



ITC WHITEPAPER

ITC.GAMES

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DISCLAIMER

The purpose of this Whitepaper is to present ITC – a digital currency based on blockchain technology – to potential community members who might want to join in on the proposed ITC Token Launch.

Nothing in Whitepaper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it, in any way, pertain to an offering or a solicitation to buy any securities in any jurisdiction. The document is not composed according to and is not subject to laws or regulations of any jurisdiction designed to protect investors.

Certain statements, estimates, and financial information within this Whitepaper constitute forward-looking, or Pro-forma ideas and information. Such statements or information might involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

ABSTRACT

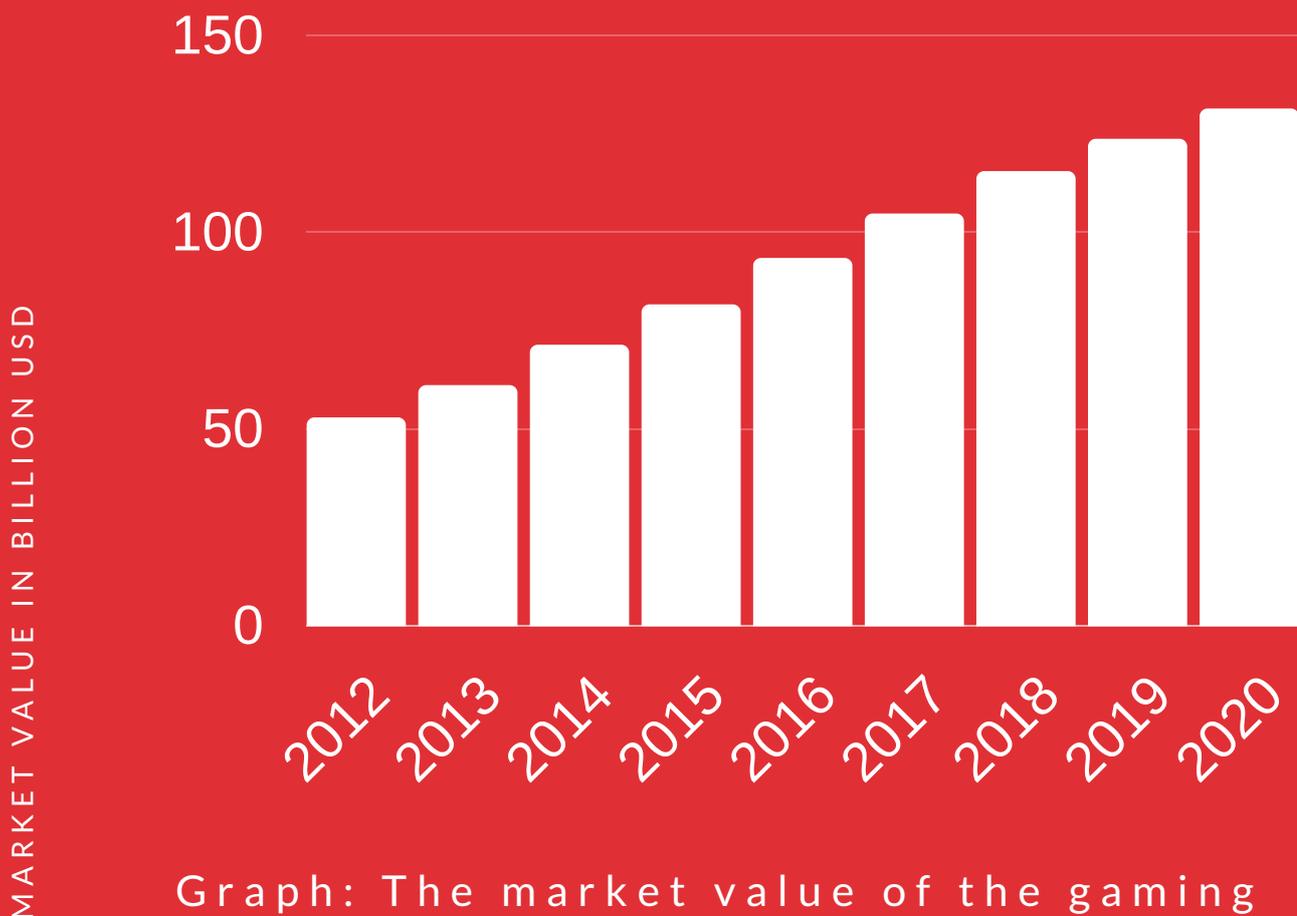
Being one of the fastest-growing markets over recent years, the wider gaming industry has long since started exploring additional ways to generate revenue. Many of these ways include microtransactions of some sort, usually involving some virtual currency: gems, rubies, silver bars - whatever they want to name it.

With the emergence of blockchain technology and crypto currencies, new possibilities for the way transactions (both data and financial) are handled online emerged on the horizon. With the current trend of the gaming industry, heavily relying on recurring in-game microtransactions, blockchain unlocked new doors for the sector.

With ITC GAMES, we aim to utilize cryptocurrency for in-game purchases and implement a way to earn real-world currency during gaming. ITC (TRC Token) is a dedicated cryptocurrency based on the Tron blockchain that serves as a foundation for In-Game purchases, unlocking additional content and constitutes an ingenious system for earning TRC coins while playing games. With ITC, we target both gamers and game developers by offering them an innovative system incentivizing them to play and create.

INDUSTRY OVERVIEW

The video gaming industry has seen unprecedented growth over the last years. Since its emergence approximately 50 years ago, the sector has been expanding every year. Forecasting a stunning 138.4 Billion USD revenue by 2021, the industry is quickly becoming one of the most prominent entertainment sectors.



Graph: The market value of the gaming industry in US dollars. Source: Statista

In 2018, the market was expected to be worth about 115 billion USD, and the industry is expected to surpass 138 billion in revenue by 2021.

The gaming industry started with video arcade games in the USA, boomed during the 60s, and laid out the foundation of today's gaming. However, the '70s brought the personal computer hobby culture on a broader scale, and home video game consoles slowly started to take over the video game market.

COMPETITIVE GAMING

With competitive gaming gaining in popularity worldwide, especially over the last 10-15 years, the gaming industry's turnover has skyrocketed. The term eSports was born years ago; today, gaming is already officially considered a sport. Tournaments in popular online competitive games such as Counter-Strike, Dota 2, League of Legends, Starcraft 2, and many more have set huge prize pools of 25 Million USD and more.

The leading sports game in 2017 worldwide that attracted the most prize pool of \$38 million was DOTA 2 (Esports-betting.pro, 2018)

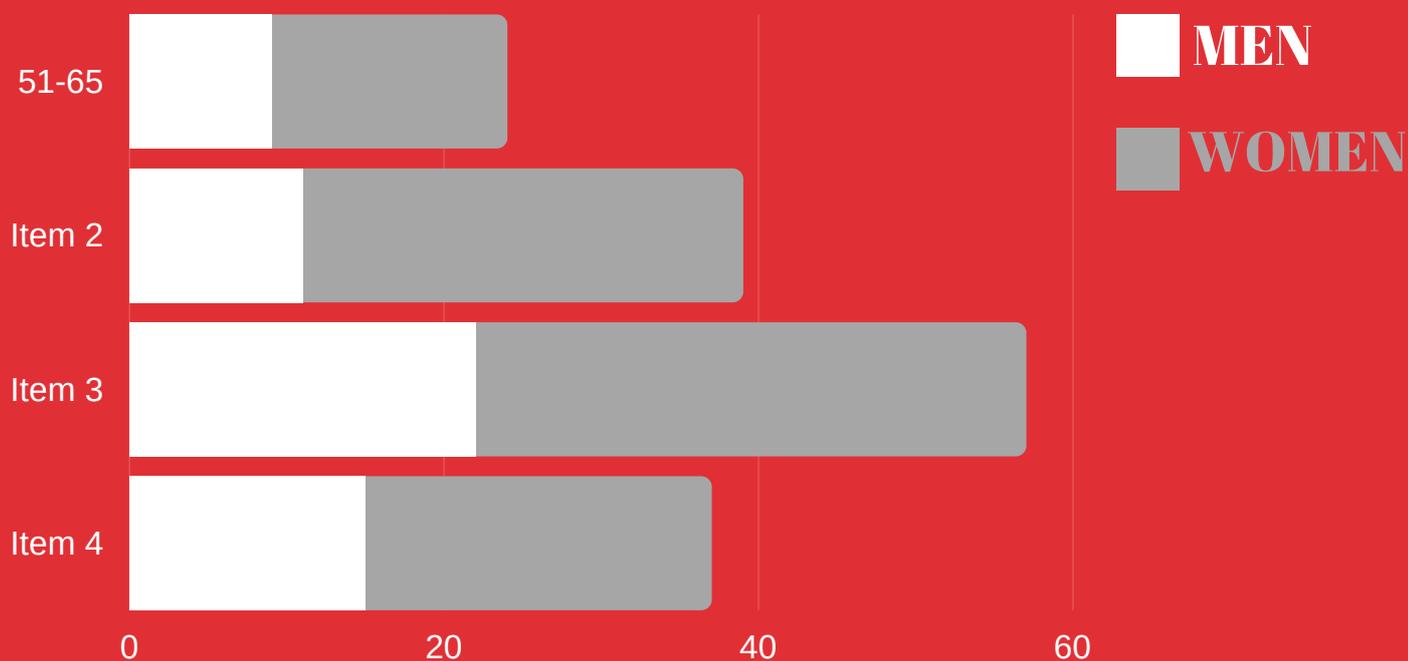
In 2015, Worldwide revenues generated in the eSports market amounted to 325 million USD. At the pace of 40 percent year-on-year growth, the market is expected to create close to 1.5 billion USD in revenue by 2020. It was calculated that nearly 80 percent of these revenues came from sponsorships and advertising in 2016, and the rest from eSports betting, prize pools, tournaments, merchandise, and ticket sales.

GAMING CONTENT

Today, gaming is one of the most popular sources of entertainment. Consecutively, gaming content is its all-time highest demand. Live streaming video games have evolved into a profession, and platforms such as TwitchTV have over 900M unique monthly visits. Youtube has launched its streaming platform, and gaming-related videos are among the most searched topics on the platform. Gamers can become millionaires at a young age by playing one game (think of any of the top battle royale streamers), something that older generations are still finding hard to believe.

WHO LIKES TO PLAY GAMES

The initial generation of gamers, namely millennials, are now in their 30s, which means that they can spend more money than they used to 20 years ago. Fun and mental agility are among the main reasons older gamers cite as to why they choose this pastime. In fact, it was found that video gaming is gaining popularity among seniors in the United States. Not surprisingly, this is one reason for the rapid growth of the industry over the past years. In the U.S. alone, 64% of the general population are gamers (Nielsen, 2017), with the average age of male gamers around 33 years old (Entertainment Software Association, 2017)



Game players by age

WHO LIKES TO PLAY GAMES

Contrary to the popular belief that most gamers are teenagers, the statistics show otherwise -35% of all gamers are between 21-35 years old, which also puts them in the driver seat because they have a significantly higher spending power than teenagers, who are trailing the race with 3rd place and 22%. Interestingly enough, people between 36-50 years old are just 6% behind teenagers, almost catching up. We have to consider the average time spent by each group, with teenagers having more free time than adults considerably, but the results are still impressive.

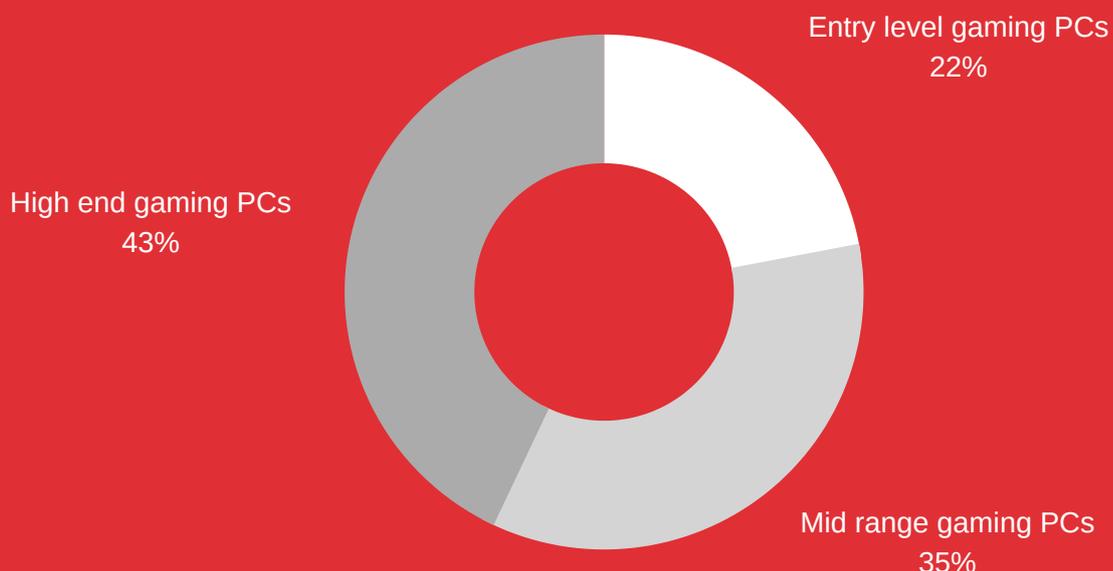
The younger target group of gamers is not falling behind. Although they do not possess any spending power, parents are willing to allow their kids to spend more time playing than before due to the broader acceptance of video games today. The premium children's games generated 30% of revenue for the mobile gaming industry (SuperData Research, 2015).

There are more than 2.5 billion video gamers from all over the world. (The European Mobile Game Market, 2016)Seven, this number is expected to grow to 2.73 billion by 2021 further.

GAMING ACCESSORIES AND SPONSORING

Additionally, the demand for gaming-related products such as gaming PCs, keyboards, mice, graphics cards, monitors, gaming chairs, and many, many more are rapidly expanding, proportionally to the general public's interest in video games. eSports players and streamers are sponsored by famous brands in the industry such as Razer, AMD, and others to use their products and showcase them on stream.

- 43% of the worldwide gaming PC and accessory sales revenue are from high-end gaming PCs.
- 35% of the worldwide gaming PC and accessory sales revenue are from mid-range gaming PCs.
- 22% of the worldwide gaming PC and accessory sales revenue are from entry-level gaming PCs.



Graph: Sales revenue of gaming PCs.

The interest in high-end gaming PCs is a result of both the willingness of gamers to play the latest games and to have the competitive edge with a better performance, which is reflected in their high spending power.

However, sponsoring does not stop only at computer or gaming accessory manufacturers - other products such as clothing, food, and beverages are also capitalizing on the possibility. For instance, Red Bull, who are sponsors of one of the most famous video game streamers, Tyler Blevins (also known as Ninja). He has a small branded fridge full of red bulls insight of his webcam, and sometimes, he opens a can and takes a sip. We can only guess how much Red Bull is paying him to do that, but judging from the brand's marketing expenses, it can be reasonably assumed to be a significant amount.

MIKROTRANSAKTIONEN UND IN-GAME PURCHASES

As we touched upon briefly before, video game monetization is highly fractured at the moment. In addition to the traditional model of merely asking an upfront price for the purchase of a game, the meteoric ascent of mobile gaming and “live service” games has given rise to new monetization forms. The post-launch sale of additional content, levels, cosmetic items, gameplay advantages, and so forth is abundant in today’s gaming world. It is generating revenue streams that rival and often surpass traditional game sales revenue. As an example, AAA games publisher Electronic Arts is now developing the vast majority of its revenue through post-launch microtransactions (Live Services), rather than upfront unit sales

IN-GAME PURCHASES - NUMBERS AND FACTS

- In 2016, mobile gamers in the United States playing Game of War - Fire Age spent an average of 336 USD on in-game purchases. (Slice Intelligence, 2017)

- Mobile gamers in the U.S. who play Mobile Strike spent an average of 309 USD on in-game purchases. (Slice Intelligence, 2017)

Spending over 300\$ on in-game rewards for a mobile game surpasses a gaming app's typical cost by a factor of 30. This only shows how effective new monetization methods could be compared to charging a one-time for the app download.

- 11% of gamers in the United States stated that they have spent more than 250 US\$ on in-game purchases. (Statista, 2017)

- In 2020, the global in-game spending is estimated to reach 32 billion U.S. dollars, up from 2015's 22 billion. (CNET, 2016)

Consoles have also found a way to break out of the traditional way of game monetization. Playstation PLUS subscription allows users to get free games per month as long as they subscribed. In terms of costs, this is a perfect equilibrium for both groups - gamers can play new games all the time for merely 10 USD a month. At the same time, Playstation potentially has a steady stream of income secured, managing to utilize game development and promotion synergy.

PlayStation Plus has a subscription of an estimated 39% of gamers in the United States(Statista, 2017)

NEW TECHNOLOGIES

New technologies such as V.R., AR, A.I., and smart technology are becoming more and more popular. Even though they are arguably still not refined to the point where they can propose an equally enjoyable gaming experience as P.C.s and consoles, especially in terms of gameplay and competitiveness, it is just a matter of time until they catch up. We would not be surprised if, in a few years, V.R. and A.R. games are the market leaders, at least in casual gaming. As we already pointed out earlier, 24% of game developers were developing V.R. headsets in 2018. The global VR gaming market size in 2016 will be worth 3.6 billion U.S. dollars. This number is expected to grow to 22.9 billion by the end of 2020. Europe and North America are the two biggest markets for virtual reality video gaming. Between 2016 and 2020, mobile VR gaming sales are expected to show the highest growth in sales revenue, followed by the PC and console segments.

NEW TECHNOLOGIES

Gamers are generally tech-savvy and thus correlate with the profile of the average crypto investor. Gamers are much more likely to invest in cryptocurrencies than non-gamers. The same fact applies to gamblers, who have many things in common with gamers, mostly the thrill-seeking spirit.

Problems of the Industry

As we can see, the gaming industry is growing extremely fast in all of its aspects. As with any other industry facing such unprecedented growth, the need for innovations is rising proportionally to its development. Some problems remain, while others are just starting to take shape due to the increased interest in video games and the commercialization of the sector.

PROBLEMS OF THE GAMING INDUSTRY

- No cross-platform system for monetization

However, as much as the gaming industry has come to rely on these alternative sources of revenue, there has never been a directed effort to establish a coherent, cross-platform system for games monetization that not only allows developers and publishers to open up additional revenue streams but also benefits the players themselves in a tangible, real-world manner.

- The issues with microtransactions

The trend for pushing microtransactions in every game is not always received well, especially in games that are not free to play. Consumer reactions to the inclusion of microtransactions in games of popular franchises such as *Dead Space 3* and *Grand Theft Auto Online*, which cost \$60 each, haven't been overly optimistic.¹⁴ Even freemium games that make gamers feel pressured to pay (pay to win) have to deal with a certain degree of dissatisfaction. If a mechanism that somehow eases microtransactions' adverse effects is introduced, that will positively influence this monetization model.

One of the core issues of microtransactions is that the in-game rewards, which can be unlocked by paying additional real-world cash or grinding a particular currency in-game, are not transferable from game to game. Many gamers complain of low drop rates, which forces them to spend more money in-game, which inevitably discourages them from spending or even playing anymore. Furthermore, there is virtually no in-game currency that can be exchanged for real money outside shady marketplaces for trading (Counter Strike Global Offensive in-game content, for example, can be traded through 3rd party marketplaces and the Steam Community Market; however, 3rd party marketplaces offer no protection while the Steam Community Market is exclusively used only for games playable on Steam).

Declining game quality

Another issue of the industry lies ironically in its unprecedented growth. With game studios rushing game development to satisfy an ever-hungry public, quality is being sacrificed for quantity. Just take the following famous example of Activision buying the majority of Blizzard shares and taking over the renowned franchise World of Warcraft. The results became immediately noticeable - trying to capitalize on the popularity of the game, and by focusing only on the financial KPIs, Activision started rushing Blizzard to release expansions almost every year, leading to an outrage in the World of Warcraft community who felt that the quality of the game is being sacrificed for the means of profit. As a result, the long-term subscriptions started dropping, and the image of the franchise was hurt.

Very few new games of popular franchises today manage to live up to the expectations built by their predecessors. Suppose we take a closer look at the charts and the reviews on Popular websites such as IGN and Gamespot. In that case, we can see how many franchises like Assassins Creed, Call of Duty, and others, previously praised for their fantastic story or gameplay, fail to achieve good ratings and are deemed by gamers as disappointments.

It seems that overall, originality and new gameplay are becoming a rarity. At the core of the issue lie the compromises that are made by big game studios in terms of quality as well as the state of the market, where trends are defined by the big game development studios, making the work of many game developers who cannot compete with them much more challenging.

High competition for game developers

Further issues concerning game developers derive from the high state of competition coupled with the motives of big game studios to rush games as soon as possible with the sole purpose of getting the next cash grab out on the market. Creativity and quality are being sacrificed for speed, and deadlines are pushed more and more aggressively. Many game developers in big studios are under a lot of pressure and are supposed to work overtime without being compensated well enough for their efforts. The infamous case of the EA spouse blog, which gave a sneak-peak of how pressured game developers in big game studios are and what effects this pressure has on their personal lives, is one of the many proofs for this reality.

Furthermore, independent game developers or those working for smaller game studios find it extremely difficult to compete with the giants. Their talent might go unnoticed, and there is virtually nothing they can do to combat the robust competition.

Biased reviews

Biased game reviews from influencers and journalists in the sector are another issue that the gaming industry has to bear. It is not a secret that many game development studios are trying to buy positive ratings and press releases to increase their games' interest. It is another natural consequence of its radical growth and is relatively standard across many industries that are commercialized.

Blockchain games are still unplayable. Another problem that is explicitly associated with blockchain-based games is how slow they are. The problem lies in the internal processes that rely on mining blocks on the go, while the players wait for a specific outcome. Unfortunately, at their current state, almost all blockchain-based games are unplayable due to this issue. All these issues are pressing for both gamers and game developers and need quick resolution.

TECHNOLOGY

WHY BLOCKCHAIN AND TRON

We decided to use the TRON Blockchain of TRC token as the foundation for TRX due to its inherent security and compatibility, allowing for easy cross-platform trade. This ensures that neither users nor developers have to take any additional steps to start handling TRC as it's standardized protocols are already compatible with virtually all significant exchanges and wallets.

THE TRX EXCHANGE

The TRX exchange will be a web application that acts as a platform facilitating all transactions made with the Tron wallet. While the receiving of ITC earned by the player in-game is possible, exchanging these RGC tokens for other currencies or any other items that require cross-platform compatibility must be done through the justswap exchange.

The exchange will be accessible directly through the ITC Website. The exchange will allow users to trade items with each other, even if they are from different games. With our APIs' help, developers will integrate dynamic price mechanisms, which will convert the value of all items in PBX, thereby making trade much more accessible, safer, and on one single platform. With the help of blockchain, transaction fees will be much lower and fully transparent to all participants.

ROLE OF CRYPTOCURRENCY IN GAMING

Nowadays, a whole new and impressive world of value has been portrayed in real life by gamers. Whereas it may be a far cry from almost all the ideals, modern technologies such as blockchain, Cryptocurrency, artificial intelligence, and many more are taking down the global banking system. And also has geared up the gaming industry to be a massive and advanced force in the crypto space.

Addictively and advanced games will attract a whole new base of players or gamers into the crypto economy. Gamers will be the first to adopt the latest technological trends like Cryptocurrency or any other as they are an excellent target market. They are even considered as more touch tech-savvy than any other internet user or any other users who are adopting the latest technology. Gamers are considered to be a bit more open to new technology and ideas.

Our vision for video games is a big one. We're looking to fundamentally change how people perceive video games and how they play them. We see the blockchain as a transformational technology where games transcend the virtual and take on their own life in the real world. With no walled gardens, free markets and natural price discovery are underpinned by censorship resistance, trustless trading, and cryptographic security.

EXPLORE HOW?

Most gamers worldwide have adopted advanced cryptocurrency technology by switching to it; they have adopted it because it offers them compared to PayPal or any other bank transaction. Cryptocurrencies have infiltrated in almost every aspect of people's lives these days, and the gaming industry is not an exceptional one.

It has saturation in gaming that could very well be around all the corners of the gaming sector. One of the vital sectors where Cryptocurrency is the gaming industry is that most gamers are ready to accept the latest technology. Some of the online UK platforms have started using and taking digital currency such as Litecoin and Bitcoin as a payment method. Many gamers are switching to cryptocurrency technology as it provides a much faster and safer transaction to them compared to other payment platforms. This is because of the rising use of "blockchain" and cryptography for making secure and valid transactions.

EMERGE MAJOR USE CASE

Most gaming companies and players were comfortable and satisfied with non-standard digital currencies in the past years. But with the evolving world, blockchain and Cryptocurrency have represented a natural evolution for the gaming industry and have defined a new concept for it.

With the rising popularity and legitimacy of esports, the gaming industry has led to the adaptation of Cryptocurrency. The gaming sector is owing to people who are more tech-savvy compared to the general population who are not playing games. Hence the gaming sector can be considered as one of the perfect testing grounds for all the cryptocurrency functionalities. Multiplayer systems, game assets, payment structures, and much more can leverage the benefits of Cryptocurrency and can leverage its capabilities by considering involving it in the gaming sector.

PROVIDES NEW WAY TO ENHANCE GAMERS EXPERIENCE

The end number of gaming industries has already tasted the fruit of success by considering using Cryptocurrency with the gaming platform. Very well known in the business industry, "Sony" is planning to release a blockchain and cryptocurrency-based video game on the advance and well-known gaming platform "PlayStation 4" this year. Epic Games, the new studio behind Fortnite, has researched and has found a new way to integrate blockchain technology into the gaming platform to avail players with excellent gaming experience, which they never had before. Cryptocurrency and blockchain are undoubtedly future technologies for the future and will affect the end of this industry.

TOKENIZATION OF GAME ASSETS

Most gaming sectors facilitate gamers with in-game currency, which they can buy, earn, and spend while playing the game of their choice. These digital currencies are typically availed to the gamers within the gaming environment in the form of gift cards or fiat cash. Usually, such kind of monetized games is open source games. In contrast, game currencies and related item purchases are available within the gaming platform to encourage gamers to spend a penny to buy a particular item such as attire, weapons, or any other thing.

Rewarding Gamers with CryptoOne of the gaming startups has started rewarding gamers; for instance, if the gamer is involved with a game like Clash Royale or any other gaming platforms, reward them for their in-game actions with a cryptocurrency called “Good Game.” Players can earn and spend the token only within the gaming environment. Still, unlike other familiar virtual tokens or currencies, Good Game can easily be traded on exchanges and also provide players with digital wallets for managing their Cryptocurrency outside of the games.

Online Gaming Experience Increasing in Use of Cryptocurrency

The time will come where the gamers can earn virtual currency that can be considered as tradeable crypto asset that can offer excellent experience within the immediate real-world.

Development of new digital micro-economies and Monetization within the gaming environment can reward the gamers for encouraging them for their involvement with the gaming platform. It is one of the best ways to motivate players to involve themselves with the gaming platform and provide them with the chance to play more and win more!

As more and more players will involve themselves with the gaming platform, digital currency or Cryptocurrency will also increase to a great extent. Gamers who have never heard and owned cryptocurrencies before can hold a balance of tokens, which helps them leverage their favorite game levels. They can also be interested in transferring this digital balance to a cryptocurrency wallet or can exchange the same into Bitcoin currency. Therefore, it wouldn't be wrong if it is said that Cryptocurrency is the future of the gaming industry and helps the gaming industry to provide an enhanced experience to end the number of gamers at first glance.

Marketing

TARGET GROUPS

We have designed a multilayered profile of our main target groups, further segmenting them into subgroups.

GAMERS

Describing the average gamer profile could be a complicated task: for example, contrary to the popular belief that almost all gamers are male, the statistics show that this is not true. Generally, an average gamer is a male between 15 - 35 years old with an average to higher average income.

However, the most crucial distinction is between casual and “die-hard” gamers, as it has the most significant influence in terms of marketing. Die-hard gamers are much more likely to spend money on games or gaming-related content, including TronzWorld projects. Their geolocation is another variable that significantly influences their profile - for example, differences in income and culture could differ substantially in their decisions. The gamers on the Asian market, for instance, are known to spend comparatively much more money than eastern Europeans. This does not lie that much in their higher-income but in the meaning of video games purely from a cultural aspect. Games such as Starcraft have virtually become comparable with religion for some Asian countries

GAME DEVELOPERS

Since game developers would directly benefit from the successful implementation of our project, we believe that they comprise a target group vital for our success.

GAMBLERS AND BETTORS

Gamblers and bettors are another target group we will be targeting our marketing activities because their profile is quite similar to the gamers' faces. For example, some of the most famous poker players today used to be professional gamers (think of Elky Bertrand Gropellier, who even moved back to professional eSports in 2015 to play Hearthstone for team liquid after making a fortune as a professional Texas Hold 'em player).

A MULTI-PRONGED APPROACH

Even the best ideas are worthless if nobody knows about them. To make the launch of PixelBit a resounding success, we have spent countless hours sitting down with marketing and advertising experts, divining a multi-layered marketing strategy designed to generate as much publicity as possible in the shortest possible time. To achieve that goal, we have decided to utilize several channels for generating buzz.

Youtube streamers and video game content creators are also part of our marketing strategy, as gaming content on Youtube is extremely popular. Advertisements and project mentions are possible inside the video, thereby bypassing Youtube Ads that can be blocked with Ad Blockers, which are used by most gamers today.

CROSS-CHANNEL ADVERTISING

To reach as many people as possible, we will be launching an advertising campaign across multiple mediums, such as TV and radio spots, billboards, magazine/newspaper and online ads (Google Adwords and Facebook Ads) as well as social media.

Ad networks, especially those focusing on the crypto market are another channel we plan to target. These networks are extremely cost-efficient in terms of cost per click while being delivered to a highly targeted user base. Another critical channel we are planning to target is game conferences, expos and eSports tournaments. Generally, these events gather a lot of passionate gamers, professional players and brands in the industry by becoming a sponsor to the event we can increase the exposure of Tronz to a highly targeted audience.

TARGETED DIRECT SALES

Investors are notoriously hard to reach by traditional marketing means. To get affluent people to invest in a startup, it is generally required to contact them directly with personalized offers. Our experienced sales team is doing exactly that - so far, with great success.

COMMUNITY MARKETING

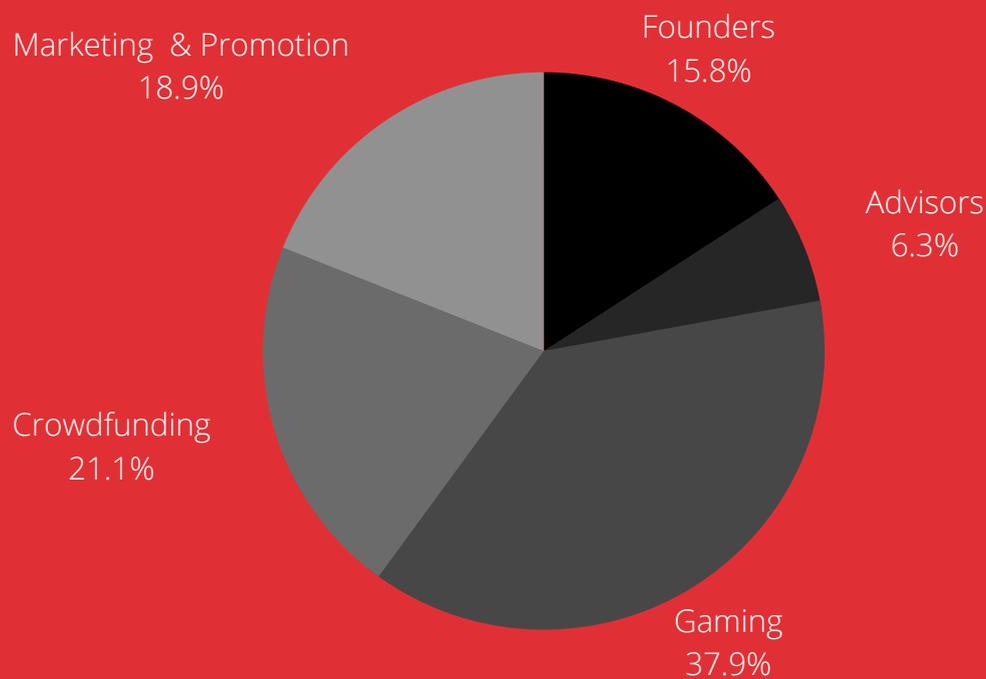
As with any other project in the crypto space, we acknowledge the importance of community marketing and the potential benefits it brings to the table. We will be developing our community channels such as Reddit (including the promotion in gaming and cryptocurrency-related subreddits), Telegram and any other social media, with the ultimate purpose to create a loyal base of followers that are genuinely interested in seeing our project succeed. We plan to grow our channels strictly organically, as we believe this is the only way to build a sustainable following base that will be active. Another track that will receive special recognition is Discord, which is very popular among gamers. We will work on developing our discord channel, including the promotion of the project across other related media on the platform by providing incentives and free useful content to Discord users. To further expand our community, we will use airdrop and bounty campaigns that will give away tokens to members who are willing to spread the word about Tronz.

However, we do not stop here. We plan to host contests that will give our community the chance to contribute to our project while having the opportunity to win great prizes. Such games could be creating an article or any other type of content, as well as some other exciting options that are related to gaming, such as frag compilations, best plays compilations and many others. Discord in combination with YouTube is a great way to increase the exposure of the project - promoting collections of best plays across the Discord channels used by gamers for a specific game will ensure that the content is delivered to a highly targeted audience

About TronzWorld

ITC is developed and maintained by a well educated, experienced group of individuals who are having the vision to make ITC a No.1 gaming industry coin. Tronz token will be developed on TRC20 on Tron based network. The initial Supply of Tronz ITC token is 360,00,000. There is no signup bonus required to register.No KYC is required to play games on Tronz or to participate in Airdrop. There is a fixed allocation of 10,00,000 ITC for the airdrop program. The unclaimed tokens will be burned permanently. Currently only ITC token is available to play games in future we will plan to give other crypto options also.

Token Allocation



Future Roadmap

The launch of ITC is only the first step. We have big plans for the years to come and are excited in sharing some of these plans today



Gaming Portal

Q1 2020
(Completed)

Marketing Platform

Q2 2020
(Completed)

ITC Airdrop

Q3 2020
(Live Now)

Private Sales

Q4 2020
(Live Now)



Exchange Listing

Q4 2020

(Live Now)



Gaming Portal Lanuch

Q4 2020

(Live Now)



Own Network Migration

Q1 2022

(Future)



Swap ITC tokens to ITC Coin

Q2 2022

(Future)