

# MOVITOKEN

## FILM PRODUCTION ON THE ETHEREUM BLOCKCHAIN

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### I. Introduction

MoviToken (MOVI) is a project managed by Southern Meridian, LLC. MoviToken is an [ERC20 + VERIFIED](#) community cryptocurrency for the global independent film community. MoviToken is registered in the [Parity](#) Registry under their 3-letter acronym (or TLA) "MOV".

The MoviToken project was created by 13 year film veteran Christopher Compton, who's recent feature film *Strait & Narrow* is currently being released globally on DVD and VOD.

### II. Abstract

MoviToken is a community cryptocurrency that's purpose is making the days of "low/no pay" and "deferred" agreements within the film community, a thing of the past. Producers can pay talent and crew with MoviTokens, where fiat cash is limited or non-existent, essentially financing movies on the Ethereum Blockchain. Cast/Crew can later exchange MoviTokens for Ethereum (ETH), then to USD, BTC, or other altcoin, token or fiat currency by utilizing various exchanges and dApps that interact with the Ethereum blockchain.

MoviToken is a blockchain tradeable complementary currency that's intended purpose is to be utilized within the independent film community for the purpose of film, TV, web series, documentary, et al., productions. MoviToken can be used in conjunction with, or as an alternative to, any fiat currency in the world where such use of a complementary currency is legal.

### III. Challenges

In today's film production climate, budgets are tightening and demands are rising from studios, distributors and moviegoers alike.

In the early 2000s, Hollywood was producing three different classes of films: 1) big-budget [blockbusters](#), 2) [art films](#), specialty films and niche-market films produced by the conglomerate-owned indies and 3) genre and specialty films coming from true indie studios and producers. The third category comprised over half the features released in the United States and usually cost between \$5 and \$10 million to produce.<sup>1</sup>

According to the Sundance Institute, the average budget of a dramatic feature film in 2017 was \$1 Million, and \$400,000 for documentary features.<sup>2</sup> *(These budget figures are based on Sundance's interviews with producers and sales agents.)*

The reality is that there are less dollars available for everyone, meaning many financially strained members of the industry rarely have a chance to compete for a career - some will never have a career, abandoning the industry after years of no success. Those that are ambitious; the filmmakers, actors, crew - they pursue these dreams on their own dime, financing their own careers through sacrifice and sometimes that means forgoing payment for their services. Many filmmakers across the globe, produce <\$10,000 features, to "put something out there", where not a single person gets paid, where every dollar must go toward the production.

MoviToken aims to revolutionize independent film production by placing it on the Ethereum blockchain. There are so many talented and creative voices across the globe who can now have a real chance at a career in the film industry, simply by adopting the use of MoviToken on their projects and accepting MoviToken for their services.

### IV. The Independent Film Industry

In 2018, there were 13,468 projects submitted to the 2018 Sundance Film Festival<sup>3</sup>, the largest film festival in the world, employing an estimated 390,100 people<sup>4</sup>, and boasting a \$2.26 Billion<sup>5</sup> (USD) financial investment, worldwide. *It is important to note that these numbers only account for the 13,468 projects submitted, from around the world, to Sundance for their 2018 festival.*

The Motion Picture Association of America (MPAA) states that in 2016, the global box office for all films released in each country around the world reached \$38.6 billion, up one percent over 2015. U.S./Canada box office (\$11.4 billion) grew two percent, while the international box office in U.S. dollars (\$27.2 billion) held steady compared to 2015. International box office accounted for 71 percent of total box office in 2016, equivalent to 2015. The international box office in U.S. dollars is up 14 percent compared to five years ago. The global box office is up 11 percent in the same time period.<sup>6</sup> *It is important to note that these numbers reflect theatrical box office releases.*

## **V. Application of MoviToken**

Trading MoviToken (MOVI) strengthens the independent film community by allowing producers to utilize a community currency on projects with limited cash.

### ***How is this done?***

Paying cast and crew with MoviToken.

Crowdfund with MoviToken only, then trade on exchange.

Accept MoviToken for your services.

Utilize MoviToken with investors, keeping accountability on the blockchain.

Producers can even request payment from distributors in MoviToken, facilitating the freedom to trade on the open market to potentially further maximize profit.

### ***Why use MoviToken?***

Using MoviToken prevents cash from leaving the community, increasing vitality.

MoviToken ensures that the money circulates locally within every film community worldwide, i.e. each city, town, village, etc. that is home to a “film scene”.

MoviToken builds trust and support within the indie film community.

Utilizing MoviToken promotes creativity and resourcefulness within the community, developing skills and potential.

MoviToken is fully inclusive, enabling everyone, regardless of status, to integrate and contribute to the indie film community.

## **VI. MoviToken Today**

MoviToken is currently trading on the following exchanges: [idex.market](http://idex.market), [forkdelta.github.io](http://forkdelta.github.io), [ethex.market](http://ethex.market), [erc20.exchange](http://erc20.exchange) and [rektex.github.io](http://rektex.github.io)

Additionally, MoviToken can be bought and sold through [easytrade.io](http://easytrade.io)

MoviToken symbol: MOVI

MoviToken contract: [0x623B925b0A57a24EA8dE301F2E3E692cE903f0c3](https://etherscan.io/address/0x623B925b0A57a24EA8dE301F2E3E692cE903f0c3)

## **VII. The Future of MoviToken**

MoviToken is a community currency for the independent film community and as such must be easily exchangeable to promote adoption within the community.

*The following shall not be interpreted as a complete MoviToken roadmap:*

### **Q2 2018**

- MoviToken will partner with Bancor for continuous liquidity. This alone can promote trust and use within the indie film community.
- The first production studio to adopt the use of MoviToken will be announced.

### **Q3 2018**

- The first feature film to be produced with MoviToken will be announced.
- MoviToken will partner with a crowdfunding platform to assist filmmakers with raising funds for their projects.
- Production to begin on the first MoviToken funded feature film. *(late Q3)*

### **Q4 2018**

- By Q4 2018, MoviToken should be listed on more than 1 major exchange and incorporated by several dApps. MoviToken is currently working on becoming listed by Komodo's BarterDEX and ETHlend's Lending Platform.

## **2019**

- Release of the first MoviToken funded feature film.

## **2020-2022**

- Southern Meridian, LLC will publically release the first of several case studies on the use of MoviToken to produce a motion picture. Data and findings will be provided by an independent research firm. *(The exact date is highly dependent upon distribution schedule.)*

## **VIII. Miscellaneous**

### **Securities**

Be advised, buying, selling or trading MoviToken does **NOT** grant one a stake or ownership in Southern Meridian, LLC, the MoviToken project, or films produced with MoviToken, therefore Southern Meridian, LLC is **NOT** selling securities, shares, stocks, or any other form of “security” as defined by the The Securities and Exchange Act of 1934.

### **Investor/Producer Notice**

*When does MoviToken become a security?*

Filmmakers/Producers may, independently of Southern Meridian, LLC and the MoviToken team, pitch investors their film projects to raise funds in MoviToken. If so, any investment would be subject to an investor agreement, and any MoviTokens exchanged would become a security. Producers should be aware of the securities and exchange rules and regulations of their territory or jurisdiction before engaging investors.

### **Producer Limitations**

Currently, MoviToken (MOVI) is NOT an alternative payment method for union members as specified by Unions such as SAG, DGA, WGA, PGA, IATSE, et al.

## **Token Distribution**

Total Supply: 1,000,000,000

Southern Meridian, LLC: 250,000,000

TBA Production Studio: 250,000,000

Market: 500,000,000

## **Disclosures**

Southern Meridian, LLC, the MoviToken team, and their employees and associates cannot assist any investor, filmmaker, producer, actor or any other individual with the development, production, investment or otherwise make a decision pertaining to any outside film project.

Southern Meridian, LLC is a holdings company and is not involved in film production or market investment/strategy in any capacity. The MoviToken team has developed a community cryptocurrency and oversees that cryptocurrency project. The MoviToken team is not involved in film production in any capacity. The MoviToken team cannot and will not advise on any cryptocurrency investment.

Christopher Compton, creator of the MoviToken project, is an equity partner and CEO of Fifth Floor Pictures, LLC, an independent film production company. He is a writer, director and producer of projects produced within the Fifth Floor Pictures studio system.

## **Forward-Looking Statements**

This document may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases you can identify forward-looking statements by terms such as “may,” “intend,” “will,” “should,” “could,” “would,” “expects,” “believe,” “estimate,” or the negative of these terms, and similar expressions. These forward-looking statements reflect our current views with respect to future events and are based on assumptions and are subject to uncertainties.

## **IX. Conclusion**

Securing finances to produce a feature film, TV pilot, web series, a profound documentary, an award winning short film, is getting increasingly difficult. MoviToken aims to revolutionize this process, for every filmmaker, by bringing a continuously liquid alternative currency to the table.

MoviToken can enable new faces and names to succeed in a very centralized, closed industry. Where cash is absent, MoviToken can cultivate stronger content, providing distributors and viewers with better, higher quality options, because talented people can finally be granted an opportunity.

Independent filmmakers have been the benefactors of many revolutionizing changes in recent history, with the adoption of HD and Digital filmmaking supplanting film/celluloid as the medium of choice, bring affordable camera gear to the masses. Platforms such as Kickstarter and IndieGoGo have been game changers for independent filmmaking by bringing crowdfunding to the table. Now, MoviToken presents independent filmmakers and aspiring actors and cinematographers the opportunity to produce the content they've dreamed of. MoviToken is opportunity.

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## References

1. McDonald, Paul and Wasco, Janet. The Contemporary Hollywood Film Industry. Malden, MA, US: Blackwell Publishing, 2008. p 30-31
2. By The Numbers. Sundance Institute, Park City, UT, US. 2018
3. By The Numbers. Sundance Institute, Park City, UT, US. 2018
4. By The Numbers. Sundance Institute, Park City, UT, US. 2018
5. By The Numbers. Sundance Institute, Park City, UT, US. 2018
6. Theatrical Market Statistics 2016, Motion Picture Association of America (MPAA), 2017, p6

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