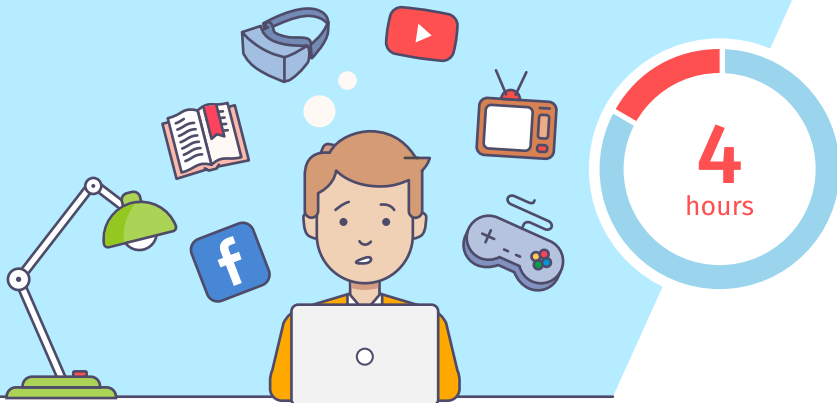


# LetItPlay – audio layer of The Internet



## The Crisis of Visual Perception

Visual perception is exhausted!

Youtube and TV, books and blogs, facebook and video games have overtaxed our sight. And yet content grows more larger and better and we do not have the time to appreciate it.

## Good old audio

The majority of content can be heard rather than seen without any information loss: news, blogs, books, articles, etc. On average people have 3 hours per day for audio. How about you?

Let's say you are driving and ask LetItPlay "Give me a 30-minute digest of the latest news" or "Suggest movies playing this weekend". Lettplay then compiles a 30-minute playlist based on your request and personal preferences. And your time spent driving is never wasted time.



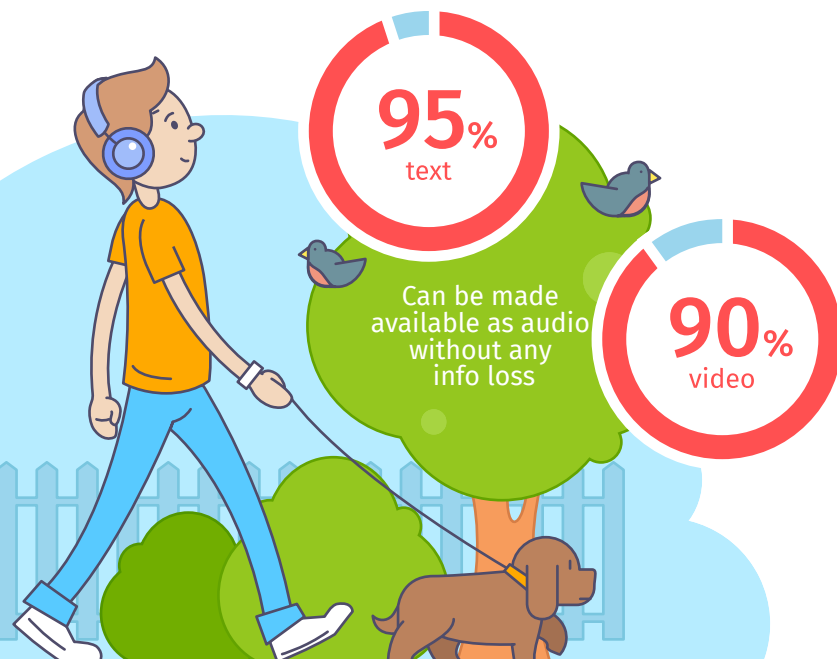
## Yet audio content is scarce

Less than 1% of information is available as audio: podcasts, audioguides and audiobooks.

While the remaining 99% of the Internet is silent: news, blogs, books, articles, etc.

Siri has been around for years yet she has so little to say since audio content is so rare. To make audio content truly ubiquitous we need an ecosystem which will provide hassle-free and affordable audio production and distribution.

Blockchain LetItPlay will solve this problem with the help of the attention economy.



# Ecosystem

The LetItPlay ecosystem brings everyone participating in audio production and consumption together. As a result any news portal or individual blogger can afford an audio version. It is as easy as choosing a studio and a narrator for your text content.

## Content Providers

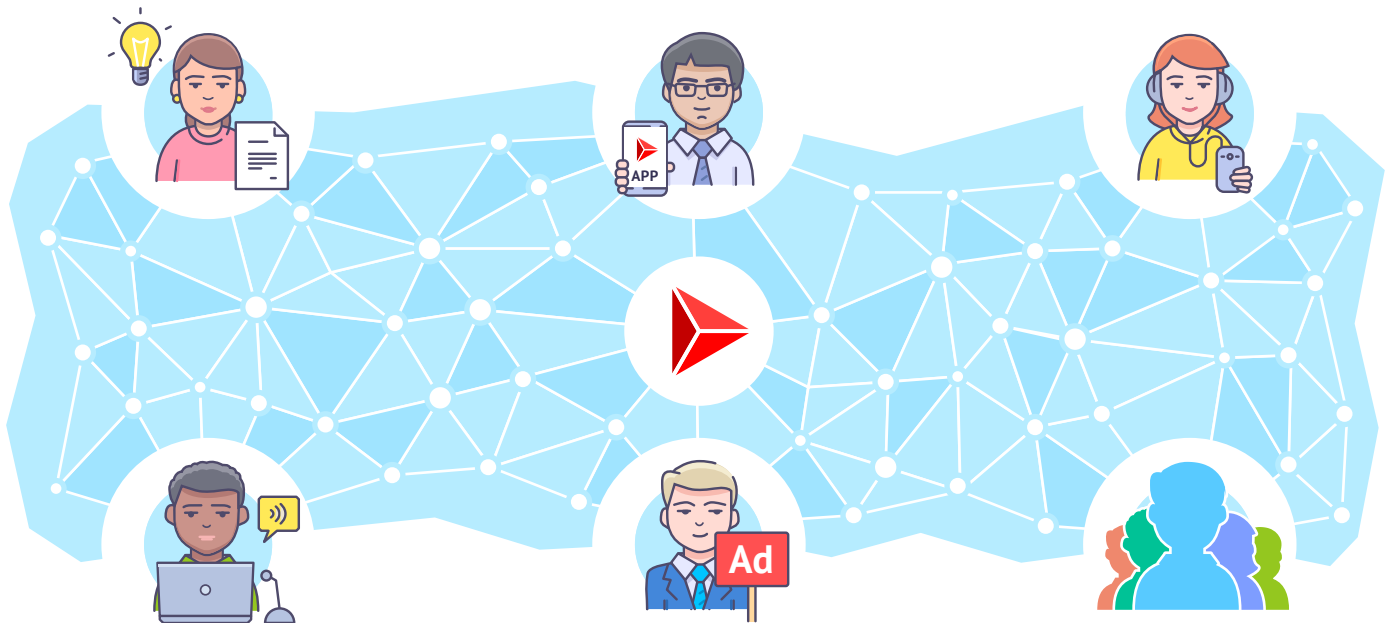
Content Providers – content owners and creators are the key players in the LetItPlay ecosystem – they create tons of quality content.

## Content Distributors

Distributors create services which deliver content to consumers such as mobile apps, web sites, social networks, in-car multimedia systems, SmartTV apps, etc.

## Content Consumers

Anyone who wants to get a quality audio version of Internet content. Letitplay ecosystem ensures that consumers get user-experience tailored to their wants and needs: from compiling an AI-enhanced playlist to voice-controlled playback.



## Service Providers

Businesses and individuals who provide services for audio production. Narrators, audio production studios, editors, translators and even software speech synthesizers can be found via LetItPlay marketplace and paid with Play tokens.

## Advertisers

Businesses and individuals who want to deliver their content to target audience. Advertisers pay consumers for their attention with Play tokens.

## DAO


A decentralized autonomous organization (DAO) that manages blockchain development and ecosystem growth. The DAO is comprised of delegates chosen for their contribution and competence.

## Having consumers, producers and service providers within one ecosystem will drastically change audio content market:

New freelance opportunities will be created for narrators, editors and translators

Service Providers will get a stable commission source


Service Providers will get access to global market



The cost of audio production will decrease by an order of magnitude (falling below \$1 per minute)

Audio-version creation time will decrease down to 30 min

Content Providers will get an affordable and fast way of audio production



Consumers will get tons of quality content



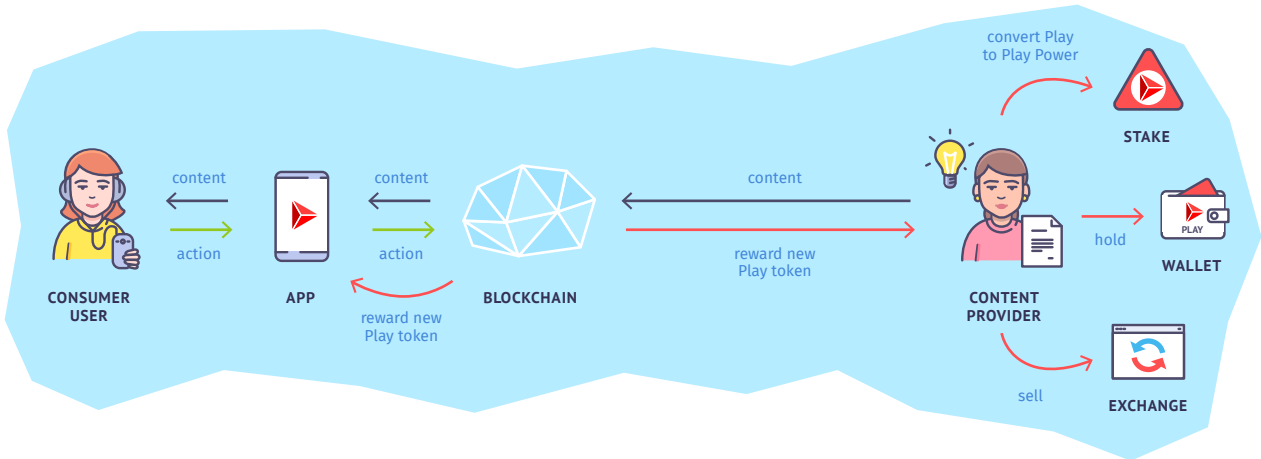
Distributors will get a unified source of content to use in their apps



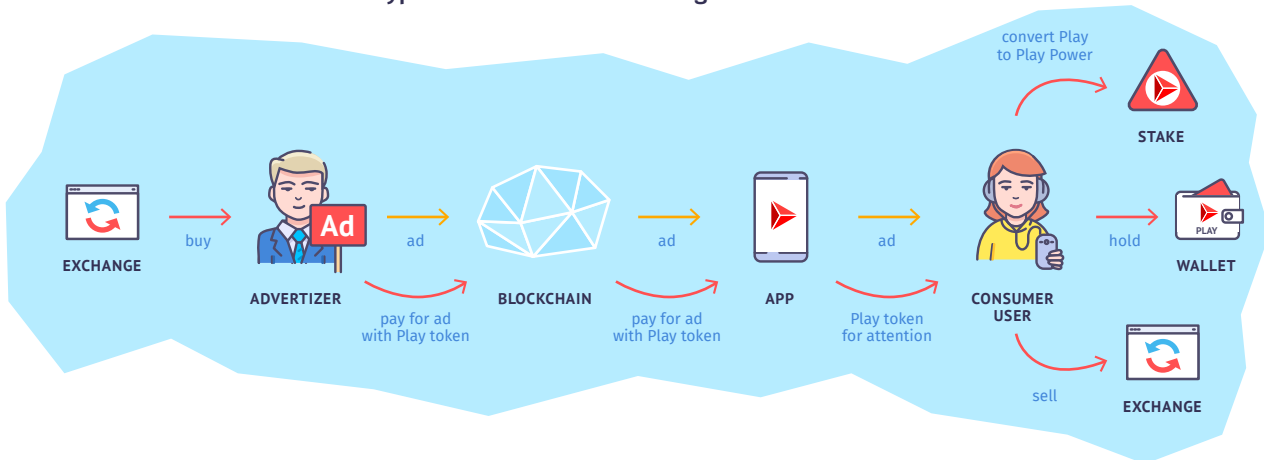
# Attention economy

To make audio-content production profitable we employ the attention economy (which was proved successful by Steem). Content Providers will be rewarded for consumer attention: listens, likes, comments and reposts. The size of this reward will depend on the combined Play Power of consumer and provider.

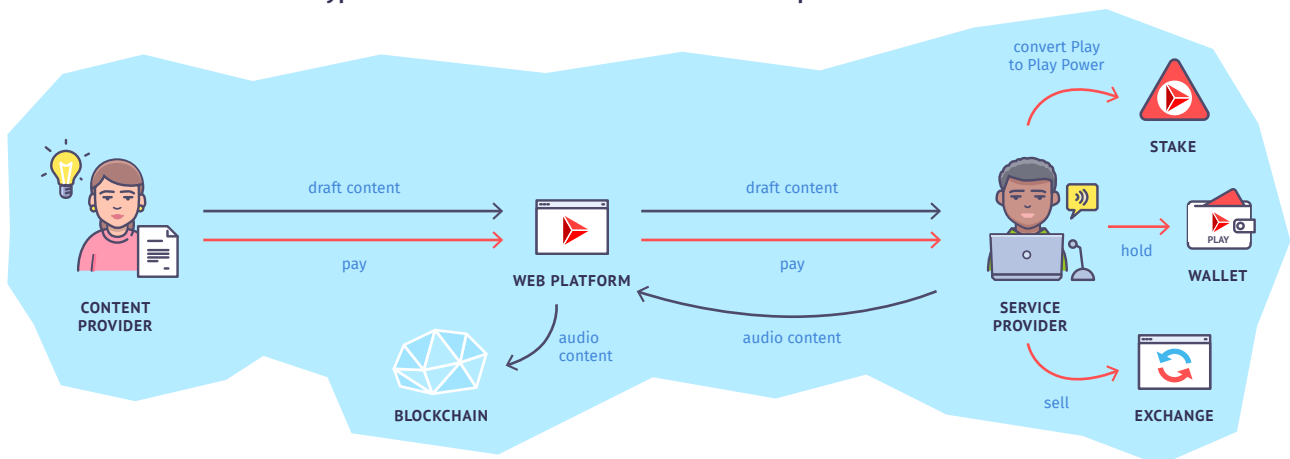
Typical scenario of content consuming and reward emission



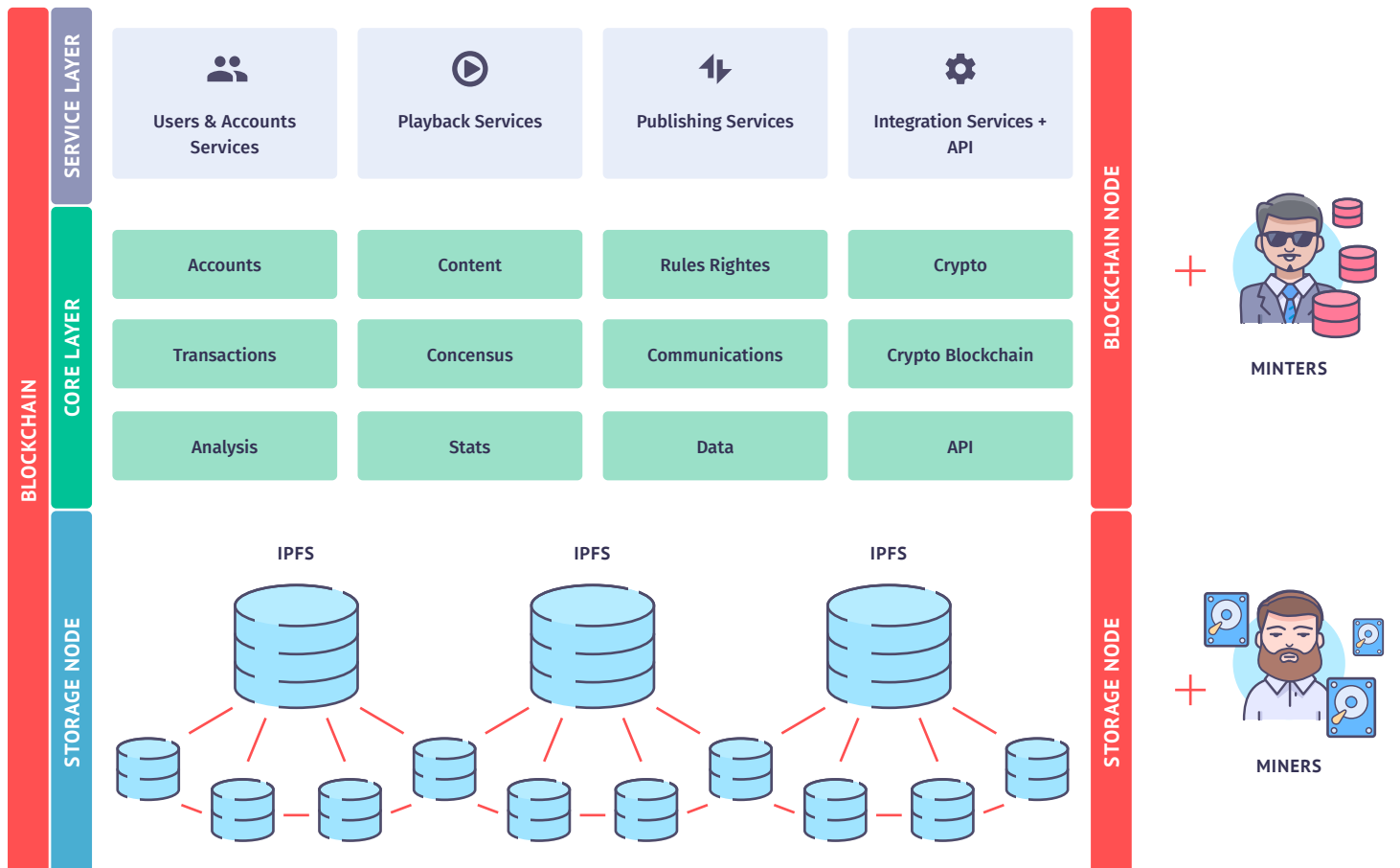
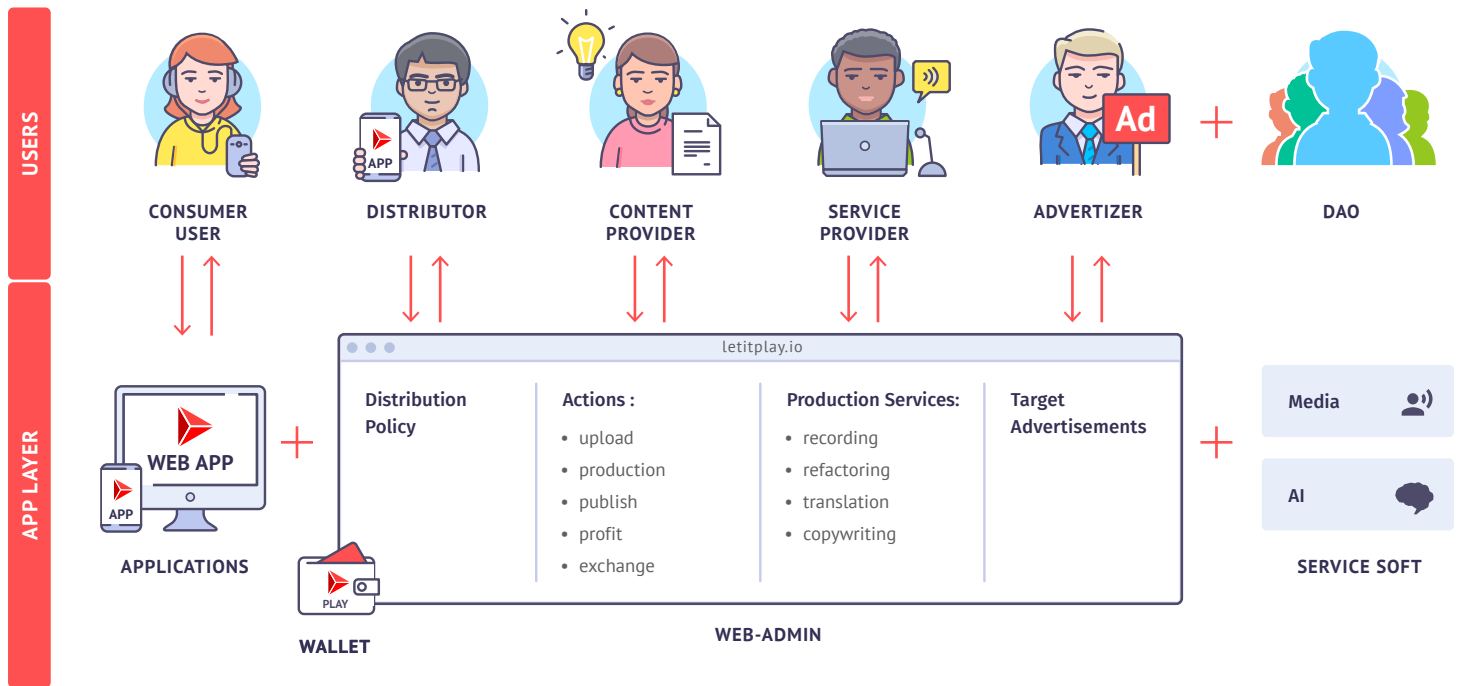
Typical scenario of advertising content distribution



Typical scenario of content creation with help of Service Provider



# Architecture



# Community

Content consumers and providers are the cornerstones of the LetItPlay ecosystem. We can analyze and segment both groups to better understand needs and gains of all participants.

## Main Consumers



### Young people

Life is full of action and entertainment. Self-development and study often are the first victims of the constant lack of time. Yet educational content can be consumed on the go or while playing (video games).



### Family people

Driving, commuting, cleaning, dishwashing and a myriad of other everyday tasks leave so little time for yourself. Audio-content can help transform this routine into self-development.



### Business people

Get the most out of every minute. Utilize their time efficiently. While driving to the next meeting or appointment they can listen to pertinent information: news, analytics, reports, quotes, etc.



### Elderly and visually impaired

Due to physical limitations they have trouble reading and largely listen rather than watch video. The audio version of day-to-day content will open up a world of information for them

## Balanced development

For ecosystems with various types of participants balanced growth across all types of participants is very important. To preserve balance we will sponsor content creators in exchange for active promotion of LetItPlay services. This will guarantee an influx of new users and relevant content for them.

## Main Content Providers



### News portals

Produce articles on various subjects. Often these articles lose relevance within days or even hours after being created. News portals need instant access to Services Providers to get high quality audio fast.



### Bloggers

Create text and video content. Bloggers can voice their content on their own. Often content is relevant for couple of weeks but requires a high-quality delivery. They can entrust the processing of audio to Service Providers.



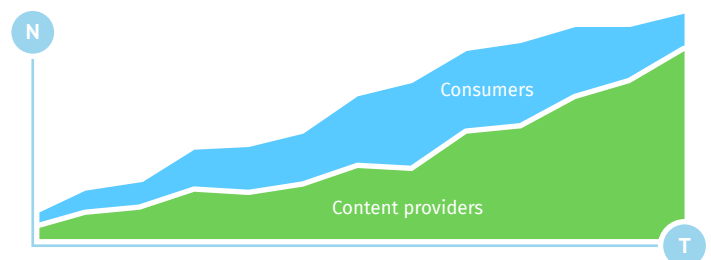
### Businesses and governments

Inform people about important events or advertise their services. They seek the best possible coverage of the target audience. They have to pay Consumers for their attention to advertisements.



### Communities

Create content on relevant events, best practices, hands-on experience. Content often remains relevant for a long time, yet rarely merits constant support. The ecosystem allows to deliver content to the target audience faster and open up a new way of organizing via DAO.



## Healthy ecosystem development will be ensured through a DAO-based self-organization



### DAO

Is comprised of community-elected Delegates. Enables self-regulation in the ecosystem. Defines the direction of development. Creates Agent roles to execute its decisions.



### Agents





Have powers and responsibilities defined by Agent's tasks. Agents regulate copyright, content legality, execute other DAO decisions.

# Roadmap

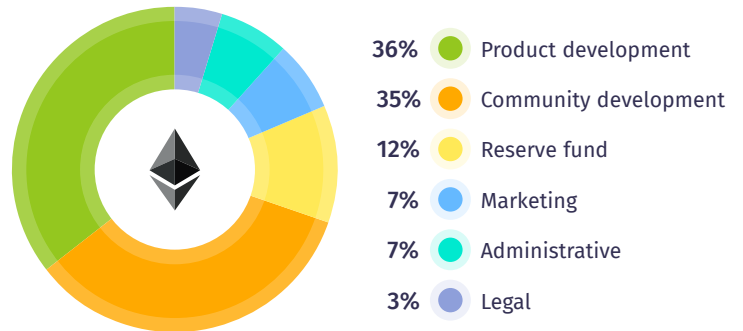
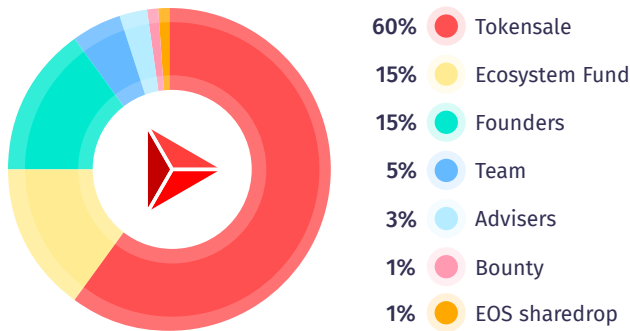
A two-year roadmap is designed to facilitate balanced and gradual development of three main directions: platform, blockchain, community and content. A number of important events is omitted from the roadmap i.e. integration with in-car multimedia systems and Smart-TV because they heavily depend on third parties and their timelines are hard to predict.

Stage	Platform	Blockchain	Community and content
1	<ul style="list-style-type: none"> <li>Mobile application with podcast feed</li> <li>Web panel for Content Providers</li> <li>Audio web widget</li> </ul> 	<ul style="list-style-type: none"> <li>ERC20 token</li> <li>Account page and wallet</li> </ul> 	<ul style="list-style-type: none"> <li>Aggregation of existing podcasts</li> <li>Sponsorship for audio creation for popular content</li> </ul> 
2	<ul style="list-style-type: none"> <li>Adaptive audio feed to support typical content consumption scenarios in mobile app</li> <li>Web panel for Service Providers</li> </ul> 	<ul style="list-style-type: none"> <li>Statistics gathering and fine-tuning attention economy implementation on testnet</li> <li>Payment service for Service Provider</li> </ul> 	<ul style="list-style-type: none"> <li>Local adspots across the globe</li> <li>Service Providers attraction</li> </ul> 
3	<ul style="list-style-type: none"> <li>Audio-feed with flexible filtering and AI-based recommendation system</li> <li>Marketplace for Service Providers</li> <li>Web panel for Distributors</li> <li>API for Distributors</li> </ul> 	<ul style="list-style-type: none"> <li>Original blockchain with attention economy support</li> <li>ERC20 Play tokens conversion</li> </ul> 	<ul style="list-style-type: none"> <li>Blockchain integration of partnered distributors</li> <li>Attracting new developers for creating new specialized apps: audio guides, audio books, etc.</li> </ul> 
4	<ul style="list-style-type: none"> <li>Pre-publish content bufferization</li> <li>Agent roles for users</li> <li>Web panel for Agents</li> </ul> 	<ul style="list-style-type: none"> <li>Internal exchange for Play tokens</li> </ul> 	<ul style="list-style-type: none"> <li>Agent network development for ecosystem support</li> </ul> 
5	<ul style="list-style-type: none"> <li>Natural interface based on voice recognition for mobile app</li> <li>Web panel for Communities</li> <li>DAO elements for Communities</li> </ul> 	<ul style="list-style-type: none"> <li>Fiat gateway for Play tokens exchange</li> <li>Extending support to new types of content: video, music, etc.</li> </ul> 	<ul style="list-style-type: none"> <li>Attracting Communities</li> </ul> 
6	<ul style="list-style-type: none"> <li>AI-based spam and copyright protection</li> <li>Web panel for Advertiser</li> </ul> 	<ul style="list-style-type: none"> <li>Content storage and delivery optimization</li> </ul> 	<ul style="list-style-type: none"> <li>Advertisers attraction</li> </ul> 

# Tokenale

<b>Name</b>	PLAY	<b>Public 1</b>	266.47 ETH RAISED
<b>Total supply</b>	1 000 000 000 PLAY	<b>Presale 1 dates</b>	25 DEC 2017 – 28 FEB 2018
<b>Presale supply</b>	10 000 000 PLAY	<b>Private whitelist</b>	MARCH 2018
<b>Private Presale 2</b>	1 MAY 2018 – 31 AUG 2018	<b>Bonus level 1</b>	 +30% PLAY BELOW 50 ETH
<b>Token price</b>	1 ETH = 10 000 PLAY	<b>Bonus level 2</b>	 +35% PLAY 50 – 100 ETH
<b>Tokenale</b>	FALL 2018	<b>Bonus level 3</b>	 +40% PLAY 100 – 200 ETH
		<b>Bonus level 4</b>	 +45% PLAY 200 – 500 ETH

## Token distribution



# Team



**Andrey Durakov**  
CEO



**Kirill Yurkov**  
CTO



**Discover Permian!**

The Best Russian museum project in 2014 according to Potanin Fund



**Grisha Klimov**  
WEB and Cloud Expert



**Kremlin's Armoury Chamber**

Number one among free Russian museum applications in 2017 according to Russia Beyond



**Alexander Drem**  
Business Development



**DMHS**

Life savior application for Canadian Medical Center DMHS