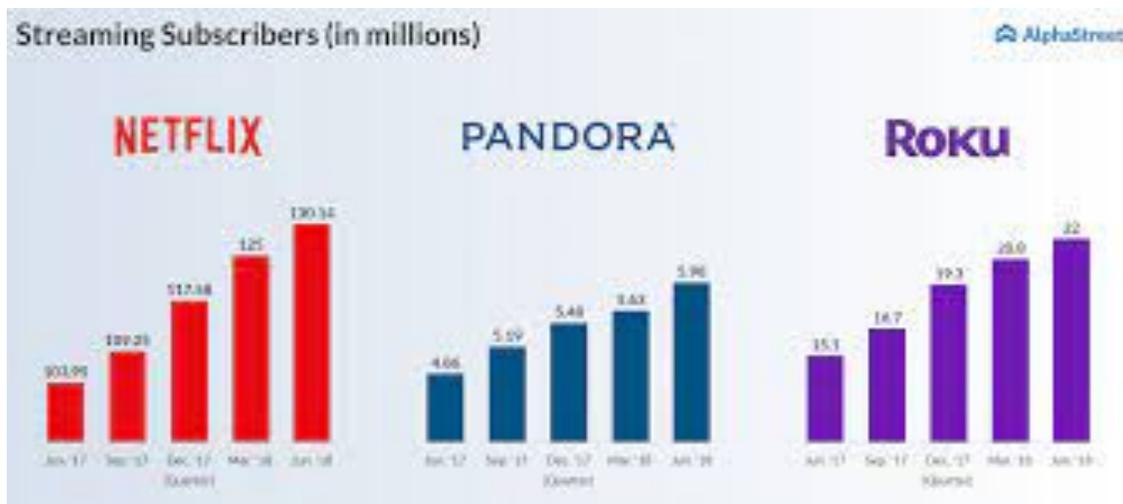
Introduction

Video Streaming Market

In the market study, where EGLA is referenced, states that a \$4.2B market is expected in CloudTV solutions by 2026. Live and subscription VOD market will account to \$87B worldwide by 2024, including US, Europe, LATAM, MEA, and APAC regions.



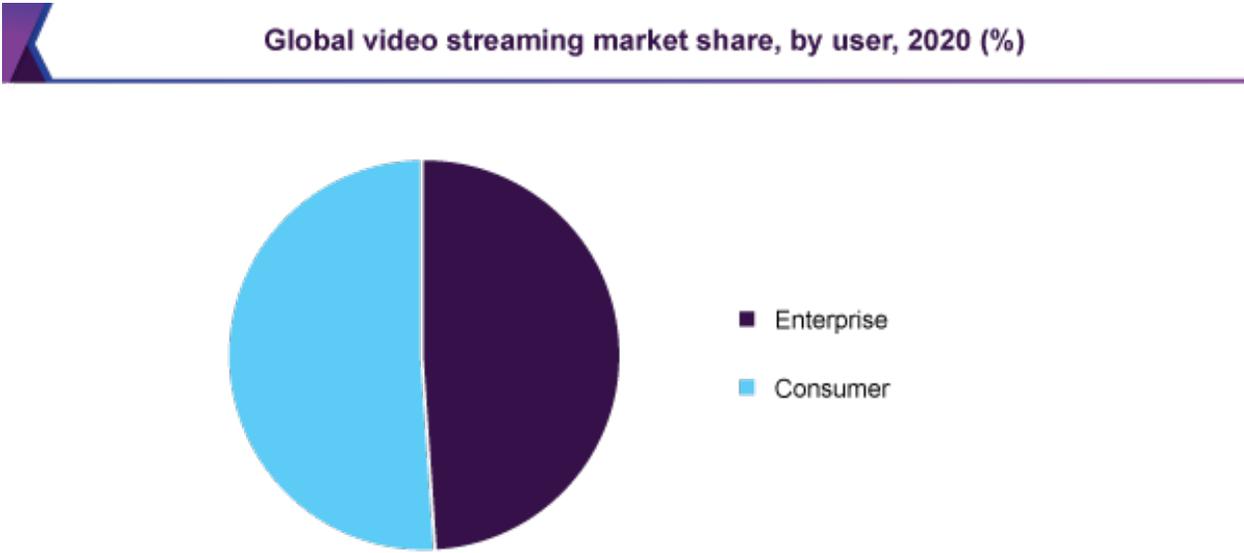
Netflix, Pandora, Hulu, Roku, and many other brands are recognized and centralize distribution of content.



A recent market analysis³ by states that:

“The global video streaming market size was valued at USD 50.11 billion in 2020. It is expected to expand at a compound annual growth rate (CAGR) of 21.0% from 2021 to 2028. Innovations, such as [blockchain technology](#) and [artificial intelligence](#), In the recent past, the popularity of such platforms over broadcast media such as YouTube and Netflix has increased considerably. Moreover, the rapid adoption of mobile phones owing to the growing popularity of social media platforms and other digital mediums for branding and marketing is anticipated to further fuel the growth.”

And further confirms that the live streaming segment is about 61% of the market as more consumers have fast internet connections. Live events such as sports, news, and many other events are attractive to end-users.



Source: www.grandviewresearch.com

In summary, the report presents a market size parameter as follows:

Market size value in 2021	USD 59.14 billion
Revenue forecast in 2028	USD 223.98 billion
Growth Rate	CAGR of 21.0% from 2021 to 2028
Base year for estimation	2020
Historical data	2017 - 2019
Forecast period	2021 - 2028
Quantitative units	Revenue in USD billion and CAGR from 2021 to 2028

³ <https://www.grandviewresearch.com/industry-analysis/video-streaming-market>

Background

EGLA CORP dba EGLA COMMUNICATIONS (“The company”) has been in the forefront of developing next generation video distribution systems where web widget and personalized TV streams are created. EGLA CORP is a 100% privately own company with no capital raised that has been funded only by Dr. Hernandez and his family, shareholders of EGLA CORP.⁴

EGLA is a Leader in Cloud TV Market

- The cloud TV market comprises major solution providers, such as Kaltura (US), Brightcove (US), Amino Technologies (UK), Muvi (US), IntelliMedia Networks (US), Pontis Technologies (Argentina), Mware Solutions (Netherlands), MatrixStream Technologies (US), **Egla Communications (US)**, ...). These players adopt new product developments as their key growth strategy.



The technology derived from EGLA CORP’s investments is MEVIA. The platform is a patented technology covered under US Patents 10,123,074 and 10,524,002 called “METHOD, SYSTEM, AND APPARATUS FOR MULTIMEDIA CONTENT DELIVERY TO CABLE TV AND SATELLITE OPERATORS.”⁵ The patented technology specially addresses a novel method to bring web widgets, web pages, and content created on the web to multimedia streams that are traditionally broadcasted to MVPD or multi-video programming distributors. A server, or series of cloud-based servers implement the patents plus the software created by EGLA CORP and that was the platform for music distribution for DMX Media, SKY Brasil, and more recently to CABLE COLOR in Honduras.

⁴ https://www.marketwatch.com/press-release/cloud-tv-market-analysis-by-size-share-trends-future-growth-emerging-trends-technological-innovations---global-forecast-to-2026-2021-04-14?mod=news_archive

⁵ Dr. Edwin A. Hernandez is the named inventor of this technology and as of June 4th, 2021 the USPTO added a “reasons for allowance” to the 3rd application and a consequence is highly likely that a 3rd patent will be added as part of this portfolio.

SUCCESS STORIES

MOOD MEDIA | DMX

- Distributed music content to 20M subscribers in LATAM
- Successful sale of MOOD/DMX to Stingray Digital for \$16M

SKY BRASIL

- Launched their SKY TUNES streaming service with EGLA

CABLE COLOR

- 700K Subscribers
- El Salvador, Honduras, and Guatemala



The Platform can be at least in two ways:

- Media centric – Streaming with web widget integration
- Web-centric with media integration (music or video).

For example, a TV network such as Bloomberg TV or TECHEDtv can create a video feed without personalizing or including a user's web widgets, for instance my personal twitter or facebook preferences.

As shown below, assume your own twitter feed, twitter already provides you with a list of things that are relevant to you. MEVIA by connecting to your feed will retrieve each of those and load them as you want them presented to you in your live TV feed for example.



Another use case covered by MEVIA is the integration of web widgets written in javascript, CSS and HTML5, which are standard APIs. Common web widgets include facebook ads, google ads, facebook comments, twitter feeds, stock tickers, weather widgets, sports result widgets, news notifications, among many, others.

As a sample, a web widget with a stock ticker was used:



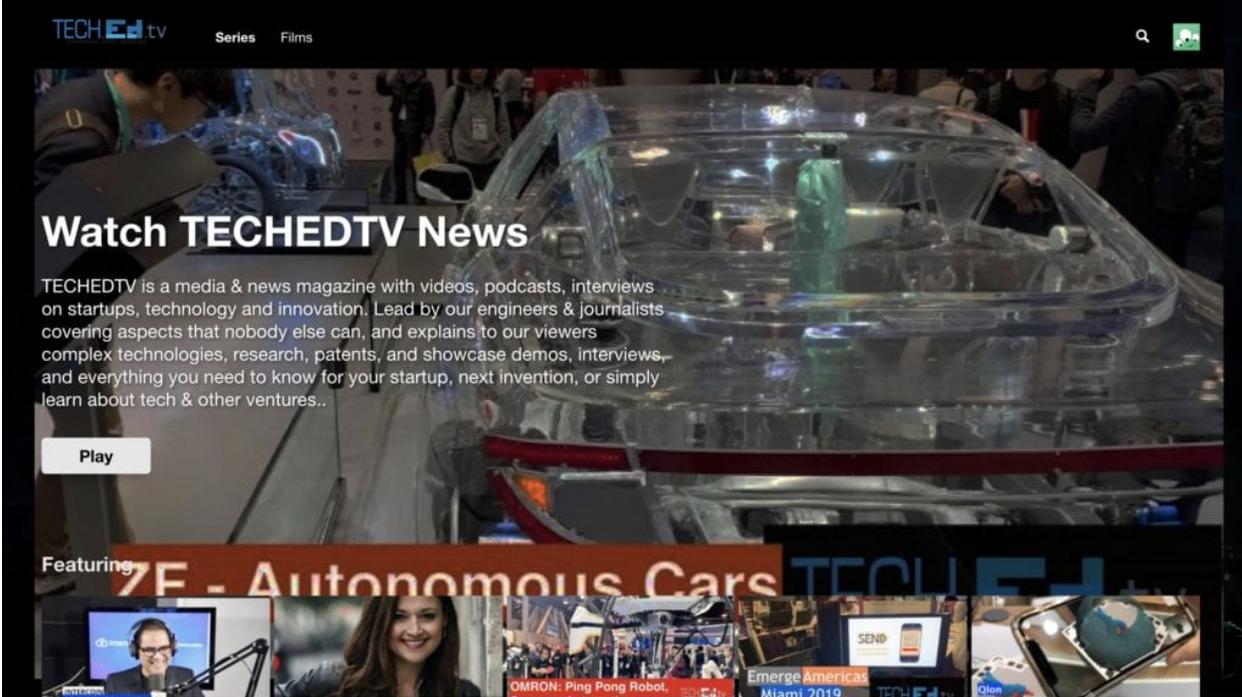
And was later embedded into a Bloomberg TV live stream feed:



Mevia can enhance On-Demand Videos and Streaming Platforms

In general, streaming platforms have grown exponentially to the point that MEVIA aggregators can be embedded into OTT and Streaming platforms, MEVIA itself has a streaming platform

system that generates a high-quality user interface with mobile and web applications that facilitate monetization with MEVIA and the MEVIA Network.



Mevia can enhanced Podcasts and Music-Only Content

For Music-only content, MEVIA already has developed a “reference” implementation that is called Music for Cable TV.



Music artist, song producers, and labels can load all their music assets and be distributed themselves with their own music application bypassing Pandora, Spotify, and other brands.

Additionally, music producers, labels, and artist can interact with the vast MEVIA network of endpoints and sell directly to OTT brands, IPTV carriers, or Cable Operators with a MEVIA edge node. For example, static pages with music background content generated in real-time with videos, tik tok feeds, twitter feeds, or other videos, and any other relevant musical or podcast information.



How it Works?

Mevia Network is composed of different nodes:

- **Mevia Aggregator Node:** The Mevia aggregator node(s) are entities that receive information from sites or websites tracking hashtags (e.g. #mevia), handles (e.g. @edwinhm, @meviaapp) and any other link online with dynamic information. The Mevia aggregator collects the information and generates streams.
- **Mevia Broadcasting Node:** The Mevia broadcasting now can work two functions: a) Broadcasting to Cable TV or satellite systems, and b) Broadcasting to IPTV or Over-the-Top functions.
- **Mevia Storage Node:** A distributed storage platform with redundant nodes used to store media content that has deem valuable. Although MEVIA can use IPFS, our mevia storage network is similar to IPFS but managed by the MEVIA Network⁶
- **Mevia App Engine & API:** This app engine include support for Chromecast apps, APIs with access to metadata of all music, live streams, or other media systems.
- **Mevia Edge:** The Mevia edge node connects generated content from a Mevia Broadcasting Node and the Mevia Aggregator to rebroadcast that to a CDN or IPTV
- **Mevia Guard:** The Mevia guard validates that content is protected and no node(s) or se to node(s) is maliciously acting over the Mevia network
- **End-users:** Those are two types: a) Subscribers, fans, followers that enjoy the content over the Mevia App or a TV App that b) Corporate subscribers that own OTT, IPTV or Cable TV networks with hundreds of millions of end-users connected to it.
- **Content-owners:** Content owners are those that produce VOD or content such as Youtube or IGTV, and traditional live 24/7 linear TV networks, or music owners.

Opportunity

MEVIA creates a personalized Streaming and TV Experience

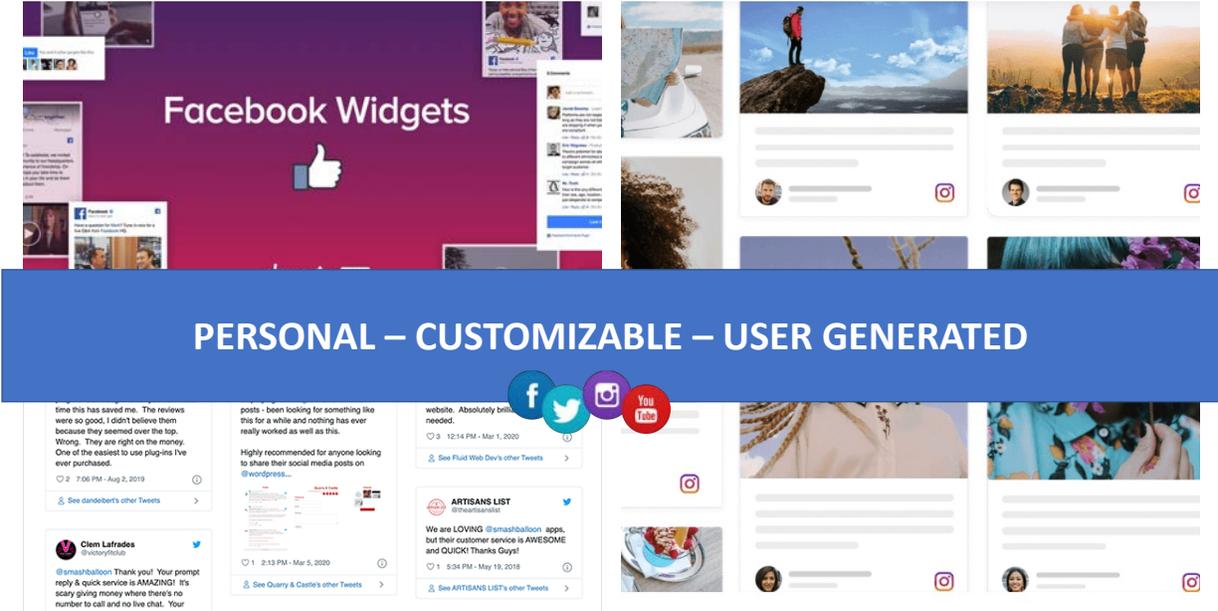
The MEVIA Aggregator node retrieves all user's or content owner's social media streams.



Popular websites are already pre-populated and support even the entire planet with billion subscribers. Social media drives traffic and generates engagement.

⁶ MEVIA has already been supported by GlusterFS-like systems managing TBytes of information in a distributed fashion.

“Social media companies are offering their social media platforms for electronic commerce of goods and services to drive revenues..... The global social media market is expected to grow from \$94.83 billion in 2020 to \$102.62 billion in 2021 at a compound annual growth rate (CAGR) of 8.2%.”⁷



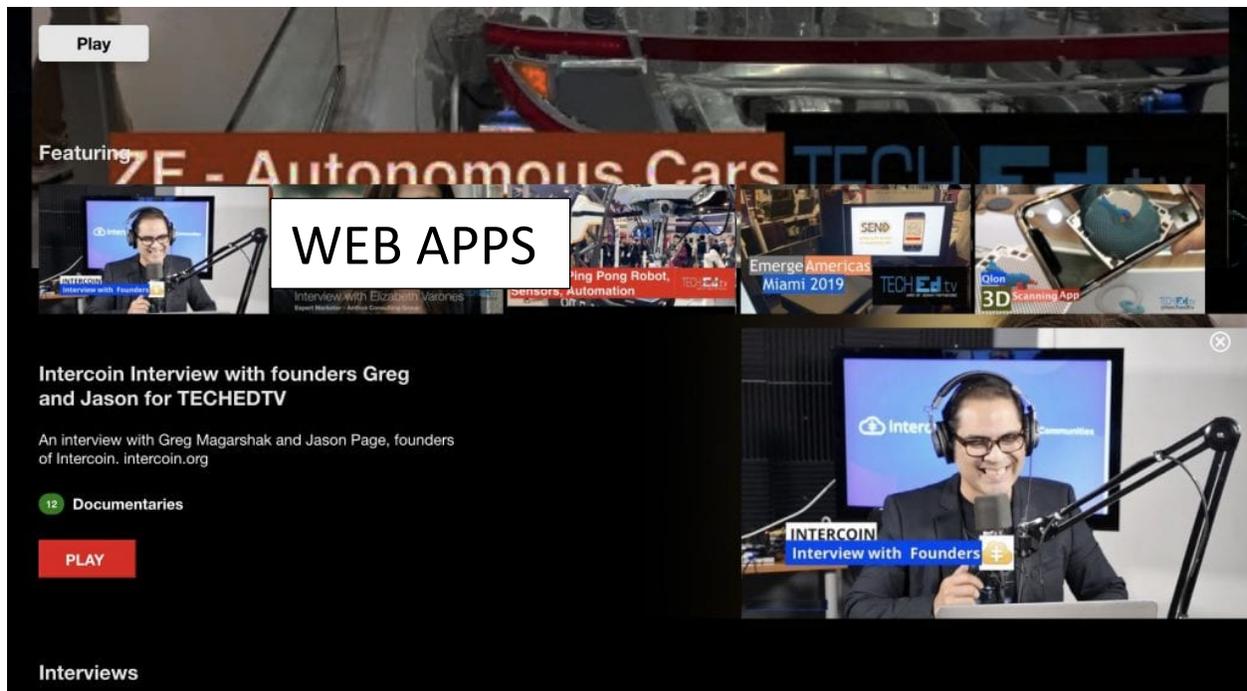
MEVIA Replaces Youtube, Hulu, and other Centralized Systems Distribution Systems

Content owners subscribed to the MEVIA Network have access to their own personalized platforms that are generated as part of the MEVIA Coin ownership.

As a result, they have access to:

- Mobile Applications
- Smart TV Applications
- Secured Storage for Media Content
- Web Presence
- Linear TV generation
- Artificial Intelligence
 - Generation of screen information and other media streaming content
 - Scheduling of events and playlists
 - Translation, HTML generation of elements.

⁷ <https://www.thebusinessresearchcompany.com/report/social-media-global-market-report-2020-30-covid-19-impact-and-recovery>



MEVIA Replaces Satellite systems to reach CABSAT Subscribers

MEVIA Broadcasting Nodes support all Cable and Satellite streaming protocols and connect to the MEVIA network. User Generated content is now available to Cable & Satellite systems as part of TV Streaming offering.

Traditional networks such as ESPN, Disney, CNN, and many others provide bundles to COMCAST, TIGO, Claro, Verizon, and hundreds of Cable TV and IPTV Providers.

MEVIA creates a marketplace for widget creators or “apps”

As MEVIA aggregates content from web widgets as a consequence creates a marketplace of web widgets.

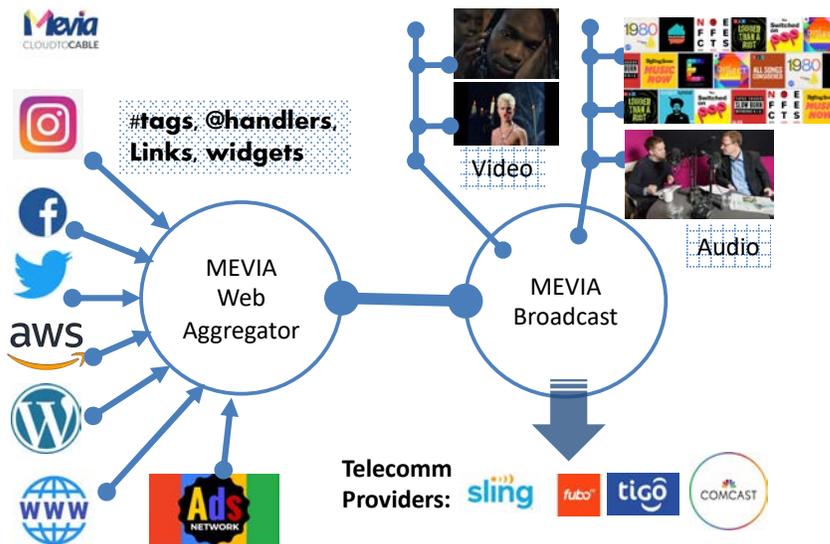
MEVIA creates unique NFTs for Events and your social interactions

As tweets, status updates, and other events are displayed on screen for 10-20 seconds, those are automatically converted into an NFT. For example, as a user is watching his favorite game may tweet a memorable statement for him to share with other users in social media or simply by saving it as an MP4 file in the NFT platform.



MEVIA NETWORK

The MEVIA Network is the decentralized platform that includes Apps, Web Presence, that bring user generated and personalized content to TV Streams. Additionally, MEVIA network replaces youtube, Hulu, and satellite systems all at once, eliminating all middleman from consumer to content owner.





MEVIA NETWORK TOKEN (\$MTV)

MEVIA is then a protocol and a token, MEVIA uses servers and nodes located at cable TV systems, CDNs, and other content distribution platforms. The ingest servers collect data from the content providers, while MEVIA Aggregator nodes collect data and social media content from multiple social networks: twitter, facebook, other websites with web widgets.

Essentially, the world of web widgets is integrated to the world of content owners and users personalize their streaming feeds and can watch personalized content at home, mobile, satellite, or cable TV systems.

The MEVIA.tv platform is tested and in use Cable Color, Honduras and services 700,000 subscribers for music-only content, however the interface modules with cable operators was validated ECLA CORP was the platform being used with 20M subscribers in operators such as Encompass, Cablevision, Axtel, TIGO, and many other, and later ECLA CORP's used with ver 3M subscribers with Sky Brasil.

Token Distribution

We suggest a distribution as follows but this sections is TBD in order to manage inflation and maintain value thru the Tokenomics.

Category	Tokens	Unlocked	Circulating
Pre-seed	1,000,000	-	-
Advisors	500,000	-	-
Liquidity	1,000,000	250,000	As. per req.
Pool	250,000	250,000	100,000
IDO	50,000	50,000	50,00
Staking & Rewards Fund	4,500,000	400,000	Linear Unlock
Ecosystem & Partners	3,500,000	-	-
Team	3,000,000	-	-
Tech & Infrastructure	4,000,000		
Content Licensing	1,000,000		

Founder and main team will be locked for a period of 5 years from selling their tokens or until the token valuation reaches \$1B.

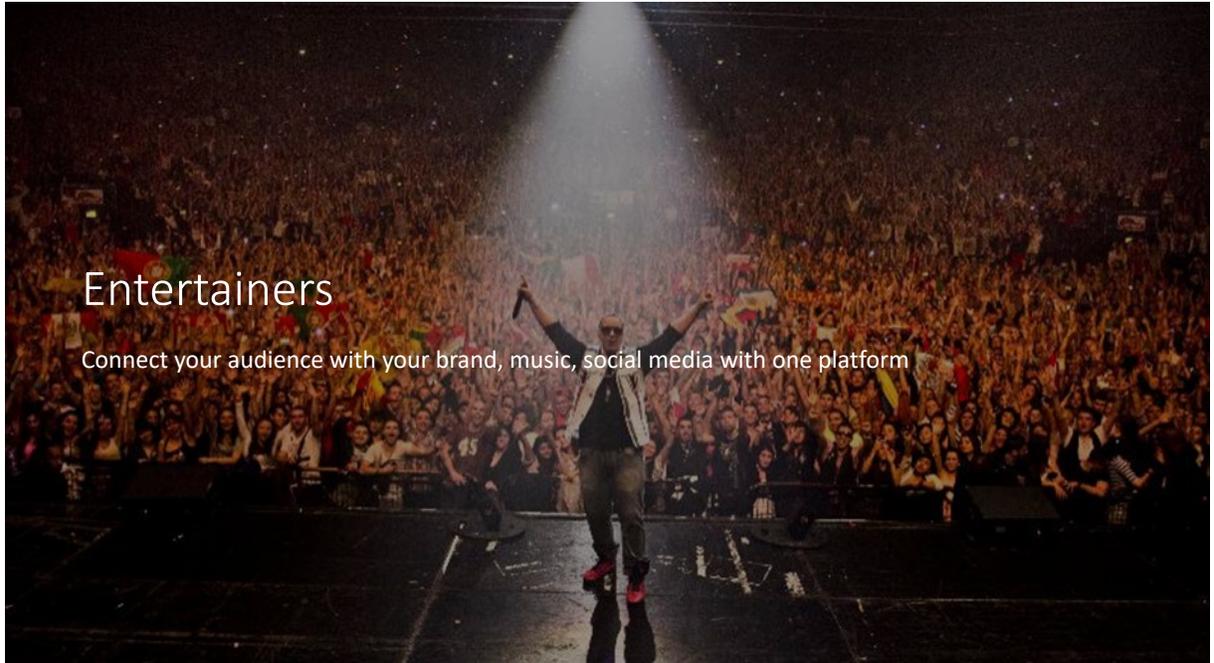
Token Addresses

Solana and Ethereum will be generated

Tokenomics

This is still under development, but the main goals are:

- Token owners of a large amount are considered content owner and can access and use those tokens to use network resources,
- As users consume content or licensing deals are stricken and tokens are going to be charged to the content owner
- NFTs for sale with memorable moments, with music, live streams, or podcasts.



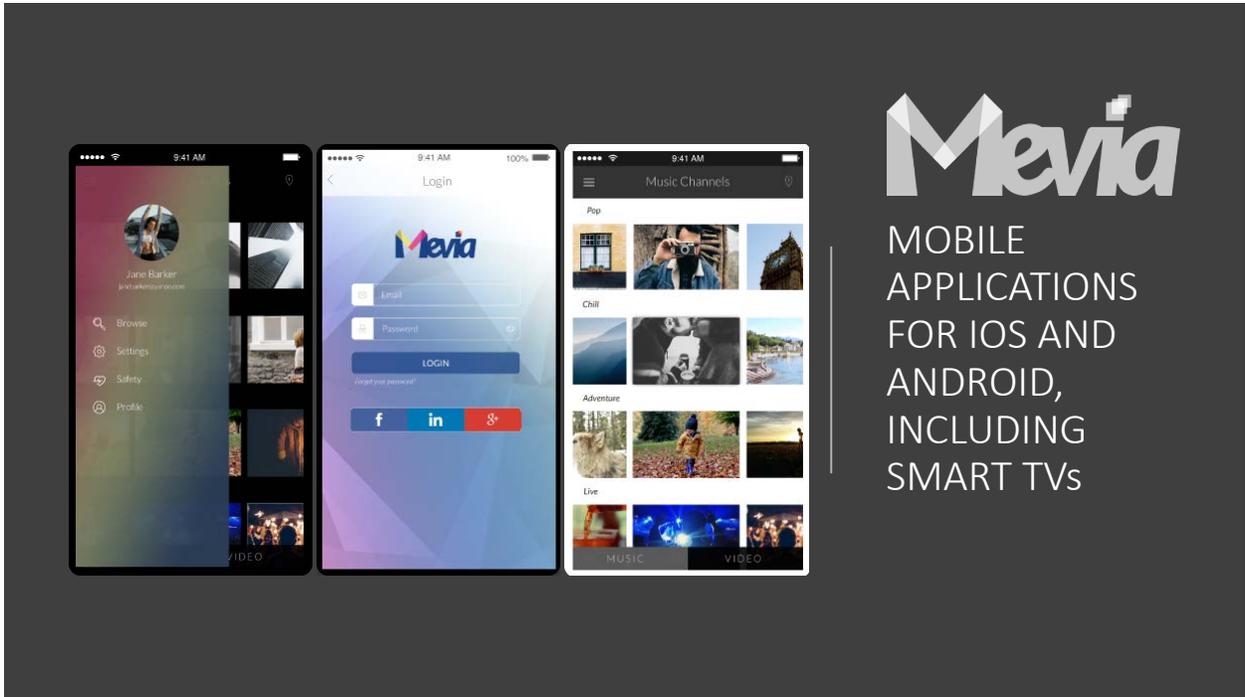
Entertainers

Connect your audience with your brand, music, social media with one platform

Software and Resources

Mevia App and Smart TV Platform

Mevia already has several apps functional for both mobile, web, and Smart TVs. Some of these apps will require further development and updates.



Mevia Nodes: Aggregator and Broadcasting Nodes

The nodes need to be placed in several providers and content owners, integration with other platforms might be necessary.

Mevia Guard

Node needs to be developed to protect proof of stake by content owners and subscribers.

Updates to Mevia Nodes, Applications, and Smart Contract Integration

This will be an on-going process paid by the token itself or fiat currency that is part of the technology team.

ROADMAP

TBD

Future Work

TBD