



COMMUNICATION SERVICES SECTOR MISSION STATEMENT

Our mission is to horizontally and vertically unite diversified and wireless telecommunication service, media, entertainment and interactive media and services on our NexGen Blockchain in order to DEMOCRATIZE the Communication Services Experience for your HUMAN IDENTITY.

COMMUNICATION SERVICES SECTOR ROLE IN THE BLOCKCHAIN ECOSYSTEM AND HOW THE BUTTONWOOD AGREEMENT WILL HELP ACCELERATION OF THE INDUSTRY

The Global Industry Classification Standard used by Morgan Stanley defines the Information Sector as industry that includes companies that facilitate communication through various mediums, telecom, media & entertainment companies, including producers of interactive gaming products, and companies engaged in content and information creation or distribution through proprietary platforms. Within CrowdPoint's Blockchain Ecosystem, all members benefit from the transparency, security, and speed, of direct member-to-member transactions associated with all communication services. Increased speed in transactions leads to increased profits and reduced costs. Increased profits lead to an acceleration of industry and Sector growth.

COMMUNICATION SERVICES SECTOR BLOCKCHAIN ECOSYSTEM ACCELERATION OF OPPORTUNITY

The global Communication Services market is expected to grow to \$7.02Tr in 2021 with a compound annual growth rate (CAGR) of 6.2%. The market is expected to reach \$3.4 trillion in 2025 with a CAGR of 6%. The blockchain can help expedite the growth of the Communication Services Sector by allowing all members to contract with each other in real time, completing transactions with minimal interference.

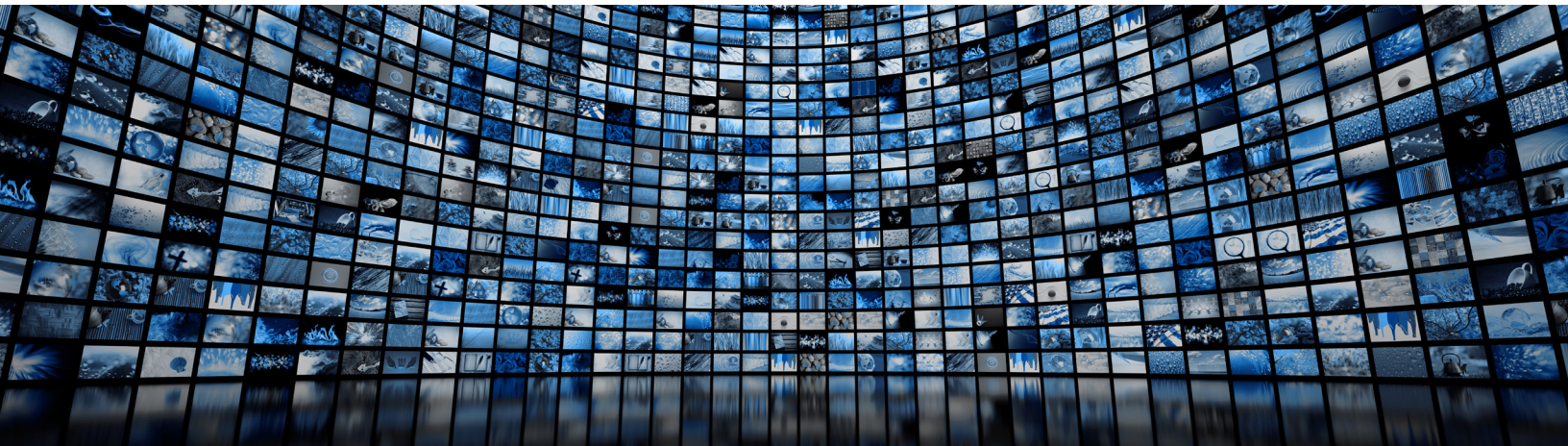
TOTAL ADDRESSABLE MARKET

There is no accurate count of SMBs in the wireless, telecommunications, media, and entertainment industries. IBIS states that there are more than one million communication, entertainment, and recreation businesses in the USA. There is no breakdown of large cap industries and SMBs. There are 680 wireless carriers in the US with an average Annual Revenue of \$455.5M. The top 4 telecommunication businesses show valuations totaling more than \$372.49B. There are over 340 businesses involved in entertainment with 2021 revenues reaching \$720B. Without reports from privately held SMBs the actual US market is difficult to estimate. Fidelity puts the US market at \$2.1Tr. If we extrapolate for unreported SMBs and their annual revenues:

Total Addressable Market is approximately \$1.62Tr.

HOW OUR COMMUNICATION SERVICES SECTOR EXCHANGE WILL ACCELERATE VALUE CREATION

The Communication Services Exchange on the Blockchain Ecosystem enables the networking of participants with shared business processes and relationships to create and allocate business value. An Exchange in a Blockchain Ecosystem is an assembly of distributed eCommerce Marketplaces where participants, despite having different business models, different roles, or even being competitors, own the Exchange. The Blockchain increases the total ICPs for any business and gives the consumers and providers instant access to all members on the Exchange decreasing costs for both parties.



BIG DATA ANALYTICS

CrowdPoint uses Big Data to assist members of the Exchange Ecosystem in their decision-making processes. The members of the Exchange do not compromise their Human Identity since all information is housed in a self-made DiD with each piece of data secured as a non-fungible attribute. Members now control Big Data and their searches and key strokes are not tracked or traced. The surveillance capitalism of Big Data is circumvented; the member’s identity is secured.

The technological and digital revolution in the form of big data has offered several benefits to media owners, gaming companies, TV channel owners and video publishers. The broadcasters collect a large amount of data which helps them gain deeper insights into customer behavior and preferences. Using this information, the channel providers can decide a slot for telecasting a specific show. Also, by analyzing the data, TV channels will be able to target and engage the audience in a persuasive way.

ARTIFICIAL INTELLIGENCE TECHNOLOGY

Today’s communications service providers (CSPs) face increasing demands for higher quality services and better customer experience. In order to face these demands, they leverage the vast amounts of collected data. AI makes processing and analyzing these huge amounts of data faster and more effective, providing insights that provide a better customer experience, improving operations, and increasing revenue. Hence, more and more CSPs are recognizing the value of artificial intelligence. The integration of AI into the Communications Services Sector will reduce costs associated with installation, equipment maintenance, and customer service. Reduced costs mean higher customer satisfaction and increased profits.

AI Impact on Network Optimization: AI is essential for helping CSPs build self-optimizing networks (SONs), which give providers the ability to automatically optimize network quality based on traffic information by region and time zone.

AI Impact on Predictive Maintenance: AI-driven predictive analytics are helping telecommunication companies provide better services by utilizing data, sophisticated algorithms and machine learning techniques to predict future results based on historical data. This means operators can use data-driven insights to monitor the state of equipment, anticipate equipment failure based on patterns, and proactively fix problems with communications hardware, such as cell towers, power lines, data center servers, and even remotely assist customers setup boxes in their homes.

AI Impact on Virtual Assistants for Customer Support: Another application of AI in the Communication Services sector is conversational AI platforms, virtual assistants. Another example of AI optimizing the customer experience is with Netflix and Disney+, and other video and music streaming services recommending viewing/listening options to their customers based on their historical data. This can also lead to targeted advertising on social media platforms such as Facebook and Instagram.

COMPACTION TECHNOLOGY

The Communications Services Sector has many communication towers and satellites, and is rapidly adopting the Internet of Things. With the volume of data transmitted globally in the Communications Services sector, the value of a data compaction technology that shrinks, secures, and speeds data transmission on the blockchain is immense. This will not only significantly reduce the size of machine-generated/IoT data, but also includes built-in, ultralight security.

As 5G adoption and higher TV/video resolutions continue to increase, these greater amounts of data will require compaction to speed up the process of data transmission without compromising quality. With the unique ability to effectively triple or quadruple existing network capacity with software, Compaction reimagines how data is transmitted.

BLOCKCHAIN TECHNOLOGY

There are broad implications of blockchain integration by the communications services sector. Messaging platforms integrating blockchain and crypto-related capabilities into their apps can enhance user security and privacy. The breach of Facebook’s records compromised 530M users’ email addresses and phone numbers. Perhaps the most dangerous breach of company computer information programs is thee 2013 breach of Yahoo at a time when Verizon was offering to purchase the company. Three billion accounts were threatened and/or accessed. CrowdPoint’s Blockchain security ranks as the best in the business in maintaining customers’ privacy.

Multiple applications in the media and publishing industry include market diversification, rights management, and copyright issues. Platforms level the playing field for creatives and encourage collaboration between talent and publishers. Participants can upload files to the platform and configure a smart contract amenable for each contracting member without relinquishing personal identity. TikTok and Instagram “stars” can publish their videos and talents without compromising their rights or identity. The platform enables authors to bypass third-party sellers and deal directly with users in real-time. Additionally, blockchain dramatically reduces the cost of video traffic by decentralizing video encoding, storage, and content through the integration of AI and Compaction within the Blockchain.



COMMUNICATION SERVICES SECTOR EXCHANGE SUMMARY OF ACCELERATION OPPORTUNITIES

Big Data and Artificial Intelligence applications in the Communication Services sector are increasingly helping CSPs manage, optimize and maintain not only infrastructure but also customer support operations. Network optimization, predictive maintenance, virtual assistants, and machine learning are all examples of use cases where AI has enhanced customer experience and added value for enterprises. As Big Data tools and applications become more available and sophisticated, AI can be expected to continue to accelerate growth in this highly competitive space. Furthermore, Compaction on CrowdPoint’s hyper-fast Blockchain has the ability to disrupt Netflix, YouTube, and other players in the video distribution system because of its ability to stream high-resolution video at incredibly high speeds.

Most importantly, the Blockchain Ecosystem is secure and transparent with each member’s DiD and DLT completely protected. Smart contracts and transactions are accomplished in real time as all parties involved can follow the movements of each other via the DLT. Members deal directly with other members without a third-party intrusion. CrowdPoint’s Compaction technology and AI integration help speed the process and create trust in an otherwise untrusting world.

