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Cryptocurrency has been playing at the margins of the sports business for a few years now. We’ve seen players paid in crypto, and some teams in the MLB, NBA, and NHL are accepting it for season tickets and other merchandise.

In their quest for greater brand awareness, legitimacy, and customer acquisition, crypto players have been investing heavily in sports sponsorships. The crypto exchange FTX signed a five-year deal with MLB and bought the naming rights to the arena for the NBA’s Miami Heat.

Coinbase has partnered with the NBA and WNBA in the hopes of better educating fans.

The Staples Center will be renamed Crypto.com Arena in a massive US$700 million, 20-year naming rights deal.

These sponsors may be looking to leverage their burgeoning relationships with sports organizations to develop for future offerings together.
Cryptocurrency and OTT are the two most emerging technology-based platforms that are engaging millions of people around the world and giving businesses new chances to raise their revenue.

However, we haven’t yet seen a noticeable pairing of these two cutting-edge solutions in a full-fledged form yet. BTS11, which stands for Behind The Scenes11, brings these two revolutionary concepts and allows people to enjoy their favourite content with crypto.

BTS11 focuses particularly on making sports content available on its platform. This is a significant step as there’s no other platform that broadcasts sports content in an OTT format. Before we understand the basics of the BTS platform, it is essential to get a review of both of the domains.
EMERGENCE OF OTT

Over The Top platforms are digital spaces where you can watch movies, web series, documentaries, and many other forms of content at any time with convenience. And we that the biggest players in this niche are also one of the most profitable enterprises today.

The presence of OTT was getting ubiquitous already with nail-biting shows and movies that were exclusively available on these platforms. They were reaching audiences at a quite decent speed, but all of a sudden, the pandemic happened and OTT platforms saw a 10x rise in their user-base in a very little duration.

As per the reports, this market had a net worth of USD 101.42 billion in 2020. By 2026, it is expected to reach 223.07 billion with a CAGR of 13.87%. Moreover, viewing experiences is more personal and easier. Along with the internet and smartphones, OTT platforms are also getting infused in every socio-economic stratum.
OTT platforms have largely been viewed for web/TV series and movies of all kinds. Sports hasn’t become the prime attraction for the viewers because no platform has made it available in an engaging way. BTS11 changes this scenario forever by giving easy access to sports content via cryptocurrency.

Not only that, it aims to bring content from other domains such as history, economics, science, politics, and social issues as well. BTS 11 will be a one-of-its-kind DeFi solution that makes all types of content including combat sports available on OTT.

At the same time, this platform would be available to mobile users who will be able to see their content. It is giving a chance to multiple media players to take advantage of the changing landscape. It focuses on the overall growth of this format and makes it possible for digital TV and assets.

BTS11 leverages raising awareness about blockchain and lets the crypto owners. It widens the scope of including decentralized assets in sports sponsorships. While bringing all such merits, it educates sports fans about the groundbreaking technology of crypto.

Sports enthusiasts, as well as businesses, get benefitted from Behind The Scenes. Moreover, the platform has been created on Binance Smart Chain and it helps you get over so many challenges. It intends to invest in 11 visionary projects that have the potential to make the returns manifolds.
Over-the-top content (OTT) is the audio, video, and other media content delivered over the Internet without the involvement of a multiple-system operator (MSO) in the control or distribution of the content. Netflix, Amazon Prime etc. are some of the best examples of successful OTT.

To cater to the demand of over 190 million karate community worldwide, BTS has been set-up in technical collaboration with QuickMedia in Europe with global subscription framework.

BTS11 is set to become one of the transaction mediums for discounted subscription.
By now, it is evidently clear to everyone that cryptocurrency is not just another fintech solution. It is a revolution that has the power to change the way we deal with our money. It has given chances to many industries and businesses to make their solution easily available to their audiences.

In the beginning, people had many doubts regarding the future of crypto, but now, it is clear that this technology will become mainstream very soon. Using crypto tokens, it is possible for every individual and business entity to secure their assets as well as information.

It strengthens their operations while ensuring by making the assets widely accessible to everyone without any restrictions. The attribute of decentralization makes this solution more reliable and does away with most of the procedural bottlenecks.
Though crypto is reaching every space and decentralizing everything, it hasn’t really been visible in the OTT domain. So far, the millions of viewers of OTT platforms have been dependent on fiat money for accessing content. The inclusion of the BEP-20 standard for utility tokens makes this platform more reliable.

It establishes a perfect ecosystem for all the people who want to use their crypto for accessing sports content. Also, it integrates many existing verticals and lets you bring a huge library into the scenario. It becomes an opportunity for every crypto as well as a sports lover.

With BTS11, it would be possible for all the crypto users to use their assets for accessing premium sports content. It makes the binge-watching of various sports tournaments easier than ever. Also, it gives you a chance to get a hold of other cryptos easily.
BTS11 comes with some very strong prospects of earning as well as growth. This platform paves way for so many possibilities that can be materialized with ease and efficacy. On this platform, people would be consuming sports content. They will also be more focused on popularizing such games with ease. Using this platform, it would be possible for every individual and business to get profited from the growing sphere. Also, it would make the fight content widely available to everyone. It would help you achieve this feat with great ease.

- **High Consumption**
  The consumption of fight content has already grown a lot on Television for the last few years. As per the reports, the global viewership of combat sports can increase if it’s available on OTT platforms. So BTS is doing that and making this activity much more engaging for everyone.

- **Rich Demography**
  Besides planning on being prominent in North America, this platform plans to establish itself in South Asia. By expanding its limit, BTS11 raises its chances of success. It becomes a massive source of entertainment for the growing number of sport and crypto enthusiasts.
Potential Growth and Revenue Scope

Highest Consumption of Fight Content
North America is the largest consumer of Fight content despite the fact that there is not much content in martial arts genre

Rich demography of South Asia has the potential of generating huge revenue annually

2022-24 Demographic Consumption 82%
Spread in Communities

BTS11 plans to create and provide lots of amazing content through a network of communities. It helps so many people to watch their favourite sport with flexible timings. Also, it makes the content available to everyone and gives clear insights into the interaction of the audience with the platforms.

Combat sports will certainly get more popular with particular groups that follow this category of sports. It generates revenue and helps crypto users and makes the most of multiple channels that use streaming platforms. Also, it helps them rediscover blockchain technology to the fullest.

The BTS11 tokens can be collected by the users of this platform and it keeps all the hassles at bay. Also, the incentives get better and the utility tokens leverage the ecosystem perfectly. It establishes the verticals and gives you more insights that do the job of easing the withdrawals and deposits.

As the content gets syndicated through the communities, it makes the concept of watching sports content of OTT more popular. At the same time, it gives you a perfect mechanism that becomes a source of generating a high level of revenue.
The maximum supply of BTS11 tokens will be 80,00,00,000 BTS11.

100 Million – Crowd Sale (12.5%)
100 Million – Founders, Advisors & Martial Arts Community LOCKED for 5 years (12.5%)
200 Million – BTS11 Ecosystem (25%) (100 Million: 12.5% Locked for 5 years)
20 Million – Contingency (2.5%)
180 Million – Reserves LOCKED for 5 years (22.5%)
100 Million – Awards, Scholarship, Retirement Benevolent Funds Locked for 5 years (12.5%)
100 Million – Education Funds (80 million 10% Locked for 5 years) (2.5% in use)
BTS Assets Start Generating Revenue from 11th month

- Preparation
- Business Case & Funding - OTT
- Contractual Agreement – Producers
- Initial Content Library
- Initial Release Plan
- Stakeholder Buy-In
- Assemble Team
- Grass-root program activation & OTT integration
- Vision

Here’s How The Cycle Would Go:-
- Initial Mapping of Demography
- Grass-Root Integration
- Content Creation
- Distribution Network
- Subscription & Allied Revenue Generation
- OTT For Martial Arts Genre

OTT Assets Whitepaper V1.0 February 2022

www.bts11.net
Roadmap

- **Ground Campaign Generating 10 million subscribers**
  - March 2022
  - December 2022

- **Content Syndication across TV Channels**
  - March 2023
  - December 2023

- **Global properties for Content Creation**
  - March 2024
  - December 2023

- **Supporting projects with potential of revenue in 11 months**
  - March 2025
  - July 2025

- **Multiple D2C platforms**
  - 2026

- **OTT PLATFORM GROUND ACTIVATION**

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