



White Paper

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Other Animal Entertainment Inc.

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Summary

Other Animal Entertainment Inc. is a Canadian film and TV company that is building AnimalTV.me into a globally accessible blockchain-enabled Web3 VOD (video-on-demand) / Streaming platform. AnimalTV decentralized blockchain technology advances the Copyright Holder's ability to monetize their professional film and video content. Copyright Holders include producers, production companies, distributors, sales agents, and owners of media libraries. Our smart contracts allow Copyright Holders to maintain control over their content while monetizing it on blockchain-powered VOD, a plug-and-play global distribution solution (for legacy and blockchain-enabled delivery), and multi-platform digital rights management (DRM).

AnimalTVs implemented smart contracts to authenticate the site users for advertisers and integrate their existing ad delivery technology. AnimalTVs AnimalWallet gives the site users transparency and self-sovereignty of their data.

AnimalToken is the utility token in the AnimalTV ecosystem.

The AnimalToken is used to pay Copyright Holders based on Proof of Play (PoP) records, interact with smart contracts in the Admin Portal, purchase items in the Animal Market, pay associated gas fees, and reward site users (Viewers and Subscribers as defined below). Additionally, AnimalToken is also used as a reward token through lockups, free airdrops, and promotional releases for our community.

AnimalToken is a fully minted ECR-20 Token with a hard cap of 100 million and cannot be burned. The AnimalToken is incorporated into the AnimalTV site using smart contracts. The use of smart contracts brings clear transparency while strengthening security for DRM.

The Problem

Blockchain Streaming / VOD / Video (User YouTube Style) companies are focused on storage and playback within a decentralized blockchain. Such on-chain decentralization prevents censorship and removal of content. While desirable for some forms of content (journalism for example) giving up control of proprietary content to a decentralized blockchain means a substantial loss of revenue for Copyright Holders who own / license / distribute professional media such as film and episodic series.

Adding videos, films, and TV to the blockchain decentralizes the distribution of the content, making it globally available. Many Copyright Holders are not willing to give up the revenue generated from permanently removing control of their copyright in this type of decentralized model. The other option is for Copyright Holders to license their media to centralized platforms such as Amazon, Netflix, or Tubi. However, such centralized platforms enjoy an oligopoly in the market that allows them to drive down the price of licensing, remove control from Copyright Holders, and give preferential discoverability to their proprietary content. The Copyright Holder

thus has very few options to monetize their content without loss of control to centralized intermediaries.

As VOD / streaming platforms continue to expand their users, advertisers have struggled to manage click fraud and user authentication (forbes.com). Advertisers are looking for trusted sites that have authenticated and engaged users. Engaging real-time authenticated users is becoming significantly more challenging with ever-changing global privacy laws, which are costing advertisers significant investment in data analysis that can be unreliable(forbes.com). Currently, VOD / streaming platforms users are unable to control how their data is used and cannot participate in the value it creates.

The Opportunity

Engagement data has remained centralized and opaque for site users and Copyright Holders. Meanwhile, VOD / streaming platforms are rapidly expanding year over year. This global VOD / streaming market is poised to grow to 100 billion USD by 2025 and in 2020, the market was estimated to be 50 billion USD globally according to ‘Digital TV Research’. The rapid expansion does not account for Smartphones, only ‘in-home internet user sign-ups’ and ‘Smart TV Sales’ (Digital TV Research).

As of January 2021, there were 4.66 billion internet users, or 59.5 % of the global population, of this total, 92.6 % (4.32 billion) accessed the internet via mobile devices (Statista.com). Currently, 97% of the world's population owns a smartphone; however, only 62% use them to stream short video clips according to (Business Wire) while only 35% of the global population has in-home broadband internet (Statista.com).

As smartphone service networks improve, and monthly data packages / speeds increase, these improvements will allow smartphone owners to stream content from streaming platforms without the need for an in-home or a third-party Wi-Fi network. Cellular networks will be the major driving factor in the exponential growth of the market for VOD / streaming platforms globally.

For site users and Copyrights Holders the centralized engagement data, and content monetization of content has remained opaque. Savvy Copyright Holders are looking for a transparent solution for monetizing their content. Digital Advertisers are looking for unique users engaging with high-quality content. At the same time, users want ever-increasing control over privacy and personal data.

The Solution

AnimalTVs Web3 ecosystem with the integration of smart-contracts sets it apart from the current VOD/streaming platforms. The AnimalToken opt-in environment incentivizes the Viewers and Subscribers within the site and or Mobile App. Advertisers will be able to utilize authentication protocols to find real and engaged anonymous site users. Copyright Holders benefit from strong DRM while gaining access to clear on-chain data, multifaceted content distribution, and global markets. All of these interactions can be managed through AnimalTVs robust Web3 ecosystem.

As emerging cellphone streaming markets become accessible and global in-home streaming expands, AnimalTV is building for this future. The merging of the traditional centralized model of Film and Television with the benefits of decentralized blockchain technology gives AnimalTV a unique advantage over other VOD / streaming platforms.

AnimalTV Web3 Ecosystem

1. AnimalTV Viewing Options

AnimalTV allows users to choose how they interact with the site and/or app. There are 3 types of users:

i. *Visitor - Free (No Sign-Up or login, Watch with Commercials)*

Visit the site or app and watch free content without contract or signup. The Visitor will have to watch commercials before and during the streaming of content. No rewards or airdrops are paid to a Visitor and some premium content may not be available without a subscription account. Visitors do not generate an AnimalWallet and remain anonymous.

ii. *Viewer - Sign Up No Fee (Commercials and Some Rewards)*

Sign up on the site or in the app and an AnimalWallet will be automatically generated. The Viewer is rewarded for the commercials watched during the streaming of content. The Viewer will be eligible for select airdrops and other promotional bonuses. Rewards are paid directly to the site-generated AnimalWallet. Some premium content may not be available without a subscription account.

iii. *Subscriber - Yearly Fee (Choice of Commercials and Rewards)*

Sign up on the site or in the app and an AnimalWallet will be automatically generated. A Subscriber can watch everything commercial-free. However, a Subscriber can choose to “opt-in” to earn more AnimalTokens by turning on commercials. They can also turn off commercials at any time. Subscribers are also rewarded with monthly airdrops of free AnimalTokens and other promotional bonuses. Rewards are paid directly to the site-generated AnimalWallet.

2. AnimalToken within AnimalTV

AnimalTokens can be used to purchase Animal NFTs, goods sold in the Animal Market, and for AnimalFest tickets (AnimalTVs Live Streaming Film Festival). Subscribers can also use AnimalTokens to pay for part or all of the yearly fee. When using the AnimalWallet within the AnimalTV Ecosystem users can use their tokens with minimal AnimalToken gas fees and without the need to pay for gas fees with Ethereum.

3. AnimalWallet

AnimalWallet supports ERC-20 AnimalTokens and ERC-721 / ERC1155D NFTs. An AnimalWallet is generated when a user signs up as a Viewer or Subscriber. Non-site users can generate an AnimalWallet with the AnimalWallet application.

AnimalWallet validates transactions when using AnimalTokens within the AnimalTV Ecosystem. AnimalWallet stores all viewer and subscriber data. This allows users to identify themselves without an authentication system like ‘OAuth’ and ensures data self-sovereignty. Viewers and Subscribers control how their data interacts within the AnimalTV ecosystem from within the AnimalWallet. As soon as Viewer or Subscriber disconnect their AnimalWallet from the AnimalTV site it also severs the connection to any shared data.

AnimalWallet uses secret information in the form of a ‘private key’ or ‘seed phrase’ to protect the user’s AnimalTokens, digital assets, and Data. AnimalWallet is used to validate and sign transactions when purchases are made within the AnimalTV ecosystem.

The AnimalWallet application may be used to store AnimalTokens outside the AnimalTV ecosystem for cold storage (standard Ethereum network gas fees apply). The AnimalWallet allows for AnimalTokens to be transferred to any third-party ERC20 wallet for storage. Moving tokens outside the AnimalTV ecosystem will incur standard gas fees for each transaction on the Ethereum network.

4. AnimalNFT (Non-Fungible Tokens)

NFTs are often bought and sold within a centralized marketplace in which the owner can never send their NFT outside this centralized marketplace. AnimalNFTs are real “on-chain mints” that represent true ownership. The on-chain minting allows users to trade - without the need of the marketplace - right from the AnimalWallet or any ERC-721 / ERC1155D wallet. The owner truly owns their NFT and not merely a string of numbers within a centralized marketplace. AnimalNFTs are on-chain making it “Your NFT, in your wallet”.

5. AnimalMarket (Official Merchandise)

AnimalMarket allows site Visitors, Viewers, and Subscribers to directly buy official merchandise from Film & TV productions that are a part of AnimalTV. Purchases are made in the AnimalMarket through a web browser or the Animal mobile application. Non-digital items are shipped to the purchaser's home while digital items are deposited into the buyer's AnimalWallet. Within the AnimalMarket purchases can be made with AnimalTokens from a connected AnimalWallet, Credit Cards, and other institutional payment methods.

6. Content Licensing

AnimalTV will feature all popular genres in multiple languages, including; feature films, children's programming, independent films, television, special interest, and international productions. The content collection encompasses large libraries of content as well as individual projects and productions.

7. Original Content Productions

AnimalTV will produce original content, including television, movies, TV movies, documentaries, specials, and other content. The production will be global, in major markets, and will be language versioned for viewing markets outside the original production language.

8. AnimalFest (Live Streaming Film Festival)

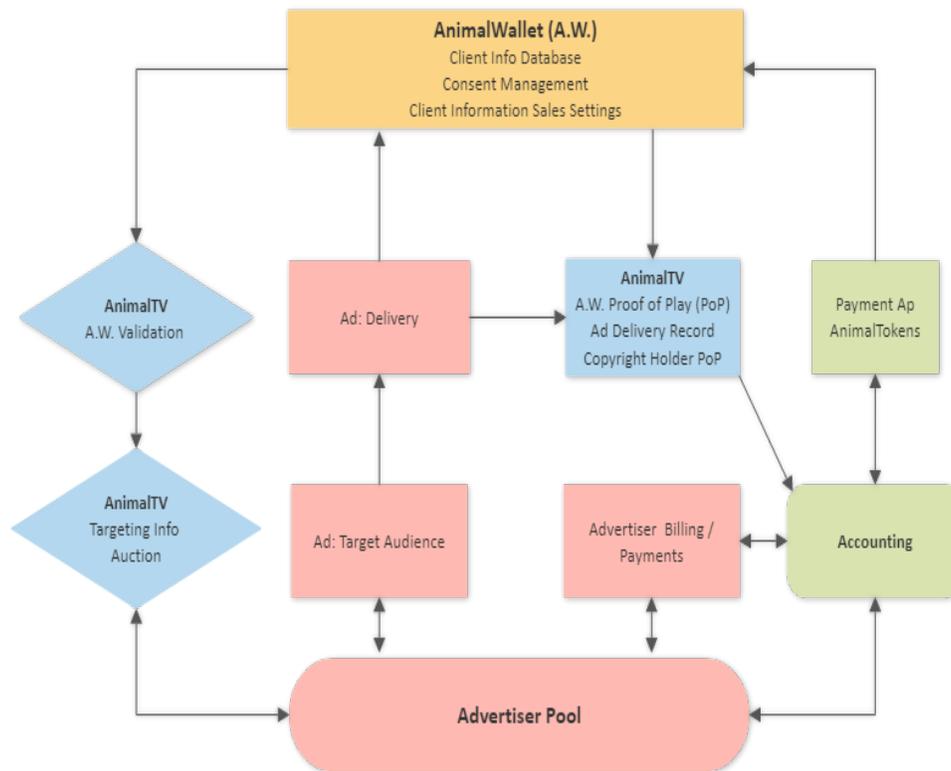
AnimalFest is an online film festival that takes place entirely online. The submissions will be judged by a jury panel made up of industry experts from around the world. Official selections will be posted on the AnimalTV website. For each official selection, NFT-Ticket holders will be notified of the live-streaming screening time and the NFT-Ticket allows the holder to join the screening. If a ticket holder is not able to join during the screening time slot, they can privately screen the film after the live-streaming event for the duration of the festival. AnimalFest NFT-Tickets are also Collectables and will allow for trading / collecting / buying / selling after the festival has ended.

9. AnimalTV within the Metaverse

AnimalTV will be active in the Metaverse being active in the changing landscape of internet streaming. AnimalTV is actively seeking partnerships with existing and still in development projects. Integrating the AnimalTV Web3 ecosystem into metaverse project frameworks will allow for virtual theaters, screening rooms, and streaming on virtual smart TVs.

10. Commercial Ad Calls

The AnimalTV Ad Call system runs inside the website and mobile app. The system works by having advertisers pay Viewers and Subscribers for each viewed commercial in AnimalToken. The AnimalTV ecosystem provides an anonymous, opt-in environment that protects users from advertising tracking and unwanted data collecting. While the opt-in environment protects advertisers from fraud and ad-blocking. The goal is to provide advertisers and users with an advertisement system that improves relevance and performance. In turn, this results in a positive experience for advertisers and most importantly, for our Viewers and Subscribers.



Digital Rights Management Portal

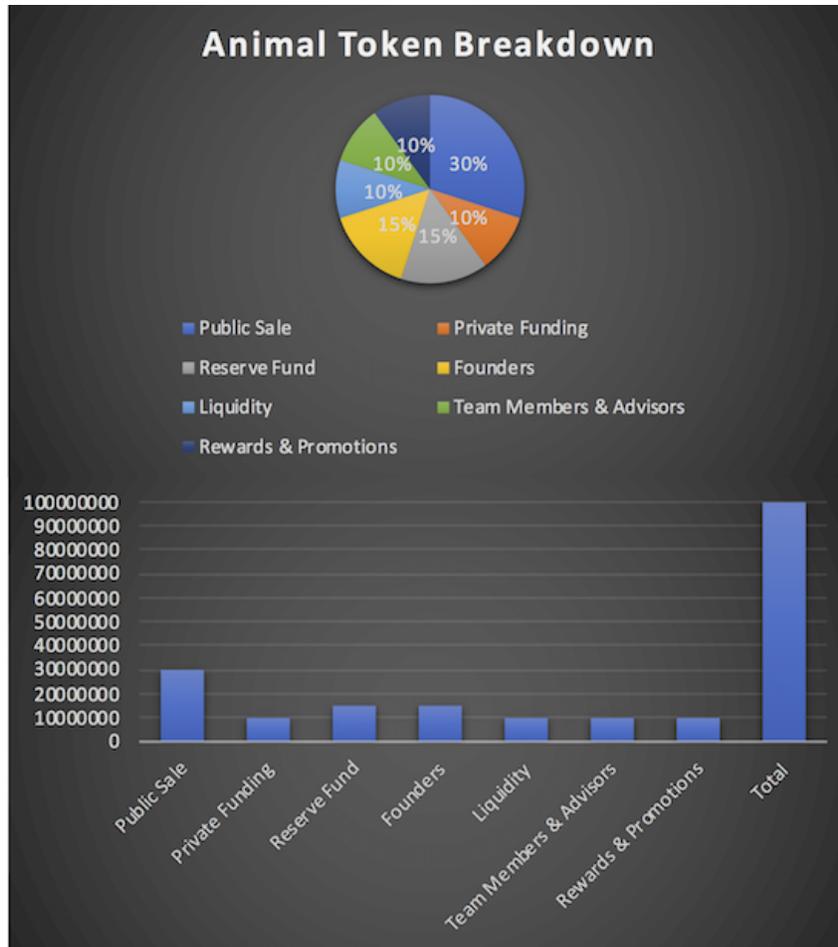
AnimalTV's Digital Rights Management Portal (DRMP) is a multifaceted content distribution platform where Copyright Holders manage their Digital Rights. DRMP uses smart contracts that provide protection and control for the Copyright Holders. The DRMP interface gives an easy-to-use 'no coding' experience for protecting intellectual property rights. DRMP smart contracts set up usage rules, distribution authentication, access and geo-gating by country or region, compensation tracking, and encoding tools. This provides Copyright Holders with complete transparency of engagement with their content and resulting revenue generation.

AnimalTV's DRMP works seamlessly for content exhibited on the AnimalTV platform and as a DRM portal that allows content to be embedded on third-party platforms. This allows Copyright

Holders to expand their sales beyond AnimalTV and license to other websites, VOD platforms, and digital distribution licensees.

AnimalToken Distribution Breakdown

There are 100,000,000 minted AnimalTokens. This is the maximum number of tokens that can be minted and all AnimalTokens have been minted. AnimalToken has split its tokens into separate wallets, keeping transactions clean, clear, and easy to track.



Public Sale Rewards & Promotions

AnimalToken has allocated 30% of the total supply (30,000,000 AnimalTokens) for a public sale. Interested buyers will be KYC checked and added to a whitelist. Whitelisted ERC-20 wallets will be able to purchase AnimalTokens through the www.animaltoken.io website. Sale dates are TBA.

Rewards & Promotions

AnimalToken has allocated 10% of the total supply (10,000,000 AnimalTokens) for user rewards and promotions including airdrops.

Founders

AnimalToken Founders received 15% of the total supply (15,000,000 AnimalTokens). In 2022 10% of the 15,000,000 AnimalTokens were released and this started the vesting schedule. The remaining 90% tokens are released quarterly over 5 years starting January 1st, 2023.

Private Funding

AnimalToken Private Funders received 10% of the total supply (10,000,000 AnimalTokens). In 2022 10% of the 10,000,000 AnimalTokens were released (1,000,000). The remaining 90% tokens are released quarterly over 5 years starting January 1st, 2023 as shown in the Vesting Schedule.

Liquidity

AnimalToken has allocated 10% of the total supply (10,000,000 AnimalTokens) for public release through liquidity on swaps and / or for exchange listings.

Team Members and Advisors

AnimalTV has allocated 10% of the total supply (10,000,000 AnimalTokens) for private release to Team Members and Advisors. Founders and / or executive board members will vote on how funds are dispersed.

Reserve Funding

AnimalTV will hold 15% of the total supply (15,000,000 AnimalTokens) for its Reserve Funding. This fund can only be used if AnimalTV passes a vote using the AnimalTV Governance Token. Rules for putting a vote motion forward and passing a vote can be found in the Governance Token section.

Incentives for Token Holders

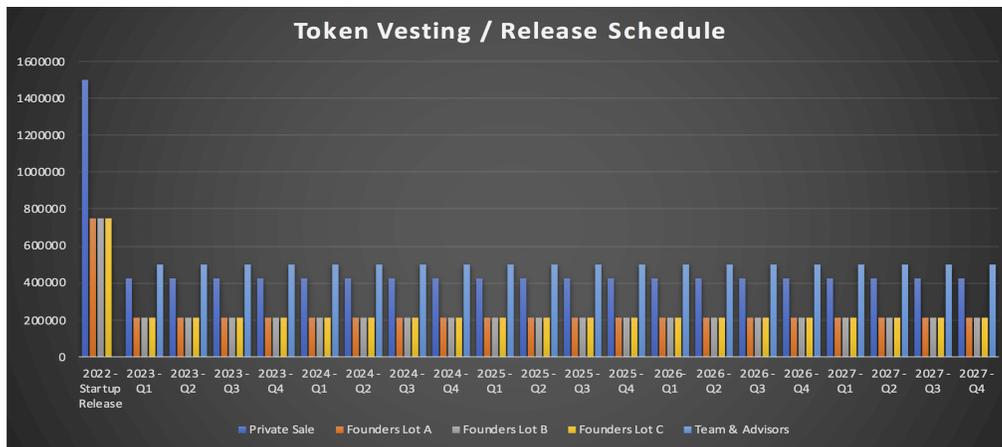
AnimalToken will offer token airdrop bonuses for early adopters and token holders in the form of lockup airdrop rewards. These rewards are based on a yearly APY of 8% for 30 days, 15% for 60 days, and 20% for 90 days. AnimalTokens will be locked using a smart contract. Once the AnimalTokens unlock, the holder may renew and continue earning free airdrop rewards. Early withdrawal is possible, but there is a “cool off” period of 7 days and a penalty of 0% of the airdrop rewards. These Airdrop rewards will be offered while AnimalTV builds its ecosystem

and continues until an end date is announced. An on-chain snapshot of token holders will be taken and used for early access to the AnimalTVs beta launch before the site's go-live date. This will not include wallet addresses on exchanges.

APY	8%	15%	20%
Token Amount	30 Days	60 Days	90 Days
1000	1006.58	1012.33	1016.44
10000	10065.75	10123.29	10164.38
100000	100657.53	101232.88	101643.84

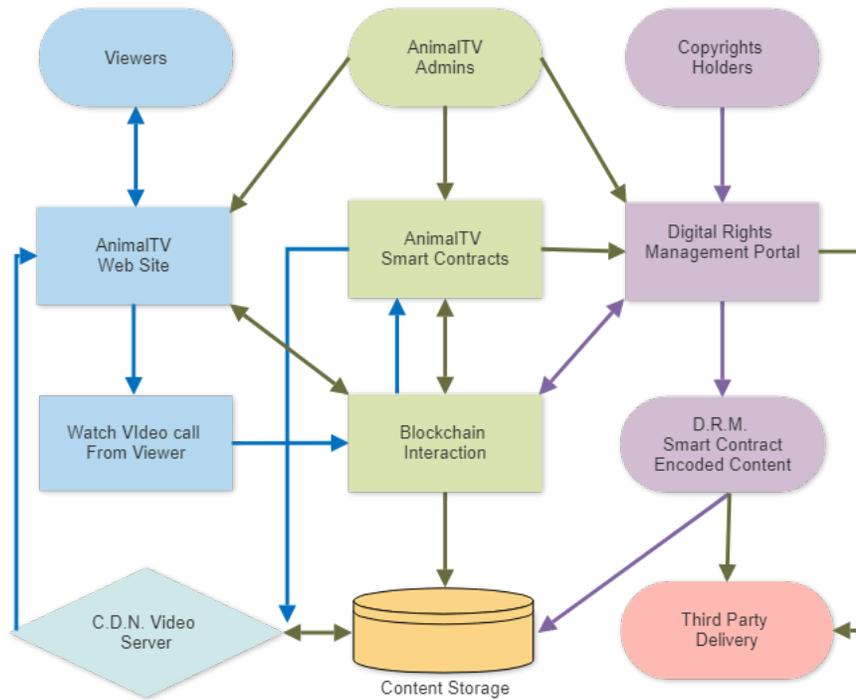
AnimalToken Vesting Schedule Timeline

Private Funding, Founders, Team Members, and Advisors make up 35% of the total supply (35,000,000 AnimalTokens). These tokens will be released quarterly over 5 years starting January 1st, 2023. AnimalToken/AnimalTV is insuring a longer-term investment and partnership with the Private Funders, Founders, Team Members, and Advisors. AnimalTV has released 15% of the Founders and Private Funding Partners tokens.



AnimalToken & AnimalTV Use of Smart-Contracts

AnimalTV uses smart contracts to allow Visitors, Viewers, Subscribers, Copyrights Holders, and Admins to interact within the AnimalTV website. A user calls for a video to play, which triggers the blockchain interaction. Smart contracts verify DRM and relay the play function to the CDN server. This creates a Proof of Play (PoP) for the content and commercials played. PoP records are stored and then used to reward Copyrights Holders, Viewers, and Subscribers. The PoP records then trigger fee and reward payments to all wallets for respective Copyright Holders and users.



Governance Token

Animal Governance Tokens allow the holders to help shape the future of AnimalToken and AnimalTV. Those holding Governance Tokens can influence decisions concerning the projects such as proposing and / or voting on new features or changes.

Owners of the Governance Token must have 10% or more of the Total Supply to put forward a proposal. Voting rights are granted by holding governance tokens in the AnimalWallet or supported ERC20 wallets. Voting takes place on Tally, allowing all token holders to participate in the vote. There is no minimum % of Governance Tokens to cast a vote. For a proposal to pass, it must receive 51% of the total votes cast. If the proposal has 50% or less of the cast votes, it will be struck down.

Votes passed within a smart-contract proposal vote are applied and deployed automatically within the smart-contract proposal vote. A team of administrators will implement all passed proposal votes that are not smart contracts. The Governance Tokens will be minted before the end of 2027 and will have a maximum of 1,000,000 Tokens.

Conclusion and Looking Forward

Traditional VOD / streaming models have expanded and they have not kept up with the needs of their users. Savvy, in-home, and mobile users are looking for sophisticated ways to interact with content beyond what's available through current VOD / streaming platforms. Users have also become increasingly aware of the value their attention creates. AnimalTV fills the gap between legacy VOD / streaming platforms and the evolving user.

AnimalTV is a forward-thinking Web3 company that has embraced the future of protected user data, decentralized blockchain, and smart contracts. Our emphasis is strong DRM with multifaceted content distribution delivered globally while building a strong community of authenticated and engaged users. AnimalTV is bringing our service to the mainstream by building a platform that is a bridge that works in tandem with decentralized technology and centralized business models.

AnimalTV allows Copyrights Holders to use blockchain technology to take part in existing and emerging markets. Site visitors maintain anonymity. The AnimalWallet allows Viewers and Subscribers to be rewarded for their attention while keeping the self-sovereignty of their data. Advertisers benefit from a highly engaged user community, with less viewability fraud and real-time reporting of performance stats, while being able to trust that the data is valid.

Our smart contract integration creates tangible value with every user interaction. The utilization of the AnimalToken to manage transactions in the ecosystem promotes the use of and demand for the tokens. We feel that AnimalTV will fundamentally change the way content is consumed and data is valued.

Legal Disclaimer

1. Introduction

The website <https://animaltoken.io> and <https://animalTV.me/> (hereinafter, referred to as the "Website") provides information and material of a general nature. The Website does not provide legal or financial advice of any kind. By using the Website, you act at your own risk. For any legal or financial advice, you should contact a lawyer or other licensed professional in your relevant jurisdiction. Under no circumstances will the owners of and / or contributors to the Website be responsible in any way for any actions, decisions, or other behavior taken or not taken in reliance upon the Website.

2. Animal Tokens are Not an Investment

ANIMALTOKENS & ANIMALTV ARE NOT INVESTMENTS. SPECULATIVE PURCHASING WITH THE EXPECTATION OF AN INCREASE IN VALUE CAN LEAD TO SUBSTANTIAL LOSS OF MONEY OVER SHORT OR EVEN LONG PERIODS. THE PURCHASERS OF ANIMALTOKENS SHOULD EXPECT PRICE VOLATILITY AND FLUCTUATIONS IN PRICE. THE INFORMATION PUBLISHED ON THE WEBSITE CAN NOT GUARANTEE THAT THE PURCHASERS OF ANIMALTOKENS WILL NOT LOSE MONEY IF THEY ATTEMPT TO RESELL OR TRADE ANIMALTOKENS.

3. Taxes

The users of the Website are solely responsible for determining what, if any, taxes apply to their AnimalToken & AnimalTV transactions. The owners of, or contributors to, the Website are NOT responsible for determining the taxes that apply to AnimalToken & AnimalTV transactions.

4. No warranties

The Website is provided on an "as is" basis without any warranties of any kind regarding the Website and/or any content, data, materials and / or services provided on the Website.

5. Limitation of liability

In no event shall the owners of the Website be liable for any damages of any kind, including, but not limited to, loss of use, loss of profits, or loss of data arising out of or in any way connected with the use of the Website.