

## THE THREE STARS OF CRYPTO-BRIDGE BROAD PERSPECTIVE RESEARCH

#2 CREATIVECHAIN (CREA) – Massive Value is waiting for this tap to open

CreativeChain is building itself to perform a much needed service. The American media industry has been consumed by greed, political bias, and degraded soulless content that gets pushed onto the consuming public for want of better options.

CreativeChain offers an equal footing to the small guys and gals who have the quality but lack access to the resources and connections necessary to make it big in today's archaic industry. By its very nature this blockchain fueled ecosystem encourages grass roots projects and creation by allowing many participants to retain legal and monetary rights to smaller works they can contribute towards a larger project. This is a huge advantage in attracting talented creators of all sorts into the ecosystem. Musicians, film producers, graphical designers, photographers, and writers just to name a few broad areas of the creative population who may find this useful.

To give a broad view at the current industry as it sits today;

Total Revenue from the top 25 publishers in 2016 = \$47,000,000,000 (\$47 Billion)  
Top 6 Digital Media Companies by Market Cap = \$500,000,000,000 (\$500 Billion)  
Youtube Valuation = \$40,000,000,000 (\$40 Billion)  
Netflix Valuation = \$115,000,000,000 (\$115 Billion)

Digital Asset Players – **Steemit** (\$1,000,000,000) / **Viuly** (\$20,000,000) / **CREA** (\$5,000,000)

There is currently far over \$1 Trillion in wealth and value sitting in the traditional media and publishing companies that only exist because they hold the keys to power over the world's artistic population. This is coming to an end and CreativeChain is in a prime position to absorb its fair share of the wealth as those same artists and creators who had to bow down to the whims of the Media Gatekeepers discover they are now free to keep their work pure while also earning healthy income from it.

We all know the programming we receive via television isn't healthy. Advertisers for stuff we don't really need and improve nothing in our actual lives bombard us with ideas and thoughts that we 'NEED' to purchase something to fit in or keep up with every one else. Dysfunctional family dynamics and social conditioning offered in the guise of a comedic Sitcom or Drama that prime our mind to think and behave in certain unnatural ways, Subliminal messages hidden in symbols and acts which most of us never even consciously register don't go unnoticed by our deeper psyche. These all contribute to the degradation of the American Culture which we see and feel all around us.

CreativeChain, as well as other decentralized options for digital media creators like Steemit and Viuly take the middleman and the gatekeeper out of the equation. This is a very positive step forward and I believe it will unlock a tremendous amount of creative potential that's been held back in our society for decades. This is a big part of the Better World I envision the blockchain enabling for all of us, and it can't get here soon enough if you ask me.

Bottom Line: There is currently well over \$1 Trillion/year in value for all manner of digital artistic creations just in America. As CreativeChain progresses with their innovative platform and people are able to use it, there will be a lot of that yearly volume that begins to flow through the CREA ecosystem in lieu of the traditional and antiquated channels that are common now.