



The Online
Entertainment
Industry



The Online Entertainment Industry

The online entertainment industry has always been at the climax of technological innovation and an undeniable part of every successful medium in history, from print to television to the internet. We believe this market is ready to merge with blockchain. With CryptonsQ all payments for the entertainment industry will be reliable, secure and anonymous.

The global media and entertainment market has consistently been on the rise. The entire worldwide market is projected to grow from an estimated 1.72 trillion U.S. dollars in 2015 to 2.2 trillion U.S. dollars by 2021. Gaming is an integral and ever-developing segment of this market. The two largest gaming regions, Asia Pacific and North America, are predicted to account for 78 percent of global revenues in 2017. Online gaming in particular is one of the branches that has evolved over the past decades. It includes social gaming, mobile gaming, as well as free-to-play and pay-to-play massively multiplayer gaming, otherwise known as MMO gaming. The latter two segments combined generated revenue of roughly 19.9 billion U.S. dollars in 2016 and, judging by the data volume of global online gaming traffic

alone, which is forecast to grow from 126 petabytes in 2016 to 568 petabytes in 2020, it is safe to assume online gaming is here to stay.

The number of online console gamers is expected to grow to over 57 million by 2020 and the market for PC online games alone is projected to reach a value of around 33.6 billion U.S. dollars by 2019. In a 2016 survey, 25 percent of respondents claimed to have spent on average between 41 to 60 percent of their time playing multiplayer online games using a handheld console. That year, the world's leading F2P and P2P massively multiplayer online games include: League of Legends, Crossfire, Dungeon Fighter Online, World of Warcraft, World of Tanks and DOTA 2. In fact, DOTA 2 was the most played game on steam by hourly average number of players.

Industry leaders include already established video game developers such as Electronic Arts, Ubisoft, and Activision Blizzard, all of whom have recognized the opportunity presented by the rising online gaming segment. There are also major players in the market whose primary focus is social gaming. These developers include, but are

not limited to, Supercell, Zynga, and King.com. In fact, as of mid-2017, each of these three developers had two games on a ranking of the ten most popular Facebook games.

Social gaming is tightly bound with mobile gaming, as the majority of social games are developed in the form of apps for iOS and Android devices. In the United States, the social app-based market largely exceeds browser-based social gaming. This trend has been apparent at least since 2010. That year, app-based gaming accounted for 70 percent of the social online market value, with the remaining 30 percent of the value attributed to browser social games. Allowing for constant growth, by 2020 those categories are expected to account for 84 percent and 16 percent of the social online gaming market, respectively.

The industry has seen a shift towards games with multiplayer facilities. A larger percentage of games on all types of platforms include some type of competitive online multiplayer capability.

In addition, the industry is experiencing further significant change driven by convergence, with technology and player comfort being the two primary reasons for this wave of industry convergence. Video games and related content can now be accessed and played on a variety of media, including: cable television, dedicated consoles, handheld devices and smartphones, through social networking sites or through an ISP, through a game developer's website, and online through a game console and/or home or office personal computer. In fact, 12% of U.S. households already make regular use of game

consoles for accessing video content provided by online services such as Hulu and Netflix. In 2012, for the first time, entertainment usage passed multiplayer game usage on Xbox, meaning that users spent more time with online video and music services and applications than playing multiplayer games. This rapid type of industry convergence has caused the distinction between video game console and personal computers to disappear. A game console with high-speed microprocessors attached to a television set is, for all intents and purposes, a computer and monitor.



As this distinction has been diminished, players' willingness to play and access content on different platforms has increased. The growing video gamer demographic accounts for this trend, as former president of the Entertainment Software Association Douglas

Lowenstein explained at the 10th E3 expo, "Looking ahead, a child born in 1995, E3's inaugural year, will be 19 years old in 2014. And according to Census Bureau data, by the year 2020, there will be 174 million Americans between the ages of 5 and 44. That's 174 million Americans who will have grown up with PlayStations, Xboxes, and GameCubes from their early childhood and teenage years... What this means is that the average gamer will be both older and, given their lifetime familiarity with playing interactive games, more sophisticated and discriminating about the games they play."

Evidence of the increasing player willingness to play video games across a variety of media and different platforms can be seen in the rise of casual gaming on smartphones, tablets, and social networking sites as 92% of all smartphone and tablet owners play games at least once a week, 45% play daily, and industry estimates predict that, by 2016, one-third of all global mobile gaming revenue will come from tablets alone. Apple's App Store alone has more than 90,000 game apps, a growth of 1,400% since it went online. In addition, game revenues for iOS and Android mobile devices now exceed those of both Nintendo and Sony handheld gaming systems combined.



The Future of Payments in the Online Entertainment Industry

CryptonsQ is a project inspired by the Online Entertainment Industry which aims to offer all businesses related to the industry a safe and reliable payment solution, to guarantee safety and minimise rejections based on the nature of the business. Our vision is a future where a large share of the entertainment market uses one unified token; CryptonsQ, for all their transactions. The different sectors of the industry will create an intricate ecosystem with thousands of interconnected businesses, in which the token will be exchanged, and its value will be consistently on the rise. Our aim is for CryptonsQ to become the principal cryptocurrency which will largely replace fiat currencies in the multi-billion dollar industry over the course of several years. CryptonsQ will serve as a solution to a prominent problem, becoming a highly used and valuable token for millions of businesses and individuals. This whitepaper will explain the details of this vision and exactly how we see it coming to fruition.

Everyone across the world can join the CryptonsQ project, it is developed on an Initial Coin Offering (ICO) basis, enabling the purchase of tokens starting with the very first phases of its creation. The

project is intended for all those interested in earning money from blockchain technology, especially cryptocurrency investors who are looking for the most innovative projects in leading and fast-growing sectors of internet economy.

The final result of our work will be the creation of an ultra-secure and stable cryptocurrency, which can be used by hundreds of millions of users and businesses, and its introduction to all the largest cryptocurrency stock exchanges, thus enabling a smooth exchange between CryptonsQ and other cryptocurrencies in use around the world.

CryptonsQ Pre-Ico

So that everyone across the world can join the CryptonsQ project, it is developed on an Initial Coin Offering (ICO) basis, enabling the purchase of tokens starting with the very first phases of its creation. The project is intended for all those interested in earning money from blockchain technology, especially cryptocurrency investors who are looking for the most innovative projects in leading and fast-growing sectors of internet economy.

The final result of our work will be the creation of an ultra-secure and stable cryptocurrency, which can be used by hundreds of millions of users and businesses, and its introduction to all the largest cryptocurrency stock exchanges, thus enabling a smooth exchange between CryptonsQ and other cryptocurrencies in use around the world.

Currently, the distribution of 5 million tokens in the Pre-Ico phase, at the rate of EUR 0.08 EUR per 1 QST, is taking place. The campaign started this July, and there is no restriction on the minimum purchase volumes.

The price will be increasing across the coming Pre-Ico phases, until it reaches 1 QST = 0,00018956 ETH.

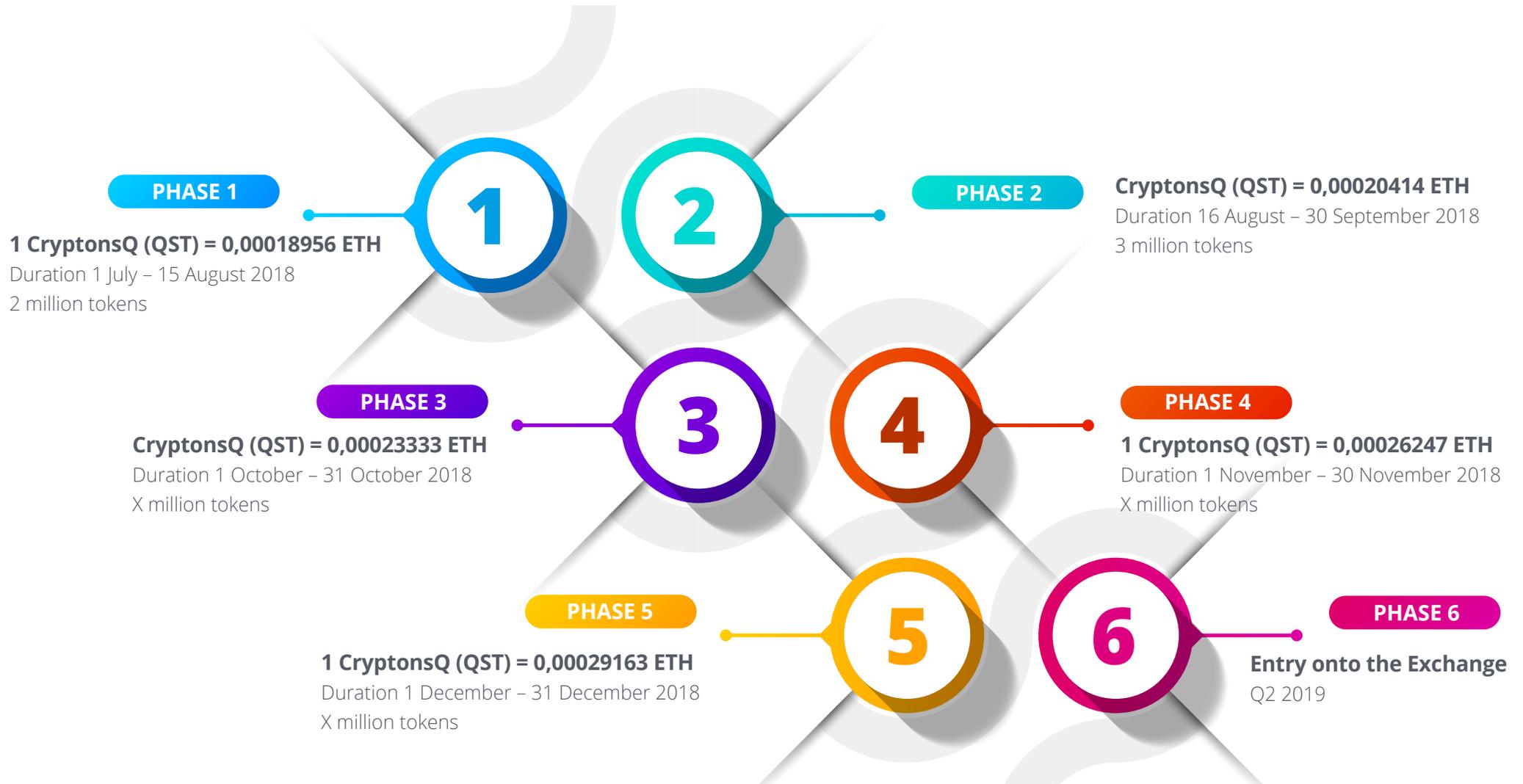
The project is scheduled to be completed in Q1 2019.
100 million CryptonsQ tokens will be available.

The key financing data for the project:

Soft cap: 450 000 USD

Hard cap: 1 300 000 USD

Roadmap



What is CryptonsQ?

CryptonsQ was created to solve the most crucial problems hindering the growth of the entertainment sector. Its mission is to significantly facilitate the creation of the content by the media, film and entertainment producers, and to improve the cash flow between creators and consumers. With the introduction of a new decentralised and universal currency into the ecosystem, it will finally be possible to implement innovative projects, such as the equivalent of Netflix based on the blockchain network.



The use of collected resources

The financing obtained in all phases of the project will be distributed as follows:

55% - Development of the platform and the cryptocurrency itself

The cost of creating the ultra-secure cryptocurrency which can be exchanged by millions of users at the same time. Basing the cryptocurrency on smart contracts with the best parameters for the entertainment industry.

12% - Research and development

The scale of CryptonsQ implementation requires state-of-the-art technologies and goes beyond the currently known technical solutions and their limitations, such as the development of protocols handling more than 1.3 million transactions every day.

20% - Marketing and community building

The dissemination of CryptonsQ amongst leading stakeholders and users within the entertainment industry has been one of the key objectives since the project was created. It requires advanced and effective marketing strategies.

8% - Rights and exceptions

Legal issues related to the cryptocurrency exchange and safekeeping, as well as proprietary copyrights to projects based on the cryptocurrency.

10% - Business development

The implementation of the cryptocurrency in the ecosystem will require the support of many business partners and the establishment of contacts and cooperation with the largest media and entertainment corporations

Summary

CryptonsQ is a digital currency based on blockchain technology that will become a universal means of payment between businesses operating in the entertainment industry. This cryptocurrency will create a new kind of relationship and added value between content creators and consumers, giving them a payment solution that is secure, independent and free of commission from intermediaries.



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