

DISCLAIMER

The token sale represents a voluntary contribution towards the development of this project by its current and future team as it is described in this whitepaper. The token does not grant any redemption rights, direct equity stake nor profit sharing. It does not represent an ownership right or claim in the platform, revenues or intellectual property, either present or future.

Despite best efforts of Welt der Wunder and its diligence to bring this project forward, all contributors should be aware that their contributions are not refundable and accept the inherent risk of project failure at any stage of development, affected by either internal or external factors that are out of the control scope of Welt der Wunder.

Furthermore you are expected and agree to give full considerations to all risk factors, including but not limited to the volatility of cryptocurrency prices and markets in general, risks of systemic failure, risks of code failure, bugs, hardware failure, loss of data, theft, lost usernames, passwords or private keys, incorrectly executed transactions and/or hacks which can lead to, inter alia, the complete loss of the token.





Whitepaper

Welt der Wunder TV Token Sale/ ICO

- Whitepaper Version 2.7 -

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SUMMARY



Welt der Wunder TV is planning an ICO to construct a completely new blockchain-managed licence, trading and sales platform for high-quality video content, for the international broadcasting, VOD and online video publishing sectors.

This platform is unique and has the potential to evolve into a standard in the international licence trading sector.

In the future, it will offer all content owners the opportunity to provide their content to a global market and to facilitate access to purchasers, advertisers and users.

Customers will be able to do business directly with the owner or the producer of the media content with automated, trust free security of blockchain regulated smart contracts. This eliminates a host of intermediaries and significantly reduces the price.

Producers, owners, as well as other platforms that require content participate in this model equally.

The name of the token is:

MILC = Micro Licensing Coin

The token name embodies the platform's core business model and indicates the high compatibility of the approach to other market segments dependent on license trading.



SUMMARY

Welt der Wunder TV has been established brand in high quality content and broadcasting sector for decades.

It operates in Germany (and other countries), the second largest TV market in the world, behind the USA.

Welt der Wunder TV broadcasts, produces and markets high-quality content. Welt der Wunder also purchases media content for its own TV stations in Germany Germany, Switzerland, and other countries.

Welt der Wunder has a deep network with all global leading content providers, TV stations and other media platforms and has positioned itself at the centre of the professional media industry.

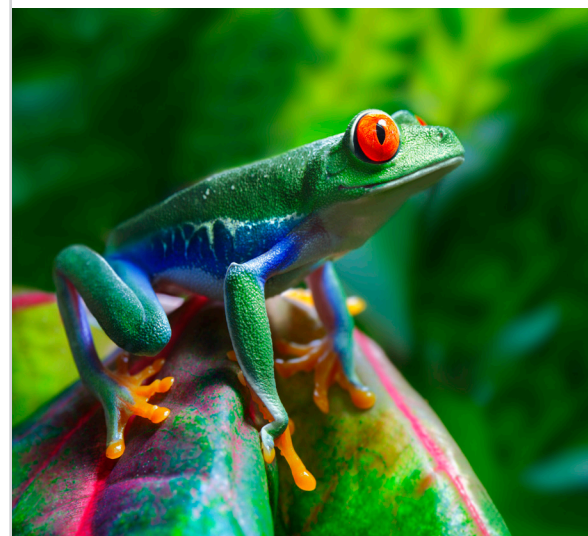
In combination with blockchain technology, this know-how and network can generate a content trading platform that will become a central interface in the global media and entertainment industry.

It is our deep experience in international content licencing and a strong understanding of the requirements of content producers and consumers that form the basis of the MILC project.

The market potential behind is enormous. The estimated turnover of the global TV industry alone in 2018 will be almost 500 billion Euros.

The most important commodity traded is, and will always be, content!

The project will significantly increase the owners and producers of media content to trade without intermediaries and with simpler, automated blockchain-optimised processes.



SUMMARY



The sales platform shall not be an empty marketplace waiting for vendors and consumers. To kick start the adoption of the platform, Welt der Wunder TV will feed the platform with several thousand high-quality programme hours directly after completion.

The production costs of this media library exceeds 200,000,000 Euros.

The platform will immediately be in operation and create revenue flows.

The platform will also support the production (and media license sales) of high-quality programmes worthy of the global media consumption market.



SUMMARY



The blockchain-based sales structure can easily be extended securely, allowing an ever increasing number of producers and consumers to participate. As the content on the platform grows, it will evolve into a leading market position.

The token's success is not dependent on first establishing an underlying business model. Instead, it is designed as a utility token on the MILC-platform from the beginning in to the existing business and will be develop further there.

The MILC community plays an important part in the MILC blockchain business model, content production, distribution, and evolution of the token as a valuable utility token.

The model described herein creates the initial basis of the licensing token development. It covers the requirements of the global media industry.



SUMMARY



There are numerous other market segments where the basis model for micro license sales can be applied. These are covered in the “Visions and Perspectives” section of this document.

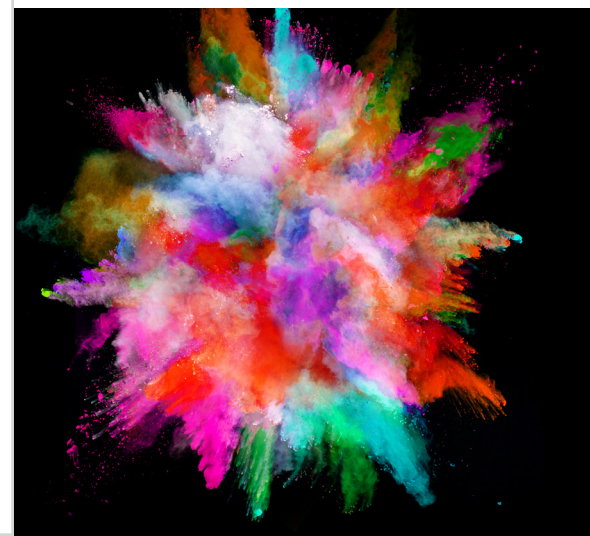
In order to secure the highest degree of operational safety and the greatest chances for a successful launch, Welt der Wunder has created a consortium of top quality partners supporting the MILC blockchain sales platform.

SwissTXT is the partner for the finalization of construction and operational execution of the video platform working in collaboration with Welt der Wunder in-house developers.

SwissTXT is the technical subsidiary of the Swiss television company SRG and a highly specialised provider in the broadcast – technology and video asset management sector.

Significant components of the development have been concluded through the launch of Welt der Wunder TV.

Swisscom Blockchain AG is a global player in the blockchain technology. The MILC blockchain application is implemented and operated through services provided by Swisscom Blockchain AG.





PROJECT

Current Situation :

International content trade in the TV, VOD and online publishing is based on licence agreements which differ according to the usage of video content.

There is not just one standard, but several, which must be taken into account.

The business is very international as video licences are aimed at global markets by global providers.



Problem 1:

A significant problem lies precisely in global availability.

Global legal systems vary and differences in contract law as well as language complicate the process.

Knowing the differences is the business of professionals in the sector and is difficult for the layperson to comprehend. As yet, there are no defined standards. Consequently, most licence agreements, although very similar, are continuously being redeveloped and drawn up.

A trusted partner structure which standardises and automates contracts while offering both vendors and purchasers a high degree of legal protection and is absent.



PROJECT

Problem 2:

In contrast to music licensing, the licensing of video is considerably more complex.

The basis of a music licensing is the music file. However, a single video licence can represent several different types of files and several different contracts.

It is driven by the intended usage of the purchaser, for example:

In the music industry (continuing the music file example), a user generally purchases the right to play back the file.

In the media industry, the usage rights need to be defined much more precisely to even complete a transaction.

PROJECT



Example:

A TV documentary or a TV programme with a standard length of 45 minutes (commercial hour) can be distributed in the following manner.

1. Sales en bloc:

- The complete length of the product is licensed (e.g. 45 minutes).

An example of the additional complications regarding usage which need to be defined between the vendor and the purchaser are listed below:

A) In which country (or countries) does the purchaser acquire the licence?

Every country in the world has its own sales territory and each is evaluated differently. TV documentation in the USA, for example, costs much more than in Greece, for example.



PROJECT



Changing economic efficiency of a particular market is constantly under observation and the price structures are determined dynamically. Territories are constantly re-evaluated.

20 years ago, Korea was a rather low cost licence territory; it is now among the top 15 in the world and pays extremely high licence fees.

This creates a market for intermediaries who accumulate and abuse the market knowledge to charge producers and consumers without adding any value.

Anyone operating without insider knowledge, or without the use of an intermediary runs the risk of either selling below cost or pricing themselves out of the market. Neither alternative is conducive to good business.

The MILC application will disintermediate the insider market. Market analysis of individual market conditions and trends are transparent through the blockchain. The resulting disclosure provides pricing orientation essential for producers.



PROJECT



B) Usage period: The usage period and number of planned broadcasts

An example of applicable clauses:

- 3 years 3 broadcasts or
- 5 years 5 broadcasts.

However, there are many other variants which the customer can query with the vendor and which need to be negotiated.

The MILC blockchain application will define the most important usage periods as standards and leave room for individual negotiations.

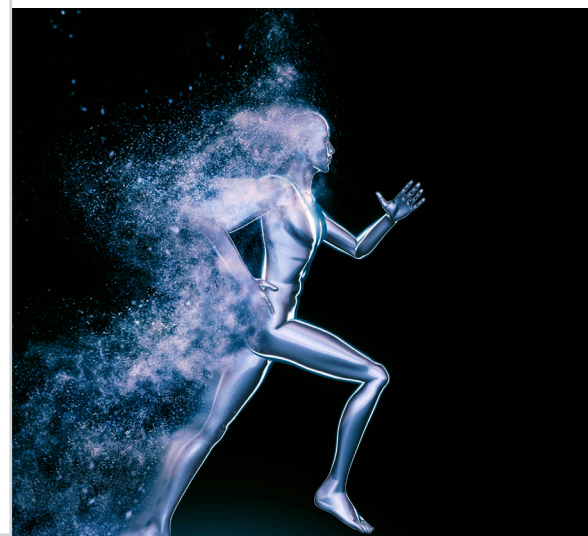
C) Exclusivity / non-exclusivity:

This question is also relevant. A smaller TV broadcaster, but also a VOD platform could accept, for example, that other market participants also have access to the programme in the same territory.

However, a vendor can also formulate this circumstance as a condition or insist on exclusive sale.

Naturally, this definition has a great impact on the final price. The more exclusive, the more expensive!

The MILC blockchain application will provide for these contractual variations and thus precisely define the wish of the producer and the consumer.



PROJECT



D) Usage type: The type of use can vary greatly.

TV channels broadcast the programme comprehensively in their territory which makes the usability unattractive to others. The price is higher accordingly.

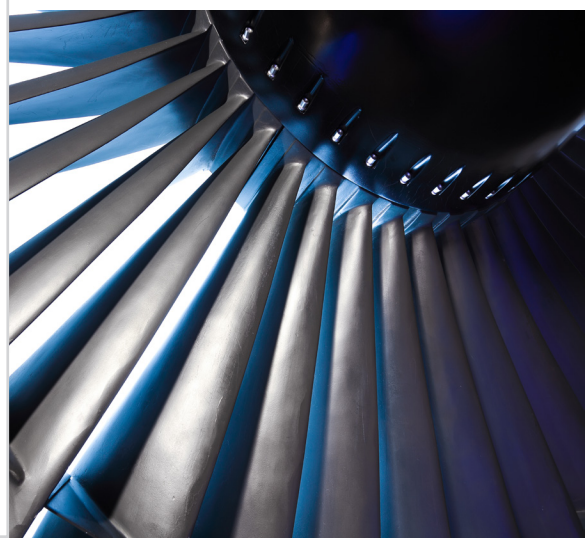
Pay TV or VOD platforms restrict this market to their customers, so other distribution channels (e.g. TV channels) still have an interest in acquiring the content.

The IPTV, WEB market (online video publisher) also plays an increasingly important role in price determination.

However, a purchaser frequently wants to acquire several, if not all, usage types simultaneously.

Every type of use defines another price corridor.

The MILC blockchain application provides templates for the different types of use. Every vendor can pre-define the type of use they offer. All purchasers can see which of the stated exemplary types of use are still available.



PROJECT



E) Partial “Clip” Sales: (Only clips of the media are licensed)

It is frequently required to exclude sections from a sale, where only a specific clip is licensed.

For example, a purchaser of a documentary work only wants to acquire a small section of a full program in order to integrate this into his own work.

In a programme which consists of five individual contributions, for example, a purchaser is frequently only interested in one.

The contract is then determined in minutes acquired and the other contractual stipulations of usage types, time-frames, etc.

The MILC platform provides the basis for the partial sales by providing templates.

F) Broadcast frequency:

In addition, high-quality video licences have multiple sales cycles.

The first to broadcast on a licence naturally pays more than one who broadcasts as a second or third broadcaster.

The broadcast status is updated and outlined in real time by the MILC blockchain application after a successful purchase. This transparency gives involved parties the exact broadcast frequency. Purchasers who only want to purchase in the second or third cycle have appropriately priced content.





PROJECT

The above examples show that the contractual framework for a video licence is considerably more complex than music or a music file licensing.

Automation and digitalization through a blockchain smart contract template needs to capture the most relevant variations of the international contract standards.

The Welt der Wunder team and advisory board combines some of the deepest global experience to the MILC blockchain project. The resulting platform creates a video distribution system that makes all the main variations of contract law available in a user-friendly platform both for content owners and content buyers.

Through adding pricing guidelines, users are able to follow defined and accepted standards, while also having the ability for individual negotiations.

For example, a platform has pre-installed volume discounts that follow industry norms, so a user who purchases several hours from a provider receives relevant discounts. The guess work of pricing is taken out, giving purchasers and vendors clear pricing corridors based on the actual international standard at the time for the given jurisdiction.

A platform which automates the key contractual clauses is important, however, the platform will not succeed without the necessary reputation in the market.

Professional media platforms normally only work with reknown providers and distributors where high quality and delivery standards in a legally compliant manner is paramount.

Less trusted providers sell content for which they do not have necessary distribution rights resulting in legal challenges for the TV broadcaster.

The established position of Welt der Wunder as well as the advisory board of the MILC blockchain project has the necessary reputation in the industry and minimises risk for purchasers and vendors.

PROJECT



MILC USP:

The key advantages of the MILC – Blockchain distribution platform

Smart contracts condense all relevant sales factors for vendors and purchasers resulting in legally compliant, automated execution.

The advantages for both sides are obvious:

- Sales data of individual markets are up-to-date and transparent providing pricing orientation for producers.
- The MILC blockchain provides the primary usage periods as template standards while leaving options open for individual negotiations.
- The MILC blockchain provides transparency of usage types sold and those still available. This saves time for purchasers when determining the value of a licence.
- The MILC blockchain provides transparency of existing sales allowing for second or third evaluation cycle purchases only.
- The MILC blockchain and the Welt der Wunder founders have the reputation and industry experience to minimise risks for purchasers and vendors.



PROJECT

The advantages of the MILC blockchain

For content providers:

Providers of content receive an overview of the entire market of potential customers, globally. This eliminates a sales commission of 30% to 50%.

For content purchasers:

It is currently not possible for professional media platforms (TV, VOD online publishers) to gain an overview of the video media content market. They rely on sales intermediaries which limits the offering and significantly increases the cost.

They would prefer to work directly with the providers to discuss content variants or express desires for future productions. Intermediaries and insufficient time makes it difficult to meet the many providers personally.

The virtual marketplace makes content visible

The MILC blockchain sales platform brings providers and purchasers together and structures relevant contractual communication. Offers are visible and individual agreements can easily be negotiated.

This applies to completed productions, as well as future projects, or assured production projects in pre-sales.

Sales commission is decreased to an acceptable flat fee (10%) creating a monetary benefit for all.

The digital nature of the platform allows offers to be categorised by price. Our platform makes it possible to find available content for the respectively available budget.



PROJECT



The distribution platform consists of two main components:

Video storage, in the form of a cloud-based video database, and Licensing and invoicing in the form of a smart contract blockchain.

Video storage & distribution facilities (existing):

For video storage and media asset management, Welt der Wunder collaborates with the leading Swiss provider SWISS TXT, as well as in-house talent. SWISS TXT is a subsidiary of the public Swiss television company and is a leader in the field of professional programme management solutions. SWISS TXT manages the video assets and their physical distribution for Welt der Wunder. Primarily storage is cloud-based platforms provided by Amazon AWS or AZURE. For certain jurisdictions, cloud based platforms are supplemented by local providers.

The future expansion plan is to decentralise the platform to create a more decentralised and independent distribution network through distributed architecture.

In the initial stage, the approach focused on stability, functionality and performance.

Immediate access to the video content needs to be guaranteed following the contract signature.

The platform for video storage is already operational and incorporated into this project by Welt der Wunder.



PROJECT



MILC – blockchain project (to be developed):

A further partner who will assist in the smooth operation of the blockchain-based sales platform is the market leading Swiss telecommunications company Swisscom.

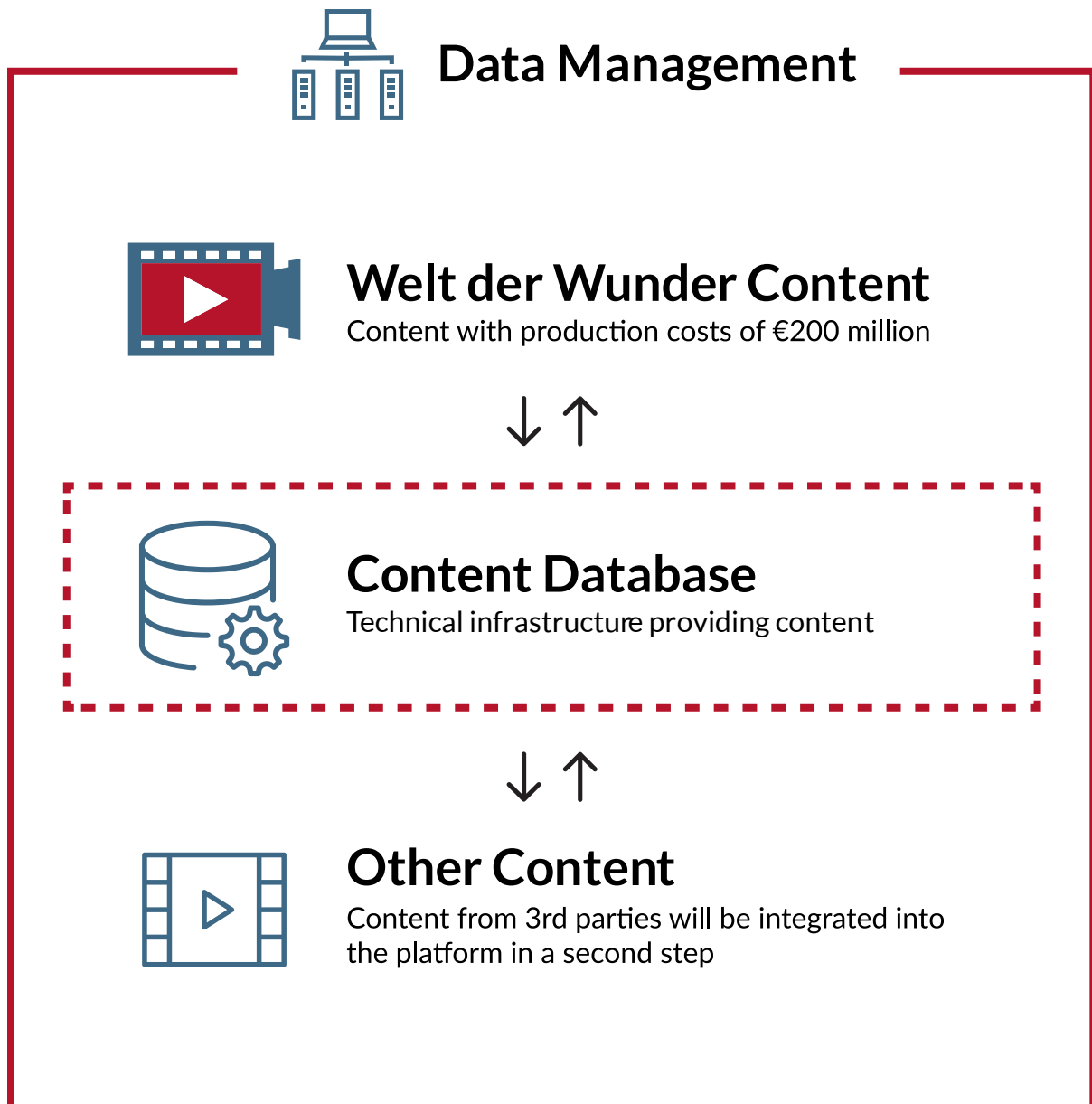
Swisscom is one of the leading banking infrastructure providers in Europe, and currently provides services to almost 200 banking institutions. The MILC project therefore has secured the cooperation of Swisscom and its deep experience in running financial platforms. The operation of the distribution blockchain, the maintenance of the blockchain based smart contract execution and the crypto currency based financial flows after completion will be designed and run by Swisscom Blockchain.

Our sales platform offers services for the management of all contractual processes and of price and payment between the supplier and the purchaser. The blockchain provided by Swisscom Blockchain AG assures the smooth financial flow of the sales partners among one another.

With SwissTXT and Swisscom Blockchain AG, Welt der Wunder has two quality-assuring partners on board who stand for the same sustainability and professionalism as Welt der Wunder itself.



VIDEO STORAGE AND DISTRIBUTION PLATFORM

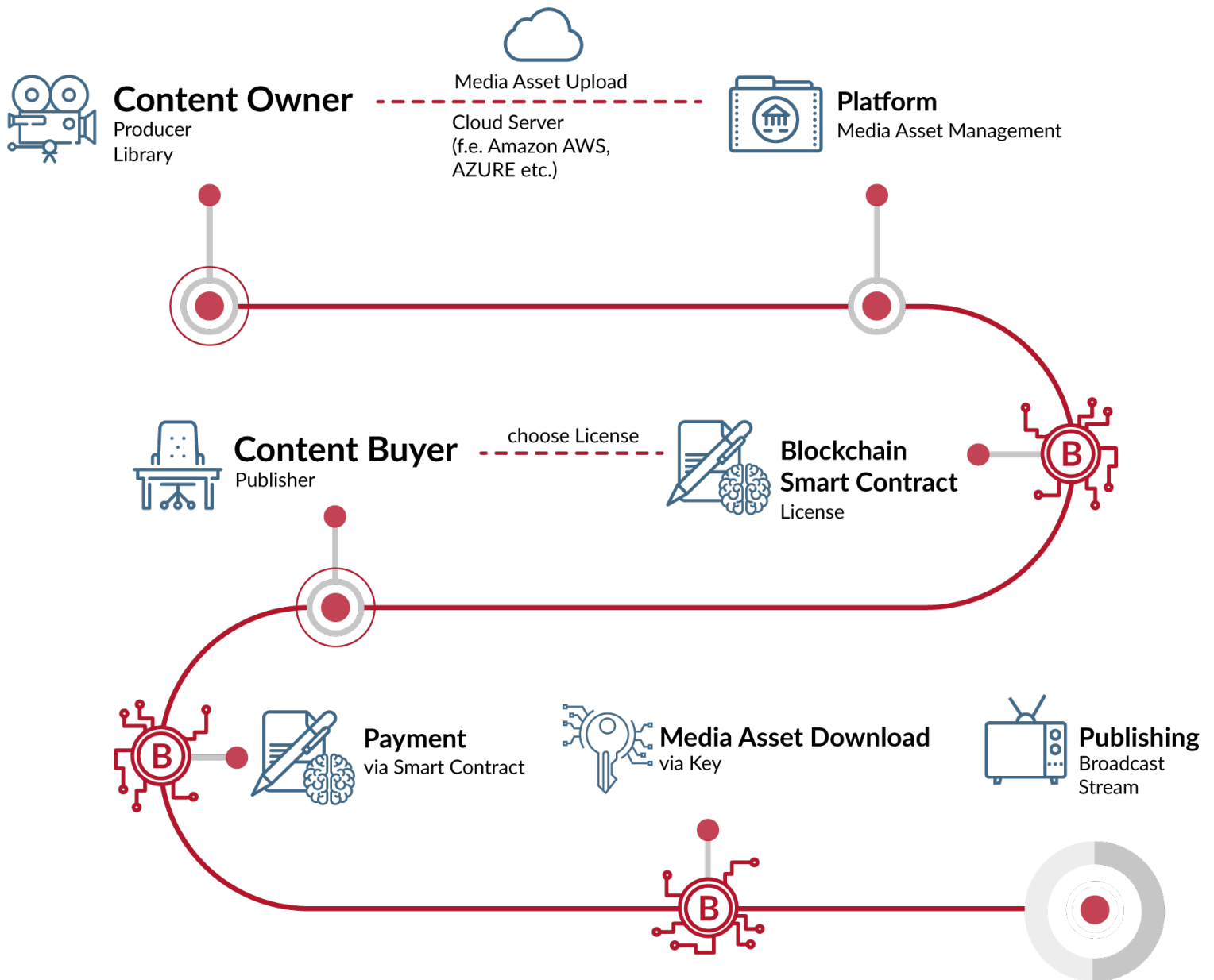


Welt der Wunder provides its library consisting of many thousands of high-quality TV programme hours and several tens of thousands of clips for professional online publishers.

The sales platform developed in conjunction with Swiss TXT ensures the distribution of content to professional customers. The interface is easy and user-friendly.

The platform is open to all professional content providers (e.g. global producers and libraries). This marketplace is available for customers to gain an overview of the global offer.

SCHEMATIC FUNCTION OF THE DISTRIBUTION PLATFORM





BUSINESS MODEL

The content owner selects the suitable smart contract for his sales objective and provides his content via an upload to the platform.

His content is stored in the cloud and a working copy with a lower resolution is visible on the platform. In order to obtain content, the end-user selects the content with the appropriate licence parameters from the video library.

The selected content can be paid with various cryptocurrencies (BTC, ETH...) and fiat (EUR, USD, CHF...). The integrated exchange API converts the cash flow into MILCs, which are distributed proportionately via smart contract to the content owners.

After successful payment, a further smart contract triggers the release of the content from the video content database and provides it to the end customer in real time.

The smart contract takes a flat fee of 10% of the turnover for the licence trading transaction. This is considerably below current market without currently (repetition).

The MILC product introduces a new form of distribution mechanism to the multi-billion dollar video media market creating huge opportunities, massive potential for first movers and early adopters.



MILC TOKEN - FUNCTIONS & BENEFITS



Content Buyer
Publisher



Licence Management



Registry



Fee



Exchange API



payment

Content Coin Central Component



Smart Contract Management



ERC20 Token Standard



Content Owner
Producer
Library



BUSINESS MODEL

MILC token functions & uses

The MILC token is the centrepiece of the MILC blockchain. It enables the financial flow of the smart contract logic.

MILC is a coin with 18 decimal places, sufficiently allowing micro payments in operations. The smallest unit is called a Hey. The MILC token minting is limited to 40,000,000.

The MILC token is the payment medium within the platform. Payments to the platform apart from MILCs can also be made in MILCs convertible fiat currencies, such as EUR/USD/CHF, in addition to MILCs.

The integrated exchange API converts fiat currency payments into MILC in a seamless user experience. The end-user is able to use the system with normal currency or crypto, without being a crypto currency expert.

Licence trading is assisted by means of smart contracts. Smart contracts are codes that run on the blockchain and represent contractual components of a contract. The contractual details and variations discussed in the document are implemented in the blockchain-based programme.





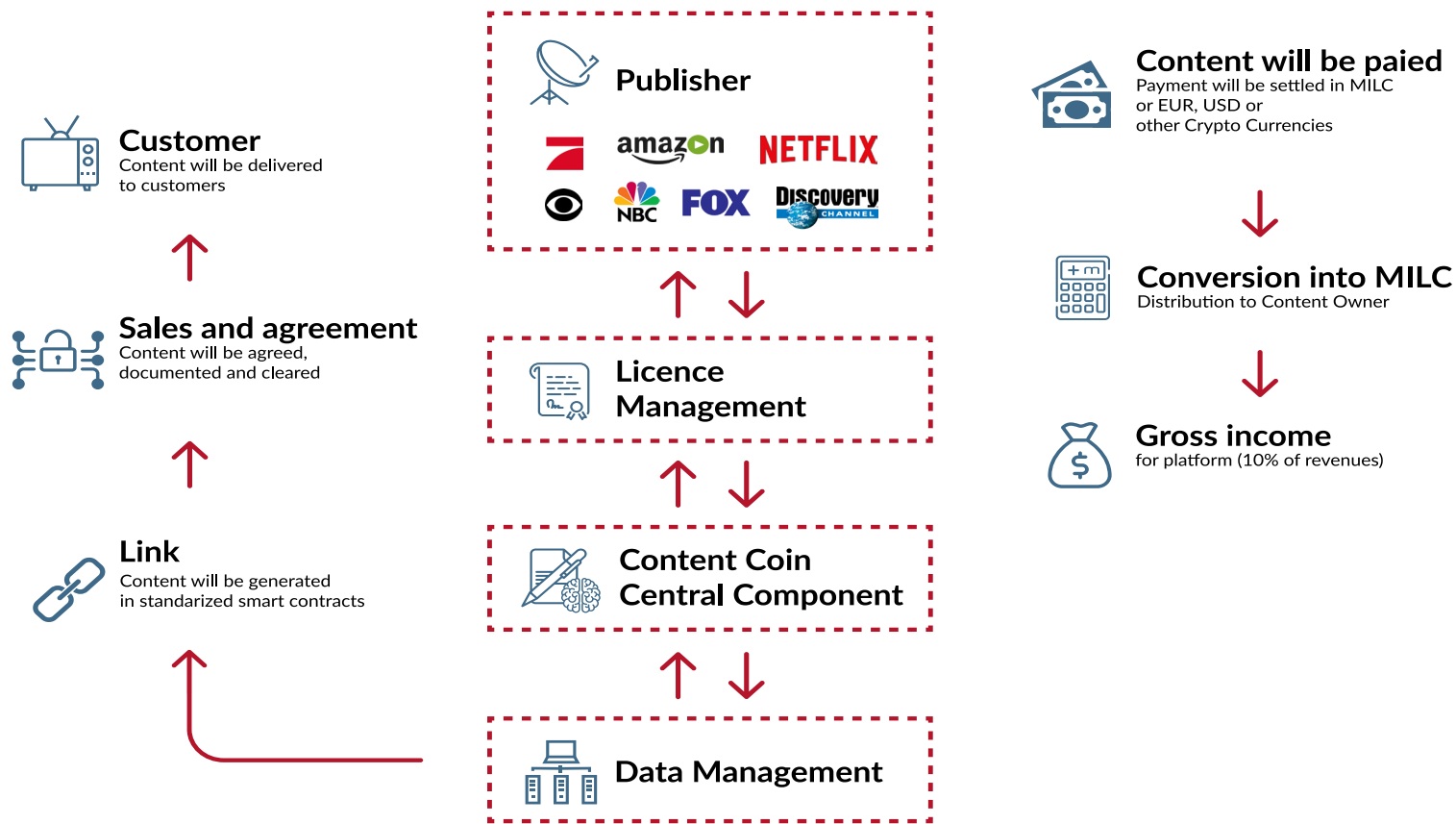
BUSINESS MODEL

Smart contracts offer several advantages. They can not be manipulated, are highly automated and can complete without the intervention of third parties.

The full content licensing lifecycle will be managed by smart contracts. When licensing content via smart contract, payment is made without an intermediary. The content is provided to the purchaser immediately and automatically.

The MILC platform runs on a flat fee of 10% for every transaction. This is way below standard distribution costs (usually 30%)

BUSINESS MODEL PROCESS





BUSINESS MODEL

Disruptive effect of the MILC distribution platform

Blockchain is often discussed in context of the disruptive effect it has on certain markets and industries.

We prefer to use the term to discuss the aspects fairness and liberalisation which this technology brings the market.

The business model of MILC distribution platform benefits the content owner and producer. The process disintermediates an industry of non-value adding agents and brokers who stand between the producer and the broadcaster.

In the global media trading cycle, the producer is always the product developer. It is their creativity which leads to valuable licences.

However, at the same time the producer is frequently the weakest link in the chain and prone to exploitation by middlemen.

Their revenue is mainly invested in the production of the idea.

They frequently lack access to international markets, and they either need to bring in expensive sales networks, or accept huge travel costs in order to search for potential purchasers. Legal fees increase the cost to close any deals. Lack of knowledge around market conditions means there is high likelihood they price the content incorrectly.

If the producer only has access to one regional market, the purchasers on this market dictate the price.

There is a global trend which depresses producers' prices. TV broadcasters or other content purchasers hereby utilise the circumstance that the producer lacks alternatives to offer their content elsewhere.



BUSINESS MODEL

Constantly decreasing budgets inevitably lead to deteriorating programme quality as the producer usually cannot afford to invest in his product himself and must speculate on long-term sales.

The victim in this downwards spiral of decreasing budgets and ever cheaper programmes is ultimately the viewer, regardless of the medium on which he consumes content (TV, tablet, smartphone, PC. etc.).

The phenomenon of the ever more widespread “trash TV” can certainly also be observed in all global media markets.

The MILC blockchain distribution platform levels the playing field

For producers, it creates access to global markets and therefore to global content purchasers.

The demand can be multiplied and give the producer the opportunity to differentiate against the competition.

Expensive sales and legal costs no longer apply.

The producer can afford to invest more into producing valuable programmes as his costs for global distribution are foreseeable and capped.

The content platforms also benefit. They can make better use of a global offer and thus make viewers and users loyal due to increased quality.

Another important beneficiary is the viewer through the production of higher quality content.

The MILC community creates a fundamental contribution platform for future quality content. To accelerate and assist this further, the MILC distribution platform uses proceeds to fund producers and actively engages in the production of quality content.

The MILC blockchain distribution platform is future proof

As a fully digital platform the MILC distribution system is ideally geared towards new medium such as Augmented Reality and Virtual Reality content.



BUSINESS MODEL

Production Funding from Proceeds: New high quality content contributes to the exclusivity of the sales platform and creates new possibilities for the MILC blockchain community!

Welt der Wunder plans to assist the platform through the production of high-quality, internationally marketable programmes and further boost the exclusivity and the appeal of the platform.

In addition to funding from proceeds, the platform will have a pre-sales funding functionality.

The MILC platform can assist producers in executing their ideas by using platform proceeds to fund projects. Ideas and concepts can be funded and brought to fruition through the platform presales functionality. The large user community of MILC can achieve this pre-sales funding.



BUSINESS MODEL

A great deal of good content fails to sell

A producer normally needs to adapt his idea and the budget country by country and broadcaster by broadcaster and secure his budgets by pre-sales one by one.

This is a very time-consuming process. Frequently a pre-sale is agreed but the full budget is not attained, and production fails to start.

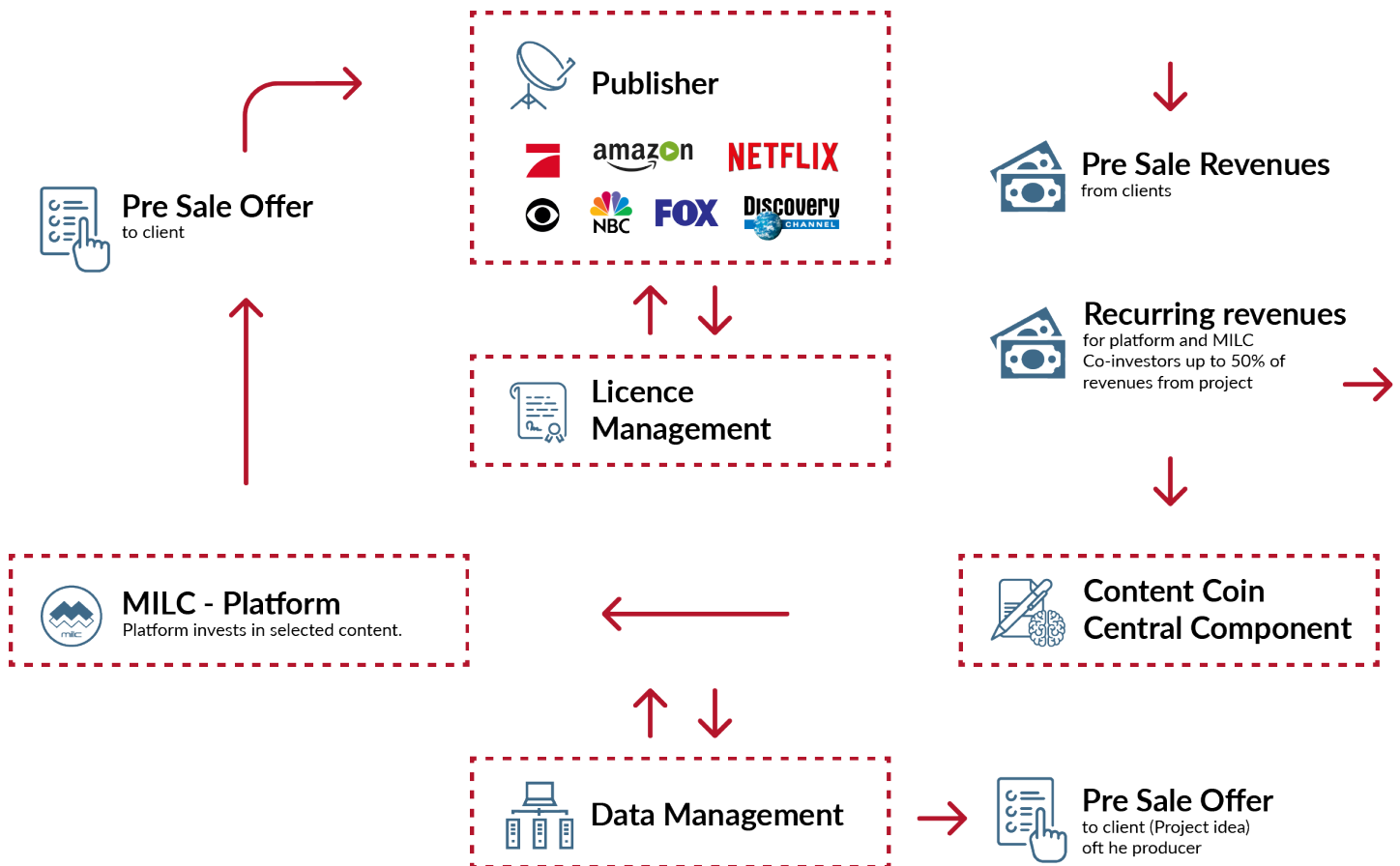
Early pre-sales partners bail out if the sales process lasts too long. High-quality productions suffer more and frequently fail as the budget is inevitably higher than for simple, more conventional ideas.

The victims are both TV broadcasters or VOD platforms and ultimately the viewer who gets fed mass appeal content.

The MILC production funding

The MILC platform owners analyse and evaluate new content for sales potential. Strong candidates can either secure intermediate financing through the proceeds function or find residual financing to complete projects. Production is thereby assured for producers and broadcasters.

BUSINESS MODEL PROCESS AND ADDITIONAL PARTICIPATION OF THE MILC BLOCKCHAIN COMMUNITY IN CO-PRODUCTIONS ENABLED BY THE PLATFORM





BUSINESS MODEL

Pricing Algorithm

How the MILC token is structured to ensure a fluid and fungible transaction

Price stability must be assured so that content trading is fluid, unrestrained and the participating parties do not need to consider currency movements in their planning,

The structure of the MILC token in association with smart contracts and pricing algorithms allow both of these seemingly contradictory objectives to be met.

The token has 18 decimal places, allowing for micro payments to be executed at levels far below the lowest denomination of any fiat currency.

A pricing algorithm in the smart contract will be used to ensure that prices for regional distribution territories are correctly priced with mark to the local fiat currency.

The platform fee will be a derivative of the transaction price, and therefore also represented in decimals.





BUSINESS MODEL

Pricing Algorithm

Factors for MILC value appreciation

The MILC platform offers a strong incentive to invest, and remain within the MILC-platform.

A value increase will be attained by the following core factors:

- **Token cap:** The quantity of MILCs is capped at 40,000,000. The token supply is limited and can not be increased when demand increases.
- **Growth of the content platform:** As for a national economy in which the demand for money is increased by increased production, the demand for MILCs should be increased by the growth of the content platform.
=> More content => more licence trade => increased demand for MILCs
- **Extension of the ecosystem:** The ecosystem currently comprises B2B sales for content and licensing via smart contracts. The roadmap for expansion can expand the system to include B2C video platform. Or new products such as Virtual Reality or Augmented Reality content, where the MILC acts as a payment method within the ecosystem.



THE MARKET TV INDUSTRY

The MILC blockchain project is the first of its type which addresses the global market of media licence trading by means of blockchain technology.

The blockchain execution in combination with the state of the art distribution platform, has the potential to gain significant market share. The Welt der Wunder team and the partners and their access to content owners, TV, VOD and online publisher platforms are committed to its success.

Forecast of market turnover :

(Forecast of turnover in the individual markets in the TV sector globally from 2014 to 2018 (in billions of Euros))



THE MARKET VOD PLATFORMS



The perspective of the leading streaming services Amazon and Netflix is relevant. The graphic below shows an example of what alone these two platforms invest in content.

These platforms have ensured an enormous push in the global content industry and enormously boosted demand.

They are serious competitors of the traditional TV industry and ensure that the demand for high-quality content increases.

This is a massive advantage for quality content providers. The opportunity is created to maximize pay-per-view component before the TV industry content is provided.

Additionally, these platforms have also already adapted to new currencies, such as BITCOIN or ETHER.

This creates an extremely accommodating condition for our MILC.

(The billion dollar race for the streaming crown) (Estimated annual budget for video content of Netflix and Amazon (incl. licensed content))



THE MARKET



Online video publishers

Online video publishers such as daily newspapers, print magazines or large online information portals have an insatiable hunger for high-quality moving image content on their web portals because this content is greatly sought after by the global advertising industry. An exciting revenue environment with almost 28 billion Euros forecasted turnover in 2018.

Here, as well, are excellent opportunities for content providers to participate in the constantly growing online video advertising market.

The MILC Distribution platform is a crucial asset for this market in particular. It is difficult even for TV broadcasters to have an overview of the content market, it is even harder for publishers.

Currently providers of suitable content hardly have a chance to attract customers.

The MILC platform positions itself to secure its fair share of market share in this constantly growing industry segment.

The business plan is focused on this new, exciting market segment.





KPI TARGET FIGURES

There is great potential in the global media and licence trading market. As a basis for our current business planning, we will focus on the market segments which are achievable in a foreseeable time.

This realistic and conservative planning is a hallmark of the prudent financial supervision the project follows. For a grounded valuation we use the targets from the exploitation of the content incorporated into the platform by Welt der Wunder.

In the following planning, we focus primarily on the described publishers' market and the online video marketing behind it.

The Welt der Wunder content is currently sold and distributed according to regular market procedures without the blockchain-based execution.

As mentioned, Welt der Wunder will provide this entire library of existing content to the MILC distribution platform to kick start the operation.

This involves a programme archive which exceeds a 200,000,000 Euros gross production price.

It consists of high-quality TV content which currently supplies two separate TV broadcasters and generates significant demand on the market.

Starting from this library, we will adapt the platform initially for the German language TV, VOD and publisher market. Further expansion stages will build the contract clauses and stipulations for the international market.

The ambition of the MILC team is to kick start the business model from the onset with revenue sources in an innovative, new and in our opinion extremely promising platform together with our MILC owners and future partners.

The revenues generated from this significant initial content load will allow the platform to fund international expansion and secure additional producers.

KPI TARGET FIGURES



The added value of the content by Welt der Wunder lets MILC blockchain partners participate directly in a revenue generating business model, which does not need to build or create a market or assets.

This is a stark contrast compared to “start-up projects” which generally need to construct immature revenue models and first need to penetrate the market. Welt der Wunder will be able to directly assume a leading role in this segment with its library on the basis of the scope of its archive.

The distribution platform will be active as soon as the blockchain based framework is completed. Additional content owners and participants will expand the customer network and scale the business model.

Target figures related to content incorporated by Welt der Wunder!

Further territories, customers and content partners and described content activities scale the business model.

Country	Video/active Inventory	2018	2019	2020	2021	2022
Germany	Turnover	2.226.979,44 €	16.150.442,49 €	37.835.945,28 €	46.167.952,32 €	54.503.832,60 €
	Costs	1.186.488,36 €	771.834,18 €	668.514,18 €	668.514,68 €	668.514,68 €
US	Turnover		2.226.979,44 €	16.150.442,49 €	37.835.945,28 €	46.167.952,32 €
	Costs		1.186.488,36 €	771.834,18 €	668.514,68 €	668.514,68 €
GB	Turnover		2.001.822,32 €	11.931.757,90 €	26.331.621,12 €	52.024.749,68 €
	Costs		951.394,03 €	668.514,68 €	473.477,02 €	473.477,02 €
AUS	Turnover		775.754,04 €	4.756.701,84 €	11.030.987,52 €	13.610.698,92 €
	Costs		848.074,03 €	473.477,02 €	473.477,02 €	473.477,02 €
FRANCE	Turnover			1.000.911,16 €	5.965.878,95 €	13.165.810,56 €
	Costs			928.188,36 €	461.874,18 €	461.874,18 €
ESP	Turnover			1.000.911,16 €	5.965.878,95 €	13.165.810,56 €
	Costs			893.379,85 €	444.469,93 €	461.874,18 €
LATIN AM.	Turnover			1.601.457,86 €	9.545.406,32 €	14.756.893,72 €
	Costs			893.579,85 €	444.469,93 €	444.469,93 €
JPN	Turnover			3.603.280,18 €	21.477.164,22 €	47.396.918,02 €
	Costs			986.202,54 €	490.881,27 €	490.881,27 €
KOREA	Turnover				1.201.093,99 €	7.159.406,32 €
	Costs				986.202,54 €	490.881,27 €
CHINA	Turnover				4.003.644,65 €	23.863.515,80 €
	Costs				893.379,85 €	444.469,93 €
Total	Turnover	2.226.979,44 €	21.154.998,30 €	76.279.950,01 €	161.581.624,25 €	260.603.749,51 €
	Costs	1.186.488,36 €	3.757.790,60 €	5.195.073,14 €	6.454.170,01 €	5.061.028,89 €
EBITA		1.040.491,08 €	17.397.207,69 €	71.084.876,86 €	155.127.454,24 €	255.542.720,62 €

KPI TARGET FIGURES



Business planning assumptions :

Only the German-speaking market is evaluated in **2018**, although the content is naturally also directly offered internationally.

2018 is the year in which the TV content is being edited for platform use.

The platform also requires a certain revenue flow for marketing and positioning with customers and content owners.

This process will be complete in **2019** and the inventory will be completely available. As our own TV broadcaster always produces new material, we are retaining an operative structure which allows continuous improvement as well as editing of existing content.

The content will be available at the same time in an English language version and can be sold in all territories of the world which work with this language.

Further language versions will continue to be added in **2020-2022** time frame and lead to successive expansion on the global market, etc.

The operative costs behind each territory are predominantly described by our content sales teams who establish contact with leading publishers and media platforms to offer the inventory in their respective territories.

This example aims to show what is possible solely on the basis of our own library which is incorporated into the present project.

With the aid of our MILC blockchain distribution structure, however, it should now be more possible to construct the important structures in order to incorporate and sell increasing amounts of high-quality content from high-quality providers.

At the same time, regional structures will ensure that market penetration takes place and the introduction and use of our sales platform is overseen.

The conversion of the classic sales into the blockchain driven platform will boost sales and the business model in the long term.

THE MILC TOKEN SALE STORY

In total 40,000,000 MILCs are minted. Further minting of MILCs is not provided for.

Token Economics MILC Token

In designing the token, it was important for Welt der Wunder to create a utility token which can depict the processes on the blockchain.

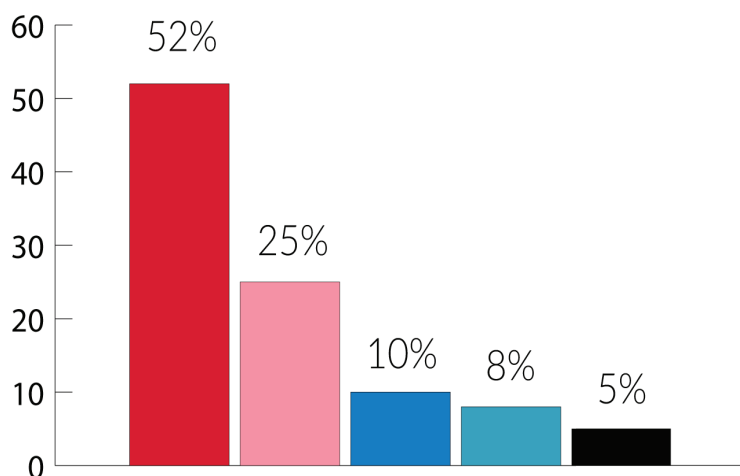
It is important for Welt der Wunder that the system presents a long term sustainable platform.

The use of the MILC is mandatory in the platform. Partners can easily interact with fiat currencies, however they will be required to pass through an exchange API function to convert in MILC.





KPI TARGET FIGURES



- 52% Public Sale
- 25% Reserve for Future Stakeholders/ MILC Marketmaking Instrument
- 10% Operative Partners, Advisors, Founders (Vesting 24 Month)
- 8% Welt der Wunder Core Team (Vesting 12 Month)

Explanation:

The objective is to actively boost the value of the MILCs in addition to the platform's business model. The system is issued a limited number of 40,000,000 MILCs.

The integrated **reserve of 25%** is a second important factor.

The purpose of this is to equip relevant partners of the platform (TV, VOD, publishers) with MILCs in order to incentivise trade in the currency.

In addition, discounts and surcharges should motivate purchasers or vendors to accept MILCs as a payment method within the MILC-platform. Customers should be part of the currency value and actively support the demand.

APPLICATION OF FUNDS

Total	Purpose	Duration
3.000.000.-	Creation of Video Platform Blockchain Development Phase 1	6 Monate
2.000.000.-	Blockchain Development Phase 1	6 Monate
5.000.000.-	Sales Europe	24 Monate
5.000.000.-	Sales USA/Canada/Latin America	24 Monate
3.000.000.-	Sales Asia	24 Monate
3.000.000.-	Sales Rest of World	48 Monate
X (in case resources are available)	Co-production Development of own library	ongoing

THE MILC TOKEN SALE STORY

The platform earns money immediately after the launch due to the load of Welt der Wunder content. The described business plan explains the growth on the basis of only the sale of the content library Welt der Wunder provides to the platform as a kickstarting investment.

All other content partners can only increase the sales potential and the turnover accordingly.

An intensive marketing plan serves to introduce the platform to international partners (content owners and purchasers), and to supply the necessary operative service for new territories.

The use of funds is augmented with new revenue from the launch of the platform which fund the platform's operational overhead.

Should the token sales experience above-average, excess funds will be made available to fund production projects and pre-sales activities described in the co-production section of this document.

(Explanation next page)



KPI TARGET FIGURES



Explanation:

By selected productions for financing, the platform allows producers to concentrate on their project and its implementation.

For purchasers, the platform constitutes the guaranteed certainty that the project will be completed and delivered at the promised time.

International quality productions which have high exclusivity and thus extraordinary sales potential solely due to their value have budget sizes of between 5,000 and 10,000,000.

Some consist of multiple parts, for example, several programme hours which are condensed in a series. The number of episodes can vary according to production costs between 3 (event production) and 46 episodes (high class series). The latters are usually produced in 4-5 relays (a further 46 episodes respectively per year) for years.

The platform intends to support 3-4 such projects in order to construct the licence and law stock and therefore increase the participation and value for the MILC community.

The platform participates in these licences and thus the MILC community as it becomes involved in the financing in advance.

This is generally 50% ownership of the licence and thus 50% of all global revenues over the entire utilisation period, including all spin-offs or any merchandising.

A budget of approximately 20,000,000.- would be the optimum basis for this process. The exclusivity of the issue and the production cost is always important.

Should the funds from token sales initially be insufficient, the platform will structure this process from subsequent revenue.

In addition, the platform will also position sub-financing on the market in which the MILC community can participate individually and if necessary.

BUDGET DISTRIBUTION PERIOD

Development

Costs for expansion and launch of the video platform (6 months)

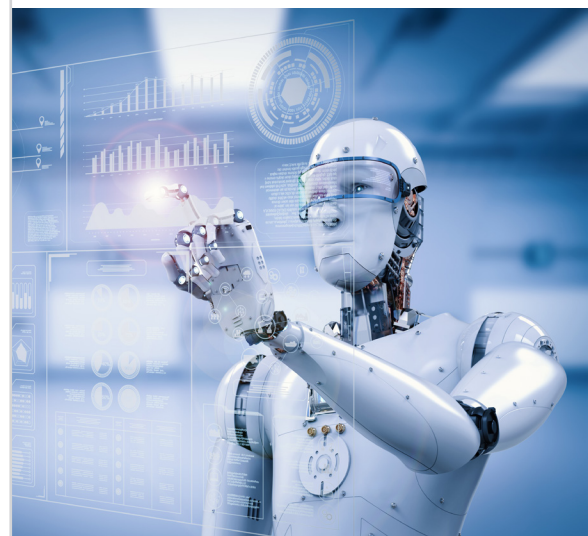
Welt der Wunder has already accomplished the main development work together with its partners. However, the interfaces and the final platform design are still absent. A comprehensive test phase also needs to be scheduled as the sales platform needs to be optimally tailored to the smart contract structure, for example.

Operating costs (12 months)

An operative structure takes care of the platform. It controls the upload and download of content. It takes care of content description and controls the contractual requirements and the implementation of the smart contracts. It communicates with customers and content providers and acts as a service agent. It adapts customer desires and improves the user friendliness of the platform according to these. We are expecting these operating costs to be financed from the platform's revenue after approximately 12 months.

Blockchain programming costs (6 months)

A team maintains and supports the relevant contractual standards and transmits these into the MILC blockchain. Payment structures are established. Customers and content providers successively expand these standards with their individual contractual requirements. The smart contract structure is thus extended by more and more suitable contractual elements.



ALLOCATION OF RESOURCES:

Sales

Marketing costs (24 months for the most important global markets, 48 months for all other territories)

The platform launch takes place at the most important trade fairs of the global media industry (e.g. MIP, NAB, IBC inter alia). Many international representatives of the global media scene can be directly reached here.

It is necessary to use this first phase to generate awareness of the MILC – blockchain – sales platform.

Individual MILC teams cooperate internationally with leading content providers and customers. They explain the function and advantages of the platform and help with implementation. They are available as service partners as local representatives and gather the necessary feedback in order to continue to adapt the platform to all user desires.

Licence or co-production

Co-production volume:

Internationally relevant projects should be launched, financed or intermediately financed with this reserve as described in the concept.

The platform thus invests in its own licences and thus increases the value of the business model and thus also the value of MILCs.





FUTURE PERSPECTIVES AND VISIONS OF THE MILC

The created MILC – blockchain – distribution structure can be scaled to other media sectors.

As already described at the start, the global music licensing trade is surely considerably easier than global trade with video broadcast licences.

However, this means that the MILC blockchain can also make all smart contract structures ready for this market, which is easy to understand. A further multi-billion market can thus be opened for the platform.

The MILC blockchain also has many advantages for user-generated content, for example. In contrast to all TV stations, VOD platforms or online publishers, neither YouTube nor Facebook need to pay for their content. The resulting marketing revenues generally benefit them alone.

However, in future good amateurs will be able to associate the dissemination of their content, e.g. in the participation in these yields within the scope of the MILC blockchain and express this wish via our smart contract structure. already be found precisely in the name of the MILC - Micro-Licensing-Coin.



FUTURE PERSPECTIVES AND VISIONS OF THE MILC

Incredible potential also outside of the media branch

Probably the greatest potential of the MILC blockchain, however, is due to the fact that many other branches also battle with the same problems in license transactions.

The MILC blockchain is a blueprint for other industries, once developed. Its type can be adapted to the respective necessity unique to the branch and respectively transfer the smart contract principle.

Only the global automotive industry (CAR-MILC), the consumer electronics branch (CE – MILC) or the fashion industry (Fashion – MILC) can be stated here as an example.

The same licensing problems exist in all of these industries (and in many others too).

The MILC blockchain will be able to help in future!

The meaning and the process it will depend on in the stated examples can already be found precisely in the name of the **MILC - Micro-Licensing-Coin**.



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