



BECAUSE THE ESTABLISHMENT
ISN'T WAGING A WAR OF IDEAS
BUT A **WAR AGAINST IDEAS**

ISEGORIA.COM

THE PROBLEM

* 90% of all mainstream media is **owned by 6 companies.**

* Independent voices are **shut out** of mainstream media.

* Independent media is being **deplatformed by big tech.**



EQUALITY IN THE RIGHT TO SPEAK



ENTER ISE MEDIA

Ise Media is a blockchain-based 24-hour streaming and Over the Top* Player, news and entertainment platform.



BEN SWANN
CEO

Spearheaded by multi-award winning investigative journalist Ben Swann, whose social following is nearing 1,000,000 subscribers. Ben has created content that has reached hundreds of millions of viewers.

Ise Media will be a collaboration of independent journalists and entertainers.



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*Over the top (OTT) is a term used to refer to content providers that distribute streaming media as a standalone product directly to consumers over the Internet, bypassing telecommunications, multichannel television, and broadcast television platforms that traditionally act as a controller or distributor of such content.

THE MARKET IS READY FOR A NEW VOICE

- * Facebook is losing its key demographic
- * Facebook user engagement is down
- * YouTube is slashing creators' revenue shares
- * Millennials prefer online video to traditional TV
- * US Digital ad spend topped \$107.3 Billion in 2018
- * TV ad spend dropped / digital ad spend grew 18% in 2018

The market has never been more primed for independent news, information and entertainment. Ben Swann has consistently proven the interest in this content over the past 5 years through his fearless and thorough investigations.

In 2016, "**Reality Check w/ Ben Swann**" had over **110 million video views** on Facebook alone.



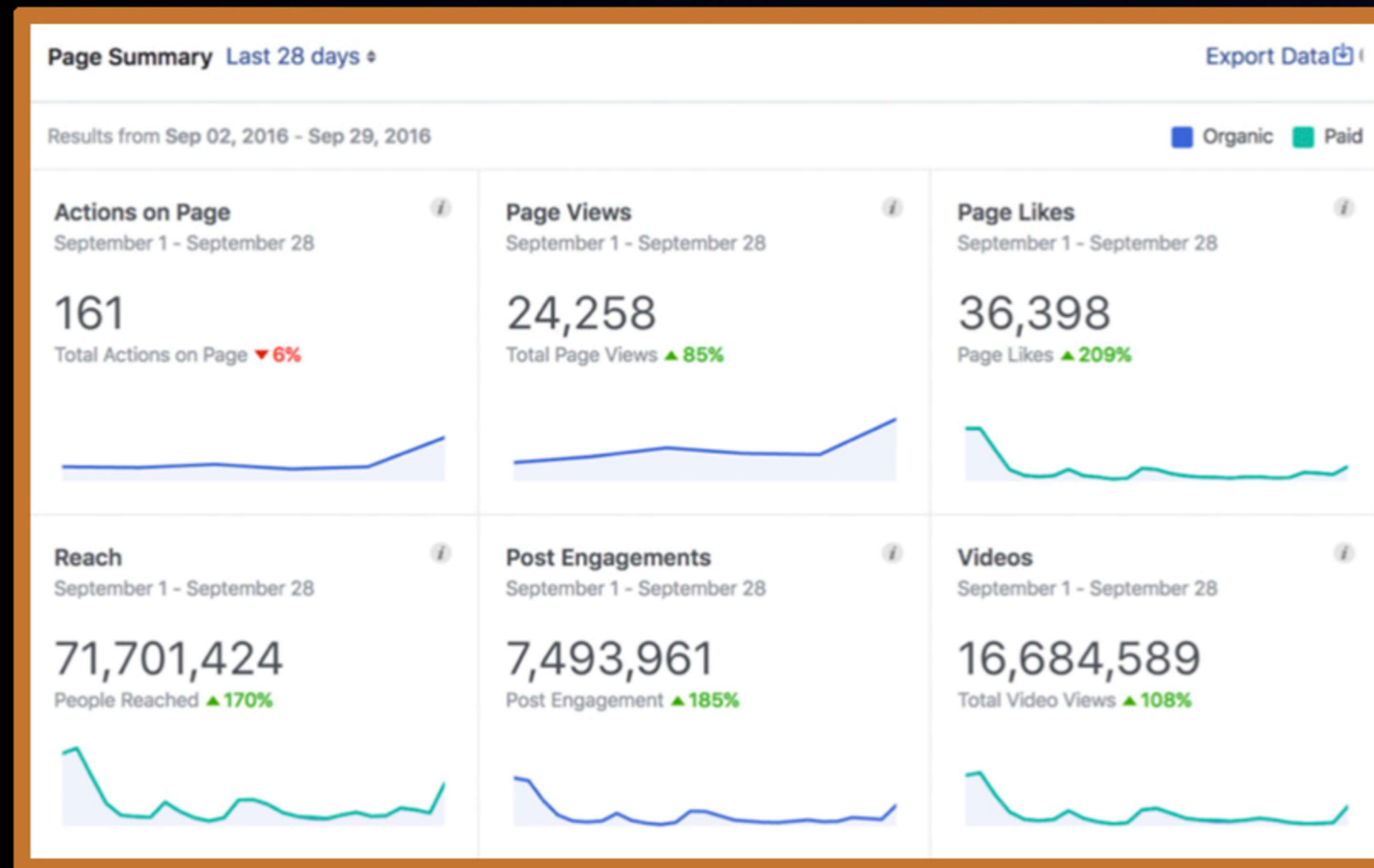
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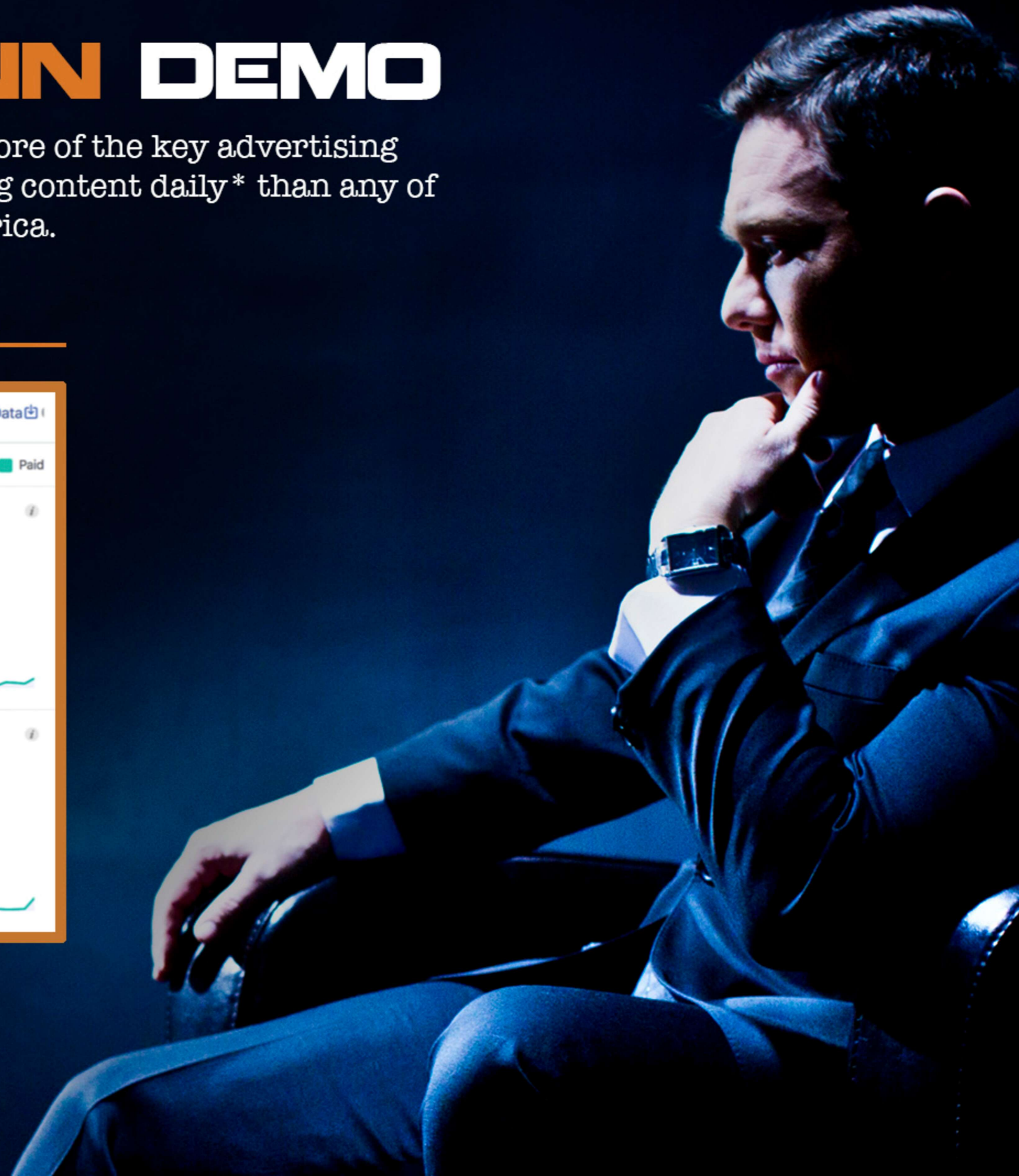
BEN SWANN DEMO

Ben Swann has person-for-person, more of the key advertising demographic (ages 25-54) consuming content daily* than any of the top six cable news shows in America.

BY THE NUMBERS



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BEN SWANN DEMO

Even with 2M more fans, in a Facebook comparison per post, Ben Swann beats VICE News with higher and raw engagement.

BY THE NUMBERS

[Add Pages](#) Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  VICE News	2.3m 	▲ 0.3%	139	168.4K 
YOU 2  Ben Swann	371.2K 	▲ 6.7%	5	194.7K 



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THE OPPORTUNITY

* Mainstream Media is becoming more polarized

* An information and entertainment gap for independent thinking people has opened

* Big tech purging of independent media companies have left millions looking for a hub for information

This is a once in a generation opportunity to create a next-level media company that combines the power of blockchain with YouTube's channel choices, Facebook's news feed and streaming news and entertainment.



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HOW IT WORKS



ISE LIVE



ISE QUALITY



INDIE

ORIGINAL CONTENT

Ise Media will be a 24/7 streaming channel for a stand alone app and OTTP (over the top players) such as Roku, Apple TV, Samsung TV, etc. The channel will run a variety of news, docudrama, video podcast and entertainment programming.

The Lineup varies day to day and season to season as in a traditional cable or streaming lineup.

Content for the live TV stream will be curated from a combination of original content as well as content from our channel service.

Ise Media will partner with production companies to create half-hour and hour-long episodic content in a docu-drama (VICE style). These shows will cover freedom issues, technology, blockchain and cryptocurrency as well as activist movements.

Separate from our 24/7 stream, ISE Media will also provide a channel service which will be formatted similarly to YouTube's channel system. Here we will allow independent media and content creators to have their own channels. These voices will include content creators from across the political spectrum and provide a platform for creators who are currently being deplatformed by Facebook, YouTube and Twitter. Users can upvote content from these channels where it can and will be featured during our 24/7 livestream.



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ISEGORIA REWARD SYSTEM

Investing in **Media, Creators and Consumers**

Isegoria will have a **cryptocurrency rewards system** built into the platform that will reward journalists and entertainers who create high-quality and engaging content, as well as the users who engage in the content. This will be the first truly “responsive” media company as our users will have “voting rights” to pick what content is covered and investigated.

The rewards system will be divided into four as follows:



**CONTENT
CREATORS**



USERS



ISEGORIA



TREASURY



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HOW IT WORKS

CONTENT

Isegoria will consist of three major verticals containing original content



ISE LIVE



ISE QUALITY



INDIE

PLATFORMS

Isegoria will consist of three main delivery platforms



STREAMING
PLAYER



MOBILE



WEBSITE

AUDIENCE

Isegoria will reach across political ideologies and reach viewers who are tired of establishment media which creates content that neither informs or educates.



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DECENTRALIZED TREASURY SYSTEM

- * Treasury will consist of a DAO (Decentralized Autonomous Organization)

 - * DAO will consist of token holders who have voting rights

- * Content creators can submit proposals to request tokens to create content

 - * DAO will vote on those proposals

- * Content created via the Treasury will be featured on ISE platforms



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BUSINESS MODEL

Digital ad spend is expected to overtake traditional ad spend by the year 2021. Digital ad spend in the US is over \$107 Billion. ISE will generate revenue through both digital ad buys and a robust token economy.

- * Advertising - banner, video, newsletter
- * Sponsored Content
- * Ad Free Subscription
- * Pay Per View
- * Patreon Style Features



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ISE TEAM



TRUTH IN MEDIA

SAM EATON

CHIEF MARKETING OFFICER



BEN SWANN

CEO - ISEGORIA

FOUNDER - TRUTH IN MEDIA



ILLUMNINE

PATRICK DEVEREAUX

CHIEF FINANCIAL OFFICER



IN PRIME LEGAL/FOUNDERS LEGAL

JOHNATHAN PAGE / YURI ELIEZER

LEGAL



BLOCK BLOX

MAYUR MOUDHGALYA

CHIEF TECHNICAL OFFICER



QUESTIONS?

Contact Ben Swann

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