

INTERNATIONAL BLOCKCHAIN NETWORK OF INDEPENDENT FILMMAKERS



FULL - WHITE PAPER

**THE PLATFORM FOR FINANCING,
PRODUCTION AND DISTRIBUTION OF FILM
PROJECTS - BASED ON BLOCKCHAIN
TECHNOLOGY**

cinemadrom.com

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1. INTRODUCTION



Our main goal – it is to create a new, developed, and independent system of the world film industry, in which every film will pay off, and every second will bring profit to its creators and investors!

To achieve this goal has been developed - PLATFORM FOR FINANCING, PRODUCTION AND DISTRIBUTION OF CINEMA PROJECTS - BASED ON BLOCKCHAIN TECHNOLOGY.

The world face of finance is gradually changing. We are on the verge of entering the era of global digital currency. In 2018, we finally see clear signs that the cryptocurrency, such as Bitcoin, Ripple, Ethereum, and others, for the first time in our history, penetrates not only into the banking system, but there is global tokenization of world business.

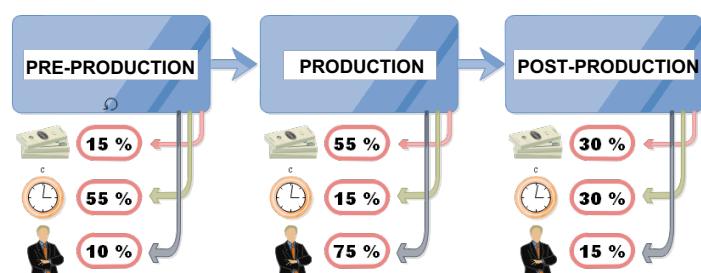
More and more enterprises are opening or reorganizing their business using blockchain technology. In recent years, this process is not an accident - it is the economy of the near future. All enterprises operating on the blockchain technology will occupy leading positions and oust enterprises based on the classical economic market model.

Cinema is no exception and occupies a significant part of the modern culture of many countries. Therefore, cinema tokenization is also necessary and justified. In many countries, the film industry is a significant sector of the economy.

Movie production is always a time consuming and costly process. Cinema alone is not done - it is always the collective work of a huge number of specialists ranging from the authors of the film (scriptwriter, director, composer) and ending with a simple worker on the cinema area.

To create a full-length film you need to systematically go through three main stages (preproduction, production, post-production) and the final result of this process is the hire of the picture (showing to the viewer). So for which particular movie was filmed.

1. INTRODUCTION



Film production is not uniform. At each stage, you need to spend a different amount of money, time and labor resources.

Pic.1 – Stages of production of the film, the series.

Investments in film production is also distributed unevenly. Accordingly, the financing of the project is uneven. We have divided the project financing, three stages of the stages of production of the film.

Based on the production technology, the investor can invest in the project completely, or divide his investments into parts - preproduction, production, postproduction.

Investing in a movie project at an early stage preprodaknsh - always more profitable. In this case, the investor receives a significant discount of 10-20%.

After the longest preproduction stage, the team and the investor, based on the scenario and investment valuation, already understand how much profit the project will bring. If the team is not satisfied with the calculated financial result, then a completely finished project can already be sold at the preproduction stage at the IBNIF Film Market, another film company, and recoup its investments.

The production of a film is a costly and laborious process, and only a spectator with his money can appreciate this colossal work of many people. The collected money from the distribution of the picture is always an accurate indicator of the success of the film. The more money the picture collects, the more interesting and more importantly the movie story is closer to the viewer. In the movie business, the viewer votes with money, and in our case a crypto with a LUMIERE coin.

The more pictures and serials will be shot, the better the film production will be, which will constantly be focused on the viewer, on his emotional needs and such a movie will collect the necessary funds and pay back the production of bringing profit to the authors of the film and its investors.

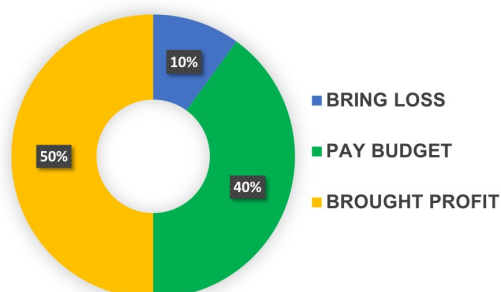


1. INTRODUCTION

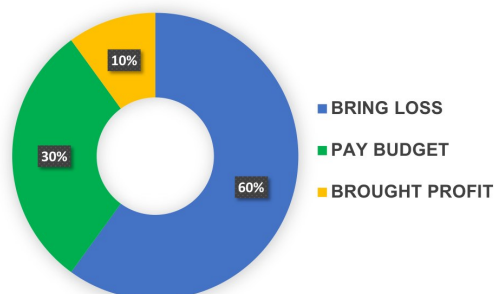
According to statistics from 100 paintings, only 10% become successful and interest the viewer. At best, these 10% only pay off 100 produced films, and there are no longer any assets left to produce new films.

Pic. 2 – Real time statistics of profitable and unprofitable films.

Profitability of films IBNI CINEMADROM.
In the future, **50%** of the produced films bring profit.



Profitability statistics produced films.
Currently, only **10%** of films bring profit.



With the help of IBNIF CINEMADROM, we bring this figure up to 50%. Due to this, filmmakers can use this platform to release another 100 films and another 100, and another 100

Pic. 3 - Future statistics of profitable and unprofitable films with IBNIF CINEMADROM technology.

1.1 WHY IT HAPPENS? WHY ONLY 10% OF FILMS BECOME SUCCESSFUL?

It's simple! In fact, there are a lot of factors involved. The main problems can be identified:

- The author has interesting ideas, but there is no financial opportunity to implement them and organize filming. The viewer may never see a potentially successful picture.
- The financing of the film project from the state - can receive only large studios. For independent manufacturers to find money is difficult. For debutants and novice cinematographers - almost impossible.
- Difficulties in finding private investors and money in the cinema funds.
- Producers often make films to make money on the set. Most films do not pay for themselves, production costs do not come back, there is no guarantee to pay off the film due to large deductions to distributors. In the end, it turns out not an interesting movie.
- It is difficult to find qualified specialists, many of them are already engaged in production or require a significant fee.

1. INTRODUCTION

- The script is not finalized, co-authors are needed, there is no guarantee of payment to the authors, or the payment fund is significantly reduced, which affects the quality of the picture.
- The lack of clear guarantees of timely payment by the producer and proper execution by the specialist. The specialist is not always interested in a successful film rental, since he does not receive any deductions from the rental of the film.
- There is no guarantee the preservation of copyright in the work for the author. Often ideas, scenarios are stolen and reworked by themselves - distorting the author's intention and making the film worse.
- The monotony of the plots and the degradation of cinema creates a crisis in the industry. Endless remakes and sequels are of the same type. Few interesting stories with the meaning and depth of the plot.
- The absence of a global social platform for the interaction of all participants in the production of independent cinema.
- Endless problems of organizing the production of co-production (financing, transactions, organization of surveys) with other countries.
- It is impossible to organize distribution or sell the rights to show a film for TV, we need connections and access to producers and studios.
- Large deductions to distributors when showing pictures in cinemas from 50% to 75% of fees.
- There is always a tacit state censorship of films and TV shows.
- Movie actions - pirates and copyright infringement.
- Independent filmmakers do not have access to the international distribution market.
- The distribution of income in the film industry is greatly biased towards middlemen-distributors, rather than producers of independent cinema.

As you see, the range of problems is very large, and this is only a small part of existing.



ALL THE ABOVE LISTED PROBLEMS OF CINEMATOGRAPHERS, SUCCESSFULLY SOLVES THE INVESTMENT PLATFORM – BLOCKCHAIN AND SMART CONTRACTS BASED, CREATED BY IBNIF CINEMADROM.

THE INTERNATIONAL BLOCKCHAIN NETWORK OF INDEPENDENT CINEMATOGRAPHERS IS AN EVOLUTION IN WORLD CINEMA!

1. INTRODUCTION

HOW DOES THIS HAPPENS? LET'S CLEAR.

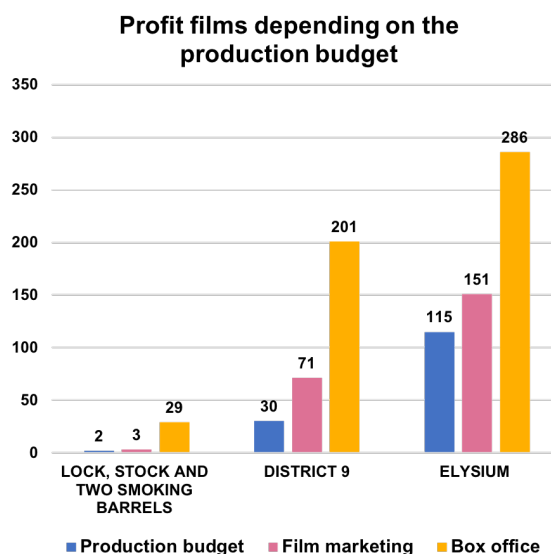
Film production is a costly, but highly profitable business, the threshold for entering this business is very high. This makes it impossible to attract young and talented cinematographers to the cinema, and experienced cinematographers do not always manage to withdraw their project due to lack of funding.

From this it follows that the cinema loses a possible cinema masterpiece, and the viewer does not see a lot of high-quality, interesting, and relevant films.

1.2 HOW MUCH DO I NEED TO INVEST THE MEANS IN THE PROJECT PRODUCTION AND FILM MARKETING ON THE EXAMPLE OF THREE MOVIE HITS WITH DIFFERENT BUDGETS.

The priority of the IBNIF CINEMADROM - is the production of low and medium budget films. Which bring the maximum profit to investors.

Pic. 4 - Film Project Profitability Chart.



Based on the world practice of film production, it is clear that the production of full-length:

- **LOW** - budget picture requires about from **0,5 mln.\$ to 10 mln.\$**
- **AVERAGE** - budget picture requires about from **10 mln.\$ to 70 mln.\$**
- **HIGH** - budget picture requires about from **70 mln.\$ to 150 – and higher mln.\$**

Therefore, based on the principles of cost-benefit ratio, it can be seen that a well-made low and medium budget film can bring even more profit than a high-budget one.

1. INTRODUCTION

1.3 IN WHAT UNIQUENESS AND MAIN ACHIEVEMENT OF IBNIF CINEMADROM.

- ✓ For authors and producers, we reduce the threshold for entry into the production of motion pictures from \$ 1-5 ml. to \$ 100.
- ✓ We provide the opportunity for a short time to collect the necessary budget for the production of the film.
- ✓ We are creating a new, transparent accounting system and an instant payment system in all areas of the film industry.
- ✓ We are introducing a new standard of contractual relations in cinema based on clever Smart Contracts, which are completely superior to paper contracts.
- ✓ Create an effective insurance system for movie projects.
- ✓ We are creating an effective integrated blockchain system for managing the entire economy of the life cycle of film production and distribution.
- ✓ We create three production options, on the basis of which each placed film project is guaranteed to go into production.
- ✓ For all authors and producers of film projects after the completion of production, we provide guaranteed film rental.
- ✓ For all participants of the IBNIF platform - (investors, authors, producers, actors, spectators, cinema groups, partners) create effective conditions for earning cryptocurrency and fiat money.

1.4 WHAT IS THE MAIN ADVANTAGE OF SERVICE IBNIF CINEMADROM.

Now any cinematographer, both beginner and experienced, using the IBNIF CINEMADROM platform - can:

- Guaranteed - get funding and start production of your movie project.
- Guaranteed - send your movie or series to the distribution.
- Guaranteed - to collect the planned film box office, without an extra chain of intermediaries.

Basis of the IBNIF platform – is crypto coin LUMIERE associated with smart Smart Contracts, which automatically control and distribute all profits between investors, partners and the team that produced the picture, as well as retains copyright of the authors and property rights for the investors.



2. ABOUT PROJECT



INTERNATIONAL BLOCKCHAIN NETWORK OF INDEPENDENT FILMMAKERS

- This is primarily a service for organizing film production and distribution of films created by independent filmmakers, as well as an effective mechanism for collecting and distributing funds necessary for the production of films, TV shows, animation - based on the blockchain technology using crypto assets (crypto currency).

Let's understand platform architecture IBNIF CINEMADROM:

- 2.1 How works IBNIF CINEMADROM?**
- 2.2 What does it looks like for cinematografer?**
- 2.3 What does it looks like for investor?**
- 2.4 What does it looks like for project user?**
- 2.5 What does it looks like for project viewer?**
- 2.6 What does it looks like for partner?**
- 2.7 What does it looks like for freelancer?**

In order to carry out its function, IBNIF CINEMADROM launches the LUMIERE crypto coin. Crypto currency LUMIERE is intended for - the execution of Smart Contracts, the conduct of internal calculations with investors, filmmakers, actors, partners and spectators. LUMIERE is used for remuneration, wages, guarantees, discounts, bonuses. With the financing of film projects is an analogue of the property copyright on the film.



2. ABOUT PROJECT

2.1 How WORKS - IBNIF CINEMADROM?

IBNIF CINEMADROM – This is the International Blockchain Network of Independent Cinematographers, which is built on the new technological, and financial principles of interaction between all film production participants, authors, producers, specialists, investors and viewers. At its core, IBNIF CINEMADROM uses blockchain technology.

BLOCKCHAIN – it is a technology for recording information distributed on tens of thousands of users' computers participating in this network. Once the recorded information can no longer be deleted or edited, it remains for ages.

The best way to use BLOCKCHAIN technology is a variety of financial relationships among all PROCESS PARTICIPANTS.

Currently, the technology of blocking is actively developing and in the future will be able to supplant classical economic models. Fast transfers, low commissions allow you to bypass the chain of banking intermediaries, thereby saving time and money.

The application of Smart Contracts increases the purity of transactions and eliminates fraud factors. BLOCKCHAIN legally ensures that no one steals your script or movie. Copyrights to the film and financial investments - everything will be recorded in the blockchain system (distributed database around the world).

SMART CONTRACT – This is an electronic transaction that is automatically executed after all the conditions between the parties to this transaction have been fulfilled.

First of all, IBNIF CINEMADROM will create financial conditions for the launch of film production based on Smart Contracts. For authors, producers, investors, partners and film groups - LUMIERE smart contracts and a crypto coin will guarantee funding, copyright preservation, film production and distribution, as well as the sale of property rights to the film.

IBNIF CINEMADROM - will break the monopoly of the largest studios and simplify the entry of new players to the market, drastically reducing the amount of money needed to start film production.

2. ABOUT PROJECT

2.1.1 OPPORTUNITIES FOR PLATFORM USERS IBNIF CINEMADROM



FOR AUTHORS

Opportunity to film your creative idea independently or in co-authorship. Find a producer, director, creative team and implement your project. Create a scenario group to work on their plan. Sell the script on the online movie market.



FOR PRODUCERS

The opportunity, without politics and connections, in a short time to collect the necessary budget for the production of the film, start shooting and go to hire. Find the script, the author, the director - for the film version of his plan. Get profit from the film project.



FOR DIRECTORS

Ability for directors debutants put their first full meter. For experienced filmmakers assemble a team and get funding for their project. For beginning directors take off a short meter for festival rentals. Make a career in cinema.



FOR INVESTORS

The ability to create a portfolio of projects of different genres, with the optimal ratio of risk and return. Buy and sell property rights to movies and screenplays. Get a profit. Having a library of films, constantly receive deductions from the use of rights to shows.



FOR PARTNERS

Opportunity for cinemas and distribution companies to increase distribution fees. For organizations providing services to filmmakers - to get new consumers of their product or service. Enter new regional and international markets. Increase profits.



FOR SPECTATORS

Opportunity to choose to watch a movie in a partner's cinema or in the IBNIF Streaming service. Receive LUMIERE crypto coins for watching movies and advertising. To form a rating of film projects, and to make suggestions for improving films. Participate in funding and filming projects. View movies and TV shows of various genres at any time.

2. ABOUT PROJECT



FOR ACTORS

The ability to get the main roles and supporting roles in film projects around the world. Participate in castings at the screen in a convenient location. Become a co-author, author of the film project. Novice actors constantly improve their acting skills. Become in demand in the film industry.



FOR FREELANCERS

The opportunity for specialists, cameramen, artists, assistants, property owners, gaffers, translators and other masters in their field to constantly receive new orders and work all over the world. Both for projects on the platform and off-platform.



FOR ADVERTISERS

Ability to select targeting by various geographic, social, age, religious, economic, intellectual and other parameters of the identity of a potential buyer. Gather your loyal target audience, form a community. Invite new customers and enter new markets.



FOR BLOCKCHAIN INDUSTRY

The IBNIF CINEMADROM platform - attracts capital from the real sector of the economy to the blockchain environment. Develops and popularizes blockchain technology. Creates a new blockchain technology and a crypto coin LUMIERE, to solve the main problems of production and distribution of films in the world film industry.

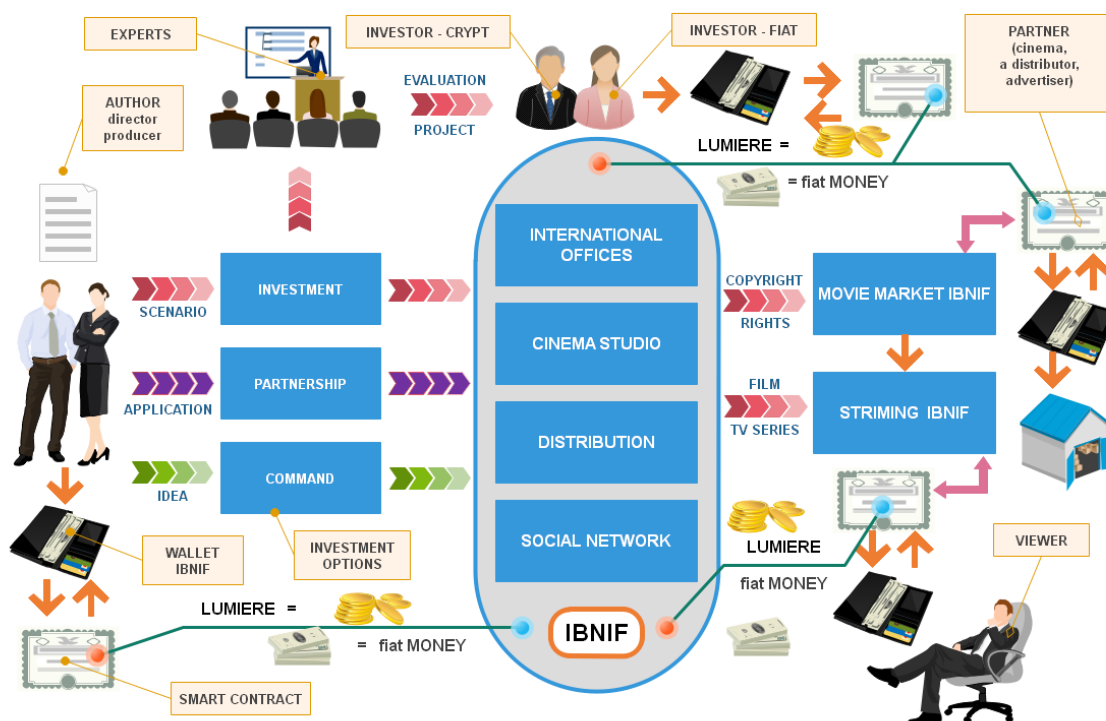


The unique ecosystem of the IBNIF CINEMADROM platform - allows ALL USERS to earn LUMIERE crypto coins immediately after registering with the services!

2. ABOUT PROJECT

2.1.2 PROCEDURE FOR FINANCING FILM PRODUCTS PLACED ON IBNIF CINEMADROM PLATFORM.

The scheme for the PRODUCTION of IBNIF film projects



International Blockchain Network of Independent Filmmakers

Pic. 5 – The scheme of financing and production of film projects

FINANCING, MANUFACTURING AND BUYING, PROPERTY RIGHTS FOR FUTURE FILM.

- The user of the platform (author, producer) is registered on the platform. Selects the option of financing and film production (investment, partnership, team). Places an application, synopsis, script. Cinema project is evaluated by experts and viewers (focus group).
- After approval of the film production application, a Smart Contract of the project is automatically created. According to the Limit of Costs and the Checkpoint (Calendar - Staged Plan), the necessary budget for the production of a film in the equivalent of a crypto coin LUMIERE is determined.

2. ABOUT PROJECT

- To invest in the production of a movie project and become a co-producer of the film, an investor in the Personal Cabinet cinemadrom.com, you must purchase through the Smart Contract movie project, the crypto currency LUMIERE. You can buy LUMIERE for the crypto currency ETH, BTC or for fiat money at the market rate.
- The LUMIERE currency purchased in the private office through the Smart Contract film of the crypto project becomes the equivalent of the investor's property rights to the chosen future film and is frozen when investing in a movie project.
- Received crypto assets through the Smart Contract of the project are credited to the main crypto currency account of this movie project. Property rights in LUMIERE equivalent are assigned to the investor via the Smart Contract in the IBNIF CINEMADROM blockchain.
- Each film project approved by IBNIF, regardless of the number of collected tokens or fiat money, goes into production. If the project does not collect the stated Soft Cap, the partner version of the project production is automatically activated and IBNIF CINEMADROM allocates additional funds acting as a partner of the movie project.
- Cinema project receives funding on a production schedule based on Costs Limits and CPP. From the main account of the movie project, the crypto currency LUMIERE is transferred in tranches to the production account of this project. Cinema group, realizing all stages of film production, provides investors with reports on each stage of production. Investors see how their investments are implemented. The cinema group proceeds to the next production stage and receives the next tranche.
- Cinema project goes through all stages of production. Upon readiness of the project, the Author, the producer, send the film to the distribution of IBNIF CINEMADROM. The film goes to partner cinemas and IBNIF streaming. Fees from the distribution of the film come to the main account of the movie project through the Smart Contract.

2. ABOUT PROJECT

- Smart contract automatically calculates and distributes profit between investors and film producers of the project in accordance with their rights to the film. The crypto currency LUMIERE, which is analogous to the copyright property rights for this film, is unfrozen. In the future, all actions with the LUMIERE project invested in the cinema can be performed - without restrictions. If an investor wants to sell his property rights to a film, then he needs to do it in the investor's personal account by way of a reverse transaction.
- Thus, having made a reverse transaction and selling LUMIERE as the equivalent of the property rights to the film, the investor receives a profit from the distribution of the film and returns the previously invested funds. After the sale back, the property rights to the film are alienated from the investor.
- An investor in personal account can sell a part of LUMIERE, relating only to the profit from investments in a movie project, and leave the rest of LUMIERE relating to property copyrights. In this case, the investor reserves the property rights to the film. Copyright property rights allow an investor to create his own library of films, which throughout the entire life cycle of films (5-15 years.) Will bring to the investor royalties from the sale of urgent rights to show a film in partner services (TV, Satellite TV, Cable Networks and .d.)
- Profit from the distribution of the film, in the form of a crypto coin LUMIERE, the investor can bring to the crypto exchange or buy parts of the rights of other movie projects.

IBNIF WALLET - This is a personal MULTI-CURRENCY wallet integrated to IBNIF-CINEMADROM.



Any person on the planet (with the exception of the United States and some countries) in his investor's office on cinemadrom.com can purchase the LUMIERE crypto currency by transferring the crypto currency ETH, BTC from his wallet through the Smart Contract of the selected movie project to the project's main account, and if an investor is far from crypto technology, then for fiat money.

After registering on the cinemadrom.com platform, the user becomes an IBNIF CINEMADROM service user.

2. ABOUT PROJECT

2.1.3 IBNIF CINEMADROM - ECOSYSTEM AND STRUCTURE.

INTERNATIONAL BLOCKCHAIN NETWORK OF INDEPENDENT FILMMAKERS - CONSIST OF:

- General management company IBNIF.
- IBNIF Full Cycle Film Studios.
- Film agencies on the selection of actors, film professionals, film equipment.
- Networks of international decentralized offices and branches of IBNIF in the regions of the world.
- Distribution company IBNIF.
- Streaming service IBNIF.
- IBNIF Online Film Market.
- The social network of filmmakers IBNIF.



Fig. 6 – service ecosystem

The entire ecosystem is integrated into the global worldwide blockchain network with the functions of financing and producing film projects in different regions of the world. Each office in the region of the world builds its work on the basis of national preferences, artistic tastes of citizens and the legal laws of the region.

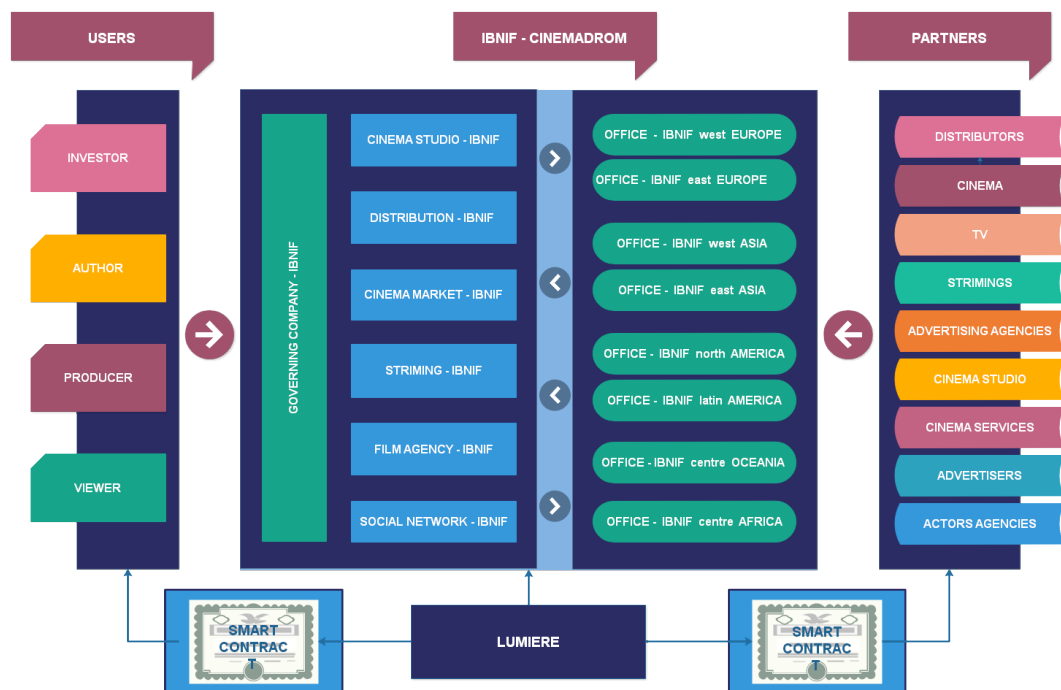


Fig. 7 – Structure of IBNIF CINEMADROM service.

2. ABOUT PROJECT

2.2 What does it looks like for CINEMATOGRAFER?

The IBNIF CINEMADROM platform was created - both for beginning filmmakers and for film industry professionals (producers, directors, script writers).

Service IBNIF CINEMADROM - provides the ability to:



- **Users** - to get funding for their movie project.
- **Authors** - to realize their creative intent by creating a cinema project with the aim for distributing and showing the movie to the audience.
- **Investors** - profit from the box office results of the film.

To launch the production of his movie project - the author or producer of the film can choose any investment attraction option proposed by IBNIF CINEMADROM.

FOR THE USER platform created three options, STARTING YOUR FILM PROJECT:



INVESTMENT

Author or Producer chooses this option to launch the project - if there is a script and the team is confident in their project.



PARTNER

In this embodiment, the project is launched by the author, producer and film group - in conjunction with the IBNIF Film Studio.



TEAM

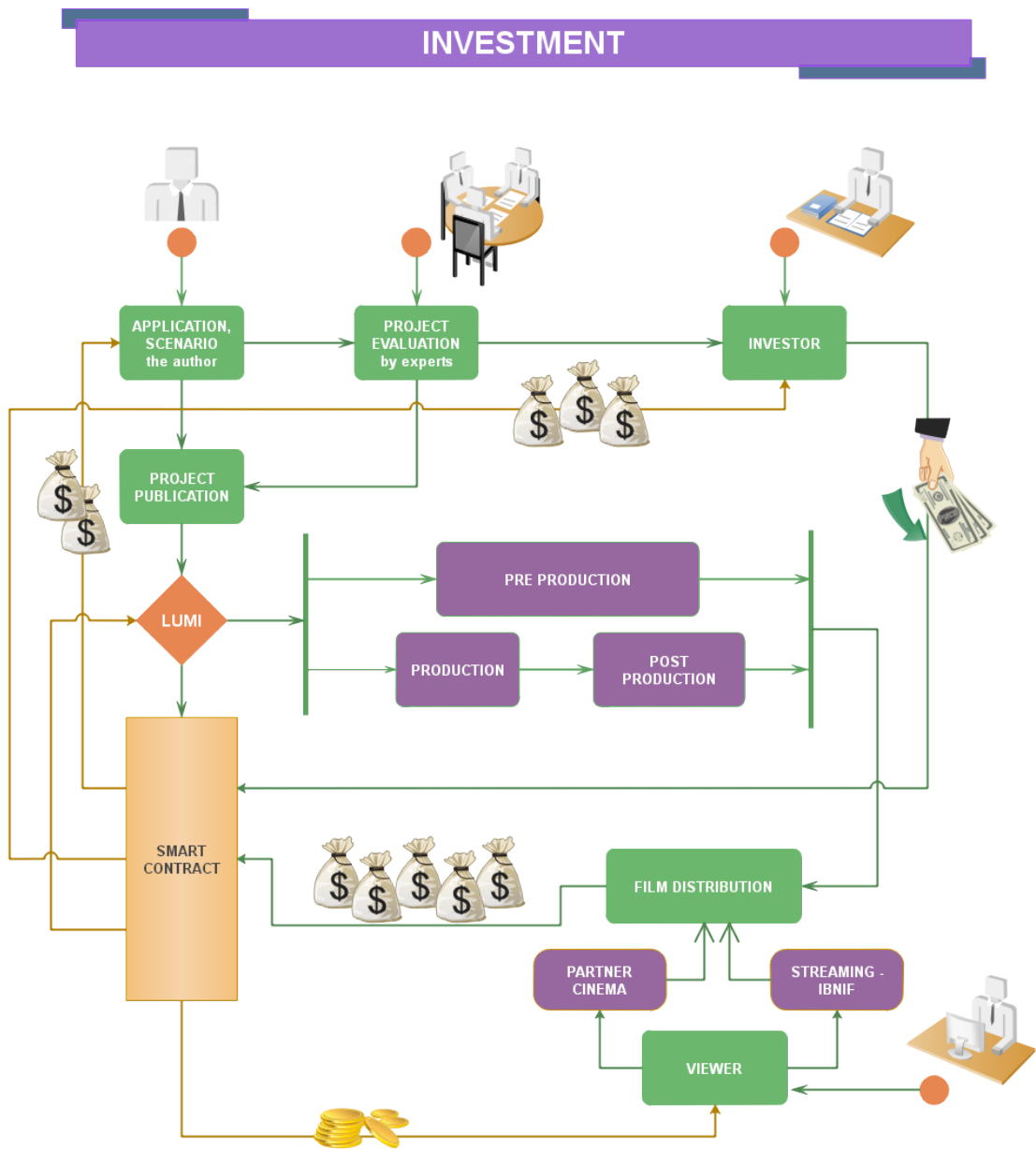
The author, the producer and the entire film group, selects this investment option if they want to get the maximum profit from the project.

2. ABOUT PROJECT



2.2.1 - 1 OPTION – INVESTMENT

LAUNCHING OF THE PROJECT ON IBNIF PLATFORM WITH ATTRACTING OF MEANS BY INVESTORS



Pic. 8 – Investment option of financing and film project production.

The author of the film or producer, choosing the first option, operates according to the following algorithm:

2. ABOUT PROJECT

1. Registration on the cinemadrom.com platform, places an application for attracting investment in the production of its own (full-length film, film series, animated film, documentary, etc.).
2. Based on the application, synopsis, script, cost limit of the film, the expert council of the platform consisting of (screenwriter, director, producer, editor, economist, marketing specialist, focus of the audience group) determines the investment assessment of the project and recommends the project for investment. If the project needs to be improved - the relevant recommendations are given and the project is being finalized by the author.
3. The project is published on the IBNIF CINEMADROM platform. Approved by the director. A smart project contract is being created. Investors evaluate the project and through the Smart Contract, buy shares of rights to the future film. Investors are buying, crypto coins LUMIERE.
4. The crypto currency LUMIERE is accumulated on a special internal account of the movie project. After collecting the entire amount according to the cost limit and the approved PPC - the project goes into production.
5. If necessary, investments of investors are insured from the special insurance fund IBNIF CINEMADROM.
6. The project is automatically funded in stages, in tranches using smart contracts, on the basis of - PPC and film production schedule.
7. The producer of the film project, using the base of the IBNIF Film Agency, forms the film crew, the director conducts the casting, approves the actors, rents the necessary film equipment and specialized vehicles.
8. Cinema group provides investors with reports on the current stage of production. Investors see how their investments are implemented. The film group moves to the next stage of production, and receives the next tranche.
9. Cinema group and project partners to their personal wallets, through smart contracts automatically receive payment for their work and services - crypto currency LUMIERE. If desired, LUMIERE crypto coins in the user's personal account can be exchanged for another crypto coin or fiat money.
10. After going through all the stages of production (preproduction, production, postproduction), the author, the producer of the film project together with the distribution company IBNIF and the Streaming service IBNIF launches the distribution of the film.
11. Received fees from the distribution of the film, through the Smart Contract of the project, are accumulated on the internal account. Calculates the profit from the box office, which is automatically distributed among investors, authors, producers and partners of the cinema project as a percentage - depending on the property and non-property contributions to the cinema project. All rights to the film will belong to both authors and investors according to their contributions.
12. In the future, the author, the producer of the film with the help of a buyback from investors, can completely redeem all rights to his film.

2. ABOUT PROJECT



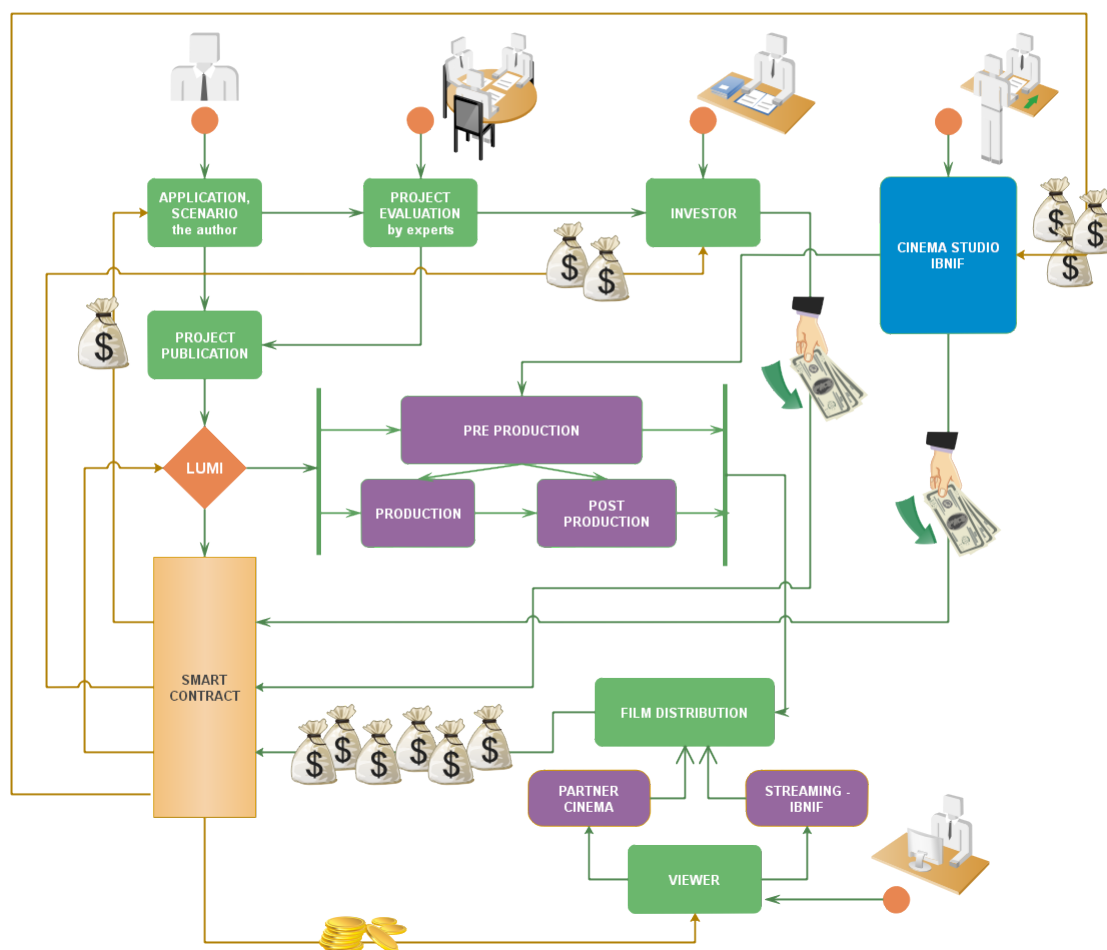
2.2.2. - 2 OPTION – PARTNER

PROJECT STARTING TOGETHER WITH IBNIF FILM STUDIO

The author, the producer of the film, chooses the second option if:

- There is only the idea of a movie or logline, and you need to write a script.
- Unfinished script. A director or other film group experts are needed for production.
- The author, producer is just an aspiring cinematographer and is not sure about the independent launch of the film project due to the lack of experience in implementing such film projects.
- The author, the producer has not previously collected the minimum amount to start the project on the option INVESTMENT.

PARTNERSHIP



Pic. 9 – Partner option of financing and film project production.

In this embodiment, the author, producer acts according to this algorithm:

2. ABOUT PROJECT

1. Registration on the cinemadrom.com platform and places only a brief application, idea, or synopsis of the future.
2. Based on the application, the synopsis, the expert council of the platform determines the investment assessment of the project. The Council makes recommendations for the development of a scenario or the refinement of an existing one.
3. The project is published on the IBNIF CINEMADROM platform. Approved by the director. All financing for the project is taken by the IBNIF Studios.
4. Based on the crypto currency LUMIERE, a Smart Contract is created for the production of a movie project. The schedule of transfer of LUMIERE to the internal account of the project is approved.
5. If necessary, part of the property rights may be allocated for the purchase of the project by investors. In this case, investors evaluate the project and, through the Smart Contract, buy shares of rights to the future film. Investors are buying crypto coins LUMIERE.
6. LUMIERE is accumulated on a special internal project account. After collecting the entire amount according to the cost limit and the approved PPC - the project goes into production.
7. If necessary, investments of investors are insured from the special insurance fund IBNIF CINEMADROM.
8. The author, the producer together with the IBNIF Film Studio at the stage of preproduction, brings the project to readiness for launch. Together with the author, the film's producer, an author's group is created (screenwriter, director, composer) and a cinema group is formed.
9. Using the base of the IBNIF CINEMADROM Film Agency, the director and producer of the project approve the actors, the CPT and the Cost Limit are approved.
10. Partners of the IBNIF CINEMADROM platform lease the necessary imaging equipment and film transport.
11. The project is automatically funded in stages, in tranches using smart contracts, based on the film production schedule.
12. All film group and partners - automatically receives on their personal wallets, payment for work done, crypto coins LUMIERE.
13. After going through all the stages of production (preproduction, production, postproduction), the author, producer together with the distribution company IBNIF and the Streaming service - launches the distribution of the film.
14. The fees received from the distribution of the film, through the project's smart contract, are accumulated in the IBNIF CINEMADROM internal account. The profit from the box office is calculated, and automatically distributed among investors, authors, producers, partners and the IBNIF Film Studio as a percentage - depending on the property and non-property contributions to the cinema project.
15. The rights to the movie picture will belong to the authors of the film, investors, and IBNIF Film Studios.

International Blockchain Network of Independent Filmmakers



PROJECT STARTING INDEPENDENTLY WITH THE FILM GROUP CREATED ON THE PLATFORM WITHOUT ATTRACTING THIRD PARTY FINANCING.

- There is only the idea of a movie or loglein. Need to write a script.
- Author is needed to refine the script.
- A director or other film team specialists are required for production.
- The author, the producer wants to start their own project without attracting third-party investments.
- The author, the producer and the entire film group want to get the maximum profit on the implementation of the movie rental project.
- Most of the film project participants invest their intangible assets (their personal contribution to the film production).



cinemadrom.com

2. ABOUT PROJECT

1. Registration on the cinemadrom.com platform and places only a brief application, idea, or synopsis.
2. Based on the application, synopsis, the expert council of the platform consisting of (screenwriter, director, producer, editor, economist, marketing specialist, audience focus) makes an investment assessment of the project and recommends the development or revision of the scenario with the subsequent launch of production on the IBNIF platform CINEMADROM, without investment.
3. Evaluation of the project by experts, publication on the platform and the release of the Smart Contract of this project - provides a guarantee of payment for work and payment for services, to all participants in the movie project. Payment is made after the distribution or screening of the film in the Streaming service IBNIF.
4. The project is published on the IBNIF platform. A Smart Contract is being created for the production of a movie project.
5. An additional Smart Contract is created between the IBNIF CINEMADROM platform, the authors, the producer, the director, the actors and the film group of the film, where the schedule for transferring the crypto currency LUMIERE to the project's internal account is established according to the cost limit.
6. The author, the producer, using the IBNIF Film Agency, forms the film group, the cast, the director says, and also invites IBNIF partners. Those wishing to get the maximum profit from the production and implementation of this film project.
7. The project goes into production and goes through all stages, until the film is ready.
8. On the basis of the Smart Contract, the Cost Limit and the PPC, for the work done, LUMIERE is transferred from the internal account of the project to the accounts of all film project participants — authors, producers, director, actors, film group, and all partners providing film production services. LUMIERE frozen. All financial actions with these coins can be made only after the distribution or physical screening of the film in the Streaming service IBNIF and on the basis of receipt of fees from the box office.
9. All revenue received from renting in cinemas or showing a film in the IBNIF Streaming service is credited through the Smart Contract to the internal account of the project.
10. Calculates the profit from box office fees, and is automatically distributed as a percentage among all project participants. Profit depends on the ratio of shares, property and non-property contributions to the cinema project.
11. The previously received crypto currency LUMIERE, for work performed or services, is unfrozen.
12. Automatically, through the Smart Contract of the project, all received funds are distributed to the wallets of the project participants in the form of a crypto coin LUMIERE. The copyright of the film is divided between all participants of the film project - the authors, producers, director, actors, cinema group, partners, in percentage terms, based on personal (property and non-property) contribution to the film project.

2. ABOUT PROJECT

2.3 What does it look like for INVESTOR?

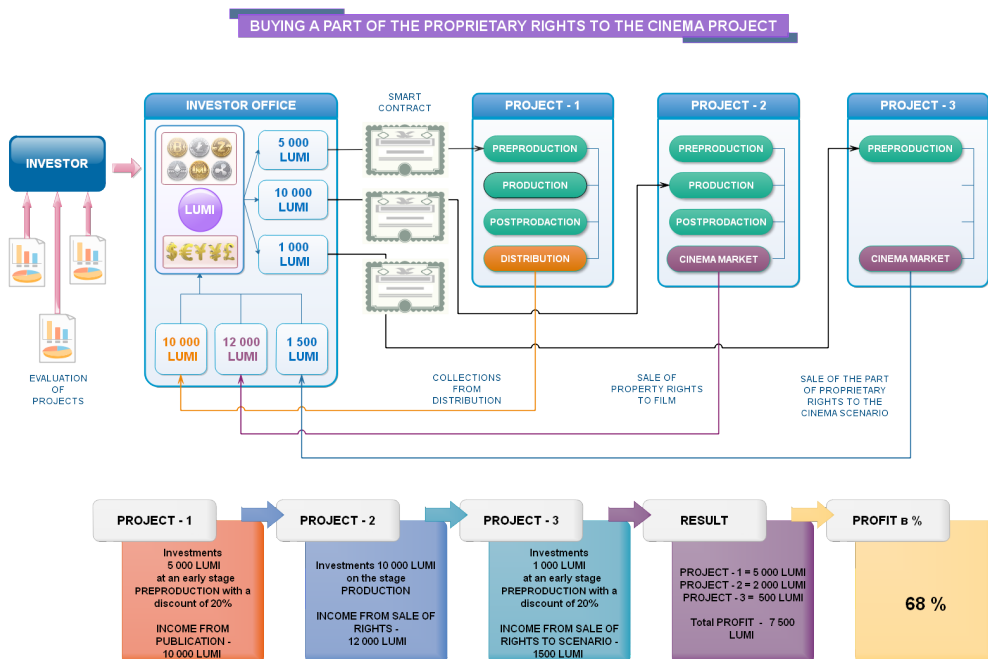
An investor, evaluating the proposed film projects and relying on the opinions of the expert group, forms a portfolio of projects of different genres, and with a different risk / return ratio.

Any investor can fully evaluate the investment attractiveness of film projects in the active phase, based on:

- ✓ Expert assessment given by film industry experts (director, producer, screenwriter, marketer, economist, audience).
- ✓ Investment rating of the project.
- ✓ Evaluation of the focus of the group of viewers who evaluate the future film on the parameters of interest to the modern viewer.
- ✓ Evaluation of originality of ideas and relevance.

the project is evaluated, the investor through his personal account on the platform performs the following operations:

- Through the Smart Contract of the selected movie project, the investor, using the crypto currency LUMIERE or fiat money, invests in portfolio in the future film, relying on expert analysis.
- Creates a portfolio of projects of different genres, with an optimal ratio of risk and return.
- Controls the production of the project at all stages of the producer and film crew. If necessary, makes suggestions.



Pic. 11 – Business model for the investor.

2. ABOUT PROJECT



THE ORDER OF FINANCING, FILM PROJECT AND ACQUISITION, PROPERTY RIGHTS FOR FUTURE FILM.

1. To invest in the production of a movie project and become a co-producer of the film, an investor in the Personal Cabinet cinemadrom.com, you must purchase through Smart Contract the selected movie project crypto currency LUMIERE. You can buy LUMIERE for the crypto currency ETH, BTC, or for fiat money at the market rate.
2. The LUMIERE currency acquired by the investor in the crypto personal account becomes the equivalent of the investor's property rights to the chosen future film and is frozen when investing in a movie project.
3. Received crypto assets through the Smart Contract of the project are credited to the main crypto currency account of this movie project. Property rights in LUMIERE equivalent are assigned to the investor via the Smart Contract in the IBNIF CINEMADROM blockchain.
4. In the future, the investor will have access to all information on the production of the project until its completion, which he can track in his personal account on the IBNIF CINEMADROM website.
5. Upon completion of the project, and after distribution in cinemas, or the film being shown in the IBNIF CINEMADROM Streaming service, all funds received in Fiat and various cryptocurrency are automatically credited to the project's main account in the LUMIERE crypto currency. Received assets are distributed among the investors of the movie project, in accordance with the volume of their property rights. The funds received in the equivalent of a crypto coin LUMIERE, through a smart contract of the project, are deposited in the wallets of users, holders of LUMIERE, which is the equivalent of property copyright. The number of LUMIERE coins with the profit of the investor increases.
6. Profit from the distribution of the film is distributed transparently and automatically. All investors in different shares depending on the investment receive a profit.
7. The previously invested crypto currency LUMIERE, which is an analogue of the copyright property rights to this film and the resulting LUMIERE in the form of profit, is unfrozen.

2. ABOUT PROJECT

8. In the future, all actions with the LUMIERE project invested in the cinema can be performed without restrictions. If an investor wants to sell his property rights to a film, he needs to do this in the investor's personal account by way of a reverse transaction.
9. Thus, having made a reverse transaction and selling LUMIERE as the equivalent of the property rights to the film, the investor receives a profit from the distribution of the film and returns the previously invested funds. After the sale back, the property rights to the film are alienated from the investor.
10. An investor in your account can sell a part of LUMIERE, relating only to the profit from investments in a movie project, and leave the rest of LUMIERE relating to property copyrights. In this case, the investor reserves the property rights to the film.
11. Copyright property rights allow an investor to create his own library of films, which during the entire life cycle of films (5-15 years.) Will bring to the investor royalties, from the sale of urgent rights to film in partner services (TV, Satellite TV, Cable Networks and etc.).
12. Free funds in the form of crypto currency LUMIERE, an investor can bring to the crypto exchange or buy parts of the rights of other cinema projects.
13. If this cinema project has not paid off and has been insured through the IBNIF CINEMADROM Insurance Service Fund, in this case, all LUMIERE coins invested in this project are reimbursed to the investor in full. That guarantees the investor the safety of invested assets in the movie project.



2. ABOUT PROJECT

2.4 2.4 What does it looks like for project user?

The IBNIF platform provides a wide range of opportunities for using LUMIERE crypto coins inside the cinemadrom.com resource:

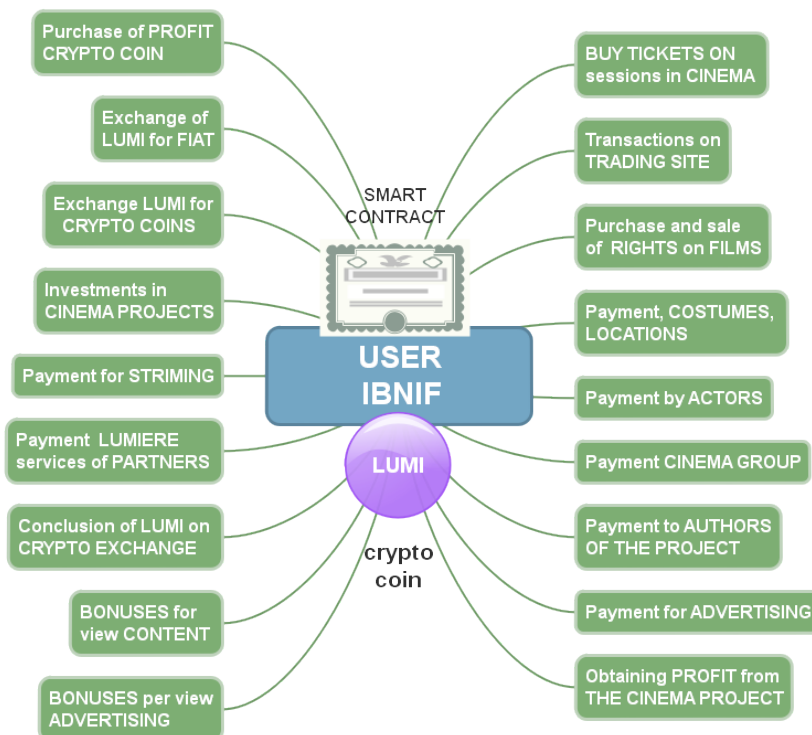


Fig. 12 – Business model for a user IBNIF CINEMADROM.

- ✓ Buying a Crypto LUMIERE coin and various popular crypto coins.
- ✓ Exchange LUMIERE for other crypto currencies.
- ✓ Exchange LUMIERE for fiat money through partner services.
- ✓ Payment of a crypto coin LUMIERE monthly subscription to the Streaming service.
- ✓ LUMIERE investment in existing film projects.
- ✓ Purchase of cinema tickets for partner movie theaters using the crypto currency LUMIERE.
- ✓ Conclusion LUMIERE on the exchange for the purpose of exchange and sale.
- ✓ Payment with a crypto coin LUMIERE services partners cinematographers.
- ✓ Payment with a crypto coin LUMIERE locations, props, costumes, special vehicles for film production.
- ✓ Payment with crypto coin LUMIERE placement of advertising projects.
- ✓ Making internal crypto payments with the LUMIERE coin on the IBNIF CINEMADROM trading platform.
- ✓ Calculations of a crypto coin LUMIERE for transactions at the film market IBNIF CINEMADROM, the purchase and sale of property rights to the movies.

2. ABOUT PROJECT

2.5 What does it look like for project VIEWER?

The basis of the IBNIF CINEMADROM audience is all potential people all over the world. Created films and series - focuses mainly on the active audience in the age category from 5 to 50 years.

The main audience is a young population of different countries aged from 14 to 30 years.

For the viewer of different age categories, the distribution company and the IBNIF CINEMADROM streaming service provides many movies and serial projects of various genres.

Films and TV shows are available for viewing, both produced by the platform and the IBNIF Film Studio, as well as other Film Studios - partners.

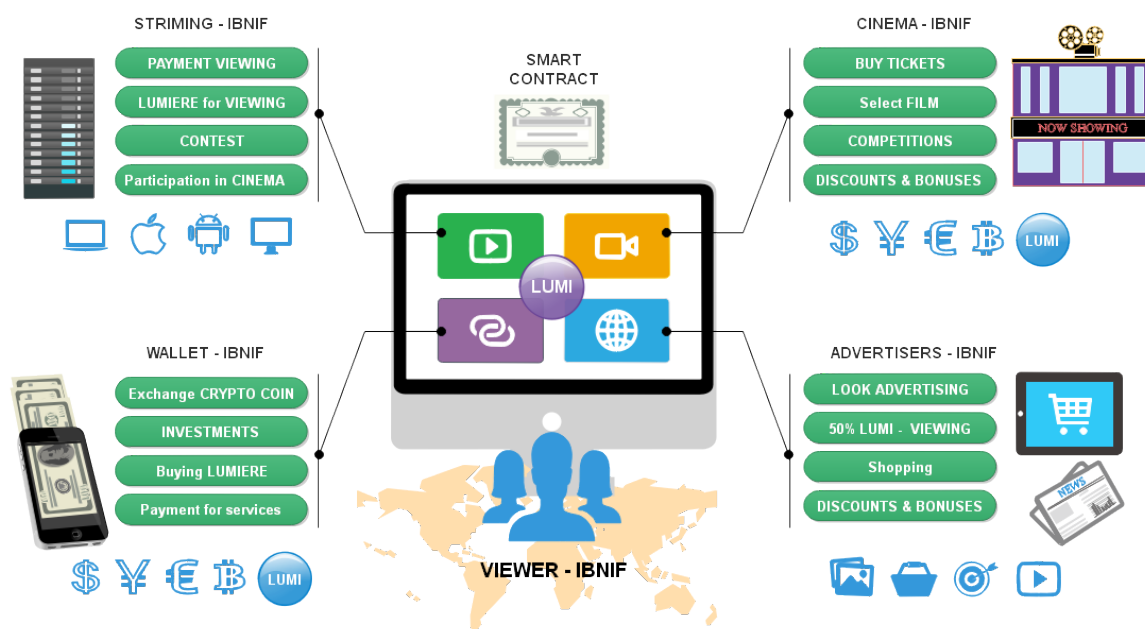


Fig. 13 – Business model for the viewer.

The spectator chooses where to watch a particular film in the IBNIF Partner's Cinema or in the IBNIF Streaming service.

2. ABOUT PROJECT

OPPORTUNITIES FOR THE SPECTATOR - IBNIF CINEMADROM.



VIEWING THE FILM IN THE PARTNER'S CINEMA

- ✓ Any spectator, for a crypto coin LUMIERE, can purchase a ticket for a specific film, both in his personal account of the IBNIF CINEMADROM platform for the crypto currency LUMIERE with a bonus discount, and in a movie theater for fiat money.



VIEWING THE FILM IN STREAMING SERVICE

- ✓ All subscribers of the IBNIF Streaming service get access to watching TV shows and movies immediately after the production of the motion picture is completed.
- ✓ IBNIF Streaming Service provides all subscribers with the opportunity to earn LUMIERE crypto coins and then pay for their monthly subscription. Earnings of coins depend on the frequency of movie content viewing and movie premieres placed on the IBNIF Streaming service.
- ✓ If desired, the subscribers of the IBNIF Streaming service can enable the option to view the advertisement placed by third-party advertisers on the IBNIF CINEMADROM platform. Looking through the ads, the viewer earns LUMIERE.
- ✓ As a partner, the viewer is charged 50% of the funds from the cost of advertising. LUMIERE arrive at the wallet of the viewer in your account.
- ✓ In their personal account, subscribers of the IBNIF CINEMADROM Streaming service can optionally immediately exchange the earned LUMIERE coins for another crypto coin at the market rate or transfer it to a crypto currency exchange for sale.



IMPLEMENTATION OF INVESTMENT IN CINEMA PROJECTS

- ✓ The viewer can take part in film projects at will - make comments and suggestions to improve the film.
- ✓ The viewer can make investments in projects with a low entry threshold of \$ 100.



MINING CRYPTO COINS LUMIERE

- ✓ The viewer, at will, while watching a movie, can take part in the mining of the LUMIERE coin using the POT protocol (Prof of Traffic) and earn the crypto currency.

2. ABOUT PROJECT

2.6 What does it looks like for PARTNER?

Any organization that is interested in developing its business using IBNIF CINEMADROM technology can become a partner of the International Blockchain Network of Independent Filmmakers.

PARTNERS CAN BE:

- Cinemas, rental and distribution companies.
- Organizations providing any services for filmmaking.
- Companies providing shooting equipment and vehicles for rent.
- Organizations advertisers interested in advertising their products and services.
- Companies providing services for maintaining high-quality functioning and development of IBNIF CINEMADROM.

FOR ADVERTISER:

1. Advertisers in their personal account place an application for advertising, activate their advertising Smart Contract and buy advertising traffic, paying for the services of crypto currency LUMIERE.
2. Advertisers target advertising and launch their advertising project.
3. Advertising is broadcast at the beginning of the movie or in the middle, depending on the preferences of the viewer.
4. Advertising can also be broadcast in cinema social network accounts.
5. Users who look through advertisements receive all rewards for displaying an ad project in the crypto currency LUMIERE, the number of LUMIEREs will always be different and depends on the cost of the ad project and the frequency of ad displays.



Advertisers will be able to accurately gather their target audience using targeting by interest, demographic, behavioral and other parameters.

2. ABOUT PROJECT

2.6.1 For advertisers in IBNIF CINEMADROM, two powerful platforms have been created showing advertising projects:

- 1) Social network for cinematographers - advertising for producers and distributors of cinema.
- 2) Streaming service - advertising for a multimillion audience of viewers.

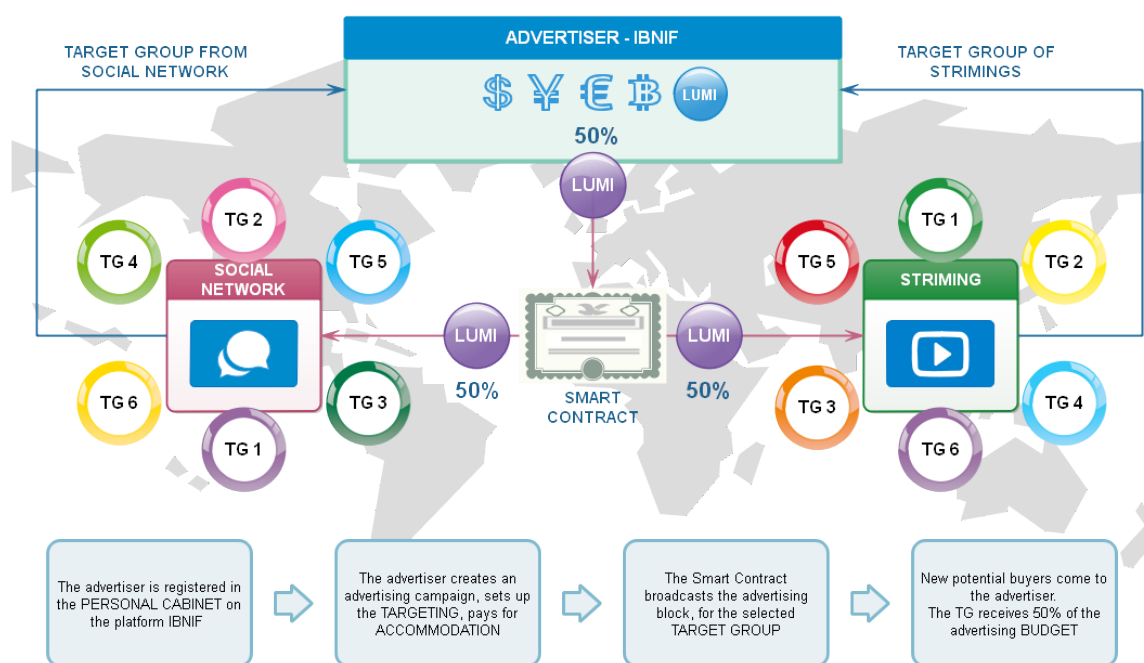


Рис. 14 – Бизнес модель для рекламодателя.

Formats for advertising, can be any text and graphic, and visual - video-movie clips.



The main goal of the service is the opportunity for the advertiser to bring an advertising message only to those who may be interested in it.

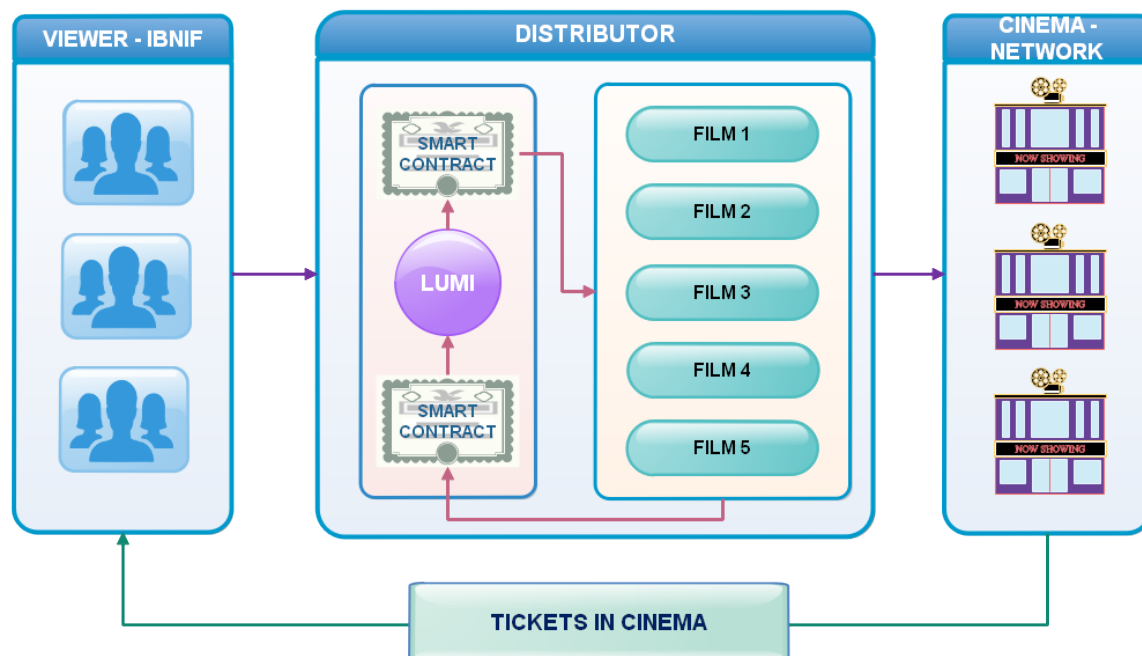
Thus, a new target audience and potential customers come to the advertiser, and IBNIF CINEMADROM users and viewers are rewarded with crypto LUMIERE coins for viewing advertisements.

Such an interaction scheme is the advertiser - the buyer creates an effective synergy. The whole algorithm is based on Smart Contracts and occurs automatically without the intervention of the human factor.

2. ABOUT PROJECT

2.6.2. FOR CINEMA AND DISTRIBUTION COMPANIES:

The partner company interacts with IBNIF CINEMADROM for the sale of cinema tickets for the crypto currency LUMIERE - both for films produced using the IBNIF CINEMADROM service, as well as for any others - presented in cinema distribution of the distributor and partner.



Pic. 15 – Distributor Business Model..

Due to this interaction, the partner receives:

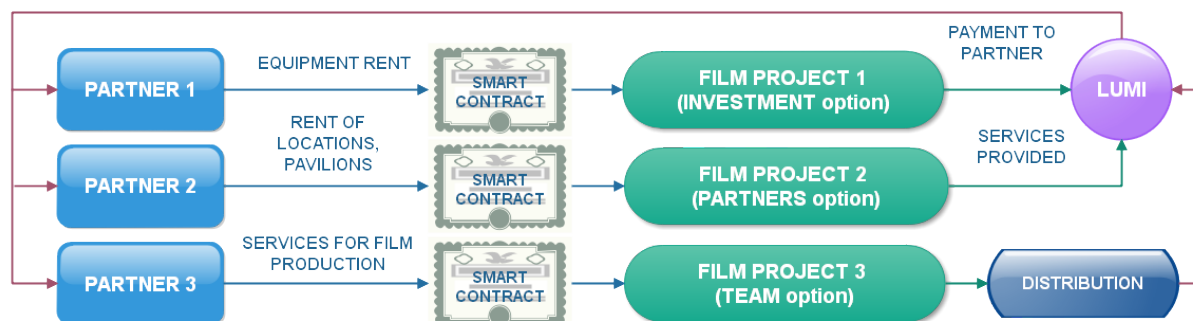
1. The possibility of greater coverage of potential viewers and an increase in the gross collection from the rental of paintings in his cinema.
2. The ability to introduce the crypto currency LUMIERE into your turnover through the IBNIF CINEMADROM platform, which increases the flow of funds.
3. Ability to advertise your brand and your movie repertoire for free.



2. ABOUT PROJECT

2.6.3. FOR COMPANIES PROVIDING FILM PRODUCTION SERVICES:

Companies providing any services for filmmakers and providing rentals (vehicles, cinema equipment, props, decorations, etc.) receive a LUMIERE coin for their services, and in the future LUMIERE currency can be exchanged for other crypto coins or fiat money in their personal account.



Pic. 16 – Business model for a partner.

For a partner company - IBNIF CINEMADROM expands the geography of sales and provides the opportunity to conduct business in the international market, and not be limited to one region.



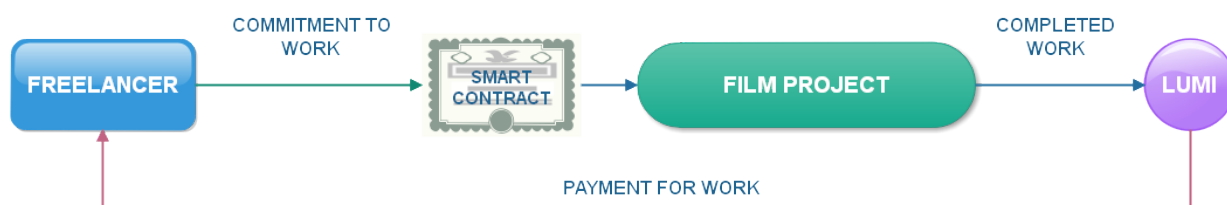
Thus, partner companies significantly increase their turnover due to continuous cooperation with IBNIF CINEMADROM.

The partner, at will, can choose a project that is based on the third TEAM investment option and take part in it. In this case, the income of the partner in this project will increase significantly. After the project is distributed, the partner, as an investor, receives his share of the profits from the box office of the project.

2. ABOUT PROJECT

2.7 What does it looks like for FREELANCER?

Any independent workers (freelancers) can take part in the production of film projects, both for performing one-time work and for performing the whole cycle of work necessary during the production of a film project. An independent worker is also a user of the platform. And all the functionality of the platform is available to him in your account.



Pic. 17 – Business model for freelancer..

COMPLEX software products created for the USER

For the functioning of the platform, IBNIF CINEMADROM produces a set of software products. The complex will be presented in the following forms:



- **Android** – an App
- **iOS** – an App
- **Web** – Version

IBNIF CINEMADROM geography is unlimited. Mobile applications and web-interface will be simultaneously available worldwide.

3. IBNIF CINEMADROM - ECOSYSTEM



For the effective implementation of the program of financing, production and distribution of user projects - has been created a unique ecosystem and structure built on bolokchain technology.



Pic. 18 –IBNIF CINEMADROM service ecosystem.

All enterprises are connected in a single blockchain network, and automatically interact with each other.

STRUCTURE - IBNIF CINEMADROM

- The main management company IBNIF.
- A network of IBNIF international offices in regions of the world.
- IBNIF Full Cycle Film Studio.
- Film agency on the selection of actors, specialists, equipment.
- Distribution company IBNIF.
- Streaming service IBNIF.
- IBNIF Online Film Market.
- The social network of filmmakers IBNIF.

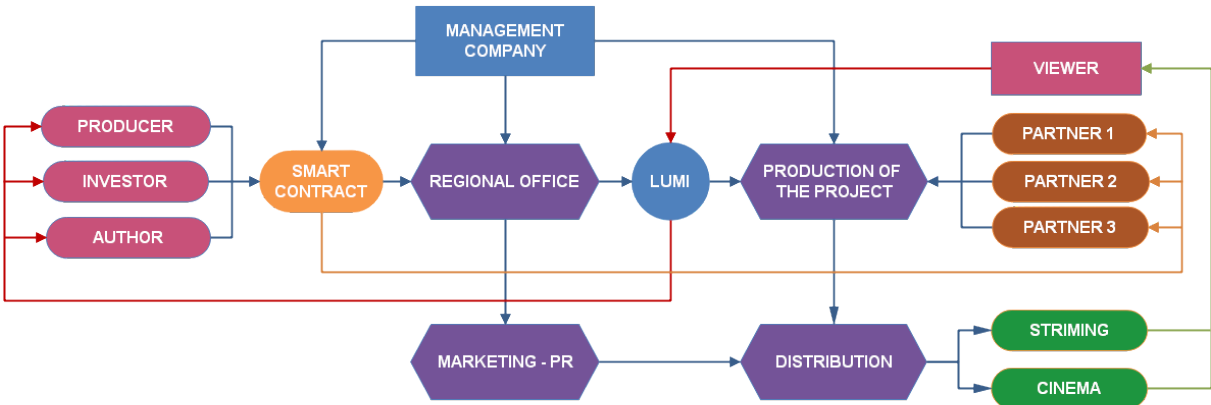
3. ECOSYSTEM



3.1 NETWORK OF INTERNATIONAL OFFICES - IBNIF CINEMADROM.

This global network and investment platform consisting of physical offices (branches) in the capitals of the world. The IBNIF CINEMADROM network is built on blockchain technology and relies on partnerships. In the center of the network is the head office, coordinating all the main work on the financing, production and rental of film projects.

Each regional office in the network builds its work on the financing, production and distribution of films, taking into account viewers' preferences and the national mentality of the citizens of this region (country).



Pic. 19 - Block diagram of the functioning of the regional office IBNIF.

Projects for investment can carry both local (regional within one country) and global (global) film production proposal.

IBNIF CINEMADROM - provides a unique cash collection mechanism built on blockchain technology that surpasses traditional ways of investing.

3. ECOSYSTEM



3.2 FULL-CYCLE FILM STUDIO – IBNIF CINEMADROM

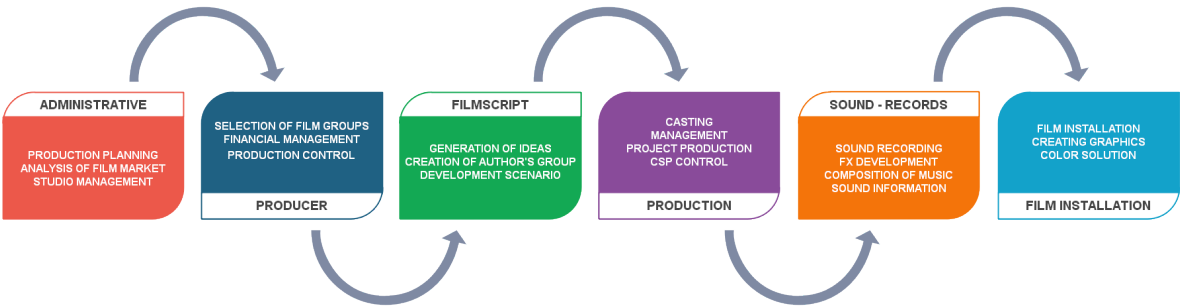
The film studio is engaged in the development and production of both its own projects and projects based on the second “partner” option of investing and producing film production.

IBNIF Film Studio is a specialized structure that provides a full technological cycle from writing a script to the release of finished films.



The IBNIF Film Studio consists of the following departments (workshops) - necessary for the production of cinema projects of a full cycle:

- ✓ Administrative and management department;
- ✓ Production department;
- ✓ Scenario-editorial department;
- ✓ Production and technical department;
- ✓ Sound-dubbing and clothe dubbing;
- ✓ Assembly - tint department.



Pic. 20 – IBNIF Movie Studio Divisions Interaction Scheme..

For complex projects, Film Studio can invite partners who provide services to filmmakers for the production of film projects.

3. ECOSYSTEM

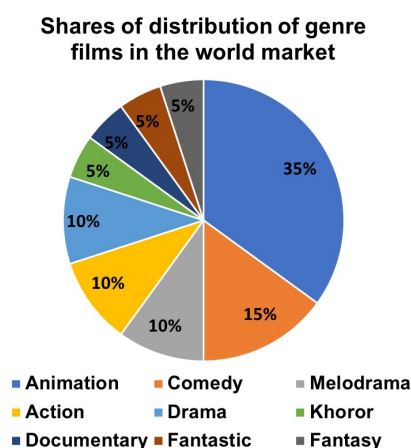
Film preparation for production.

The IBNIF Film Studio develops a screenplay, carries out all the preparatory work for the shooting of the project. Invites: actors, film crew, technical experts, consultants. Acquires: make-up, costumes, props.

When the film is ready for launch, a contract is concluded with production companies for the provision of pavilions, construction of scenery, and maintenance. Partners who provide only technical facilities and pavilions for filming are invited.

As required for strictly limited time periods (the period of production of a specific movie project), creative crews are invited on a contractual basis. For IBNIF Studios, the functions of the organizers, supervisors of production and financing of all works on the production of the film remain.

The system of separate cooperation of kinofirms and film studios, working on the rights of renting pavilions and equipment, is beneficial for film producers of projects located on IBNIF CINEMADROM, who are trying to make a film faster and cheaper. The system of separate existence of film crews and film studios is most prevalent in France, Italy, Germany and several other European countries.



The advantages of such a scheme for the production of film projects are as follows:

- ✓ Flexibility of the organizational form;
- ✓ Cheaper production;
- ✓ A clear division of responsibility between all participants;
- ✓ Independence of the creative process from production.

Pic. 21 – Priorities of movie genres.

Repertoire plan - IBNIF CINEMADROM

The repertoire and genre plan for the production of films is determined by the preference of the audience and the prevailing demand in the cinema market of each individual region of the world and consists of genre and author cinema:

Drama, Melodrama, Comedy, Adventure, Thriller Detective, Fantasy, Romantic comedy, Khoror, Mystic, Action, Children's and Teen cinema, Animation, Documentary film, Entertainment programs, Fantastic.

3. ECOSYSTEM

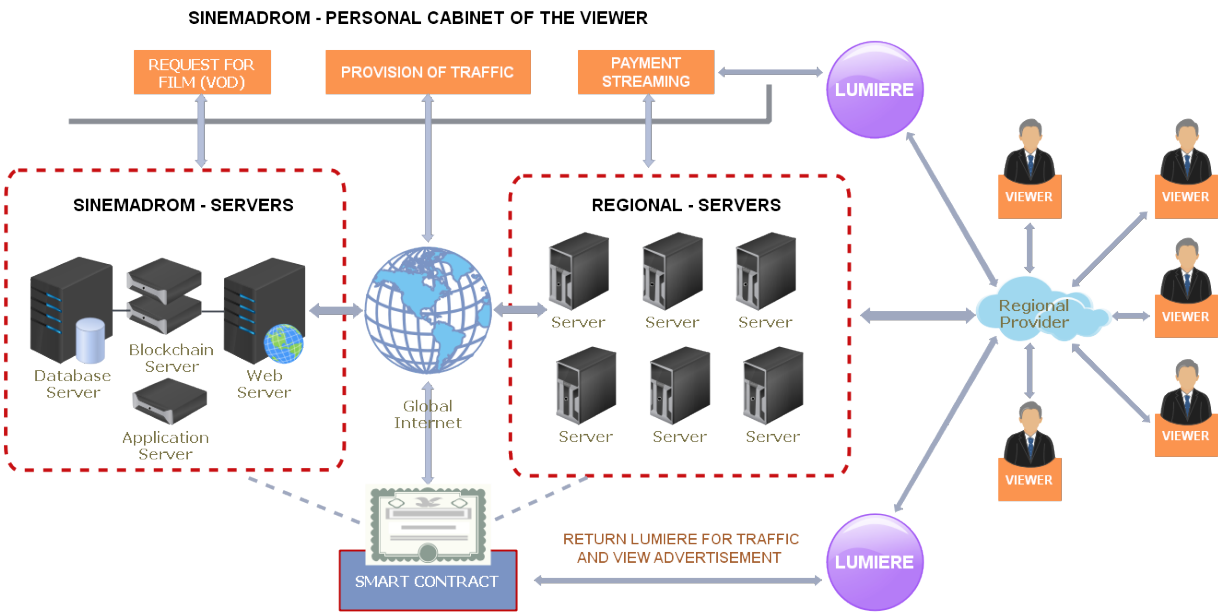


3.3 STREAMING SERVICE - IBNIF CINEMADROM

The service brings together an audience of viewers around the world and allows independent filmmakers to show their cinema pictures for a specific target audience. Thus, independent filmmakers can monetize their films by organizing the distribution of cinema projects through the IBNIF CINEMADROM streaming service.

The main function of the Streaming service is to provide subscribers with Video on demand (Video on Demand, VOD, Rent a Movie).

Logistics Network Streaming Diagram



Pic. 22 – The block diagram of the functioning of the Streaming Service IBNIF CINEMADROM.

The streaming service IBNIF CINEMADROM is two-way, and this is its unique advantage. When watching movies and TV shows, they earn money, as do filmmakers, as well as viewers of the platform.

Viewers can monetize watching movies with:

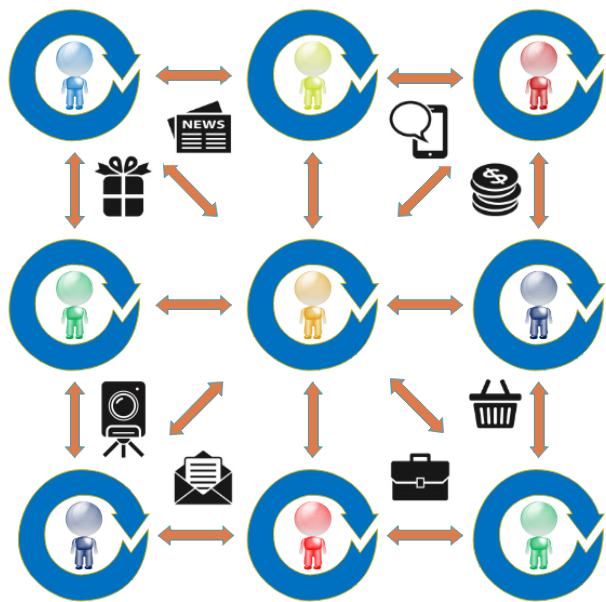
- ✓ Mining of crypto coins according to the Prof-Traffic algorithm (provision of traffic for the functioning of the Streaming IBNIF CINEMADROM Service).
- ✓ View ads advertised by advertisers.

3. ECOSYSTEM



3.4 SOCIAL NETWORK OF FILMMAKERS - IBNIF CINEMADROM

The social network gives an opportunity for all film producers - independent, studios, and any interested users to post information about themselves, about their projects, about their personal achievements.



For cinematographers of the whole world - unique opportunities opens up that allow constantly communicate with each other, find friends and like-minded people in the film industry. Create social connections and own teams for the production of movies. Create communities of interest, and chat in small groups.

Pic. 23 – The structure of the social network for filmmakers.

The network unites people of different nationalities in different cities of the world. The social network of cinematographers consists of both a global network and local networks of different regions and countries of the world.

Content on this site is created directly by users.

3. ECOSYSTEM

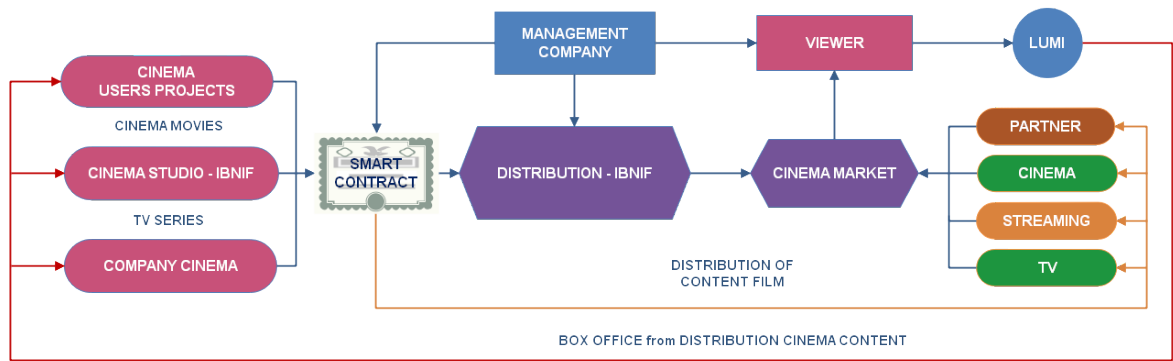


3.5 DISTRIBUTION COMPANY - IBNIF CINEMADROM

At present, more than half of the income from the rental of the picture is received not by the filmmakers, but by intermediaries providing distribution and marketing. Distributors provide the promotion of paintings and rental in cinemas, and earn from this service from 25% to 30%. Cinemas that have partnerships with distributors after showing the picture take another 50% of the proceeds.

The situation at the rental is terrible! An independent film is simply impossible to break through to the cinema screens due to the fact that distributors prefer Hollywood cinema, which makes the main box office. But if the filmmakers managed to get on the big screen, then they give 85% of the total revenue to distributors and distributors, and the filmmakers receive only 15% -25% of all fees.

This situation is not at all conducive to the development of independent cinema. These 15% -25% will never cover all the costs of movie makers. Thousands of small film production companies that produce independent films annually have no other means of distribution. Therefore, many interesting films that have already been made and cannot make their way to the cinema - the viewer simply will not see.



Pic. 24 – distribution company operation scheme

Distribution and Streaming company IBNIF, based on the blockchain technology, allows you to provide a guaranteed show to viewers of movies and TV shows through partner Cinemas, and through the Streaming service IBNIF.

3. ECOSYSTEM



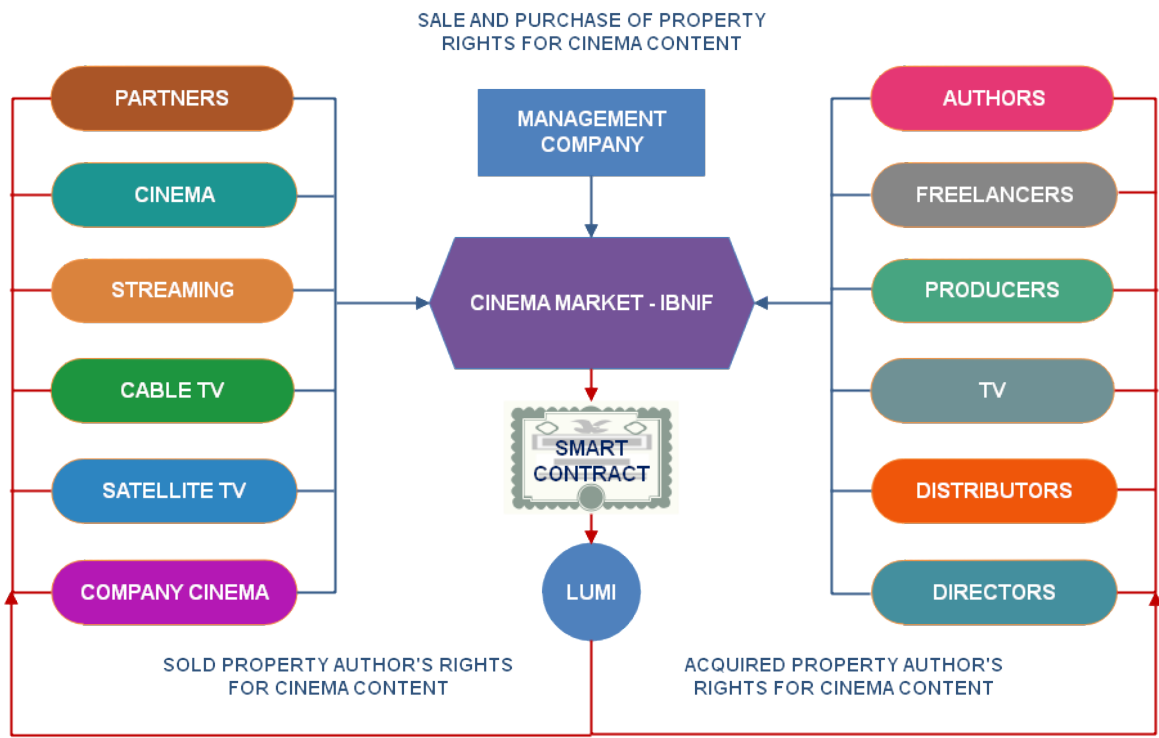
3.6 ONLINE FILM MARKET - IBNIF CINEMADROM

This is an online trading platform for selling film rights. At this site are constantly present as buyers and producers of film production.

The filmmakers can always use the online film market to sell the rights to display to third parties (tele companies, satellite providers, streaming services, cable distributors, distributors, etc.)

Moreover, the film project can be sold as a fully finished, and at any stage of production - (preproduction, production, post-production).

You can also sell copyright property rights for a finished script to a film studio or a production company.



Pic. 25 – The scheme of the IBNIF film market

The online film market greatly enhances the ability of creators to create and distribute film films.

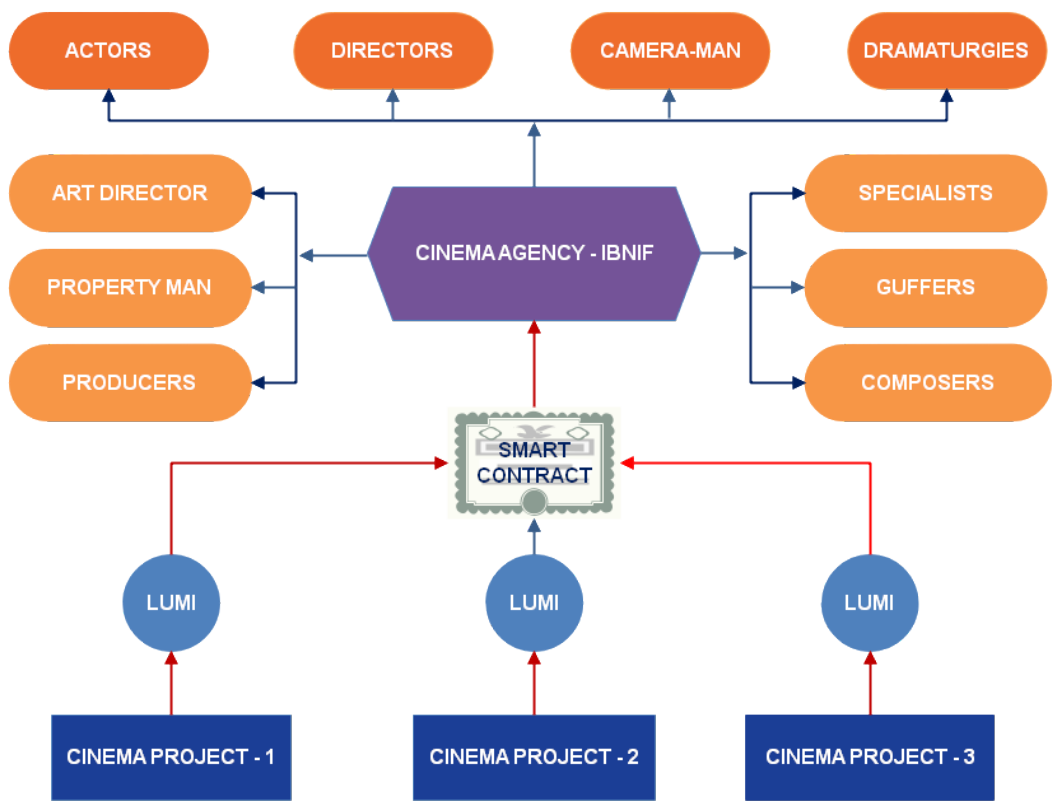
3. ECOSYSTEM



3.7 CINEMA AGENCY FOR THE HIRING OF ACTORS, SPECIALISTS, AND FILM EQUIPMENT - IBNIF CINEMADROM.

IBNIF Film Agency is an online platform and database of producers, directors, actors, cinema specialists, partners in providing cinema equipment and special equipment for rent, etc.

With the help of an intelligent system of search and selection of specialists, it is possible in the shortest possible time to assemble the film group and partners on any parameters and requests.



Pic. 26 – IBNIF Cinema Agency operation scheme.

For example, the producer or the director has an interesting idea of the future film - you need to write a script. A producer or director, using an intelligent search, finds a screenwriter who is interested and close to this idea.

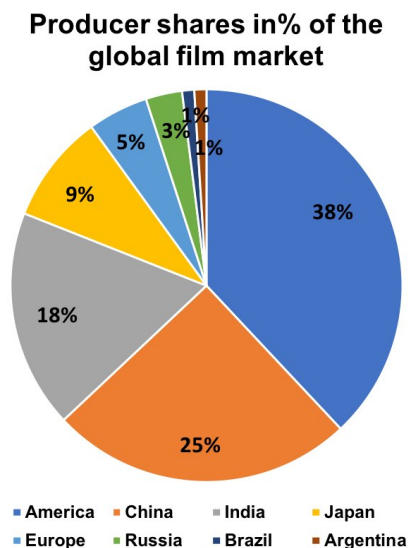
After discussing all the creative moments of the producer, director and screenwriter, get down to work and gain cinema group. As a result of the creative community, the authors of the film create a cinema project and place it on the investment platform IBNIF CINEMADROM.

4. ANALYSIS OF THE FILM INDUSTRY MARKET



The rapid growth of the world cinema market in terms of cinema production and distribution in general, as well as Internet rental in particular, opens up tremendous opportunities for the dynamic growth and development of the International Blockchain Network of Independent Cinematographers.

4.1 INTERNATIONAL FILM PRODUCTION MARKET.



According to experts, the volume of the production and screening of films in 2018 will exceed \$ 125 billion a year.

In the modern world, there are three major world regions of filmmakers, which dictate their plots, the conditions of production and distribution of films. What to watch the viewer and how to watch depends on the major major studios, which practically do not allow independent cinematographers to raise their heads. Monitor the film market in percentage, indicated on the chart:

Pic. 27 – Movie makers..

1-st REGION – consists of MAIN cinema PLAYERS IN THE WORLD:

- **North and Latin America** – the world's largest and first-ever film industry in terms of the number of motion pictures produced and rolled worldwide. Market share is approximately – **38%**.
- They account for the bulk of film production, despite the fact that independent producers make quite a lot of films, but not everyone gets to movie screens. The film industry in the United States is in the GDP structure of the country – **3,2%**.
- According to the American Cinema Association in the USA **the main volume of film production accounts for only six “major” film studios** (Warner Brothers, Disney, Universal, 20th Century Fox, Sony/Columbia и Paramount Pictures), which **brings** them **75%** of the total revenue of the film industry. The share of independent filmmakers is only about **25%**.

4. ANALYSIS OF THE FILM INDUSTRY MARKET

- **China** – The world's second largest cinema industry, according to experts, gives a huge increase of + 30 - 40% per year. Market share is approximately – **25%**.
- With such a pace, in the near future, China may be ahead of the US due to the active growth of the network of cinema halls: at the moment in **USA works 93 networks**, in **China – over 400**. Strangely enough, but China gradually and systematically supplants Hollywood audiovisual content on the market. As for the domestic cinema market in China, local filmmakers prevail there, which is due to the country's quota system for local and foreign films.
- **India** – Market share is approximately – **18%**. According to analytical agencies, India is the world's largest producer of films (over 1 th. filmstrip per year). India managed to outrun the United States in the number of films made back in 2010. But mostly these films for the domestic film market, calculated on the national mentality. The reason for this success is the active state support of national cinema.
- **Japan** - closes the four leaders of the world film industry. Japan actively produces and promotes genre films, in particular, thrillers, horrors and animation in the style of anime. Independent producers in Japan are actively making author cinema.

2-nd REGION - no less significant and also actively growing region of filmmakers. This group mainly includes the countries of Western and Eastern Europe:

- **France** - Leader in film production in Europe. The national policy strongly supports the national cinema in both quotas and finances. It is in France that independent producers actively shoot their films.

4. ANALYSIS OF THE FILM INDUSTRY MARKET

- **Russia** - cinema in Russia, at the expense of state subsidies received a significant delay. In 2017, the production of paintings increased by **20%**, but basically this growth was shown by studios who constantly receive state support. Also in the focus of attention of the state are the author and documentary films, film debuts, series. This contributes to the creation of a competitive national and world brand of Russian cinema. According to experts, in the next 5–7 years, state cinema support (both financial assistance and protectionist measures) is necessary, in particular, to maintain the competitiveness of domestic cinema in the domestic and foreign markets.
- In Russia, independent producers are also experiencing difficulties with financing projects. In 2016, the volume of the Russian film distribution market, according to the Cinema Foundation, amounted to **48.3 billion rubles. (+ 10% to the level of 2015)**
- **Western Europe - United Kingdom, Germany Italy, Spain** actively makes author films and films designed for the viewer of his region.

The largest film factories of the region are located in these countries: Betafilms, WildBunch, Pathé, EuropaCorp, BBC, FremantleMedia, ITV, SND, Lionsgate, Gaumont, ZDFEnterprises and etc.

The share of national cinema in European countries is more than 40% (the remaining 60% belong to American films). Moreover, gradually increasing the screen time of European tapes. This is the merit of protectionist policies pursued by the countries of Europe.

3-rd REGION - This is a promising region of Latin America (Brazil, Argentina, etc.), Nigeria (Nollywood) and Pakistan (Lollywood), and other countries.

- Film production of these countries is popular among Spanish-speaking regions.
- According to analysts, local production of films of these countries is more popular in the domestic market than Hollywood.

4. ANALYSIS OF THE FILM INDUSTRY MARKET

4.2 ASSESSMENT OF THE SHARE OF INDEPENDENT FILMMAKERS.

Estimated PricewaterhouseCoopers (PwC), in 2018, the global movie show revenue will exceed **\$ 125 billion**.

Average basic income **75-80%** will remain with major major studios, the rest of the income will go to independent producers of the order **20-25%**.

Considering that outside of the USA, the share of major major studios is less, and is limited by the legislation of different countries, it can be estimated at **20 - 25 billion dollars** a year.

Independent manufacturers are constantly increasing their production. Since 2005, independent authors have increased their share from one-third to three-quarters of the total film production. **The main problem experienced by independent manufacturers is the lack of funding and difficulties with rentals.** This problem is successfully solved by IBNIF CINEMADROM technology.

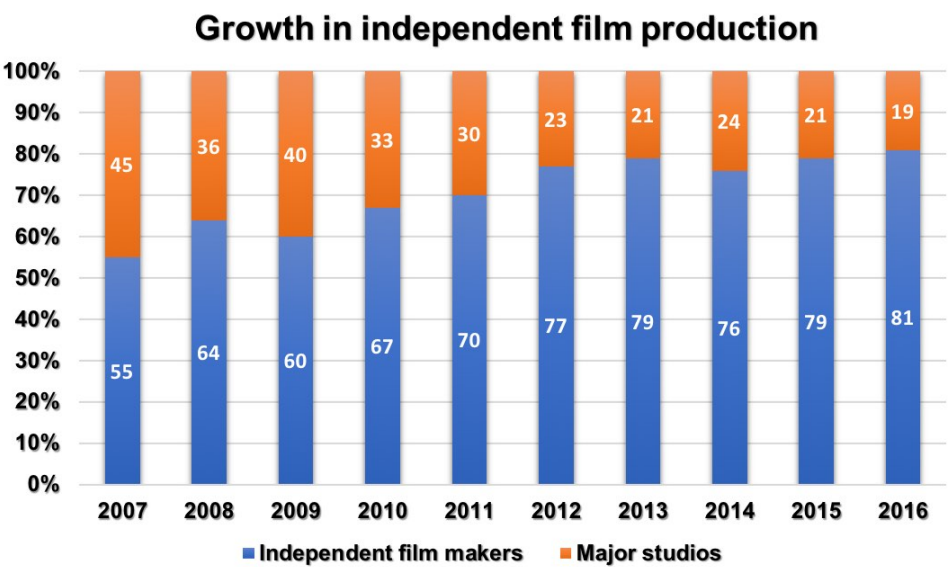


Fig. 28 - Growth dynamics of the market share of manufacturers independent cinema (by the number of films produced)

The global market share of \$ 25 billion a year is a significant share and of interest to various investors. Relying on the blockchain technology IBNIF, you can safely and economically make investments in projects of independent filmmakers around the world.

4. ANALYSIS OF THE FILM INDUSTRY MARKET

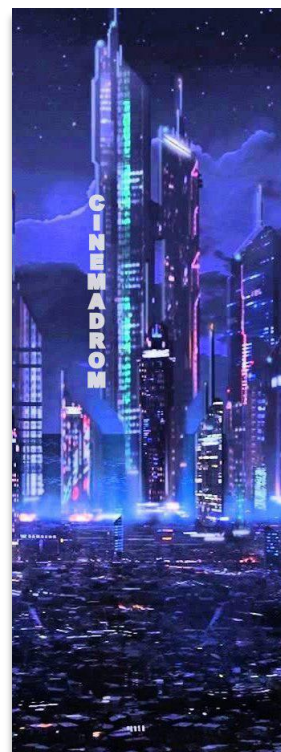
Investing in film projects provides an opportunity for IBNIF CINEMADROM investors to multiply their capital, and filmmakers to realize their creative ideas and thus increase the share of independent cinema and the total market share to 40-50%.

Such an increase is possible due to active countries with a large unrealized potential of cinema producers, where IBNIF CINEMADROM will concentrate its main efforts on the introduction of blockchain technology and investing in film production.

DATA ON ACTIVE INDEPENDENT FILMMAKERS:

- North America - 111
- Latin America - 7
- China - 32
- India - 60
- Europe - 69
- Russia - 48
- Asia – 37

With the active work of IBNIF CINEMADROM in these regions, the indicated figures of independent manufacturers will increase by two, three, four times over the course of several years. The influx is planned by new authors and producers, as well as film school graduates.



The basis of this growth is the use of IBNIF CINEMADROM technology, where every viable film project goes into filmmaking and distribution.

4. ANALYSIS OF THE FILM INDUSTRY MARKET

4.3 ASSESSMENT OF THE MARKET OF DISTRIBUTION CINEMA PROJECTS

Currently, along with the active development of mobile Internet technologies, the streaming services and Online Cinemas, which are designed to show on-demand movie content (Video on Demand, VOD, Rent a Movie), are becoming increasingly popular with viewers.

And this is not surprising, modern cinema is designed for a young audience, which takes all the information from the Internet. Therefore, movies - young people look at their gadgets and in any convenient place for themselves and only occasionally go to cinemas.

The older generation, also following current trends in film distribution technology, is gradually changing its media viewing habits and also uses online services for watching movies.

In this regard, the growth rate of box office in physical cinemas almost all over the world is gradually slowing down. According to the American Cinema Association, over the past three years, the volume of box-office films has grown on average by only 1.5% per year (with 60–70% of the fees being international rentals).

According to (Bureau of Economic Analysis, BEA), the video entertainment industry today is one of the leaders of economic growth. Online cinemas - Netflix, Amazon, Hulu, Fandor - radically change the situation in the industry.

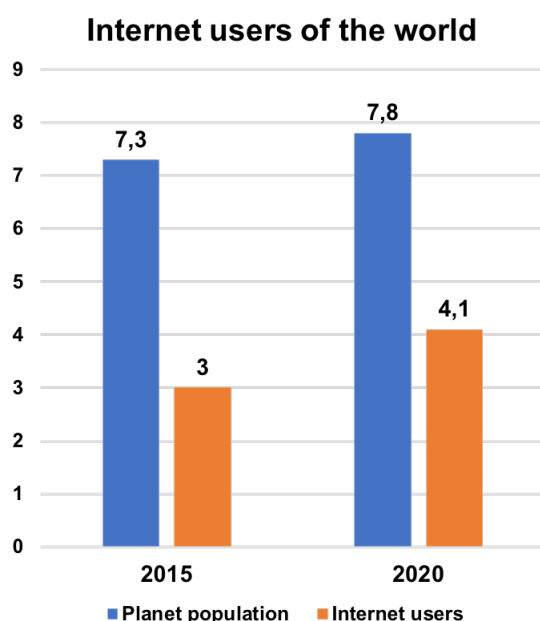
For example, Netflix was founded in 1997 to mail movie DVDs. The website for orders opened in 1998, every client could make a monthly subscription. With the active development of the Internet, Netflix's Online Video Library appeared in 2007 at about the same time as its main competitors, Amazon Prime and Hulu. At that time, Netflix in the United States already had about 7 million subscribers. Now all over the world users of the service are already more than 100 million subscribers.

To live in a world where Netflix exists and similar services now can't be avoided anyway. The number of subscribers to such services is steadily increasing. Companies become richer, they themselves invest in content production and themselves participate in its distribution. In short, their role and influence on the market are increasing. The film market is changing rapidly.

4. ANALYSIS OF THE FILM INDUSTRY MARKET

4.4 EVALUATING THE PERSPECTIVE OF FILM DISTRIBUTION

According to research by analytical companies, the rate of growth of box office worldwide is slowing down. According to the American Cinema Association, over the past five years, the volume of box-office films has been growing by an average of only 1.5–2% per year.



Pic. 29 – Indicators of growth of Internet users in the world.

This is affected by economic problems and the active penetration of the Internet against the background of growing sales of mobile devices, as well as changes in media consumption habits by different generations in all countries.

Steadily growing and the Internet audience. If in 2015 it numbered 3 billion people, then by 2020 this figure will already be 4.1 billion people.

Growth over 5 years - 1.1 billion new Internet users.

It should be noted that **Asian** countries (**Japan, India, China**) remain the growth driver, and in terms of film screenings, the Asia-Pacific region is also the leader in growth in the number of movie screens (+ 18% compared to 2015).

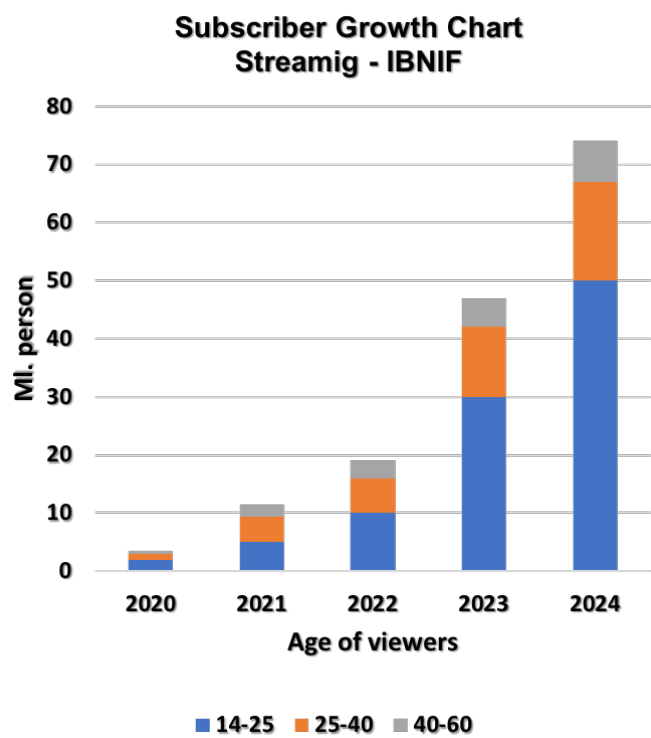
It is precisely quantitative development that is observed here, while in developed countries, qualitative changes prevail (introduction of new technologies in cinema halls, expansion of the range of services provided, etc.).

IMPORTANT - The process of cinematic progress is closely interconnected with economic and technological progress. The development of new technologies in film production, as well as ways of selling video content, including the emergence of new, non-standard solutions for the monetization of cinema films will have an increasing influence on cinema.

4. ANALYSIS OF THE FILM INDUSTRY MARKET

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IBNIF CINEMADROM enters at the right time into one of the fastest growing markets with the prospect of further growth within the framework of the current long-term trends in the global economy.



Pic. 30 – Growth Indicators of IBNIF CINEMADROM Streaming Service Users.

Considering that IBNIF CINEMADROM introduces its distribution system, with the help of which film producers and viewers earn money, the increase in audience at the Streaming IBNIF CINEMADROM Service will be from **10 mln** in the first few years of work. people, and after **seven years**, the audience will be close to **100 ml. people** And in the future it will continue to grow as the production of cinema increases with the IBNIF CINEMADROM service.



Audience audience will continue to grow in the future, which will lead to an increase in movie content produced by the IBNIF CINEMADROM platform.

4. ANALYSIS OF THE FILM INDUSTRY MARKET

4.5 OVERVIEW AND EVALUATION OF A CREATIVE-MARKET MARKET

The total capitalization of crypto currencies by the end of October 2017 exceeded \$ 180 billion, fully recovering its levels after the recent decline amid the ban on Bitcoin trade and the introduction of restrictions on ICO in China. And by the end of 2018 it was already \$ 294 billion. This is ten times more than January 1, 2017, and 25 times more than January 1, 2016.

At the moment, market capitalization is comparable in size to the capitalization of the Qatar or Ireland stock market. The total market capitalization in the middle of 2018 is \$ 270 billion. The lion's share of capitalization, of course, is in Bitcoin. Now it occupies about 70% of the market,

Today, 63% of adults in the world own smartphones. Crypto currency in the world own about 1%, of which 8% in the United States, which indicates a potential user base, which is 60 times more than the current one.

These numbers indicate that the crypto currency market is much more inevitable than many now think. Most importantly, the potential of the crypto currency market and the economy is now very large.

Cryptocurrencies themselves can be divided into two types:

- Immediate currencies (that is, payment instruments or elements of the payment infrastructure).
- Crypto assets tokens (approximate digital analogue of a share or a share in a project).



In the total market capitalization, crypto assets still occupy a small share: only about 4%, while maintaining a large growth potential.

In the medium term for 3-5 years, most industry experts have high expectations of market capitalization growth rates. The most authoritative experts believe that the growth will be from 50 to 100% per year.

5. Crypto COIN - LUMIERE



For the active functioning of the investment platform service and for carrying out internal payments, IBNIF CINEMADROM creates its own BLOCKCHAIN and issues a crypto coin LUMIERE.



THE MAIN GOAL IS THE DEVELOPMENT OF CRYPTO COINS - LUMIERE, THAT IN THE FUTURE WILL BECOME A STANDARD PAYMENT UNIT FOR CINEMATOGRAPHERS OF ALL COUNTRIES.

The main reasons for developing your own blockchain are problems in the work of existing algorithms:

- ✓ Significant delays in translations,
- ✓ Large transfer fees,
- ✓ Vulnerability to hacker attacks,
- ✓ Low scalability,
- ✓ Manipulations with the market value of coins, etc.



Our IBNIF CINEMADROM service does not want to be dependent on the founders and developers of existing programs. Therefore, the development of its own blockchain is planned during the preliminary token sale.

- ✓ This will be a hybrid mixture of public and private blockchain.
- ✓ All previously implemented tokens will be exchanged at a ratio of 1 : 1.2 for a new crypto currency LUMIERE and subsequently burned.
- ✓ The created crypto currency will be called LUMIERE, and its smaller share is LUMI.

5. Crypto COIN - LUMIERE

5.1 For these purposes, IBNIF CINEMADROM, gradually releases a LUT token, then a crypto coin LUMIERE.

- **1 STAGE** - the release of utility LUT tokens on the ETHEREUM blockchain.
- **2 STAGE** - the release of a crypto coin LUMIERE on its own BLOCKCHAIN.
- **3 STAGES** - replacing a token LUT - 1 : 1.2 with a crypto coin LUMIERE. With CHANGE, you get a BONUS - 20%.
- **4 STAGES** - the PoW, PoS mining algorithm and a new PoT mining algorithm (Proof of Traffic) are introduced for the LUMIERE crypto coin.
- **5 STAGE** - Listing crypto coins LUMIERE on the CRYPTO EXCHANGE.

For storing and making payments with LUMIERE crypto coin, all users of the service can install on their desktop or mobile digital device the IBNIF WALLET created by IBNIF CINEMADROM. Or use the built-in user account.



IBNIF WALLET - MULTI-CURRENCY WALLET

IBNIF CINEMADROM - does not have access to user funds.

IBNIF WALLET - will allow you to safely store, transfer cryptocurrency, and enter into transactions between platform members!

The IBNIF WALLET wallet allows you to do the following:

- ✓ Conduct internal transfers without commission between users.
- ✓ Invest in existing film projects.
- ✓ Conduct instant transfers anywhere in the world.
- ✓ To carry out the withdrawal of crypto coins LUMIERE, to external wallets and crypto exchange.
- ✓ Exchange LUMIERE for fiat money at market rates for partner services.
- ✓ Perform external purchases or pay for services with partners.
- ✓ Conduct internal settlements between IBNIF CINEMADROM members.

5. Crypto COIN - LUMIERE

5.2 MINING ALGORITHMS - CRYPTO COINS LUMIERE.

For the LUMIERE crypto coin, mining of coins is introduced, which is necessary for the sustainable maintenance of the system created by the blockchain, for creating new blocks in the blockchain and for the effective functioning of the IBNIF CINEMADROM Streaming service.

To achieve a balance between various types of mining, and create a stable blockchain system - IBNIF CINEMADROM combined three algorithms of mining PoW / PoS / PoT.

For crypto coins LUMIERE, there are three mining algorithms in the following ratio of the allocated share, for each algorithm:



- **PoW - 20% (Proof of Work)**, - the algorithm works on the principle of proof of work. PoW, for the blockchain and crypto coins LUMIERE, is necessary for the sustainable maintenance of the blockchain system created. PoW is based on GPU mining technology.



- **PoS - 30% (Proof of Stake)** - the algorithm works on the principle of proof of the rate / share. PoS is built on NOD technology, which produces only that amount of work that is necessary for the actual functioning of the network. PoS allows investors to hold a certain amount of LUMIERE and receive an additional share as a reward. The greater the stake (stake) - the greater the proportion.



- **PoT - 50% (Proof of Traffic)** - the algorithm works on the principle of proving traffic allocated by the miner for the operation of the Streaming Service IBNIF CINEMADROM. POT, built on the technology of data transfer protocols (video content), from IBNIF CINEMADROM to the viewer through the miner.

6. IBNIF CINEMADROM - FINANCIAL MODEL



Below are the main indicators characterizing the expected income from IBNIF CINEMADROM activities:



1) MONETIZATION FROM ATTRACTING INVESTMENTS TO CINEMA USER PROJECTS POSTED ON IBNIF CINEMADROM FROM - 10%.

- For placing a film project on the platform - **100 \$**
- For investment and artistic analysis of the project - **1000 \$**
- For attracted investments and launch of the project - **10%** of the collected assets.
- For carrying out external operations with a crypto coin LUMIERE a fee is charged - **0.5%** of turnover. (for internal operations, there is no charge between users).

2) MONETIZATION OF IBNIF CINEMADROM MOVIE STUDY FROM - 50%.

- With the participation of the IBNIF Film Studio in the financing of film projects hosted on the platform, income is generated in the form of financial rights to a share in the realized project. The share can be from **50% to 100%** depending on the invested assets of the IBNIF Film Studio in the production of a specific film project.
- When producing film projects created by the IBNIF Film Studio, the share of distribution will be - **100%**.



6. FINANCIAL MODEL



3) MONETIZATION OF THE OPERATION OF THE STREAMING SERVICE IBNIF CINEMADROM FROM - 50%.

- Users pay a monthly subscription of **3 LUMIERE**, or equivalent amount in \$. IBNIF CINEMADROM income will be - **50%** of the received amounts.
- For the premiere of films and TV shows on the Streaming Service, users pay **10 LUMIERE** per movie.
- From displaying advertising products of partners on the IBNIF CINEMADROM platform - **50%** of the cost of the company's advertising budget.

4) MONETIZATION FROM THE ACTIVITIES OF THE DISTRIBUTION COMPANY AND THE IBNIF FILM MARKET CINEMADROM FROM – 10%.

- Any film or series produced without the participation of IBNIF CINEMADROM can use the service of a distribution company. Income in this case will amount to **15%** of total fees.
- From the physical rental of films in partner movie theaters produced on the IBNIF CINEMADROM platform - **10%**.
- From rental in partner streaming services - **5%**.
- From the sale of rights to film production - **10%**.
- From the sale of products with the symbols of projects located on the platform from - **50%**.



7. STRUCTURE – ICO



7.1 ISSUE OF LUT TOKENS, (LUTOKEN)

In order to IMPLEMENT ITS ACTIVITY, IBNIF-CINEMADROM ISSUING A UTILITY TOKIN LUT ON THE ETHEREUM blockchain of the ERC20 standard.



Token symbol - **LUT** (Utility Token)

The number of tokens - **3 000 000 000**

The cost of one token at the time of completion of ICO – **0.004 ETH / 0.0001 BTC**

Soft Cap – **1 000 000 \$**

Hard Cap – **150 000 000 \$**

A total of 3 000 million LUT will be issued, of which 300 million will be distributed to LUT during the initial offer to investors. The remaining 2 700 million LUT will go to the production fund, insurance fund and other items of the distribution of tokens, according to the financial plan.

FUND of production of FILM PRODUCTS and INSURANCE FUND - is FROZEN. As the financing of film projects is needed, the PRODUCTION FUND is partially defrosted as part of a separate film project and new LUT are made available for purchase by investors.



The use of production and insurance fund, controlled by the Smart Contract, all transactions can be checked on the available resources.

7. STRUCTURE – ICO

7.2 FOUR WAYS TO PURCHASE LUT TOKENS:

IBNIF CINEMADROM, offers four ways of acquiring, LUT tokens.



- ✓ Join the crowd sale.
- ✓ Buy tokens to finance movie projects.
- ✓ Obtain tokens when conducting Bounty programs, both during the crowd sale and during the promotion of film projects.
- ✓ Get tokens as bonuses when using the platform.

The sale price of the token LUT, will be determined at the time of the start of the sale of tokens and based on the bonus program. The early investor gets more bonuses in%. The sale of LUT tokens will use ETH and BTC crypto coins, as well as other liquid crypto coins.

All unsold tokens, in the time of the crowd sale, will be transferred to the film production fund.

The main objectives of the ICO is to attract funding for:

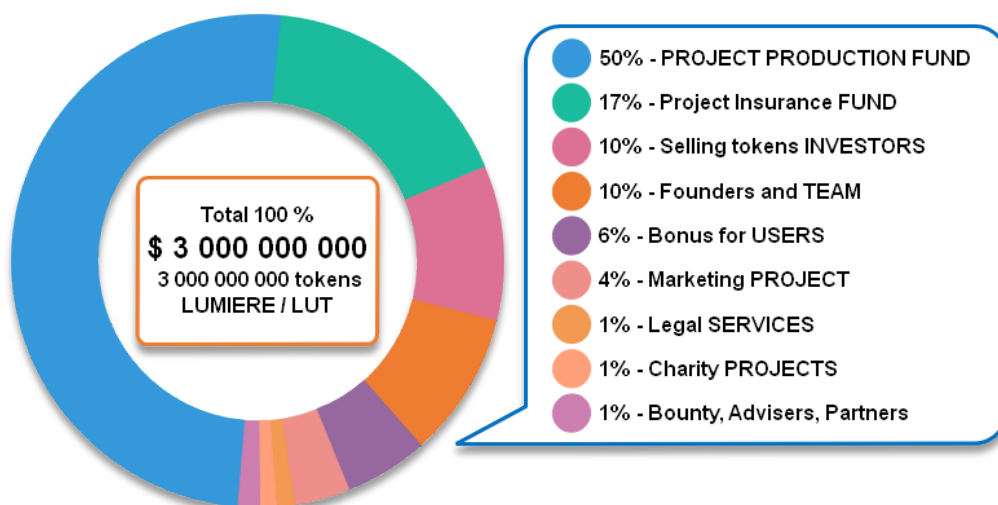
- Development and development of investment and production platform IBNIF.
- Technology development and development, distribution of IBNIF film projects.
- Production of own film projects and development of the IBNIF Film Studio.
- Formation of production fund.
- Development of IT and technical base of the project.
- Conduct global project marketing and an active PR project to engage the maximum audience around the world in a project.
- Opening offices and representative offices of IBNIFs worldwide
- Developing a network of servers and increasing traffic around the World.
- Buying movie content for the Streaming IBNIF Service.
- Coverage of current, organizational and legal expenses.

The rules for the initial authorization of tokens and the distribution of funds received are established to ensure a transparent distribution among participants of the crowd sale and the IBNIF-CINEMADROM project..

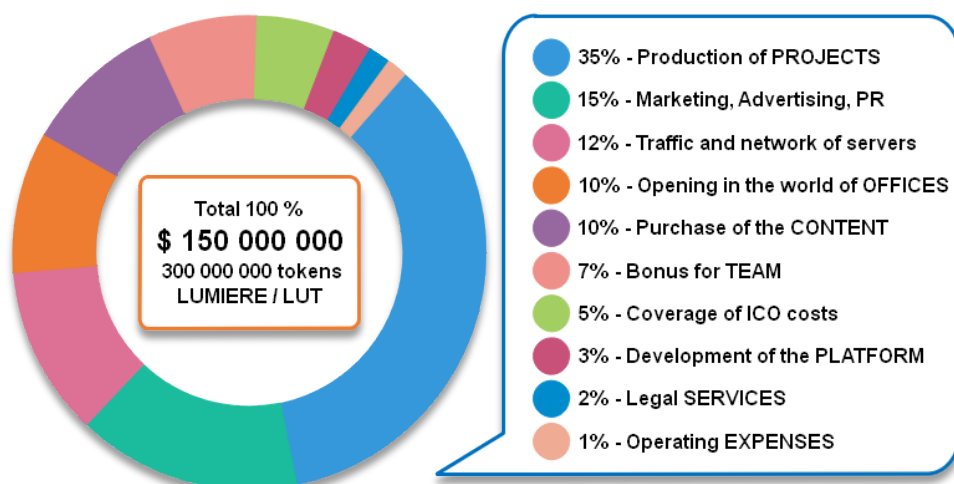
7. STRUCTURE – ICO

7.3 DISTRIBUTION OF TOKENS AND ASSETS COLLECTED AT ALL THE STAGES OF THE ICO

The primary distribution of LUT tokens is defined - in the following ratio:



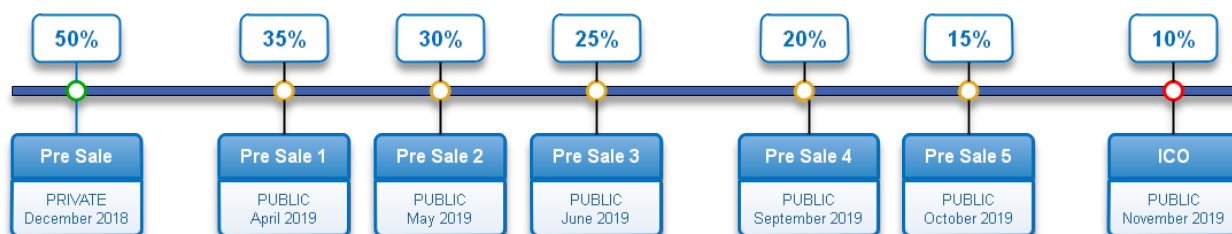
Funds raised at the ICO will be used to develop the project - in the following ratio:



The distribution of funds is preliminary data. The final distribution of funds will depend on the actual amount of assets collected.

7. STRUCTURE – ICO

7.4 FINANCIAL OBJECTIVES AND ICO PLAN.



ICO PROJECT IS CONDUCTED IN THREE STAGES:

1-STAGE Private Pre-SALE (December 2018) with bonus – **50%**

2-STAGE Public Pre-SALE (April 2019 - October 2019) with bonus – **35-15%**

This phase will be divided into three phases of the Pre-SALE.

- Stage 1 Pre-SALE (April 2019) with a bonus - 35%
- Stage 2 Pre-SALE (May 2019) with a bonus of 30%
- Stage 3 Pre-SALE (June 2019) with a bonus - 25%
- Stage 4 Pre-SALE (September 2019) with a bonus - 20%
- Stage 5 Pre-SALE (October 2019) with a bonus - 15%

3-STAGE Main public ICO (November 2019) with bonus - **10,7,4,2,0%.**

- 1 week ICO - 10% bonus.
- 2 week ICO - 7% bonus.
- 3 week ICO - 4% bonus.
- 4 week ICO - 2% bonus.
- 5 week ICO - 0% bonus.

Unsold LUT tokens are credited to the IBNIF production and reserve fund and freeze.



For the sale of the LUT token, we accept these crypto coins.

7. STRUCTURE – ICO

Development strategy of the project, from the volume CrowdSale

Crowdsale amounts / cinemadrom development strategy.	\$ 1 ml.	\$ 10 ml.	\$ 30 ml.	\$ 70 ml.	\$ 100 ml.	\$ 150 ml.
<ul style="list-style-type: none"> Creating an investment platform cinemadrom. 1st (investment) option of production. 	✓	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Blockchain and Crypto Lumiere coin. Mining Algorithms. Wallet. 	✓	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Creation of the IBNIF Film Studio. Production of 4 film projects. 	✓	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Local Marketing Company. 	✓	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Creation of IBNIF Film Agency. 		✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Creating a Social Network Cinema IBNIF. 		✓	✓	✓	✓	✓
<ul style="list-style-type: none"> 2nd (partner) option of production. 			✓	✓	✓	✓
<ul style="list-style-type: none"> Production of 7 film projects. 			✓	✓	✓	✓
<ul style="list-style-type: none"> Primary Marketing Company. 			✓	✓	✓	✓
<ul style="list-style-type: none"> Creating Streaming IBNIF. Acquisition of rights to show films in the streaming IBNIF. 				✓	✓	✓
<ul style="list-style-type: none"> Creation of the Distribution Service IBNIF. 3rd (team) production option. 				✓	✓	✓
<ul style="list-style-type: none"> Creating an Online IBNIF Film Market. Opening cinemadrom offices - (East Europe, West Europe). 				✓	✓	✓
<ul style="list-style-type: none"> Production of 10 film projects. Global World Marketing. 				✓	✓	✓
<ul style="list-style-type: none"> Opening cinemadrom offices - (East Asia, West Asia). 					✓	✓
<ul style="list-style-type: none"> Production of 15 film projects. 					✓	✓
<ul style="list-style-type: none"> Opening cinemadrom offices - (North America, Latin America, Center Oceania, Center Africa). 						✓
<ul style="list-style-type: none"> Production of 25 film projects. The number of users to 100 ml. 						✓

7. STRUCTURE – ICO

Team tokens will be frozen after the end of the ICO, and unfrozen according to the schedule based on 5% of the volume per month. Thus, the team is committed to the long-term and high-quality development of the IBNIF CINEMADROM platform.

After the public ICO, all LUT tokens (implemented and not implemented) will be exchanged for a 1 : 1.2 ratio for a LUMIERE crypto coin and burned.

Crypto LUMIERE coins within 3-5 months will be registered on the crypto currency exchanges, which will allow the crypto coin to freely circulate, be listed on the market and create additional liquidity of the LUMIERE crypto coin.

Method of using LUT tokens and interacting with the IBNIF CINEMADROM platform.



LUT tokens and a crypto coin LUMIERE ensure the interaction of the entire IBNIF CINEMADROM ecosystem and perform the basic financial functions of transferring value both within and outside the platform.



The full functionality of the IBNIF CINEMADROM platform is available only for holders of LUT tokens and crypto coins LUMIERE.



We plan to place a crypto coin LUMIERE on the crypto currency exchanges to give the opportunity to openly buy a coin (for residents of countries where the purchase of tokens and coins does not contradict the law).

7. STRUCTURE – ICO

7.5 WHAT ARE NOT LUT TOKENS.



LUT tokens are utility tokens, and are not securities under any jurisdiction. This White Paper is not related to the initial public offering or offer of shares / equity, not in any way to the offer of securities in any jurisdiction. LUT tokens are not intended for sale or exchange in any jurisdiction where they are prohibited by law or require subsequent registration with state authorities.

LUT tokens are not offered or distributed, nor can they be resold or otherwise alienated by their owners to citizens, individuals and legal entities residing or registered in the United States of America (including all states and the District of Columbia), Puerto Rico, United States Virgin Islands States, any other possessions of the United States of America or in a country or on the territory where operations with cryptocurrencies are prohibited or in any way restricted.

For trading on crypto currency exchanges, a crypto coin LUMIERE is issued, which will replace the existing LUT token.

LUT tokens are utilities tokens that are not a debt obligation of the Company, but carry out the function of raising funds for cinema user projects and the function of internal calculations with users of the platform.

LUT tokens are neither a debt instrument or a bond in any form, nor any other form of loan to the Company. Acquiring LUT tokens through participation in the sale of tokens or in any other way does not give to holders of tokens any rights to distribute financial or any other assets of the Company.

Holders of previously acquired tokens can exchange LUT tokens for LUMIERE's crypto coin and gain profit from exchange rate differences by selling crypto coins on crypto currency exchanges.

7. STRUCTURE – ICO



7.6 WHY A CRYPTOCOIN LUMIERE WILL BE IN DEMAND?

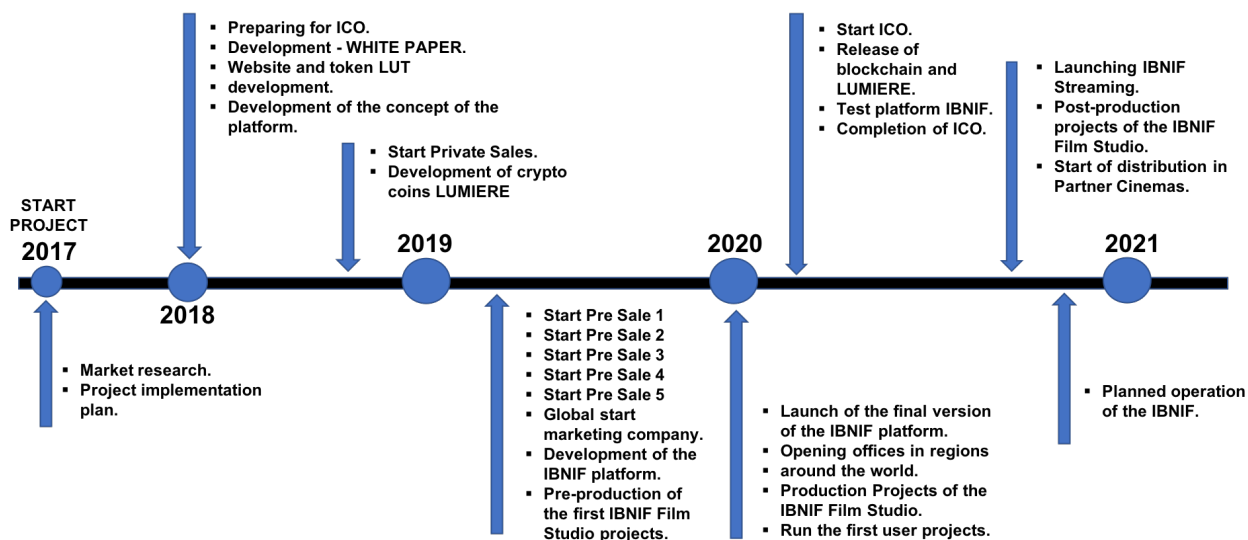
Due to the active economic and creative activities of the IBNIF CINEMADROM, the LUMIERE crypto coin will be in constant demand in the market. The following factors will contribute to this:

1. Opening of new physical offices and representative offices of IBNIF CINEMADROM worldwide. Offices are engaged in attracting investors to film projects, they are conducting an active marketing campaign to increase the number of viewers of the Streaming Service. Conclude partnership agreements with companies representing services in the film industry. Thereby, the crypto coin LUMIERE is gradually popularized as a unit of account in the film industry.
2. In the first year of the IBNIF CINEMADROM Film Studio, in addition to the projects of independent filmmakers, it planned to release 4 large film projects - 2 blockbusters ("NEFERTTI" and "SHUFFLE" and 2 serials ("WE'RE THINKING FOR YOU" and "RUSICHI"). All these projects are already at the stage of production of PRE-PRODUCTION. Information on the projects is provided on the website cinemadrom.com in the projects section and in the presentation. In the future, the IBNIF Film Studio each year plans to increase the production of film projects twice.
3. IBNIF CINEMADROM Streaming Service, in the first few years of operation it will dial up to 10 ml. subscribers and viewers. Spectators, using the Streaming Service while watching, earn LUMIERE coins that can be used at their own discretion (exchange for fiat money or any other crypto coins, pay for a service subscription, pay for any services, etc.). That will ensure the popularity of the coin LUMIERE and create conditions for the growth of subscribers. Within 5 - 7 years of operation, IBNIF CINEMADROM will reach up to 100 million viewers worldwide.
4. After the ICO, a blockchain release of its own design is planned, which will solve the problems of the currently existing algorithms and the release of a full-fledged crypto coin LUMIERE. All previously released and implemented LUT tokens will be burned 1:1.2 and exchanged for a new crypto coin LUMIERE.
5. Mining will be available for crypto coins LUMIERE, developed using standard PoW and PoS algorithms. Additionally, the new POT (Prof of Traffic) mining algorithm will be available, based on the provision of traffic by users for the Streaming IBNIF CINEMADROM service..

8. PROJECT ROAD MAP



For the effective development of the project, IBNIF CINEMADROM approves the roadmap.



PROJECT PARTNERS - CINEMADROM



The technical part of the project and the blockchain development are carried out by the partners EIY SYS.

- Development of a hybrid blockchain with the deployment of public and private networks.
- Development of crypto coins Lumiere.
- Development of mining pools and universal multi-wallet.
- Development of protocols for electronic document circulation, fixation and protection of copyright and data identification.
- Development of a new video content transfer protocol by splitting a file into many different blocks.
- Develop software to view these files on different devices.
- Development of a new consistent PoT algorithm, (proof of traffic).



9. TEAM AND ADVISERS



The project represents the core team and IBNIF CINEMADROM advisors.

All team members are experienced and qualified film industry professionals (producers, directors, playwrights, marketers).

Team advisors, sought-after directors and producers with experience in film projects in both Europe and Hollywood.

TEAM



IGOR EGOROFF

Founder,
Producer, Film
Director, CEO



**PAVEL
GUBANOV**

Co-founder,
Internet marketer



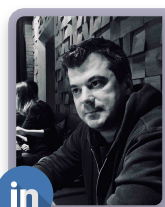
**EKATERINA
ULYANOVA**

Chief Editor,
Producer



**ELENA
EGOROVA**

Screenwriter,
Designer



**ALEXANDER
SIVAK**

Producer, Film
Director



**SVETLANA
VALUCHEVA**

Editor,
Screenwriter



**YURY
DZIATLAU**

Bounty Manager



**CHARMAINE
MARAVILLA**

Community
Manager

ADVISORS



**HAMZA
KHAN**

Advisor, Blockchain,
ICObench Experts



**VLADIMIR
ALENIKOV**

Advisor, Producer,
Film Director



**NIKOLAY
LEBEDEV**

Advisor, Producer,
Film Director

The composition of the team and advisors in the process of project development are constantly being supplemented.

10. PRODUCTION PROJECTS - (MVP)



10.1 "NEFERTITI" - HISTORICAL ACTION DRAMA



FULL BUDGET – \$150 000 000

Fee plan box office - \$450 000 000

International distribution

Movie reference – "TROJA", "CLEOPATRA"

Screenwriter - Alina Renik, Igor Egorov,

Catherine Ulyanova,

Produced by Igor Egorov

Financing of the project occurs in stages.

Investment plan for preproduction stage

(01.12.18 - 31.12.19)

– \$5 000 000

BRIEF SYNOPSIS:

1370 BC The mighty Tsar of Metanii the Tashrat, is going to war in Egypt. The ruler of Egypt, Amenhotep III, enters the battle. The warriors of Amenhotep III kidnap the king's beloved 12-year-old daughter, princess Taducepta. During the battle, the princess is killed. Tsar Tushrat, asks the sun god to return his daughter. The princess is resurrected, calls herself - Nefertiti, and tells the king that we must stop the war with Egypt, and give her to the harem of the Egyptian Pharaoh.

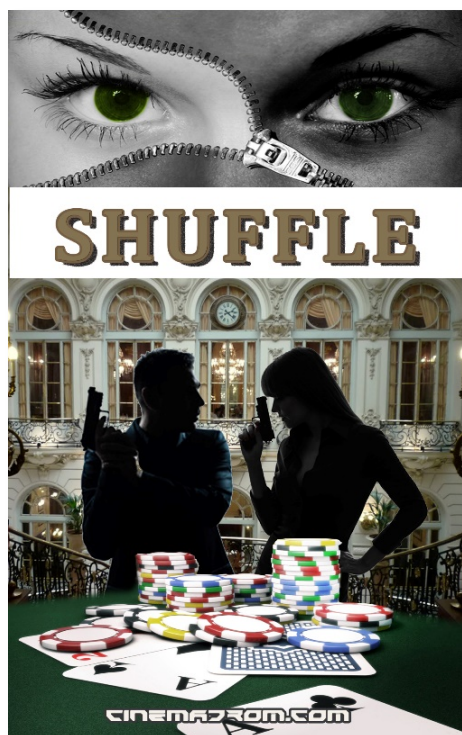
The son of Pharaoh, Amenhotep IV, fall in love with the beauty of Nefertiti. Soon, old Amenhotep III, dies. According to the Egyptian tradition, all the wives of Pharaoh after the death of the ruler should be buried with him alive. Amenhotep IV, at the last moment, rescues Nefertiti from death, secretly replacing her with another girl and sacrifices her. Amenhotep IV against the will of the priests, marry Nefertiti and orders him to call himself Ehnaton, which means "pleasing Aton", the sun god.

Nefertiti and Ehnaton make radical changes in religion and politics. Change causes the wrath of the priests of Egypt, and the Kings of neighboring states. The queen cannot give birth - the heir to the throne, which becomes the personal tragedy of Nefertiti and Ehnaton. Their marriage is falling apart. The priests and the warlord Horemheb, are preparing to seize power. The sculptor Thutmos warns Nefertiti, but it is too late, Ehnaton dies at the hands of traitors. Nefertiti, fights with conspirators. Horemheb runs to unite with the enemies of Egypt.

Nefertiti, abandoned by her allies, alone enters an unequal battle with enemies to defend her throne, the new religion of Egypt, and protect her six daughters and illegally born son from the sculptor Thutmose.

10. PRODUCTION PROJECTS - (MVP)

10.2 «SHUFFLE» – THRILLER



FULL BUDGET – \$70 000 000

Fee plan box office - \$310 000 000

International distribution

Movie reference – «CASINO ROYALE»

Screenwriter - Andrei Motorin

Produced by Igor Egorov

Financing of the project occurs in stages.

Investment plan for preproduction stage

(01.12.18 - 01.12.19)

– \$3 000 000

BRIEF SYNOPSIS:

Terrorists planning to establish a new world order are stealing technology created for a new weapon from the secret laboratory of South Korea. In criminal hands, technology can be used in espionage and blackmail of politicians and businessmen.

France, is preparing a summit of presidents of G7 states, at the summit must approve a global plan to eliminate the threat of terrorism. Terrorists, using technological advantage plan to prevent the meeting. Three days before the G7 meeting, the terrorists discover the loss of the secret device.

In Europe, a lucky player appears in the cards, who always won and then disappeared to appear in another country and beat the next casino.

Former policeman Rey, demoted for his unconventional methods of investigation, and mired in debt because of his addiction to gambling in casinos, wants to know the secret of a successful card player.

Rey hires a professional thief Verona, who leads a double game. A carefully thought-out scheme is already collapsing at the very beginning, because, not only terrorists and criminal structures hunt for this technology, but special services from different countries of the world.

10. PRODUCTION PROJECTS - (MVP)

10.3 «THINK FOR YOU» – FANTASTIC DRAMEDIES



FULL BUDGET – \$15 000 000
Fee plan box office - \$25 000 000
Format - TV series,
International distribution
Movie reference – "THE MATRIX",
"MINORITY REPORT", "PAPRIKA"

Scriptwriter - Valeria Zadereeva
Produced by Igor Egorov

Financing of the project occurs in stages.
Investment plan for preproduction stage
(01.12.18 - 20.12.19)
– \$1 000 000

BRIEF SYNOPSIS:

The Agency "We will think for you!" Appeared in the city, whose employees provide an unusual service - they penetrate people's minds with the help of a neuroprogram, and thus solve other people's problems.

The protagonist of the story is a thirty-year-old Dmitry, a former policeman, working in the department of fears and phobias. As the best employee, he is entrusted with the most difficult tasks.

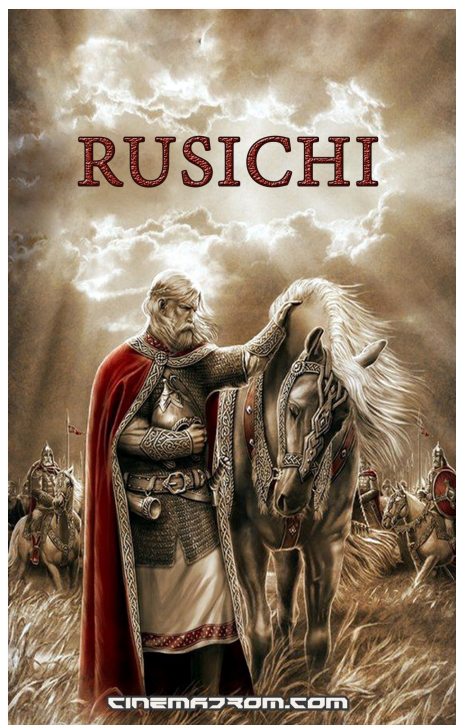
While the client is unconscious lying on the couch, the employee appears in his thoughts and instead of the client participates there as an active actor. Living for the client that the client himself is scared or painful, makes a difficult decision for the client.

All records of customer thoughts are contained in the repository for further scientific work. Once there was a leak - and the secret thoughts of customers become known to outsiders. Chaos begins among the inhabitants of the city. The reputation of the agency is in the balance. Everyone understands that only one of their employees could have made this leak. Dmitry takes up the investigation and discovers that the life of each of the clients has become worse. People have forgotten how to not only solve their problems, but also to experience human feelings.

Dmitry understands that the Agency is an evil that controls the minds of people in the interests of politicians and bankers. Dmitry decides to destroy the Agency and return the people to their lives.

10. PRODUCTION PROJECTS - (MVP)

10.4 «RUSICHI» - HISTORICAL DRAMA



FULL BUDGET – \$24 000 000
Fee plan box office - \$40 000 000
Format - TV series,
International distribution
Movie reference – "VIKINGI", "GAME OF THRONES".

Screenwriter - Vladimir Shapovalov
Produced by Igor Egorov

Financing of the project occurs in stages.
Investment plan for preproduction stage
(1.12.18 - 30.12.19)
– \$2 000 000

BRIEF SYNOPSIS:

860, the Normans attack the rich Slavic lands. In Ladoga, the prince of the Western Slavs dies, Ghostomysl, and the local princes begin to divide his lands. Gostomysl, in order to stop strife between tribes and trade missions, appeals for help to the Varyags.

The prince of the warlike Varangian tribe Rus, Rurik, was invited to reign in Novgorod in order to stop strife between the tribes and trade missions. Oleg's bride, Efanda for political purposes, forcibly married to Rurik. Despite this, Oleg and Efanda continue to love each other.

The rule of Rurik soon becomes a problem for the local boyars. In the Slavic lands there are uprisings, fires, murders and robberies.

Rurik learns that Efanda is pregnant, from Oleg. Imperious prince, wants to kill Rurik learns that Efanda is pregnant from Oleg. Imperious prince, wants to kill Oleg, and pass off the child as his. Oleg is ahead of Rurik and runs to gather his army. Under the banner of Oleg is going to a big army. Oleg must defeat the superior forces of his enemies in order to conquer Kiev, and make his son Igor the heir to Rusich.

11. DISCLAIMER



The main legal part of the project will be published in the next versions of the revision of this WHITE PAPER.

This white paper (WP) was compiled to introduce IBNIF CINEMADROM for potential customers and those who can help with the project development in the future. The information provided here is not exhaustive, and there is no obligation to read it. The sole purpose of this document is to convey information to potential investors so that they can decide whether to study the company further and, possibly, subsequently acquire project tokens LUT and a LUMIERE crypto coin.

No section of this WP contains a call or requirement to invest in a project, nor does it call for the purchase of any shares. This document does not take into account any laws on the protection of investors' rights and cannot be considered as a violation of these laws. Some statements, estimates, and amounts in the document are based on assumptions about the future course of things.

LUMIERE crypto coins and LUT tokens are not offered or distributed, nor can they be resold or otherwise alienated by their owners to citizens, individuals and legal entities residing or registered in the United States of America (including all states and the District of Columbia), Puerto Rico, United States Virgin Islands States, any other possessions of the United States of America, People's Republic of China, South Korea, Singapore or in a country or on the territory where operations with cryptocurrencies are prohibited or in any way restricted.

Certain statements, estimates and financial information contained in this document are forward-looking statements or information. Such forward-looking statements and information affect known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or results implied or stated in the forward-looking statements. WHITE PAPER may be modified to provide more detailed information.

The main source of official information about the LUT token and the LUMIERE crypto coin is this document in Russian. The information contained in the document in Russian can be translated into other languages or used in written or oral communications to existing and potential customers, partners, etc. etc.

In the process of translating and transmitting messages, some of the information contained in this document may be lost, distorted or incorrectly presented. The accuracy of such alternative messages cannot be guaranteed. In the event of conflicts or inconsistencies between translations, messages and an official document in Russian, the provisions of the original document in Russian shall prevail.

Any reader of this WHITE PAPER, a potential client or investor is obliged to ensure that their acquisition of tokens is not prohibited by the current laws of the country whose citizenship he has or in which he resides permanently or temporarily.

12. GLOSSARY



- Blockchain - Built on certain rules continuous sequential chain of blocks containing information. Most often, we are talking about transactions in different crypto currencies, but the blocks may contain other information.
- Token, digital token – a term used in a crypto currency environment to refer to a substitute for money, shares, and to monetize various services.
- Ethereum - platform for creating decentralized online services based on blockchain, working on the basis of smart contracts.
- ETH — Cryptocurrency unit of the Ethereum platform.
- Smart contract (clever contract) - An electronic algorithm that describes a set of conditions whose fulfillment entails certain events in the real world or digital systems.
- ICO (Initial Coin Offering) – primary generation of tokens, a form of attracting investments in new technological projects and startups in the form of creating and offering investors new tokens.
- PreICO – form of attracting early investment (usually carried out before ICO technology projects and start-ups for the possibility of its development and access to ICO. At this stage, early investors get a better price for tokens than ICO.