WHY DID R E E D E U X **MEDIA** CREATE A CRYPTOCURRENCY?

WHAT DOES REEDEUX MEDIA DO?

Commercials are not effective and a waste of advertiser money. R E E D E U X **MEDIA** will revitalize television and media by allowing sponsors worldwide to turn impression-based advertising into sales. "Like that shirt the actor's wearing on the screen? Buy it with the click of a button!" By making television interactive, our corporate customers no longer have to "guess" if consumers will buy their product…they see sales happen by the thousands while a program is aired. Reedeux's C O N N E X T application synchronizes both with streaming video and with live television through sound queues embedded in the media. Each C O N N E X T-enabled program will conservatively drive $1,000,000 in sales per episode aired.

So where does this MEDA**DYN** *Cryptocurrency come in?*

R E E D E U X **MEDIA** SHOWS

R E E D E U X **MEDIA** sponsors have paid in advance for the company to produce and distribute its C O N N E X T-enabled television shows and streaming content. This prepayment offsets all costs, however, the majority of the profits will come from consumer transactions. Only 30% of all products in our shows are sponsor-based products. The majority of the product slots can be filled by manufacturers who wish to sell direct-to-consumer. These products have a higher profit margin than sales from sponsors (greater than 50% compared to 10-15%).

Beyond profitability, the success of all of our shows are dependent upon getting both celebrity and influencers (Instafamous individuals) profiled in the programs. So how does R E E D E U X **MEDIA** fill its product slots and get celebrities within our programs?

MONETIZING THE CELEBRITY BRANDS

The major talent agencies have a problem. The issue is that it has become increasingly difficult to monetize a celebrity's fame in a definitive way. R E E D E U X **MEDIA** has developed a model where celebrities can be partnered with direct-to-consumer manufacturers to develop their own lines of clothing and merchandise. When displayed in C O N N E X T-enabled television shows featuring the celebrities, the sales become a self-fulfilling prophesy. People will watch the shows because the celebrities are in them. The products will sell because people watch the shows and can immediately purchase them using the C O N N E X T application. With a popular celebrity promoting, the show is watched more and sales are generated.

Further, celebrities have production projects in television, movies, and music that can benefit from R E E D E U X **MEDIA**'s model. Television shows and movies can be C O N N E X T-enabled, generating new revenue streams. Music can be promoted and sold within the C O N N E X T programs as well, generating sales for the artists.

THE QUANDARY

The R E E D E U X **MEDIA** model makes money for celebrities, producers, manufacturers, and for the company. So, what's the issue? The problem is that starter capital is required for these Media Projects. For merchandise capital is needed for initial development, design, or inventory of the product. For television shows, movies and music production capital is required. From R E E D E U X **MEDIA**'s perspective, the more capital available, the more celebrity partnerships can be formed. So where does this starter capital come from?

Enter MEDA**DYN**…

Without the MEDA**DYN** subsidiary, R E E D E U X **MEDIA** would have to fund each project individually or create a strategic partnership with a Tier-1 financing entity. While these options will be feasible within a few years after launch, it creates a lost opportunity and lost revenue for the company in the short term. MEDA**DYN** allows for an elegant way to offset the cost of merchandise and television show creation without dilution to the parent. Further, it creates model where celebrities and influencers can be integrated into projects and see a massive potential monetary gain. Finally, the MEDA**DYN** platform creates an automated method for projects to be placed on the platform and into the R E E D E U X **MEDIA** ecosystem with no additional business development or sales effort.

What's the long-term play for MEDADYN*?*

Beyond creating a non-dilutive financing vehicle for R E E D E U X **MEDIA** projects and a method to attract celebrities and influencers, MEDA**DYN** has a strong strategic value for the company. Built within the C O N N E X T architecture is an ability for individual audience members to have self-contained digital currency accounts, or digital wallets. This was created for a number of reasons; however, it fits perfectly within the MEDA**DYN** cryptocurrency model.

THE 10% COMMITMENT

R E E D E U X **MEDIA's** commitment is to give 10% of its profits back to charities. This was done primarily because we strive to be a socially responsible company and giving in a quantifiable way is important to the founding team. Beyond the moral reasons for this model, the company will leverage this commitment for program, show, and product adoption through a viral Cause Marketing model in partnership with major non-profits (and celebrities). However, the strategic reason for this giving back priority has been to create a **dominant digital currency**.

As audience members watch shows and make purchases, the system will calculate this 10% profit and credit their individual accounts.   This credit will be in the form of MDA's. Mechanisms will be placed within the C O N N E X T platform to allow for these MDA's to be donated to partner non-profits. From MEDA**DYN's** perspective this increases the trading amount of MDA's and therefore stabilizes the currency.

LONG TERM USE OF THE CRYTPOCURRENCY

In addition to the charitable use of MDA's on the C O N N E X T platform, R E E D E U X **MEDIA** will create programs that motivate Peer-to-Peer (P2P) transactions. For instance, a fitness show may have a community of fitness enthusiasts and professionals interested in conducting commerce (like buying a "custom workout plan").   A Cosplay television show may attract an audience interested in selling costumes (like custom made chain mail). With digital wallets associated with their C O N N E X T accounts, all commerce will be conducted using MDA's thereby increasing the utility of the MEDA**DYN** cryptocurrency.