EXECUTIVE SUMMARY

About

Beyond Seen Screen created a platform that enables interactivity with video content. With Beyond Seen Screen watching video content is no longer a passive action, a one-way street. The platform enables content producers and content distribution companies to link additional information to the video content. Viewers will no longer only passively receive adverts, trailers and other video content but will have ability to interactively engage with them using their smartphone.

Problem

Receiving information and entertainment related to the video content that's being watched is not easy, there are too many friction points. Instead, viewers need to manually search for them. They would rather have it served in a quick and effortless way. Video content watching experience is deteriorated by constant interruptions of advertisements where viewers easily lose focus because they are not interested in non-targeted advertisements. Furthermore, products placed in the video content cannot be directly consumed. There is also no transparent data about viewer engagement with the video content in general.
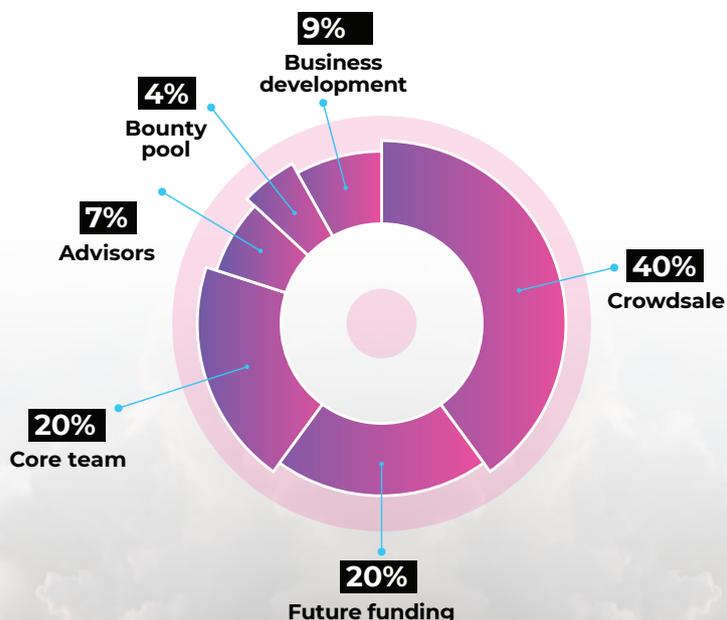
Solution

Beyond Seen Screen works towards minimizing the friction points. Additional information and entertainment related to the watched video content will be provided through an app running on viewer's second screen device. Advertising with Beyond Seen Screen is personalized, fully targeted and permission based. Platform allows seamless shopping experience of products and services placed in the video. The fact that platform usage data is saved to the blockchain brings transparency about the viewer interaction with the video content.

ICO details

Token symbol	BSSX
Token standard	ERC20
Softcap	2.000 ETH
Hardcap	12.000 ETH
Token sale duration	To be announced
Maximum total BSSX issued	348.000.000

Token distribution

- 9% Business development
- 4% Bounty pool
- 7% Advisors
- 20% Core team
- 20% Future funding
- 40% Crowdsale

Use of funds

- 3% Misc
- 12% Operational
- 3% Cryptocurrency exchange
- 35% Product development
- 22% Business developement
- 25% Marketing