



OUR STORY, MARKET, VISION AND PRODUCT.

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ABSTRACT

Sexuality is a human right that lies at the core of our individual freedom and happiness.

Our vision is that pornography should be arousing and empowering for both performers and consumers, it should be personal and personalised, authentic and diverse, democratic and progressive, liberating and unapologetic.

We are the creators of the Flame Token, the native currency of Sharesome.com, a social platform tailor-made for an adult world that is ever growing, whose participants, from big players and independent content producers, all the way to consumers, are (shadow)banned on mainstream social networks and therefore deprived of a neutral medium of promotion and communication.

This paper is intended as an introduction to the Sharesome platform and the Flame Token and presents an overview of the opportunities for blockchain-enabled social media in the adult industry. We'll describe the market, the current issues, the underlying system we are building, the commercial services, the blockchain smart contracts, as well as the tokens, their distribution, and usage.

THE ADULT INDUSTRY

Sex is one of the most basic human needs, next to food, water and shelter.

It's no wonder that porn has a huge impact on the internet and technology in general. At any given moment during the day, there are around 30.000 unique visitors viewing porn. 25% of all search engine requests are pornography-related. Google now processes an average of over 40,000 search queries every second, which translates to over 3.5 billion searches per day. We see 2.76B monthly visits on XVideos, 2.64B monthly visits on Pornhub, and 1.28B monthly visits on xHamster. And these are just the Top 3 porn sites.

Our aim is to empower hundreds of millions who are currently consuming or producing erotic content by creating the world's first social media experience for adults. A \$100 billion industry waiting to be disrupted!

The adult world is undergoing a visible metamorphosis process, from an industry dominated by intermediaries (studios, sites etc) into a more peer-to-peer, independent-producer focused environment where performers and producers interact more closely with their fans through mainstream social platforms such as Twitter or Snapchat, even though these are not adult-friendly.

ManyVids, a new company co-founded in 2014 by former porn performer Bella French, is built for that. Independent models and studios can sell video clips, live shows, custom made videos, messaging and more to their fan base. ManyVids encourages content creators to connect their ManyVids profile with Twitter to drive traffic and build their own audience—a pretty new approach in the industry.



There are other new services like OnlyFans or FanCentro that allow models to sell monthly subscriptions directly to their fans. Stormy Daniels, the porn star who got quite famous having a supposed affair with the US president, has for example 4.400 paying subscribers with \$14,99 a month on OnlyFans. That's quite a deal and a good way to monetize her 778.000 Twitter followers.

Older players are working on their business models, as well. Pornhub just announced the launch of Modelhub, a website where independent models can sell their content, on their own terms, directly to their fan base. Pornhub also runs a model program where they share ad revenue directly with the models. xHamster also offers with xHamster Premium a platform to sell content directly to fans. XVideos just launched XVideos Red where they share revenue with content creators directly.

Now, more and more content creators sell their media directly to their customers, but they are not able to build a fan base because mainstream social media sites don't like them. Just post a NSFW pic on Facebook and you will be locked out of your account for a number of days. Instagram is well known for its approach to pictures of nipples, and Twitter, while pretty sex-positive in its rules and policies, started to shadow-ban users with NSFW content. Tumblr, usually a porn heaven, just doesn't take off as a site that connects people. Regarding peer-to-peer e-commerce, the adult industry remains in a deadlock.

Today, every small entrepreneur (if you do not work in the adult industry of course) can not only sell their products on a global scale, but can also advertise for just a few bucks on a social media site, and build an audience that they can communicate with at any moment in time. Social media and e-commerce are interlocked. Facebook alone generated an ad revenue of USD 40.63 billion in 2017. But content creators in the porn industry are cut off by the existing social media platforms. Sharesome bridges the gap.

The question of morality has been long settled. More people find overconsumption (38%), overeating (48%) or not recycling (55%) as more immoral than viewing porn (32%). Also, while 37% of boomers' generation says porn use is very bad, only 14% of young adults say so too. (<https://www.barna.com/research/porn-in-the-digital-age-new-research-reveals-10-trends/>)

Most of the known traffic happens in US, UK, Canada, India, Japan, but there are endless opportunities in emerging markets, with a growing middle class and a society opening up to sexuality.

All of these signs align with our vision of democratic access to adult content, and fair distribution of money to content creators.



BLOCKCHAIN

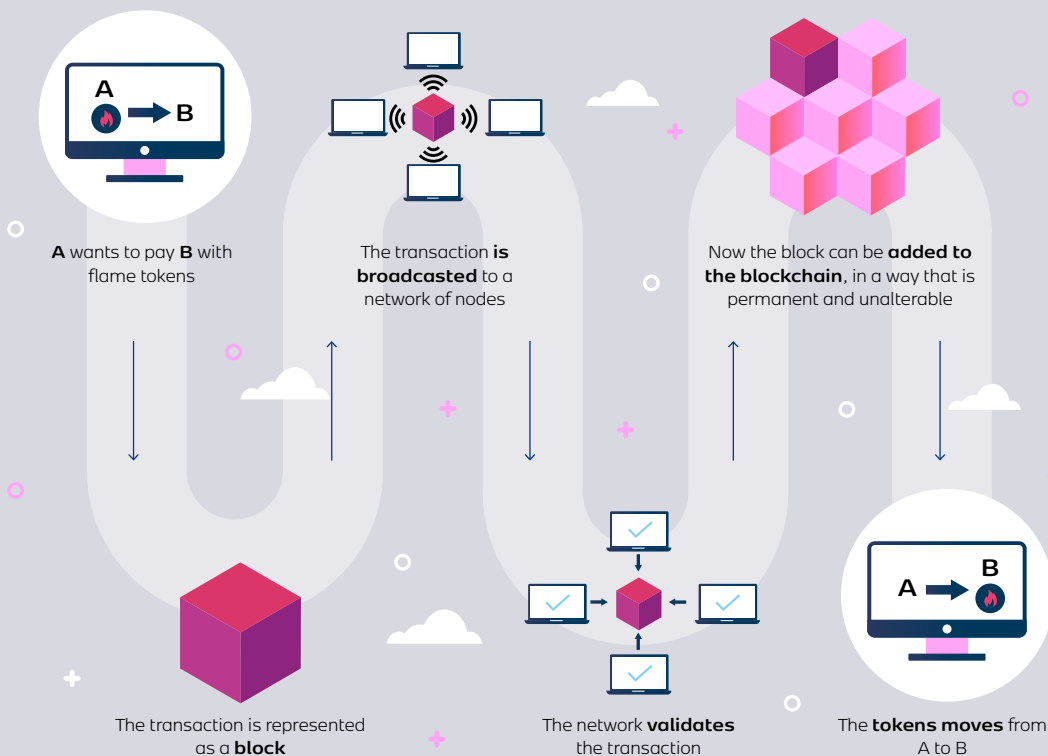
Blockchain is most popularly known as the technology behind Bitcoin, the most famous cryptocurrency in the world. It is also called “distributed ledger technology”. In short, a blockchain is a distributed database, which makes it possible to create a digital ledger of transactions that is shared among a distributed network of computers.

It uses cryptography to allow each participant on the network to manipulate the ledger in a secure way without the need for a central authority. It maintains a continuously-growing list of records (blocks), each containing a timestamp and a link to the previous one.

Bitcoin has proved to be an excellent example of a value token, but it's Ethereum that enables us to create more complex structures and that created the gateway for blockchain to be developed for user-centered systems within multiple fields not limited only to big finance.

Blockchain allows us to have smart contracts. This is always good in situations where you have two parties that don't know each other and therefore can't trust each other. The adult industry is full of examples for this kind of “contracts”. For example, Alice wants to do a webcam show for Bob and Bob agrees to pay Alice for it. Without a middleman (in this case a camsite), the deal would never happen. Alice won't start the show without getting paid, and Bob wouldn't pay without having seen the show first. A smart contract and cryptocurrencies could solve the problem and enable the deal without a middleman.

Blockchain is also good for privacy. This is good in situations where you do not want to have “LIVE STRIP SHOW” mentioned on your credit card statement or bank account. Blockchain and porn are a natural fit. We bring them together.



INDUSTRY ISSUES AND SOLUTIONS



CENSORSHIP & SHADOWBANNING

Porn is still frowned upon or restricted. Erotic content is highly controlled on mainstream social networks (Facebook, Instagram, Snapchat, even Twitter). Big social networks effectively shadowban adult content and delete accounts of content producers that have invested time and probably money in their following base, throwing their investment to waste. This makes it very hard for the industry to organically grow an audience and monetize it.

We believe that content should be produced and consumed anytime, anywhere, by any adult. At the same time, content creators need (like their mainstream colleagues) a place where they can promote themselves and build a fan base. This is why we started Sharesome, a Facebook for porn in every sense of the word.



ANONYMITY AND PRIVACY

Because all payments performed with a credit card appear on bank statements and require some form of authentication such as an email address, users cannot remain private. Transactions on Sharesome are confidential and secure. Our users are pseudonymous on a network level (social network user info) and on a payment level.

Content providers are always pre-validated (verified) by the platform. We do this to be sure that content providers are of legal age in their specific jurisdiction and also that they have the right to upload the content in question as is required to comply with 18 U.S Code 2257 (<https://www.law.cornell.edu/uscode/text/18/2257>). Regular users (consumers) can remain pseudonymous, unless they explicitly choose otherwise.



DISCOVERABILITY

It's becoming increasingly difficult for users to discover content that is fresh to them and that suits their preferences, especially as preferences are evolving faster than content productions.





COMPLIANCE & INTEROPERABILITY

» DIGITAL RIGHTS MANAGEMENT

Digital rights management is another major issue in the industry. Most adult social networks do not fully address the problem and become places ridden with content piracy, revenge porn etc.

Creators rarely benefit from the views their content gets on free sites. Take-down requests have turned into a never-ending process, and content owners are usually fighting a losing battle.

» KYC / AML / CTF

Sharesome, the home of the Flame Token, will comply with any and all KYC, AML and CTF regulations using a network of specialised partners.



VISION & ROADMAP

SHARESOME: FACEBOOK FOR PORN

We see an increasing need for studios and models to be engaging in online communities. Adult entities use these to market their products and services to a larger audience. But, as mentioned in the previous chapter, almost all social networks block or restrict nudity and sexually-explicit content.

Creators are looking for alternatives where they can securely and sustainably promote their content. Consumers are looking for alternatives where they can consume, connect with models and share erotic content, based on their specific preferences. Sharesome offers them these options.

Secondly, although sites like Pornhub have tens of millions of visitors every day, only a few share the content to Twitter and Reddit. These networks are not meant for porn so people have a psychological and sociological barrier to share porn there. Sharesome is built specifically for sharing sexually explicit content. {Source: <https://pando.com/2014/01/09/what-we-learned-from-pornhubs-reddit-ama/>}

Thirdly, Sharesome offers a real opportunity for users to build their “adult identity” on a neutral purpose-specific platform. This pseudonymous adult identity can be used the same way the real non-adult identity is used by third-party providers.

Sharesome approaches the DRM challenge from a different angle. Besides fighting content uploaders, it enables content owners to claim the associated revenues. For example, anyone can link to any media, but content owners claim the money accumulated (through tipping).

More importantly, mainstream social networks like Facebook, Instagram and Twitter are a major traffic source for e-commerce businesses. Until now, there was no similar alternative for the adult industry.

Sharesome will bring to adult creators the same benefits
Facebook and Instagram brought to e-commerce entrepreneurs.

As Facebook doesn't compete with existing mainstream platforms (except other social networks), we don't compete with, but enable, existing adult platforms.



SHARESOME - THE PLACE FOR PORN

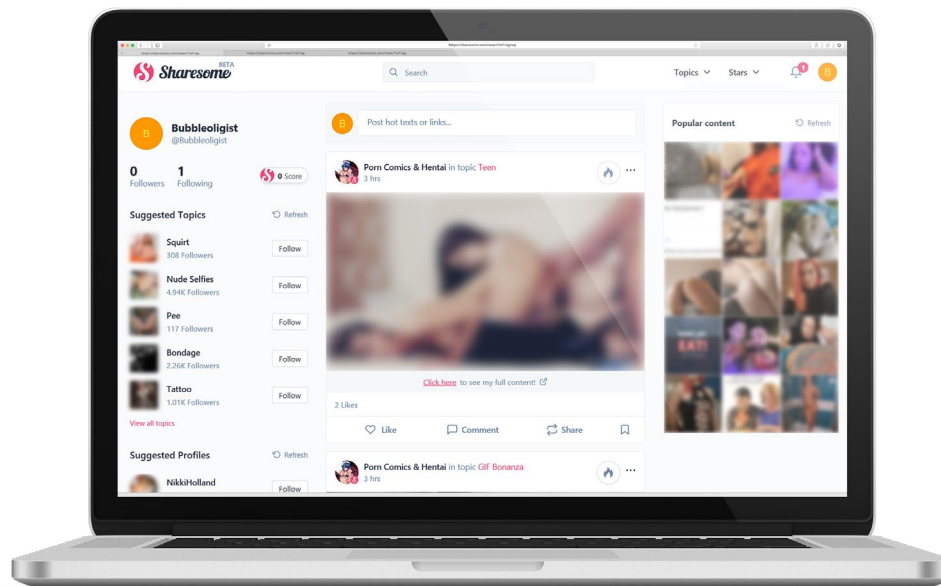
This is a walkthrough on the innovations behind Sharesome and why we think our network will become the #1 place for browsing adult content and connecting with models and performers on the web.

Sharesome is a free adult social network aimed at disrupting the way people browse erotic content. People spend more time searching for something that matches their taste rather than actually enjoying content. Our smart feed learns what you like and shows you relevant, high-quality content from models and topics you follow.

The Flame token is fully integrated within Sharesome ecosystem and wallet: users can send XFL tips to any post and the majority of the tokens are safely stored and potentially redeemable by the people who appeared in the content.

THE FEED

The smart feed is the number one reason people sign up to Sharesome. While profiles, topics and individual posts are completely open to unregistered users, the feed is only available to users who have an account.



» EMAIL REQUIREMENTS AND PSEUDONYMITY

Most of the time people spend on porn websites goes towards content discovery. Ideally, a porn platform should be able to always recommend new content according to the individual preferences of each user. The vast majority of people browse porn without creating an account, because they are not willing to give their email address or are too lazy to create a secondary email just for porn. Most of the time, this means that the content the visitor sees is ranked according to its popularity in the general location of their IP address. This is of course better than no ranking at all, but wrongly assumes that all users in a geographical area have the same taste in porn. Additionally, most sites use cookies in attempt to keep track of individual user preferences. Fun fact, cookies don't work in private browsing modes.

To address these problems, our authentication system only requires a username and a password. Users can later enter an email if they want to be able to recover their account in case they forget their password, and they are required to enter it if they want to deposit or withdraw tokens from their account. But if they only want to browse content, they can do so with the simple and pseudonymous: username and a password.

THE RANKING

Upon registering, all users follow a generic set of topics. This allows us to immediately generate a feed with popular content. What happens next is where the magic begins. Our ranking algorithm is based roughly on the following factors:

» POPULARITY

This includes the amount of likes, comments, shares, saves, token tips, ignores and post-related actions made on each post. Each of these is only counted once for each user, so for example whether someone comments once or 10 times on a post, the popularity increases by the same amount. Obviously, in order to undo the popularity boost given by a comment, a user has to delete all his comments from that post. For token tips, we take into account the number of individual users who tipped tokens, as well as the average amount of tokens tipped.

» POST IGNORES

An ignore is registered each time a post appears in the feed and the user doesn't interact with it in any form. The penalty given by an ignore is small enough so as to not outcompete the positive actions made on a post, but large enough to penalize bad posts with a low engagement ratio.

» POST-RELATED ACTIONS

We also track other kinds of post engagements, which can either be non-primary types of interactions or interactions that depend on the post type. These include comment likes, link clicks, video plays and lightbox opens (when the user opens the post in fullscreen).



» VIEW TIME

We recognize that some users do not interact with any posts and instead they prefer to just browse and consume content from our website and this is fine. For this reason, we track the amount of time that users spend on each post and we break this metric down by post type. For example, it's normal for users to spend more time on a video than on a picture, so we take that into account. We also take into account that each user has a different browsing pattern (which can also change over time). For example some users scroll faster than others, some users play all videos while others never hit the play button, some users watch gifs multiple times, while others barely watch them once.

» AFFINITY

Besides keeping track of the amount of interactions of each specific posts, we also keep track of the history of engagement between the user and the person who posted the content. Each time you interact with a post or ignore it, the affinity between you and the original poster gets updated. The affinity between users is influenced by the same factors that make up the post's popularity, as well as by following or favoriting the user.

The affinity is where your specific preferences are enforced, and this allows us to customize the feed to your needs. Thanks to our affinity system, 100 users who follow the same topics and people, have 100 different, tailored feeds. If a user has significant negative affinity with another user, they are unlikely to see their posts no matter how popular these are. You can see how, besides allowing for personalized feeds, affinity also acts as a spam limiter.

Conversely, if you favorite a user and have a high engagement rate with their posts, you are likely to see their content even if it hasn't gathered a lot of engagement from the network. Some social networks decrease the reach of users who post too much, but our affinity system cuts both ways when it comes to users who post very often: users who post very often, yet have a high engagement rate, increase their affinities with content consumers and this gives them an edge over users who post less often. On the other hand, users who post bad content very often quickly have their affinities decrease and have a hard time competing with other content posters.

TIME FACTOR

» POST TIME BOOST

When a new post is created, it is given a significant boost that gradually decreases until it disappears after 24 hours. A post which was created 5 seconds ago is very likely to appear in users' timelines. If 100 people immediately see the post and ignore it, its ranking decreases enough that no additional people see it. This ensures that no one can spam a large amount of people by posting bad posts in a popular topic.

The post time boost also allows very fresh posts to compete with less-fresh, popular posts, and gives the former an opportunity to gain popularity.



» TIME DECAY

As time passes, posts age and their ranking decreases exponentially. A post from 2 days ago is likely to have a hard time competing with a post from today. The time decay factor is less aggressive than on networks such as Twitter, because erotic content is less time-sensitive than, say, world news, but the underlying idea is to have a feed with fresh content every time a user logs into our website, be it twice a week or three times a day.

» THE "SEEN" FACTOR

Our purpose is to give the user an endless stream of extremely relevant content and to do so, we have to keep track of the posts that the user has already seen in the feed. Posts marked as seen no longer appear in the feed for that user, as long as there are new posts that the user hasn't seen yet. If the user sees all the new posts from the topics and users he follows, we show him the "seen" posts, ordered according to the ranking algorithm.

TOPICS

Content categorization is key for adult content because users either search for specific performers or for specific types of content (e.g. fetishes). Social networks such as Twitter and Tumblr address the categorization problem by using hashtags. Porn sites address this by using categories. Hashtags are useful for introducing keywords that might not otherwise be present in the content, so they increase discoverability and searchability. But they also encourage spamming. Users tend to add dozens of hashtags to posts in order to increase their visibility, even if most of the hashtags very loosely apply to that specific post. Additionally, users typically cannot subscribe to hashtags, and it wouldn't make sense to allow them to do so, because hashtags are unmoderated and anyone can add content to any hashtag and spam all its followers without consequences.

The categories used on porn sites are usually nothing more than search queries applied to the content, with some manual filtering done by the site admins. A category like "teen" returns content that contains the word "teen", sorted by popularity. Again, this is suboptimal because it requires manual filtering by the website admins and it's nothing more than a search results page.

On Sharesome, topics are moderated communities that can be followed by users, and where followers can post content and are held responsible for their actions inside the community. Spammers can be banned and their posts deleted, and the content is ranked according to our ranking algorithm. Topic posts appear in the timelines of users who follow them, and there are topics about literally anything kinky. Any user can create up to 5 topics and when creating a topic, the user becomes its first moderator. When creating a topic, we encourage specificity. No matter how specific or uncommon your preferences, there's probably a topic for it. And if there isn't - you can, and should, create one.

All topics are promoted to our users in the "Discover" section. As a topic becomes more popular, it needs more moderators. Anyone can become a topic moderator, and existing moderators vote on approving new ones.



By introducing topics, we allow users to subscribe to relevant niches and see an endless amount of relevant, moderated content in their newsfeeds. Topics are also available to users who are not logged in and they are fully crawlable by search engines.

SHARESOME VERIFIED USERS

At Sharesome, we want to empower content creators and give them the best tools to grow their audience and their brand, and to do so, we established a set of verifications and privileges for users who want to start sharing their own content on our platform.

» USER TYPES

Besides regular (pseudonymous) users we have the following user types:



Verified amateurs - These are regular users who want to start publishing amateur content on the Sharesome platform.



Verified stars - Established performers with an already existing fan base.



Verified managers - Profiles that have special privileges allowing them to post and schedule content for multiple verified users via an administration dashboard. Verified users can designate a manager from their profile settings and if the manager approves the request, he is granted rights to start posting content for the user.



Verified brands - Official accounts for established adult businesses.

» THE VERIFICATION SYSTEM

In order to become a verified user, star or manager, one must send a verification request. Our system generates a unique code that the user must write on a sheet of paper and submit a picture of themselves holding that paper. If the user passes the first step, a member of our Community Management team reaches out for final confirmation, including document procurement for age verification, etc. and finally, the user becomes verified.



Verified websites must go through our website ownership verification process, which requires uploading a file into the root directory of the website. The file has to remain in that location the entire period in which the website wants to use their verified profile on Sharesome.

» PRIVILEGES FOR VERIFIED USERS

Verified users are marked with the distinguishing Sharesome badge, they appear in follow suggestions throughout the network, appear higher in search results and their posts receive a boost in newsfeeds. Only verified users can directly upload photos, gifs and videos to Sharesome. Non-verified users can share links that point to external images or videos, or status updates. Our platform supports all the major image and gif sharing portals, as well as all the most popular tube sites.

COMMUNITY PROFILES

Our objective is to ultimately become “the place for porn” and when it comes to content, this has two aspects. First, with topics we are able to cover the most specific fetishes and provide a way for similar-minded people to share and discover content that they enjoy, more than anywhere else on the Internet. Secondly, some people also look for content about specific performers. This is where community profiles come into play.

Community profiles are profiles generated based on community engagement. More specifically, when a user tags in a post a non-existing account, and that profile doesn't already exist, it gets generated on the fly, and all future posts where the profile is tagged are associated with it. This allows us to easily categorize content based on the people who appear in it, and most importantly, it allows our users to follow any performer even if they haven't joined our platform yet. Users who follow a community profile see in their timelines posts where that profiles has been tagged and verified as being present in the content.

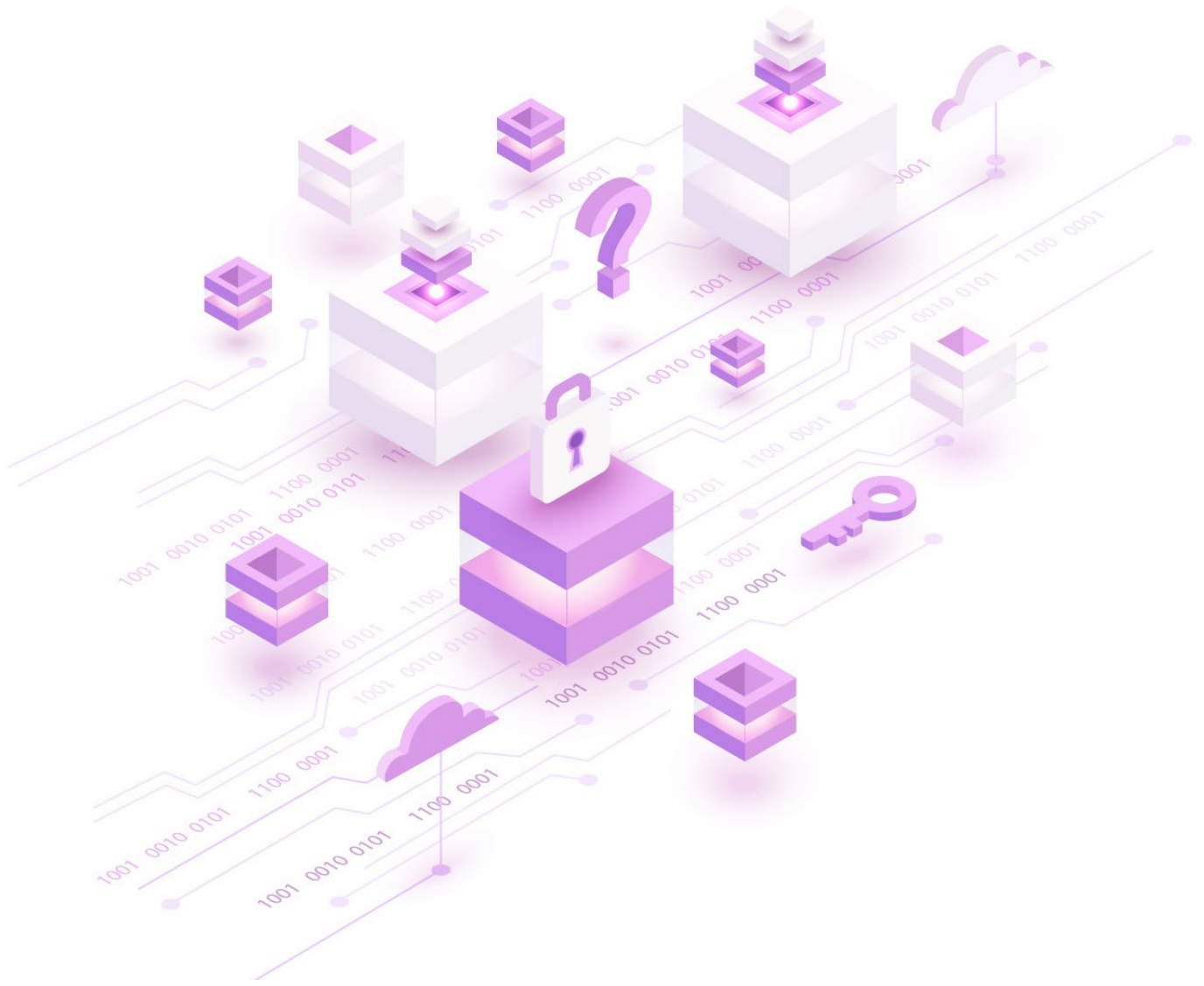
» CLAIMING COMMUNITY PROFILES

When a star or performer wants to join Sharesome, they can claim their existing community profile by verifying their identity. This requires ID verification and a quick video call with a member of our Community Management team. The best part about community profiles is that when a popular performer joins our platform by claiming their related community profile, they instantly have an already established audience with tens or hundreds of thousands of followers engaging with their posts, countless messages in their inbox, and a wallet full of tokens accumulated over time by the community profile.

Content owners quickly discover that their content is monetizable on Sharesome no matter who shared it. This is game-changing for the industry and takes the notion of evergreen content to a whole new level.

Coupled with topics, community profiles ensure that we cover all types of adult content, amateur or professional, from any performer or content creator, potentially including all available legal adult content on the internet.





CROWD TAGGING

Identifying people in content is a challenge for the entire digital industry and for adult content in particular. Face recognition can be a powerful tool and thanks to services such as Amazon Rekognition (available as part of the AWS suite), and machine learning, content labelling has taken off. For adult content, this is harder to do, because a significant part of the content does not feature any recognizable faces. Our approach to this is to leverage crowd wisdom and let the community tag the people who appear in posts. The principle is simple: allow anyone to tag a verified or community profile and at the same time, allow users to vote on the existing tags by upvoting or downvoting them.

Users can tag profiles or topics and tags then go through a verification system. There is no limit to how many people or topics can be tagged in a post, but by default we only show the top 3 profiles and the top 2 topics. When a user tags a profile that doesn't exist, the corresponding community page is created.



» SMART TAG VERIFICATION SYSTEM

Having a reliable tag verification system is crucial, especially when most tokens tipped to a post go to the content owners: the system must have an error rate close to zero. Conversely, manually verifying tags for millions of posts is largely impractical, therefore we needed to find a balance between the two. Our current tag verification system has two stages: the first one is automatic and covers the vast majority of cases, and the second one is manual and is meant for overriding errors and as a fallback when there is not enough information for the automatic verification to work reliably.

Automatic verification

The automatic verification system uses the number of votes for each tag in a post and the information we have about the people who voted on the tags to determine a confidence score for each tag in a post. Each tag is assigned a balance that represents the sum of upvotes and downvotes on that tag, and a weighted balance, which takes into consideration the user votes and the reputation of each user that voted on that tag. All users start with a default reputation, which increases or decreases when the user correctly or incorrectly votes on a tag. By looking at the total number of votes for each tag, the balance, the weighted balance, the standard deviation of the highly-votes tags and several other ratios between the above data, we determine the confidence score. If the confidence score is above a certain level, the tag is verified, otherwise the post is assigned for manual review.

The tagging system applies to all posts types except text posts and profile tagging is disabled for posts made by verified profiles on which the original poster certified that they own the content in the post (this is achieved from the post creation interface). Once two topics are verified for a certain post, we consider the topic verification concluded. By asking users how many people appear in a certain content and applying the verification system on this information, we are able to determine the number of splits in which the token tips are divided, and therefore send tokens to profiles who have been tagged and verified, even though the verification process for profiles is not concluded (e.g. we only found 1 out of 3 verified people in a post). Until the verification process is over, the share of token tips from a post belonging to tagged profiles is stored and waiting in a buffer.

We built several safety systems and failsafes in the automatic verification so as to properly deal with voting manipulation and users trying to trick the system in their favor, but if we detect any kind of suspicious activity, the post is assigned to manual verification.

Manual verification

If we do not have enough information to automatically verify the tags in a post, or if we want to manually override the results from the automatic verification, we use the manual verification system. This system also allows us to ban or penalize malicious users by means of a three-level banning system.



REWARDING CONTENT OWNERS - THE FLAME TOKEN ON SHARESOME

Rewarding content creators is a critical aspect that we wanted to cover on Sharesome, and for this reason we decided to implement a tipping system based on the Flame token. Upon signing up, each user receives 100 Flames that they can spend tipping posts and profiles. The main goal we wanted to achieve with our tipping model was to reward content owners, while at the same time giving back to the community to maximise network effects and user engagement and making a reasonable profit. The Sharesome cut ranges from 7 to 10% based on the kind of tip and the type of post being tipped, and content owners receive from 81 to 90% of the tips. Not only is this model more advantageous than the traditional splits found in cam sites and paid content platforms, but it provides a hands-off approach whereby content owners receive tokens even if they don't (yet) post on our platform.

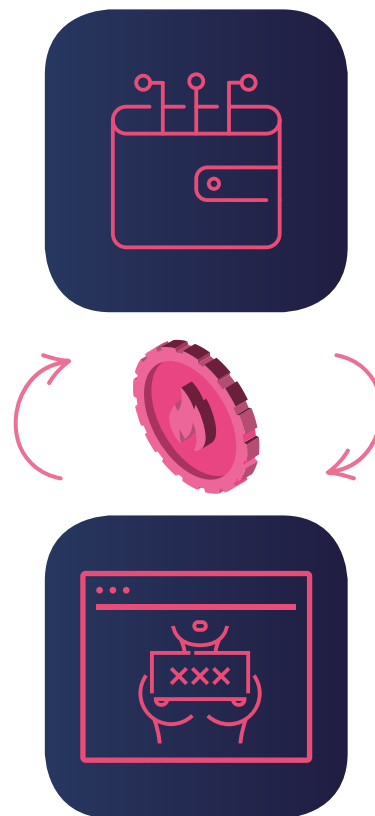
THE TOKEN INTEGRATION MODEL

» DEPOSITS AND WITHDRAWALS

Users can deposit flame tokens from their wallet to their Sharesome account. In order to minimize the risk of losing access to their Sharesome accounts, we require users to provide us with a valid email address if they want to deposit or withdraw tokens from their Sharesome wallets. In addition to that, we require full KYC for such users.

» PAYING WITH YOUR SHARESOME WALLET ON ANY ADULT WEBSITE

We provide an easy-to-use token button plugin that any website can use to implement token tips for their content. The Flame button would be used as a universal payment button for adult content and website owners can seamlessly receive token tips in their Sharesome wallet.



SOCIAL PLUGINS

The current landscape for social sharing on adult websites is far from ideal. This stems from the fact that there is currently no major social platform for adult content, even though porn accounts for the majority of internet traffic. The current sharing options on adult websites include Facebook, Twitter, Tumblr, Reddit and Stumbleupon. Below is a quick overview on each of these platform's policies on porn:

FACEBOOK

Porn is forbidden on Facebook, so much so that they have dedicated teams of thousands of people whose job is to filter out porn, as well as machine learning algorithms meant to detect explicit content.

TWITTER

Porn is not forbidden, but explicit posts are collapsed by default for non-logged in users. Twitter was not created for porn, and its main purpose is completely different from that of being a porn site. It is possible that they could one day decide to follow on Facebook's steps and outright ban explicit content.

TUMBLR

Before being acquired, Tumblr was rife with porn, but in the past few years, Tumblr has enabled safe for work mode by default, as well as banning some porn blogs. As Twitter, they do not want to focus on porn for strategic reasons and because it's not monetizable for them.

REDDIT

Currently porn-friendly, might change since they recently started pushing Facebook-like profiles as well as focusing on traditional monetization.

STUMBLEUPON

Porn-friendly, they have a NSFW mode, but the network is much less well-known and used than the others, and it doesn't look like this situation is likely to improve soon. They also do not intend to primarily focus or be used for porn.

It is obvious that social sharing is not doing much in terms of driving porn traffic and very few people would think about sharing porn content on a social network. The situation is so bad that in 2017 Pornhub's April Fools prank was telling users that they've automatically shared content on Facebook (<https://www.thesun.co.uk/news/3232153/pornhub-april-fools-joke/>).



THE SHARESOME SOCIAL PLUGINS

As an adult-only platform, Sharesome is uniquely positioned to grab the majority of adult content sharing. For this reason, we created a suite of social plugins. These can be integrated in any website and allow seamless sharing of content on Sharesome. Developers and website owners can access the plugins and quickly implement our code snippets from <https://sharesome.com/developers>.

» LIKE AND SHARE BUTTONS

The like and share buttons can be added on any webpage or integrated as part of existing social sharing widgets. They come with optional share counters and support for dark color schemes.

» SOCIAL COMMENTS PLUGIN

The social comments plugin can be integrated in addition to an existing comments section or as a standalone commenting system. Sharesome users are logged in by default and they are able to comment on any webpage where the comments plugin is present. Alternatively, visitors are able to quickly create an account with Sharesome and start commenting.

SHARESOME LOGIN

The wide adoption of the OAuth protocol has significantly disrupted the way users authenticate on different types of platforms and services, including social networks, mobile games, SaaS platforms, and more. Unfortunately, the adult industry has failed to adapt to this change, mostly because of user concerns with privacy and because the main OAuth platforms people use (Facebook login, Google login, etc) are not very adult-friendly. For this reason we decided to introduce Sharesome login as part of the Sharesome SDK.

Sharesome login allows developers and website owners to integrate our OAuth service in their apps. Users who already have a Sharesome account are able to share information with third-party content providers, without the need to create an account for every adult website they use. By creating a seamless login experience for end-users, we increase conversion rates for our SDK adopters and at the same time, our platform becomes the central hub through which people consume adult content.

In order to use our platform, developers need to register a client at <https://sharesome.com/applications> and request an OAuth token. Using their OAuth token, they are able to make requests to our endpoint every time they want to authorize a new user. We are currently adding support for user types in our API to enable developers to leverage our existing user verification technology and register different types of accounts for regular users, verified users, stars and studios.



THE FLAME TOKEN

The Flame token is the native currency of Sharesome.com, meaning it will be the way users can move value around in the Sharesome ecosystem, from peer-to-peer payments to promotion services, tipping and many more, such as our innovative content bounty hunter mechanism.

The token serves 2 initial use cases: allows creators to promote their pages and posts, and allows viewers to reward (tip) models and content posters.

PROMOTION

Sharesome is incorporating an ad management tool that allows models and studios to promote their content in exchange for Flame tokens.

TIPPING

Users can use Flame tokens to reward quality content on the Sharesome platform.

Additionally, we are implementing the Sharesome login (similar to Facebook Login) and Flame tip token (similar to Pay with Paypal or Flattr) as options on third-party sites, allowing viewers to easily interact with and reward content they like.

In order to achieve this functionality, keeping in mind that tipping is an act of sending a small amount of funds, often, quickly, to different parties. Considering today's state of the blockchain, where transactions can be slow and expensive at times, we've decided to begin with a system through which users can keep tokens in their Sharesome wallets. Needless to say, any user can withdraw their tokens from Sharesome at any time, with the required KYC where needed. This solves the problem of speed and cost of transactions that would be imposed upon users, incentivising users to tip more freely and therefore creating a dynamic economy within a compliant system.



TOKEN SPECIFICATIONS

The specifications used are:

```
string public constant name = "Flame";  
string public constant symbol = "XFL";  
uint8 public constant decimals = 18;
```

The smart contract is published on the testnet at this link:

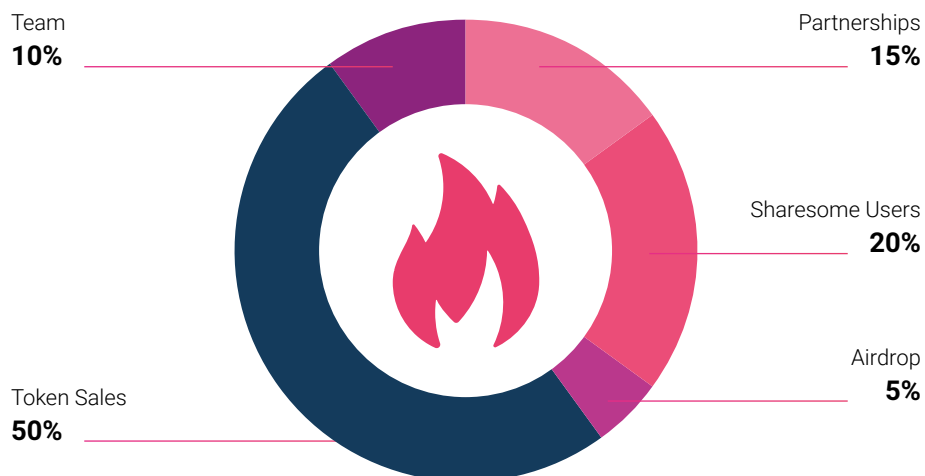
[https://rinkeby.etherscan.io/
token/0x55352cc7aedef8e4c313e5861ba290cb2d2ec8e47](https://rinkeby.etherscan.io/token/0x55352cc7aedef8e4c313e5861ba290cb2d2ec8e47)

TOKEN DISTRIBUTION

All Flame (XFL) tokens are pre-mined, with a **limited supply of 21,000,000,000**.

Out of the maximum supply, 50% will be kept frozen in a smart contract that will release 5% of the maximum supply per year on a monthly basis. The released amount will be issued to the company multi-sig wallet.

The circulating supply will be distributed as follows:



Innovation has a 10 year cycle.
In 1997, people were sharing porn on Usenet groups.
In 2007, Pornhub launched.
In 2017, we released the first smart feed for porn.
Climb aboard. We're going places.



