



# TNT Studios: Blockchain solutions for the entertainment industry

WHITEPAPER v.2.0

Last update: 1 October, 2021

**Disclaimer:** The information in this document is subject to change or update without notice and should not be construed as a commitment by The New Tag Capital Ltd.

# Table of Contents

- Abstract ..... 3
- Introduction ..... 3
- Mission Statement ..... 4
- Core Objectives / Development Phases ..... 4
  - Phase I: Chronicles from the Cryptoverse ..... 4
  - Phase II: GameFi ..... 5
  - Phase III: NFT-crowdfunding platform for the entertainment sector ..... 6
- Tokenomics ..... 8
  - Proposed hard fork..... 8
  - Staking ..... 8

## Abstract

Many would say that from a scholarly perspective blockchain, the underlying technology of Bitcoin, is in its early stages of research.<sup>1</sup> The implication of scholarship being in its early stages is that before we can see mass adoption of blockchain technology we will need to start seeing robust legal systems being implemented at national levels.<sup>2</sup> However, the scholarly consensus is that, despite the scepticism, it is a nonetheless a 'disruptive technology' and its commercial application is being realised in a number of ways beyond cryptocurrency. Whilst some industries like the world of finance and supply chain management saw more obvious applications for blockchain technologies and became the earliest-stage adopters for the technology, it is nascently being applied to the entertainment industry.

## Introduction

We are taking a holistic approach to implementing blockchain into the entertainment industry. We believe the entertainment industry can be defined as two markets: video games and multimedia entertainment (films and television). This whitepaper serves as our conceptual framework for the application of blockchain technologies into both.

Blockchain implementation into the industry has the potential to revolutionise the relationship between developers and consumers. We see it as the natural evolution in the industry in two-fold ways. Firstly, increased governance will allow consumers to take some control over the content that they want to see and will allow them to become direct stakeholders.

Secondly, NFTs open a new revenue stream for creatives, in particular those who do not have access to funding for their ideas. This whitepaper also conceptualises plans for a new crowdfunding platform that will enable the funding of multimedia entertainment ideas through the sale of NFTs.

---

<sup>1</sup> Lim, M. K., et al, 'A literature review of blockchain technology applications in supply chains: A comprehensive analysis of themes, methodologies and industries (Computers & Industrial Engineering, 14 January 2021) <<https://www.sciencedirect.com/science/article/abs/pii/S0360835221000371>>

<sup>2</sup> Naprawa, C., 'Blockchain Disruption Is Coming: How Businesses Can Prepare' (Forbes Business Council, 30 April 2021) <<https://www.forbes.com/sites/forbesbusinesscouncil/2021/04/30/blockchain-disruption-is-coming-how-businesses-can-prepare/?sh=7175f382c607>>

## Mission Statement

Our core mission is to reconfigure the relationship between consumers and developers through the implementation of blockchain technologies into the entertainment industry. Through TNT Studios and its token \$TNT, we want to build an ecosystem that puts consumers first to improve the quality of play-to-earn games and create a successful model for blockchain-backed multimedia projects.

The goal is not to compete with other cryptocurrencies, but rather to provide a working solution for the entertainment industry through blockchain. In that respect, we are as much of a video game company, as we are an entertainment company, and a solutions provider for ideas in this space.

## Core Objectives / Development Phases

Below are the 4 phases of implementation each with its own milestones, goals, and focus.

### Phase I: Chronicles from the Cryptoverse

In order to penetrate the entertainment space we are launching our own media franchise called 'Chronicles from the Cryptoverse' – a fictional media universe featuring original characters, worlds and storylines developed by us. Instead of building unrelated games and multimedia we have launched this universe so we can start building our own fanbase who follow what our characters get up to. Consumers have shown an affinity towards shared universes, as demonstrated by the success of franchises like the Marvel Cinematic Universe ©. This is one of the first of its kind in the blockchain entertainment space. Given that we are one of the earliest adopters of this model in this early-stage industry it allows for huge growth potential. Additionally, this grants us unlimited creative license.

#### **The Chronicles**

Our first product that we released is our online series, 'The Chronicles' where we introduced some of our first few characters. Each season of the 'Chronicles' will feature a different story arc contained within the same universe. Our goal is to explore different animation styles through this series and work with a variety of talent.

#### **Cryptoverse Collectibles**

All content released under the 'Chronicles from the Cryptoverse' franchise will be accompanied by NFTs from our 'Cryptoverse Collectibles' collection. The Cryptoverse Collectibles collection contains NFTs which represents characters, locations, and important objects from the universe. Alongside the 2 episodes of the 'Chronicles' that we have released, we started selling NFTs as part of the collection.

## **Satoshi's Vision**

We are currently developing our first game to be released from the franchise called 'Satoshi's Vision' – an original RPG Maker game. The game will be released in episodes that users can buy individually. A limited number of Battle Passes will be released at the start in the form of NFTs. Holding these NFTs will give players access to all episodes at one cost, additional content plus a tradeable asset. Alongside the Battle Pass NFTs, new NFTs will be released from the Cryptoverse Collectibles collection.

**Battle Pass (founders edition):** 100 NFT battle passes will be minted alongside the season finale of the Chronicles season 1. These will be the cheapest battle passes available. Holders of Battle Pass 1 will be able to play the demo of the game first.

**Battle Pass (launch edition):** 1000 NFT battle passes will be minted prior to the release of Satoshi's Vision episode 1. These will all feature individual artworks, some rarer than the others, like Cryptopunks, etc.

**Individual episode NFTs:** If you don't hold an NFT battle pass you will have to buy each individual episode.

## **Bridge Marketplace**

Cryptoverse NFTs and all other NFTs will be minted and available to buy on our own marketplace going into the future.

## **Phase II: GameFi**

On a planet with 2.8 billion active gamers, gaming is the fastest growing industry in the world.<sup>3</sup> For decades, humans have been enthralled with gaming as a means to escape from reality. The past decade, with the emergence of eSports and the advent of digital monetisation, represented the first evolution of video games. The integration of blockchain technologies represents the next evolution of video games. Formerly gamers had to look to 3<sup>rd</sup> parties to provide them with an income from playing video games, what GameFi represents is the ability to cut out the 3<sup>rd</sup> party and earn directly from playing games.

### **Current barriers and our development solutions**

The current lifecycle of blockchain games is showing parallels to the digital age of gaming. Blockchain games are currently at the novel technology stage which means that developers have been focusing on creating concepts that work. Similar to how companies like Atari © were fundamental to building the foundations of gaming around the time, we have the developers of games like Axie Infinity to thank for building a working concept for the next generation of games.

---

<sup>3</sup> Clement, J., 'Number of video gamers worldwide 2015-2023' (Statista 2021)  
<<https://www.statista.com/statistics/748044/number-video-gamers-world/>>

Our market research has demonstrated that consumers would like to see more ‘fun’ games. But just like any piece of programming, advanced application requires advanced programming ability. We have spent several months thoroughly analysing the competition and the opportunity in the space and have begun development on a range of games that have play-to-earn functionalities and incorporate blockchain technologies.

### **Publishing company**

With our extensive understanding of the blockchain gaming space we will also be supporting new developers entering the GameFi space with development and publishing. Games which we publish, but don’t develop, have the option to integrate into our ecosystem but, should they wish not, \$TNT holders will still have exclusive early access to private sales and asset drops for these games developed by our partners.

## **Phase III: NFT-crowdfunding platform for the entertainment sector**

### **NFT bubble?**

There has been growing speculation that the NFT economy is encapsulated in a bubble. The idea is due to the hype behind NFTs right now, a lot of products that enter the market are overvalued from the point they enter the market. The danger this creates for investors is that the asset they invest in has a high price floor which buyers find difficult to meet, particularly if the value of the NFT is purely driven from speculation. Like any asset, when it is backed by a use case there is always a greater investment opportunity. Thus digital entertainment represents a perfect market to integrate NFTs into.

### **Crowdfunding with NFTs**

With \$2.5bn spent on NFTs in the first half of 2021 alone, NFTs are the fastest growing asset class in the world. Outside of a potential bubble, can we guarantee that an NFT will retain its value? No. Is there anything we can do to influence NFT prices, besides speculation? Yes, by giving it a use case. In the entertainment industry, NFTs can have several use cases. Beyond being used as assets in a game, we can use NFTs to crowdfund for TV shows and films.

Although it is possible to crowdfund for a film or a show already, there are a handful of problems with the current model. Individuals who decide to invest usually are offered gimmicky rewards which are not very rewarding when you consider how much money they are usually asked to contribute. Sometimes they get nothing in return.

Crowdfunding using NFTs means that individuals can get an easily tradeable and, often lucrative, asset back in lieu of their investment. It’s also an immutable asset which they will always own because it’s stored digitally. Crowdfunding using NFTs also allows for a system to easily distribute royalties to holders of the NFTs from syndication, redistribution, etc. This is important because ‘equity crowdfunding’ through the traditional CeFi model has significant legal barriers, particularly in the USA which is one

of the largest markets for crowdfunding.

### **Scholarship scheme**

Real opportunities for young people in creative spaces is in high demand. College and university level students often struggle to find employment in the industry. A scholarship scheme would create unparalleled opportunities for this demographic as they leave school seeking opportunities for experience. Targeting this audience creates interest not only from a filmmaking perspective but also from a consumer perspective too. This is also the demographic that is most likely to buy NFTs too.

### **Benefits**

- ✓ Increased governance over content creation – your target audience can choose which projects they want to see made
- ✓ Opens revenue streams for parties who would have previously struggled to get funding
- ✓ Redistribute profits

## Tokenomics

Contract

**0x633cfdc8677457c053b1df709f4c44d5b451da4d**

Development wallet

**3.5%**

Marketing wallet

**3.5%**

Token supply

**10,000,000,000,000**

**Deflationary token**

12% tax

**5% back to holders**

**4% back to liquidity**

**3% burn**

## Proposed hard fork<sup>4</sup>

In order to support the GameFi ecosystem and crowdfunding platform we will be making protocol updates which will require a hard fork of the contract. New features of the contract will include:

- 0% tax
- Supply decreased to 100,000,000 tokens
- New wallet sizes

## Staking

A future update will add staking into the ecosystem – TBA.

---

<sup>4</sup> The details of the hard fork are subject to change, all the latest updates will be made on our socials and our the whitepaper.