



VIDYX

The future of tradable data contracts on the blockchain.

Introduction

The world needs to enter a new era of data democratization now more than ever before. The largest corporations on earth, the big tech monopolies, the powerful networks, and our very internet itself - they all live and depend on your data, and yet they give you nothing in return. No compensation, no indemnity, no reward. Every single day your data is misappropriated without a trace, sold without your consent, and nefariously exploited without repercussion, and you are never garnished for this or protected from it. This is where Vidy steps into the game. Welcome to the answer, VIDYX.

What is VIDYX

VIDYX is a new supertoken launching on the TRON blockchain that will revolutionize how the ownership of data is judiciously brokered, consummated, and executed on the web. It is a token that will unleash by far the largest cryptocurrency reward economy in the world, and will deliver the first “tradable data contract” called a TDC that securely schematizes and packages user data into compact smart units that are exchangeable on-chain. The VIDYX framework is a sustainable token economy dually powering both publisher video inventory and consumer ecommerce online.

VIDYX is already set to appear across billions of daily pageviews embedded directly into the best websites on the planet as a layer that sits atop each property. Deployed as the core currency within Vidy’s nested video platform, VIDYX serves as the unit of value that rewards you for your session time and attention, and that lets you transact and purchase online seamlessly through a ghost wallet that is integrated directly into each website you visit.

VIDYX’s Reward Economy

Every time that you watch a video on a Vidy enabled publisher property - and thereby directly contribute to the continued economic alimentation of that website, its advertiser,

the company behind it, and ultimately the internet itself - you are now duly rewarded for it. For every second that you hold to watch, you earn VIDYX directly airdropped into your ghost wallet. This wallet follows you everywhere you go online, making for the single most convenient point of access to crypto ever conceived on the web. With Vidy for the first time ever, you don't have to install anything - no new app, no browser, no extension. Vidy also burns an equivalent amount of VIDYX for every second that you hold to watch, driving steady perpetual upward pressure on the economy from activity.

Our Choice for Partner

To achieve our mission of ushering this giant next leap in internet data custody democratization and progressive reward, we will harness the power of the TRON blockchain - a network we believe is the most supportive and scalable in the industry to handle a global reach like Vidy's spanning thousands of publishers and millions of active platform users.

The TDC Revolution

We are putting the power of data back into the hands of the masses for universal profit distribution. To execute this vision, we have designed and engineered an open source schema for de-identified data profiling, and we have packaged these synopsis strings into an elaborate smart contract conductor to transform them into freely tradable, speculative, monetizable new assets called TDCs.

TDC stands for tradable data contract, and is a unit of value that securely stores a user's de-identified, generalized data profile in a smart contract on the blockchain. Data profiles are built on 30 unique data points that are tracked and recalibrated in realtime as an active user interacts with videos and earns VIDYX on the platform. Each collection of data points is aggregated and summated so that they can be clustered with other profiles into TDCs of similar type and characteristic.

VIDYX Rewards

When a user holds down on a nested video in a Vidy enabled website, they earn VIDYX as a reward for watching. A total of 5/6 of the VIDYX rewards that are generated from that view are airdropped into their wallet instantly for every second that they hold down, and the remaining 1/6 of VIDYX rewards go into a global "TDC Reward Pool" to be split among all VIDYX stakers across the platform. Anyone who stakes VIDYX will receive an allocation of rewards from this TDC Reward Pool based on how much VIDYX they have staked respective to the total amount of VIDYX staked in the pool. When the TDC Exchange is launched, this global TDC Reward Pool will convert and

compartmentalize into individualized TDC contracts that can be bought and sold on the open market for 100% ownership of the Owner Rewards associated with each supporting data profile.

The Owner Reward

When you own a TDC, you own the rights to earn 1/6 of all VIDYX rewards earned by the combined collection of users underpinning that TDC perpetually. For example, if there are 50 anonymous users who are grouped within one TDC that you own, you receive 1/6 of all VIDYX earnings that these 50 users generate every day. This 1/6 share of the reward income is called the Owner Reward. As a holder of a TDC, you possess 100% of the rights to the Owner Reward for each TDC that you own until you un stake your VIDYX.

The Value of TDCs

These smart contracts are inherently valuable. They carry a listed price determined by their discounted cash flows from the combined VIDYX earnings generated by the group of users within the TDC. TDC price is also impacted by an algorithm that considers several ancillary parameters including activity consistency, volatility, and acceleration rates.

As a result of the non-fungible nature of each TDC and the value associated with the collective earnings potential of the data profiles that underpin them, TDCs can be exchanged and traded in a marketplace facilitated by Vidy.

In this way, Vidy has created a system to share in the data monetization of others on the platform in order to generate perpetual revenue for the contract owners who essentially farm this reward income. When you stake VIDYX as per the listed price of that contract, you are buying into data profiles of other users without actually spending capital or risking principle to do so as a result of the non-custodial nature of Vidy.

The TDC Exchange

We are building the world's first exchange of TDC's on the open market. We will cluster a group of real Vidy user data profiles into TDCs of various sizes and price points that trade on our exchange based on their earnings potential and history. One TDC can include between 1 and xxx number of Vidy user accounts bundled together into a smart contract that are cumulatively priced as one listing. On the exchange, you will be able to see the historical earnings of every TDC on the platform, purchase a TDC by staking

VIDYX as per its listed price, and then earn 100% of each of the user's Owner Rewards within the TDC.

As a marketplace that lists every tradable data contract that exists within the Vidy ecosystem, you will be able to filter TDC's based on their price, origin date, location, and monthly earnings average to find ones that fit your farming strategy and investment hypothesis.

In the future you will be able to speculate on the price direction that each TDC will trend toward, capture a piece of the upside or short the downside of its fluctuating revenues, resell your TDC in the market for profit as it grows in value, and apply derivatives to baskets of TDCs as you monetize online user data for the first time as a new investment asset class in your portfolio.

Platinum User Status

At Vidy given that we are merging both the traditional and the crypto communities together, we envision a relationship where both sides feed off one another to pursue complementary profits as the platform grows in usage. To further incentivize strong and continued hold activity by both of these groups, we are implementing a Platinum Status level for users. If you are in the top 10% of VIDYX earners as a user on the platform, you get Platinum Status and receive a piece of 15% of the TDC Reward Pool. Your payout allocation from this portion of the TDC Reward Pool is a function of how much you have earned by holding on videos, respective to the total earnings from all Platinum Status users since the last epoch began. In this way, users are fiscally motivated to become active daily users across the Vidy network in order to own the rights to the reward income from other users' TDCs without needing to stake VIDYX to do so. This added perk aligns incentives between the doers, the investors, and the speculators within the Vidy ecosystem.

Why the Need for TRON

VIDY was developed on the Ethereum blockchain as an ERC20 token, and since inception has benefitted from Ethereum's ease of use and smart contracts development ecosystem. However as Vidy's reach has grown markedly, it has become progressively more apparent that the decentralized infrastructure supporting the Vidy platform has to be rethought from the ground up in order to scale in production. Vidy's most recent milestone of real decentralized token deployment for the first time on famous Vogue Magazine specifically resulted in insurmountable scale and operational challenges on the Ethereum blockchain. These challenges confirmed that in order to be the first

cryptocurrency project of widespread internet adoption, usage, and true utility, having a blockchain that can support Vidy's expansive scale is emphatically required. The Vidy platform cannot be plagued with steadily spiking gas fees for its users or suffer unbearable wait times on transactions when redeeming VidyCoin earnings, especially given that the Vidy experience is seamlessly integrated into real websites that service users by responding to action near-instantly.

As a micro transactions platform that has built its own payment channel to supplant Ethereum's on-chain congestion, we have continued to face significant UX barriers when our users are hit with massive gas fees when trying to withdraw and transact on-chain. The free and fast ability to draw VidyCoin from your ghost wallet in seconds while on any site is one of our flagship features. We believe that TRON will not only be faster and more scalable than Ethereum, but that we will benefit from the blue ocean of its network and the absence of unsustainable gas fees for the massive activity we bring to the chain.

Vidy's 2-Token System



VIDYX

VIDYX is the token that powers all rewards, transactions, campaigns, and payouts across the Vidy ecosystem. Staking VIDYX is the only way to own TDCs and to earn rewards off of other users on the platform from the ownership of their data contracts. Each TDC has a listed price associated with it, reflected as an amount of VIDYX to stake in order to take ownership of that contract. Once you stake the required amount of VIDYX, you take custody of that TDC which gives you the rights to earn 100% of the Owner Rewards from all earnings that all users within that TDC group generate perpetually. Upon unstaking your VIDYX, your ownership in that TDC is withdrawn and the data contract is relisted on the TDC exchange. In this way, staking VIDYX to earn revenues on a TDC is a new form of earning interest on your principle in traditional decentralized farming, with Vidy's new concept being that with TDCs you are buying the right to reap profits off of other people's earnings for the data they hold.

Users also earn VIDYX for every second that they watch videos, use VIDYX to pay for goods and services directly on-site, and watch their VIDYX balance grow in realtime on their ghost wallet that follows them everywhere they go on the internet. Both Buyers and Sellers of video inventory on the Vidy platform pay for campaigns using VIDYX, and gain direct access to supply and to incremental revenue generation from VIDYX token payouts. VIDYX will be based on the TRON blockchain.



VIDY

VIDY is the token that serves as a staking mechanism for withdrawals, bonuses, discounts, and campaign prioritization within the Vidy ecosystem. In order to withdraw VIDYX from your wallet, you need to have at least 1,000 VIDY stored in it. In this way, VIDY serves as the fuel for all VIDYX transactions and withdrawals. Rather than spending your VIDY in the form of gas when you make a VIDYX withdrawal, the Vidy system requires you to simply have a minimum threshold balance of VIDY in your wallet to execute all withdrawals and transactions.

Due to the fixed nature of supply with VIDYX's float, there needs to be a means to earn and spend at different velocities and decays without impacting VIDYX supply, and to be prioritized among a growing demand for a finite amount of inventory across the network. This is where holding VIDY gives you an edge on the campaign utility of your VIDYX holdings. On the user side, by staking VIDY in your wallet you earn a multiplier on all VIDYX that you are rewarded with as you hold to watch videos across the web. On the buyer-seller side, by staking VIDY in your wallet you earn discounts on all Vidy platform campaigns that you conduct, and receive prioritization on campaign keyword and segment selection over competing bidders. The multiplier and campaign discount are leveled based on the staking tier that you have reached. VIDY will continue to be based on the Ethereum blockchain.

VIDY to VIDYX Swap

Vidy has built a direct swap to convert your VIDY into VIDYX at a 5:1 rate. This rate is fixed and permanent, thereby perpetually tethering a baseline equilibrium price to both tokens. It is completely optional to go through the swap process so you can freely continue to hold and use your VIDY without swapping, and you can elect to swap your VIDY for VIDYX at any time. In order to swap, you must complete Vidy's KYC process to be released in the days before swapping opens, and go through a lockup period. Please be patient as we expect a lot of requests.