EtherTorrent – Whitepaper

A decentralized, censorship resistant torrent site with content streaming and a cryptocurrency reward system for content creators and content curators

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Disclaimer

Abstract

EtherTorrent is being developed to combat issues in the way that other content sharing platforms operate. The main issues that we aim to tackle are censorship and monetization.

EtherTorrent combines the Ethereum blockchain and the Bittorrent protocol in order to create a fully decentralized content sharing platform. In Particular we will be using Webtorrent. Webtorrent allows us to stream content from torrents straight to a webpage without having to wait for the torrent download to complete.

The following paper aims to discuss the problems with other content sharing platforms, suggest solutions to those problems and provide the reader with an understanding of what the EtherTorrent platform is and how it can be used to solve these problems.

Problems with current platforms

We have identified a number of issues with current content sharing platforms, they include but are not limited to:

- **Monetization**

  There are two main means of monetization for content creators using the current platforms. They can either place advertisements on or in their content or they can request donations from their viewers.

The first option of advertisements comes with a number of set backs. The first is that in order to avail of paid advertisements the content creator must conform to the standards set out for them by the platform's owners.

In some cases this hinders the content creator from talking or writing about the subjects that they would like to cover if those subjects could be deemed as "controversial" by the platforms owners.

The second issue we see with advertisements as a form of monetization is that they create a poor experience for the end consumer of the content. Traditional platforms have shareholders that expect a reasonable return on their investment into the platform and this can lead the platform to increase the intrusiveness of these advertisements over time to encourage a higher click through rate and thus increase the revenue of the platform.

Perhaps the biggest issue with advertisements as a form of monetization for content creators, and perhaps an issue that we are only just seeing the effects of is the ability for targeted advertisements to exploit and manipulate the most vulnerable people in our society.

Asking for donations from your fans is also not a reliable stream of income for a content creator. Creators whose content is popular with low income earners will receive less than creators whose content is popular with high income earners.

The platform that enables the donations will take a large chunk of the donation and may even deny certain creators from receiving donations.

- **Censorship**

We believe that the censorship of any views, is in the long run an entirely negative solution. Censoring the opinions of content creators with factually inaccurate, false or dangerous views only encourages the supporters of those views to hide in darker corners of the internet and it stops an open and reasonable debate on certain subjects.

In the last few months we have seen a number of social media / content sharing platforms censor a number of it's users. The rules for banning / censorship are always vague and could be applied to any user at any time.

Open and honest debate and criticism of opinions, thoughts and ideas are essential to come to an objective truth. Because of the way EtherTorrent is designed, the creators and developers will not be able to censor any of the content. The community will curate the content themselves.

We can see the damage that having the content the public is allowed to consume decided upon by the owners of big tech companies in silicon valley could do. In an article published by Allum Bokhari for BreitBart he discussed a leaked video of the leaders of google discussing how best to use their platform to influence the result of an election.

This is concerning as Google own YouTube, the biggest content sharing platform on the internet.

There have been a number of articles recently published about other social media and content sharing platforms shadow banning and censoring it's users.

This is a massive abuse of the power they hold over society. We believe that no individual should have that power. Power corrupts. Absolute power corrupts absolutely. It is essential

that every human have access to a platform to share their ideas. The internet is the new public square and we aim to use our code to enforce everybody's right to freedom of speech.

- **The Long Tail Theory**

    The long tail theory was first suggested by Chris Anderson, while he worked at Wired:

    "The theory of the Long Tail is that our culture and economy is increasingly shifting away from a focus on a relatively small number of "hits" (mainstream products and markets) at the head of the demand curve and toward a huge number of niches in the tail. As the costs of production and distribution fall, especially online, there is now less need to lump products and consumers into one-size-fits-all containers. In an era without the constraints of physical shelf space and other bottlenecks of distribution, narrowly-targeted goods and services can be as economically attractive as mainstream fare."

    The theory suggests that the combined value of niche content greatly outweighs the value of mainstream content. EtherTorrent aims to give niche content such as independent musicians, film makers and other creatives a platform for distributing their content and a means of reward for their work.

- **Operating Costs**

    An issue that other content streaming platforms tend to face is that of the operating costs. An hour of video is uploaded to YouTube every second. This video has to be stored on centralized servers. Content shared to EtherTorrent does not need to be stored in the same fashion.

    Because of EtherTorrent's decentralized nature the content will not be stored in one central location but spread out among many nodes. This will allow us to keep our operating costs relatively low when compared to other sites.

What Does EtherTorrent do to resolve these issues?

Monetization

We believe that it is the content creators and curators that give a content sharing platform it's value. We also believe that these users should be compensated for their contribution to the site. We will create two new crypto tokens to power the platform and compensate the users.

The first will be EtherTorrent Tokens. These will be a tradable store of the value that you have created for the platform.

The second token will be EtherTorrent Reputation. These tokens will be a store of your reputation on the platform. The number of EtherTorrent Reputation tokens that a user has will determine the size of the reward that is created when they upvote a piece of content.

When a reward is created the uploader will receive a reward consisting of 50% EtherTorrent Tokens and 50% EtherTorrent reputation.

Censorship

EtherTorrent has been designed from the ground up to be as resistant as possible to censorship from bad actors, governments, competition and even from the creators themselves. All of the content will be downloadable and streamable from the application using Webtorrent. The magnet links that allow the application to find content on the network will be stored on the blockchain.

There is no sign up and you will not have to provide any personal details to access the platform. All that is needed to publish content, leave a comment or upvote / downvote a post is an ERC20 address. This can be easily achieved by downloading the metamask plugin for chrome or the mist browser.

In this way the users will own their own content and are the only ones that can remove it. As long as at least one node on the p2p network is willing to host the content then the content is available to everybody.

Long Tail Theory

EtherTorrent will allow content creators at the end of the long tail a platform that they can share their content on and provide them with a means of monetization. Our platform will allow independent musicians, artists, filmmakers and everyone in between to share their content with other people in their niche and receive fair compensation for their work.

Operating Costs

EtherTorrent will not be storing data in traditional databases or on traditional servers. Instead the torrents themselves will be stored on the blockchain and the content that is being shared will be distributed using the p2p bittorrent protocol. This helps us to keep our operating costs to a bare minimum while allowing users to upload millions of hour of video and stream them straight to their browser with very little latency.

EtherTorrent Tokens

EtherTorrent will create two new ERC20 tokens called EtherTorrentToken and EtherTorrentReputation. These tokens both have their own unique uses on the platform.

- **EtherTorrentToken (ETT)** – This will be the currency that powers the network. When we launch our ICO this will be the token that will be available for investment. It is a means of expressing a users value to the network. It is a tradable store of the value a user has created.

- **EtherTorrentReputation (ETR) –** This token will measure the reputation of the users. This reputation will be used to determine the size of the reward created when a user upvotes a piece of content or a comment.

ICO Information

Coin Name: EtherTorrent Token

Coin Code: ETT

Compliance: ERC20

Initial Supply: 500,000,000 (ETT)

ICO Supply: 250,000,000 (ETT)

ICO Soft Cap: $1,000,000 (USD)

ICO Hard Cap: $5,000,000 (USD)

ICO Bonus

Initial Price: $0.10 (USD)

Stage 1: 20% Bonus (2 weeks) - $0.12 (USD)

Stage 2: 10% Bonus (2weeks) - $0.132 (USD)

Stage 3: 5% Bonus (2 weeks) - $0.1386 (USD)

Token Distribution

50% ICO - 250,000,000 (ETT)

15% Reserve for EtherTorrent nodes – 75,000,000 (ETT)

10% Reserve for Reward Pool – 50,000,000 (ETT)

5% Bounties - 25,000,000 (ETT)

20% Developers and othet costs – 100,000,000 (ETT)

Terms and definitions

Ethereum

Ethereum is a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, censorship, fraud or third-party interference.

These apps run on a custom blockchain.

Read More: https://www.ethereum.org/

Blockchain

A blockchain is an immutable growing list of records called blocks, which are linked using cryptography. Each block contains the cryptographic hash of the previous block, a timestamp and some kind of transaction.

Read More: https://en.wikipedia.org/wiki/Blockchain

Bittorrent

Bittorrent is a communication protocol for peer to peer file sharing which is used to distribute data and electronic files over the internet

Read More: https://en.wikipedia.org/wiki/BitTorrent

Webtorrent

Webtorrent is a streaming torrent client for the web browser and the desktop. It allows us to stream torrents without installing a browser extension or other software.

Read More: https://webtorrent.io/

ICO

An ICO (Initial Coin Offering) is a fundraising mechanism in which projects such as EtherTorrent sell the crypto tokens that power the platform in exchange for Bitcoin, Ethereum, other alt coins or FIAT currencies such as Dollars and Euros. The platform sells the tokens at a low initial price, uses the funds to build the platform, increasing the value of the tokens and allowing the investors to profit. This method does not always work however. While you could stand to gain a lot of money from an ICO investment you could also stand to loose all of your money. It is an investment like any other.

Read More: https://bitcoinmagazine.com/guides/what-ico/

References

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