



Media Publishing Ecosystem Highlights & Investor Guide

www.bigscreentgroup.com



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

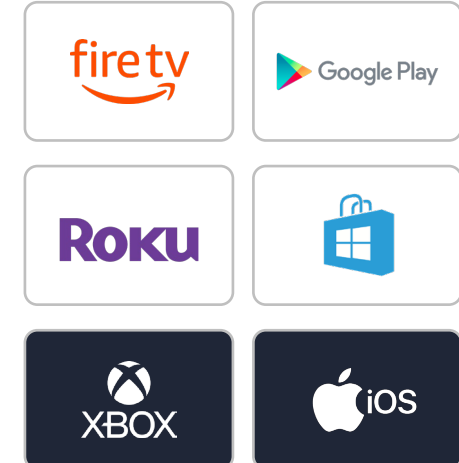
Once products go through its lifecycle it can be published to BSE, and its many current and developing outlets for viewing. Together these outlets can potentially reach billions of users and viewers.

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.

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.

- 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 Ecosystems



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 request 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



ROKU
&
BSE App

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%

- Big Stream Entertainment app, uses the blockchain enabled STORJ protocol. STORJ is considered a web3 global decentralized peer to peer (P2P) network that securely stores chunks of data media/data, that is delivered to the BSE streaming app for user viewing..
- 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.
- As you can see with traditional content distribution of \$0.044 GB compared to our \$0.007 per GB transferred allows BSEG to cut streaming delivery costs by up to 70%!!!



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



BIG STREAMS DEVELOPMENT of BLOCKCHAIN ENABLED web3 TOKEN, NFT'S, & dAPPS ECOSYSTEM

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

BSEG will in the future create a blockchain enabled token to be used throughout its growing ecosystem of apps, media, products, development, and services.

We can be found on Open Sea already collecting NFT web3 domain names for various upcoming uses.

<https://opensea.io/BigScreenEntertainmentGroup>

Some of these planned uses for our NFT domains, and token/blockchain blockchain development are for functional and/or marketing purposes. The BSE app, and integrated dApps will enable BSE to integrate into more creative outlets.

Web2 & Web3 dApps with BSE Integrated Entertainment Ecosystem

- BSE ecosystem developing for users to login traditionally (username/ email), or by logging by connecting their Metamask or similar wallet.
- Technology service providers such as <https://Moralis.io> make blockchain integration easy linking web2, and web3 technologies.
- Tokens used for marketing, user purchases, sending credits/gifts, or used for gaming/media/metaverse interaction.
- Plan to develop & integrate into metaverses (i.e. Roblox, Sandbox, and Decentraland), for marketing/sales opportunities for digital residuals.
- Once projects are developed and funded there is no limit to the possibilities on the capabilities technology integrations can provide.

