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### About Veracity (VRA)

Veracity is a blockchain protocol and product layer platform designed for esports and the video entertainment industry. It is a platform that seeks to combine the best elements of crowdfunding, advertising and subscription on-demand services. Veracity's pro-gaming streaming platform [esportfightclub.com](http://esportfightclub.com) combines all of Veracity's products into one platform owned and controlled by Veracity.

It provides rewarded video player technology to major publishers and game developers worldwide. The patent technology enables tokenized rewards (VRA) as well as loyalty schemes within a video player wallet. The technology is already available for over 500 games in the Crypto GameStore and for the major video players that support over 2 million video publishers. With a growing number of users, the platforms offer rewards in VRA for watching, subscribing and winning. Its SDK products integrate directly with publishers so that neither publishers nor users have to change their workflow or habits. The claims that this increases engagement and revenues by 35%.

Veracity's proof-of-view protocol layer technology detects and eliminates fraud in real-time. It uses over 200 touchpoints to ascertain whether humans or bots are watching a video. Veracity also hopes to expand its proof-of-view technology and data storage technology to [non-fungible tokens](#) (NFTs). Veracity's on-chain verification will make NFTs more valuable and add an extra layer of authentication to ownership claims.

## Main Features of Veracity

**1.Business model:** Veracity offers a business model where content creators and viewers benefit in the video entertainment industry. Content creators get paid to produce videos, while viewers get paid to view and share the videos. The platform offers one of the best ways viewers and content creators can currently benefit in the video entertainment industry – a promising factor to capture market share.

**2.Token access:** Users have several ways to access VRA tokens. They can buy the tokens directly from Veracity's official website. They can earn tokens by watching and sharing Veracity videos and they can purchase the tokens from several [crypto exchanges](#). Potentially, the easier a coin is to acquire, the wider the adoption will be.

**3.Veracity's integration:** Veracity's VRA Rewards Product Layer is integrated on popular video platforms like YouTube, Twitch and Vimeo. Users can earn VRA tokens by watching and sharing videos on such platforms. Such integration can help boost VRA tokens' visibility and usability.

**4.Veracity eSports Platform:** The esports platform currently has almost 10 million users. Esports is a sector that has grown considerably over the last 5 years. The focus on esports, alongside videos, could allow Veracity to grow its user base exponentially and increase demand for the VRA token.

## What Makes Veracity Unique?

Veracity is mostly unique for its proof-of-view protocol technology, the first patented protocol layer that produces precise, secure and verifiable audience metrics. Users can watch, earn and play on the Veracity Esportfightclub platform.

The Veracity watch and earn SDK is already being integrated by about 2 million publishers, each of which boasts a total website audience of 550 million views and a combined 110 million views monthly.

Veracity also offers a completely built-out functionality that serves broadcast publishers perfectly. The functionality runs on a UDP transport protocol and supports direct broadcast over the cloud. It has been tested with over 8 PB of data per month. Its SDK/OVP integration suits content creators and large-scale video publishers without significant changes in their workflows.

Its ad stack and waterfall help platforms manage timeout problems that may result from having multiple service switching points, and networks in one stack. Advertisers can buy VRA tokens to reward viewers for their attention. Programmatic partners of Veracity relay video ads and when a viewer views, the VRA token is paid. Veracity will reward viewers for holding their VRA tokens to encourage and increase demand for VRA across a broad spectrum of enterprises and individual users.

VRA can be earned for viewing and spent on multiple exchanges or held for rewards in APY. The project earns from the Esport platform which uses a pay-to-play setup involving subscription and membership packages. Veracity also gets a cut from the pools in jackpot tournaments on the platform. Other sources of revenue are fees for using its PoV, ad stack, waterfall and sales of modular B2B products.

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