

BIG STREAM ENTERTAINMENT

MEDIA PUBLISHING ECOSYSTEM HIGHLIGHTS & INVESTOR GUIDE

Big Screen Entertainment Group

Stock: BSEG

BSEG has been and is continuing development on Big Stream Entertainment (BSE), a streaming app that will be able to deliver many types of content, games, and entertainment media globally.

Distributing Streaming Content

BSEG will be focusing more on developing content focusing sales on streaming companies. Content licensed to Netflix, Amazon, etc., after expiration content can be placed on BSE to extend the content lifecycle.

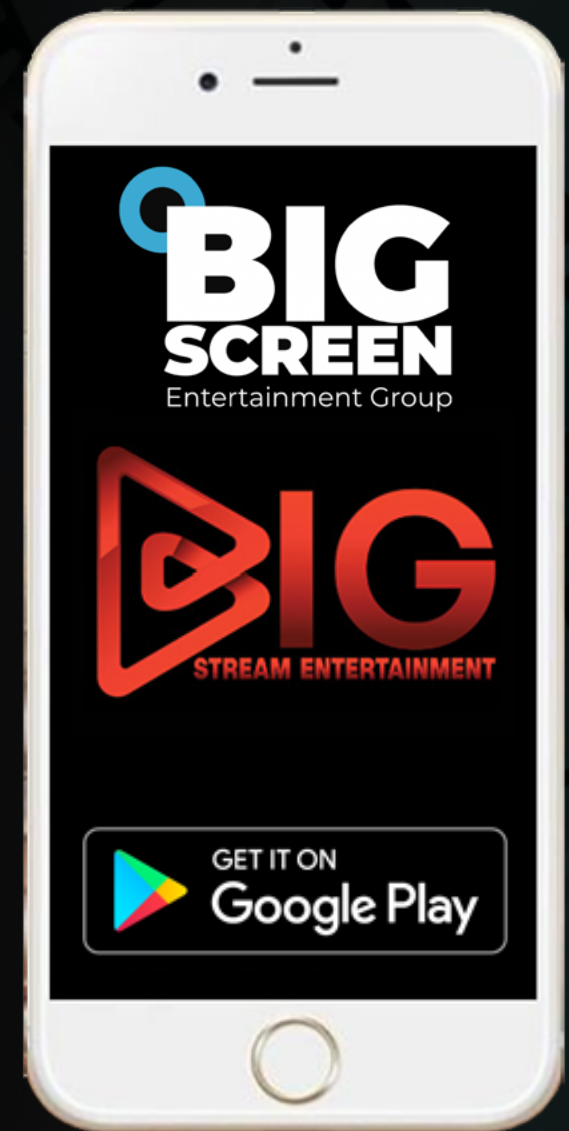
BSE on Multiple Platforms

In order to maximize potential user reach, we deploy BSE on the web, Google Play Store, also ROKU. We will continue to implement BSE on more platforms potentially reaching billions of people. BSE will earn revenue using a combination of ads, subscriptions, and other digital content and products.

BSE on Google Play: <https://shorturl.at/qwT16>

BPUB Big Publishing System

A growing app needs to be able to scale, also updated quickly and easily. BPUB allows BSEG to catalog, upload, process media, and publish/unpublish titles quickly to all devices within the BSE ecosystem globally.



BSE MEDIA, SALES, & DISTRIBUTION

CONTENT FORMATS, TYPES OF MEDIA, AND BSE DISTRIBUTION OUTLETS

Variety of Content and Sales Outlets

Currently with over 200 titles on BSE of various genres, we look to develop and distribute more & more content to large streaming companies & BSE.

BSEG content development sales distribution including but not limited to:

- Netflix
- Amazon Prime Video
- Apple TV & other networks for streaming distribution such as Hulu

BSE Distribution of BSEG and Partner Content

Once products go through its lifecycle it can be published to BSE, and its many current and developing outlets for viewing. Together these outlets can potentially reach billions of users and viewers.

Currently you can download/access BSE on:

- Google Play Store: <https://shorturl.at/qwT16>
- Web at <https://bigstreamentertainment.com>
- ROKU Channel - Big Stream Entertainment

Looking to add BSE in the future on:

- Apple iOS
- Windows App Store & Xbox Live
- Amazon FireTV



BSE REVENUE MODELS

ENGAGING AND MONETIZING USER INTERACTION

Multiple Revenue Models & Outlets

BSE looks to create revenue using as many use cases as possible. Currently we look to use a combination revenue of ads, and subscriptions, including but not limited to:

- Partner with 3rd-parties (such as ROKU & Google) to display ads.
- By selling ad slots and impressions on BSE direct to advertisers.
- Pre-roll, mid-roll, and post-roll ads during user viewing of media.
- Subscription tiers limiting or removing ads in the BSE ecosystem.
- Direct product sales digital, and merchandise.
- Sales of other apps and services that BSE in time will offer.

Direct Advertising Sales for Premium BSE Ad Slots

BSE serves ads from networks such as Google AdSense, also providing direct advertisers to buy premium slots on BSE. Incorporating Google Ad Manager organizes ad slots, manage direct sales, and outside ad networks.

Subscription Tiers

Different subscription tiers will be offered for better viewing experiences, including limiting or removing video ads, and or display/banner ads, etc..

Affiliate Programs

In development are plans for programs that will reward affiliate members for each customer they get signed up for a subscription to BSE.



Google Ad Manager



Google AdSense



BSE DIGITAL MARKETING & NFT USE-CASE

CONTENT AND BSE MARKETING USING TRADITIONAL & DIGITAL STRATEGIES

Digital Marketing Strategies

BSEG will continue to use traditional content marketing methods, however we are focusing also on digital marketing. Digital marketing is fairly inexpensive for the potential of reaching many more eyes for our services and products. Non Fungible Tokens (NFT) is just one use-case where we can leverage this technology and creatively integrate it into the fabric of our projects, media, and systems simultaneously.

BSEG Presence on NFT Marketplace OpenSea.io

Link to OpenSea: <https://opensea.io/BigScreenEntertainmentGroup>

Escalating adoption of crypto, NFT's, and blockchain by consumers and businesses allows us to tap into a exponentially growing market. NFTs in particular are well suited where art & creativity meets technology.

BSEG plans to use NFTs including but not limited to:

- NFT art and assets for marketing and promotion purposes.
- NFT domain names for Web3 marketing presence.
- Acquire and create market strategies in Metaverse NFT properties.
- NFT tokens for Big Stream accounts & subscription products.
 - » Special NFTs can be linked to BSE subscriptions and tiers.
- BSEG can distribute NFT art and assets with a re-sale royalty (aka creator earnings) on the token. BSEG can sell or give-away NFTs to new owners, that if they re-sell, during each transaction BSEG will earn a percentage of that.



BIG STREAM ENTERTAINMENT ECOSYSTEM

CONTENT STREAMING TECHNOLOGY & SETUP

BSE One Codebase Runs Them All!

Big Stream app is built using one code base that enables it to run on multiple platforms & devices. The technique to write and maintain code once saves time and money, than separate code written for each different platform.

- One code runs them all: Web, Android, iOS, Windows, and potentially more platforms we haven't seen yet.
- React.js the core of BSE app is ubiquitous and easily maintainable. Writing it and maintaining one set of code saves time and money.

Multiple Technology Stacks used in BSE

The BSE application and the ecosystem employs multiple technologies and services. Those included but not limited to:

- React.js is used for most of the application code that runs BSE. It is hosted, and runs on a virtual private server. (VPS)
- Custom API's (Application Protocol Interface) built to connect all those services together to BSE application and its ecosystem.

Web3 Media Storage and Distribution - **STORJ** token

All the media stored on BSE now employs WEB3 peer to peer technologies. Media is stored and distributed globally using STORJ network nodes (each node participant is a peer). Each node has a chunk of a media file (not the whole file), and when a user requests to view it dozens of nodes transfer the data at once and the network puts the chunks back together for the user to view the media on their client device.



BSE PUBLISHING SYSTEM (BPUB) - PART 1

BSE MEDIA METADATA DATABASE, PROCESSING, AND PUBLISHING



















Content Processing and Publishing Workflow

A publishing system in place known as BPUB for the BSEG team to add, update, process, publish, unpublish which media is shown on BSE, ROKU, and soon all the other outlets we plan to publish BSE to.

Tools for BSE Media Metadata, Processing, and Publishing

- The BSEG team developed and uses a client front-end & server database backend for collecting information on title(s) to be published. The media information and thumbnails for it will be quickly disseminated to BSE for use on multiple platforms. BPUB also will help with automating the accounting for BSEG and affiliate media being displayed.
- Depending options selected will determine the titles shown on BSE, and where. BPUB allows the team to view metrics, add, delete, update, publish, and unpublish into many different genres, tags, or feature media with a few clicks.



Actions	id	FP	GP	TP	mku	title	rights	type	genre
  	16				mku_bseg_fl_2012_youcantkillstephenking	You Can't Kill Stephen King	BSEG	fl	comedy
  	17				mku_bseg_fl_2009_babysitterwanted	Babysitter Wanted	BSEG	fl	horror
  	18				mku_bseg_fl_2006_forgetaboutit	Forget About It	BSEG	fl	comedy

BSE PUBLISHING SYSTEM (BPUB) - PART 2

BSE MEDIA METADATA DATABASE, PROCESSING, AND PUBLISHING

- Once the BSEG team adds, or makes metadata changes to the media, once uploaded to BPUB it will process for publishing and distribution. BPUB uses FFmpeg which optimizes the media files for streaming purposes, and Python for publishing automation.



Web3 Content Distribution Network

Streaming bandwidth costs reduced by over 70%

- BSEG uses the web3 provider STORJ network. That P2P network delivers chunks of media/data stored on peer nodes to views.
- Traditional streaming costs \$0.044 per GB transferred, Storage \$0.0059 per GB.
- Web3 STORJ streaming costs \$0.007 per GB transferred, Storage \$0.004 per GB of storage.



Web3 vs Web2

In traditional web2, a server is setup and delivers to each client one by one. That needs to be replicated as more users need media. Web3 has nodes that deliver to each other P2P and shares the bandwidth reducing costs as the network nodes help each other.

Web 2: Client-Server



Web 3: Peer to Peer



BSEG DECENTRALIZED FINANCE

DEFI FOR BSEG PROJECT AND OPERATIONAL SECONDARY FUNDING

DeFi for Funding & Profit Shares of BSEG Projects

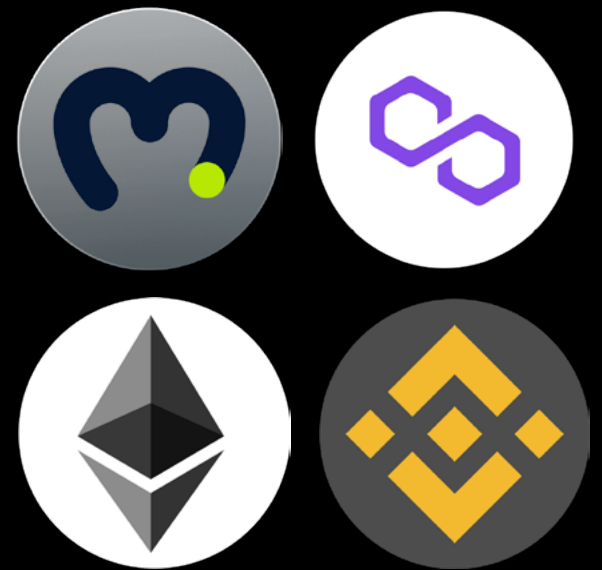
BSEG is looking to incorporate project financing using DeFi and tokenomics. We are looking to create tokens first on Polygon network, and potentially others such as Binance Smart Chain, and parent network ETH. We will provide initial liquidity into a decentralized exchange (DEX), and sell tokens financing various projects being developed.

BSEG's Tokens for Utility and Marketing Throughout Products and Services

BSEG will in the near to midterm future will be creating a token to be used throughout its growing ecosystem of apps, media, products, and services. These tokens can be used in multiple way. A few general uses tokens will be used as a rewards/loyalty program, as well as for marketing campaigns, and BSEG affiliate programs. Air-dropping tokens and giving users an opportunity to try products and services, and also rewards for keeping users engaged in media viewing, or gaming, as well as for affiliates to get rewarded for their services as well.

Web2 & Web3 dApps with BSE

- Developing Web2 app linked to Web3 dApp integrating BSEG into the blockchain for Defi. Users can swap crypto for BSE tokens and vice versa.
- Technology service providers such as <https://Moralis.io> make blockchain integration easy linking Web2, and Web3 technologies .
- BSE ecosystem will be developed for users to login traditionally (username/email), or can login by connecting their Metamask wallet, or similiar to BSE.
- BSEG will develop utilizing the blockchain for other uses. Tokens can be used in the BSE ecosystem for marketing token credits, as Crypto/NFT/Token gaming/casino hub, & potentially integrate BSEG into established metaverses, or create new BSEG metaverse capabilities.



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