



THE BLOCKCHAIN LIFE

DETAILS: 7x25'

THE BLOCKCHAIN LIFE

FORMAT: 7 x 25-minutes, UHD HDR 50fps

GENRE: Documentary

TOPIC: Cryptocurrencies, Lifestyle & Finance

LANGUAGE: English

PRODUCTION REGION: USA, UK, Netherlands, El Salvador, Nigeria + more TBC

STATUS: In postproduction

RELEASE DATE: Q2/Q3 2022

PRODUCTION COMPANY: Villain Studios

TARGET AUDIENCE: 50%W -50%M / 18-35



THE WORLD IS ENTERING A NEW TECHNOLOGICAL REVOLUTION, WITH EVERYTHING FROM CRYPTO-TRADING PLATFORMS LIKE BINANCE TO NFTS REDEFINING VARIOUS FIELDS OF EVERYDAY LIFE AND BUSINESS.

IN THE BLOCKCHAIN LIFE, WE TELL THE STORIES OF PIONEERS LEADING US INTO THIS NEW WORLD AND DISCOVER THE TECHNOLOGIES THAT WILL SHAPE THE FUTURE.



SAMPLE EPISODES



EPISODE EL SALVADOR VS THE WORLD BANK

El Salvador has become the first country in the world to make cryptocurrency Bitcoin a legal tender. Since the year 2000 the Central-American country uses the American dollar as it's official currency. But President Bukele [pictured] wanted to be less dependent on the US central bank.

His administration adopted bitcoin as an official currency, running in parallel with the U.S. dollar. Financial institutions like the World Bank and IMF, however, are worried that this step could destabilize financial markets everywhere.

In this episode we travel to El Salvador just before the implementation of the bitcoin law in September 2021. How is the country preparing for making bitcoin legal tender? Are the people of El Salvador ready for this big experiment?

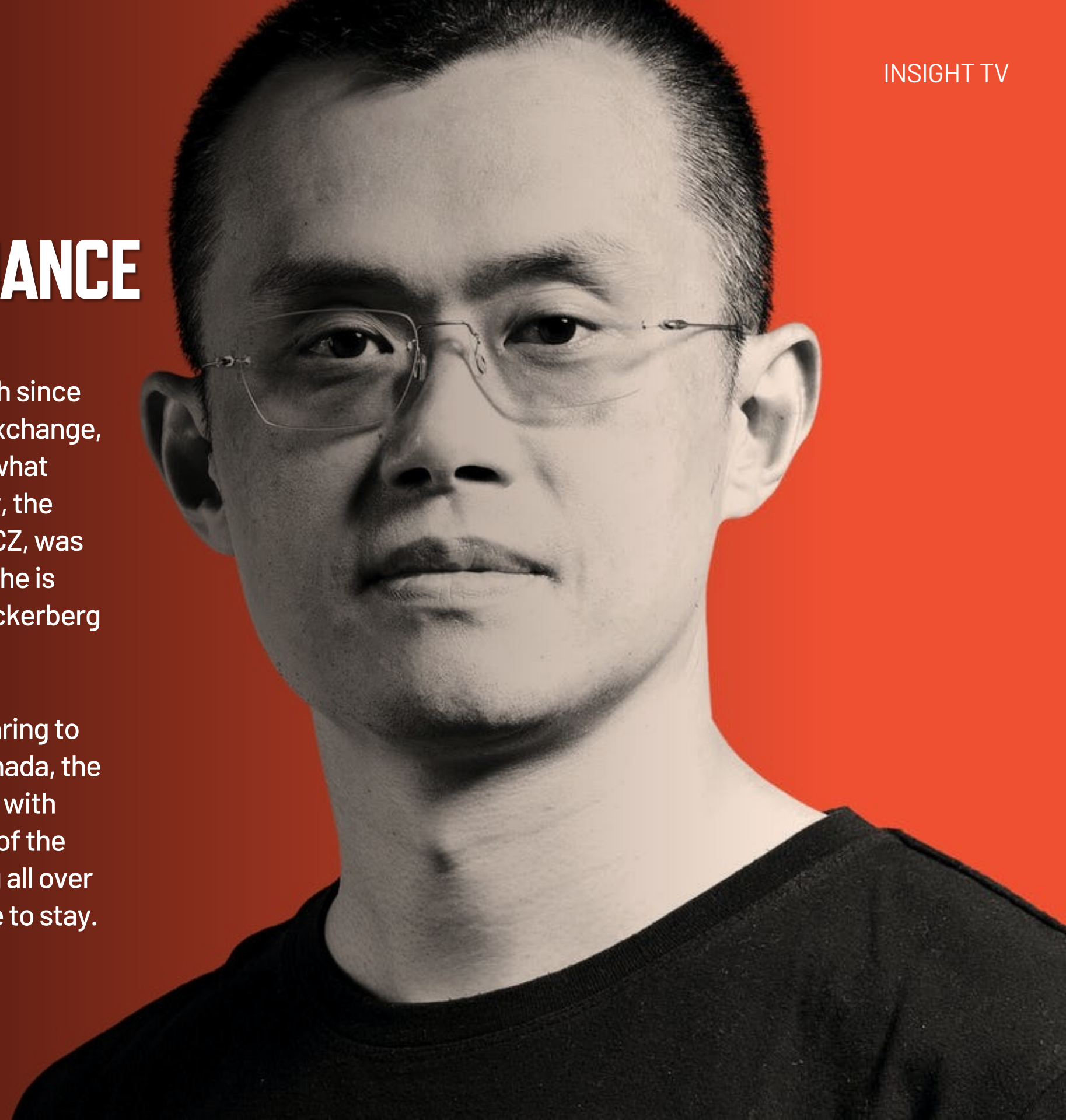


EPISODE

THE UNEXPECTED RISE OF BINANCE

Cryptocurrency exchange Binance has seen spectacular growth since its founding in 2017. It is now by far the world's largest crypto-exchange, generating at least \$20 billion of revenue in 2021, almost triple what analysts expect Coinbase to collect for the same year. Recently, the fortune of its CEO Changpeng Zao [pictured], better known as CZ, was estimated by the Bloomberg Billionaires Index, concluding that he is worth \$96 billion, rivalling the wealth of tech titans like Mark Zuckerberg and Google's Larry Page and Sergey Brin.

As the use of cryptocurrencies is normalised, regulators are starting to get nervous. Binance has faced difficulties in China, the US, Canada, the UK, Japan and Germany, but CZ is determined to work together with governments to ensure customer safety and secure the future of the company. Seeing how the use of cryptocurrencies is expanding all over the globe it is clear that crypto-exchanges like Binance are here to stay.

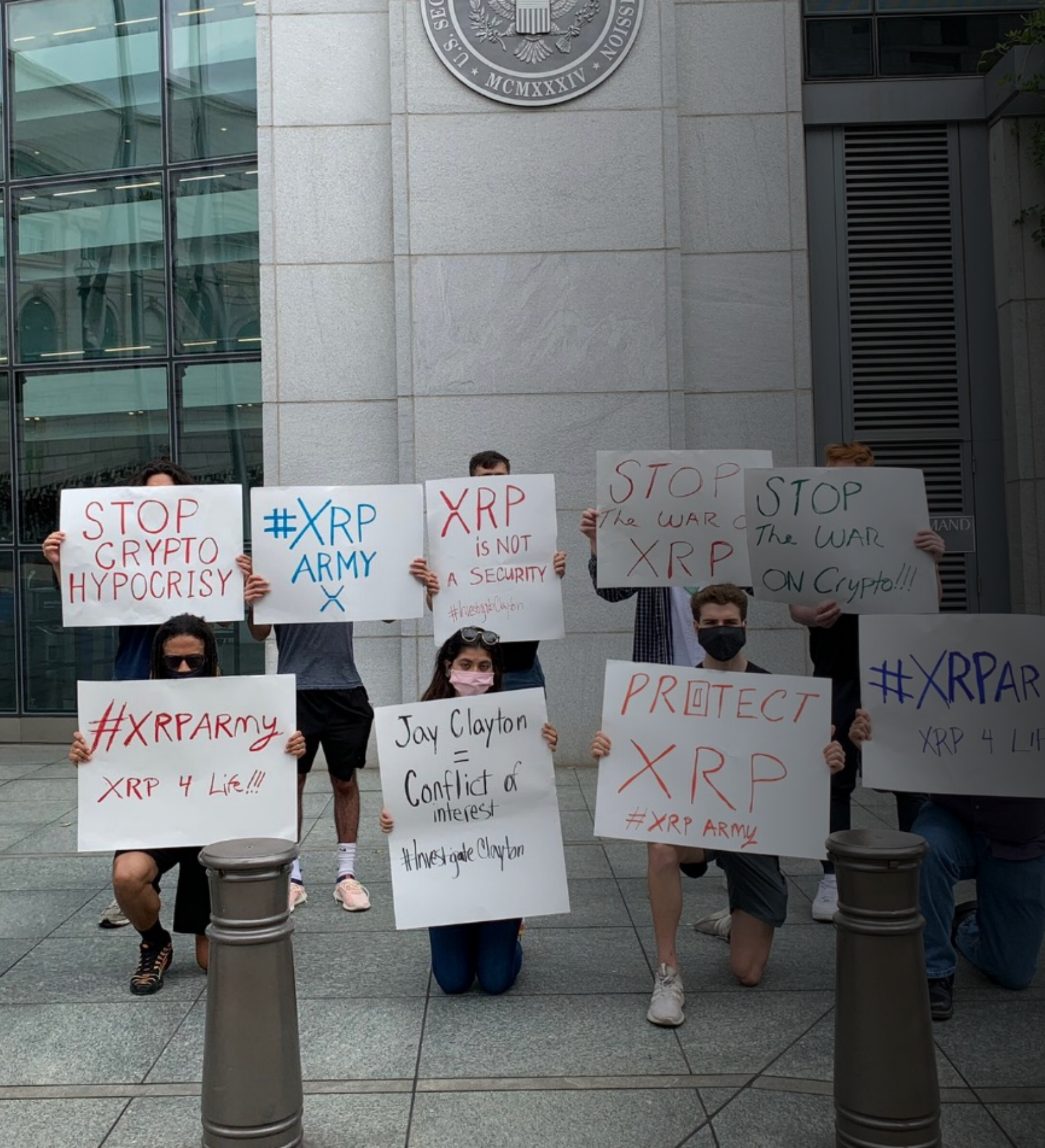


EPISODE THE SEC V RIPPLE SAGA

On December 22nd 2020, the United States Securities and Exchange Commission [SEC] filed a case against the company called Ripple Labs for the sale of a digital asset called XRP, claiming that all sales of are unregistered securities issued by the company Ripple.

Shortly after, the price of XRP, the 3rd biggest cryptocurrency at the time, collapsed. In the days after, all the big exchanges in the US stopped trading XRP, making it impossible for Americans to trade with it. The impact of this lawsuit was felt by people involved in crypto all over the world, and most immediately by the individuals with money, in some cases life savings, invested in XRP.

Many financial experts predict that the outcome of the SEC vs Ripple lawsuit will change the world of crypto for good.





EPISODE MYSTERY OF THE METAVERSE

According to Mark Zuckerberg, who changed Facebook's name into Meta, it is "the next frontier" of the internet. Analysts describe it as a virtual universe that blends aspects of digital technologies including video-conferencing, games like Minecraft or Roblox, cryptocurrencies, email, virtual reality, social media and live-streaming.

In the metaverse, people from all over the world will use avatars to interact with digital assets and even physical objects via augmented reality.

As many companies are trying to get a piece of this metaverse, there are still a lot of challenges ahead: how to make sure that all these different platforms are compatible with one another? Can the internet handle it? And how to face the challenges in underlying technologies (e.g. regulation of crypto, misinformation on social media) in this new metaverse?

EPISODE

THE UNEXPECTED RISE OF BINANCE

The popularity of NFTs, or non-fungible tokens, exploded in popularity last year. A non-fungible token, or NFT, is a unique, irreplaceable identifier created by an algorithm: a distinct barcode for a digital piece of art or collectible, made possible by blockchain technology.

Memes of apes, cats and penguins are bought at high prices so that their owners can be part of online NFT-communities. And they are especially booming in the art world, where digital art in the form of NFTs is becoming more and more popular among crypto-enthusiasts and artists alike.

Why are people prepared to pay so much for a digital artwork that can be accessed by everyone on the internet? And in what other revolutionary ways can NFTs be used in the future?



EPISODE

PLAYING THE BLOCKCHAIN GAME

Gaming has been at the forefront of blockchain technology, but recently another interesting development has been taking place in the space: in low-income countries playing crypto-games has become a way for many to earn their income. Especially in the Philippines, people who have lost their jobs during the Covid pandemic have turned to the play-to-earn economy.

Here, whole communities now spend entire days on their phones playing with Pokemon-like figures in the blockchain game 'Axie Infinity'.

Players of the game acquire unique digital pets called Axies, and battle other teams of Axies. These NFT Axies can be created and sold using the game's in-game currency, SLP, which can be traded for traditional currency. The game, operated by a Vietnam-based company called Sky Mavis, has made more than \$3 billion in total sales since its launch in 2018.

Because of its popularity for many it has become too expensive to buy their own Axie, which has even led to the start-up of companies built around the game that help players onboard and loan them money to get started playing.



EPISODE NIGERIA'S CRYPTO BOOM

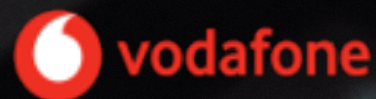
The crypto market in Nigeria is booming. Estimates show that of the top 10 countries for trading volumes, Nigeria ranked third place after the US and Russia in 2020. As unemployment levels in the country are rising and Nigeria's currency faces devaluation, crypto trading has become especially popular among young Nigerians looking for better opportunities. There has been a rise of fintech start-ups and crypto-platforms, making the country an interesting place for investors.

At the same time, the government has been skeptical about the growth of cryptocurrencies. Last year in February Nigeria banned banks and other licensed financial institutions from handling crypto transactions, stating they were too volatile and often led to investment losses. As one of the first countries in the world, the Nigerian central bank also launched its own virtual currency, the eNaira. But so far the country's efforts have done little to dampen the enthusiasm for crypto among Nigerian citizens.



MEET INSIGHT TV

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