

TaleX

Monthly Revenue Report and Analysis of “Under The Sunlight”

Under
the
Sunlight

X @TaleX_chain

🌐 talex.world



Under the Sunlight

This report aims to provide financial data and analysis for the short drama “Under the Sunlight” , which was released on December 6th, 2024. It includes **key information such as revenue details, types of revenue, amounts, behavioral data, and statistical figures for the drama.** The cutoff date for some transaction

data is determined by the billing export time from the streaming platform. This report ensures the accuracy and detail of the content.

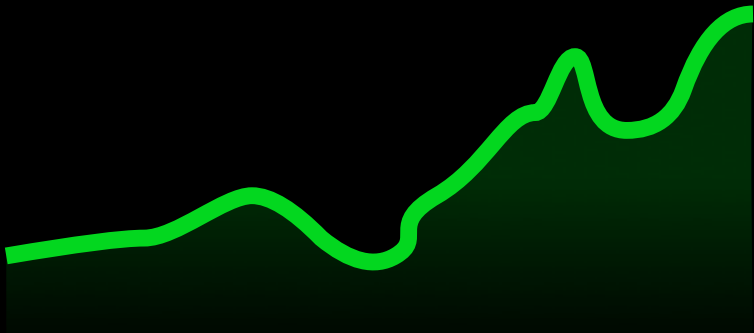


UTS

Vol \$123

\$0.001219

Last price



1.Basic Information

Title	Under the Sunlight
Work ID	338
Release date	December 6, 2024
Reporting period	December 6, 2024 - January 6, 2024

2.Revenue Details / TaleX Platform Income Statement

Type	Amount
Copyright token public sale with BNB	3.19 BNB (\$2,073.5 as of December 20)
Copyright token public sale with RCM	8,018.8 RCM (\$2,726.4 as of December 20)
Copyright token public sale with ULTI	1,792,728.93 ULTI (\$14,833 as of December 20)
Pay-per-view revenue	NA

3.Behavioral Data and Statistics

Number of paid viewers	NA
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1.Basic Information

Title	Under the Sunlight
Release date	December 6, 2024
Reporting period	December 6, 2024 - January 6, 2024

2.Revenue Details / Tomato Platform Income Statement

Type	Amount
Minimum guarantee	\$25,000
Advertising revenue	\$12,928.37
Pay-per-view income	\$312,865.91
Consumption cost	\$248,251.28
Distribution channel revenue share	50%

4 Copyright Token Public Sale & Pay-per-view Income Allocation



1. Copyright Token Public Sale

Public Sale Income: The public sale of the copyright token included a single phase on TaleX Launchpad, raising **\$18,000**. The production company has added **\$5,000** to the liquidity pool at the time of listing. The liquidity pool is an essential fund reserve for maintaining the normal operation and transactions in the market. Adding funds to the pool can enhance the market's liquidity and risk resistance. Read the full report in [Token Public Sale Report and Analysis of “Under the Sunlight”](#) .

2. Pay-per-view Income Allocation

Token Proportionate Share: All income is distributed based on the proportion of copyright tokens held by users. Web2 revenue is distributed as **a monthly USDT airdrop**, while Web3 revenue distribution has **not started yet** due to the release of only trial episodes on TaleX.

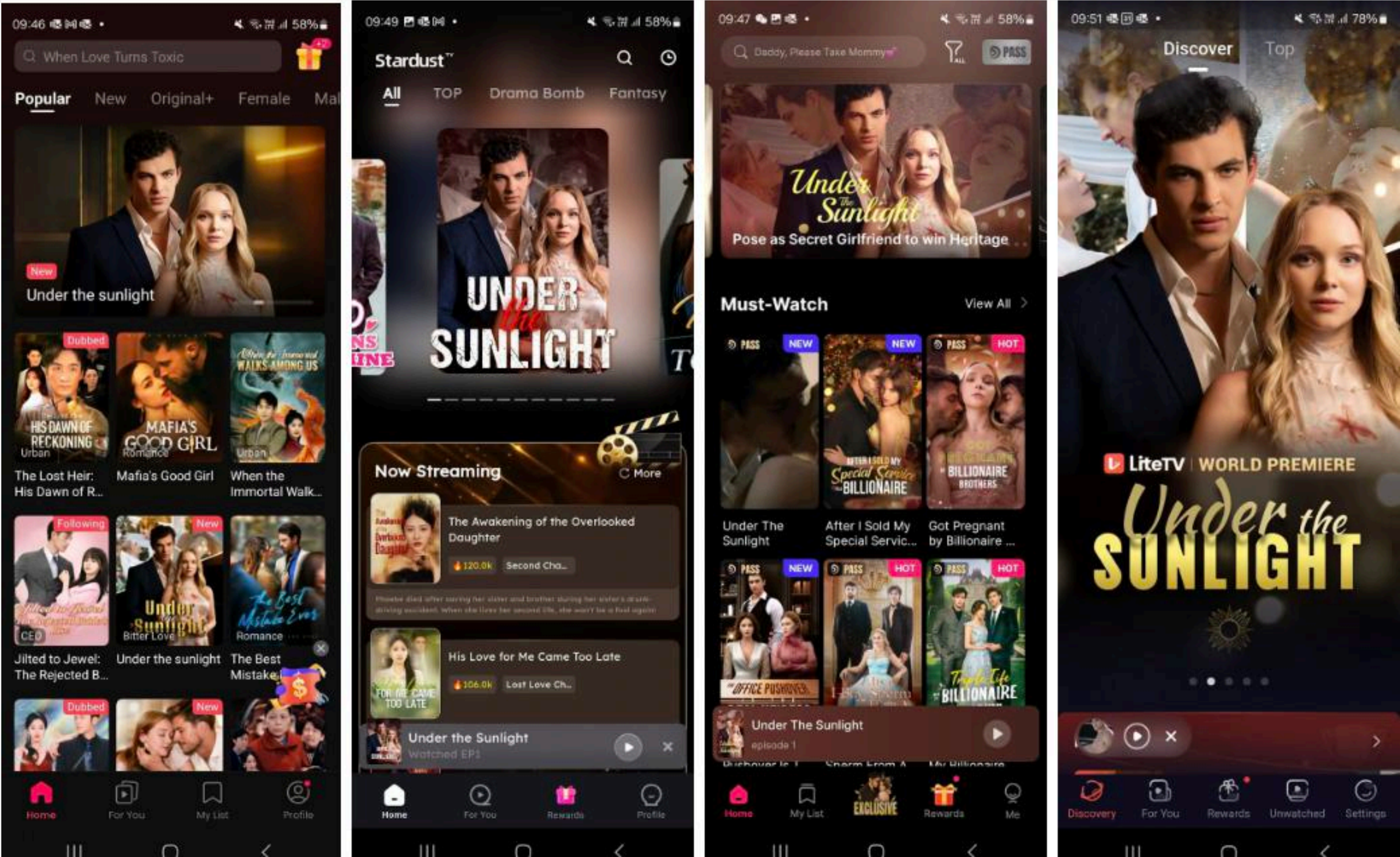
1. “Under the Sunlight” has performed excellently in terms of pay-per-view revenue across **4 Web2 platforms**, generating **\$100,000** in revenue during the **first 24 hours** after release. Within **11 days**, it was ranked **7th globally** and peaked at **4th position** on December 21, 2024. Moreover, with strong streaming consumption data, there is still **significant potential** for continued streaming and advertising revenue.

2. **TaleX platform**: The copyright token sale on the TaleX Launchpad **exceeded all expectations**, with nearly **\$50,000** in committed funds solely from the community. Despite certain shortcomings in the crowdfunding mechanics, most retail investors chose to hold onto their copyright tokens until the distribution of the first wave of Web2 revenue. This marks **a key milestone** in the early stages of **ContentFi mass adoption** among small communities. The second wave of Web2 revenue is expected to be distributed in **February 2025**, while the release date for paid episodes on TaleX remains undetermined.

3. Continuously explore strategies to **increase revenue** from paid services and the deployment on Web2.

Appendix 1: Web2 Platform Release Records and Related Platform Screenshot Data Reference

1.1 Release Records



1.2 Milestones: 7th and 4th Rank Globally



Appendix 2: Proof of Income Generation and Distribution

2.1 Data Report Provided by the Traffic Supplier

Under the Sunlight (12.06 - 01.06)	
Traffic Costs	
Android traffic cost	\$84,721.35
IOS traffic cost	\$163,529.93
Total cost	\$248,251.28
Revenue Details	
(Rough calculation by platform, actual numbers require channel reconciliation)	
Minimum guarantee	\$25,000
Advertising revenue	\$12,928.37
Recharge & Subscription revenue (post-channel fees)	\$312,865.91
Total revenue	\$350,794.28
Profit	\$350,794.28 - \$248,251.28 = \$102,543

2.2 Copyright Token Holder Snapshot 22:44:01 UTC, January 3, 2025

Address	Balance	Comment
0xa3d5f8d065219267812e1a3bf9424848e09ae8f5	91,176,115.15	Production team wallet
0x7a0a57a3e0a081ea24bbf206b63a5e74ba651c2c	2,630,233.17	Liquidity pool wallet
0x753efdca9efe82ee7f0df9abbe3ea343f6a0aa1e	1,700,428.16	
0xd29d2563cfc4021a571349c87e888a70ef2c2b1b	1,214,686.10	
0xf542b4ccb5e743e275fe7fb4f654758ca16e1e47	919,814.11	
0x90063483c4dbc446aef9cfddb0c0b0efc7bad34	599,309.91	
0x936b7522f873df529bdde81208c	42,689.14	

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Appendix 2: Web2 Revenue Distribution Transaction on the Blockchain

2.3 Web2 Revenue Distribution Transaction on the Blockchain

All TransfersNet Transfers

▶ From 0x80503e03...C5C7a4DF0 To 0x753efDCA...3F6a0aA1e For 871.8350241\$871.10\$ Binance-Peg ... (BSC-US...)

▶ From 0x80503e03...C5C7a4DF0 To 0xd29D2563...0Ef2C2B1B For 622.7877821\$622.26\$ Binance-Peg ... (BSC-US...)

▶ From 0x80503e03...C5C7a4DF0 To 0xf542B4Cc...Ca16e1E47 For 471.6024914\$471.20\$ Binance-Peg ... (BSC-US...)

▶ From 0x80503e03...C5C7a4DF0 To 0x90063483...efc7Bad34 For 307.2751805\$307.02\$ Binance-Peg ... (BSC-US...)

▶ From 0x80503e03...C5C7a4DF0 To 0x936b7522...eb2ae635a For 124.4303624\$124.33\$ Binance-Peg ... (BSC-US...)

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Date: [2025/1/18]

Reviewed by: [Nano/Petr]