

# Samson Lee Joins Advisory Board of the World's First Blockchain-Based Streaming Platform Play2Live

*Crypto Community Leader and FinTech Authority Samson Lee Joins Advisory Board of the World's First Blockchain-Based Streaming Platform Play2Live*

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/EINPresswire.com/ -- [Play2Live \(P2L\)](#), the first decentralized streaming platform for gamers and esports fans, has announced the joining of [Samson Lee](#), the highly experienced crypto investor, board advisor and senior executive in digital media and FinTech in China and APAC, to its advisory board.

Samson (Sam) Lee is a serial tech-entrepreneur with over 20 years of experience in AI, blockchain, cryptocurrency and crypto asset, token sale/ICO, digital entertainment, new media, social media, mobile/e-commerce, IoT and smart consumer devices. He has proven track records creating, investing, incubating, operating, and capitalizing successful e-ventures in APAC regions. Currently, Samson is founder and CEO of CoinStreet, Asia President of Next.TV Inc., Founding Executive Chairman of China Greater Bay Area TechFin Association, Co-founder The Blockchain Centre of Hong Kong, Chief Crypto-economic Advisor of Gibraltar Blockchain Exchange, board advisor of Universa.io and Chairman of STM Digital Group.

“Throughout the years, Sam has commercialized many groundbreaking digital services and e-business operations across Asia. Moreover, he is a business innovator and a highly experienced crypto economist. We are happy to have him as an advisor. Samson will help us to build a unique transparent economy based on the revenue share model, that will transform the industry and deliver an ultimate end-to-end solution for streamers, gamers and esports fans covering all their needs, and proving that blockchain solution is the future of esports”, comments Alexey Burdyko, CEO and Founder at Play2Live.

The logo for Play2Live features the word "PLAY" in blue, a green diamond shape containing the number "2", and the word "LIVE" in green.

Alexey Burdyko

The core function of P2L platform is a streaming service, featuring video broadcast of gaming and esports content. Blockchain technology will allow P2L to introduce a unique mixture of interactive features and monetizing tools, currently unavailable on existing streaming platforms. The solution changes the rules of the game in the industry, giving monetization opportunities to all participants, including viewers. Essentially, everybody can be part of the peer-to-peer interaction, and everybody — even the viewer — is able to earn money.

“Current esports industry is very centralised. By bringing blockchain into esports, Play2Live has revolutionised the industry by building a decentralised eco-system, allowing different stakeholders such as esports organisers, players, sponsors and game developers to interact with each other.” said Samson Lee, Founder and CEO of CoinStreet. “In addition, by introducing esports token to the ecosystem, they are creating new token economics which can facilitate seamless trading of digital assets and create new ways to incentivize different stakeholders in the ecosystem. I believe this will bring very exciting change to the industry in a positive way.”



Samson Lee

Founded in 2017, Play2Live aims to merge blockchain technology with streaming services. P2L will have 15 sources of revenue, which is three times more compared to the streaming industry leaders. Streamers will be able to monetize their content in 11 ways versus 4-5 available on existing platforms. They can earn from the first stream, regardless of their audience size, as well as boost their audience via interactive tasks during the streams, betting service, enhanced chat communication and other engaging activities! Viewers will have 5 monetization tools – compared to zero elsewhere in streaming industry. They can earn by watching adverts, performing tasks set by streamers, voting for content, sharing their internet bandwidth via peer-to-peer CDN.

Play2Live uses a token called Level Up Coin (LUC) which acts as a sole internal mean of payment within the system. It can be easily converted to other cryptocurrencies or to fiat money through a special exchange service/API. Play2Live token-sale ends on March 14th at 17:00 UTC.

#### More about Play2Live

Website: <https://play2live.io/en/>

MVP of the streaming platform: <https://p2l.tv/>

Bookbuilding platform: <https://my.play2live.io>

Whitepaper: <https://goo.gl/ocmSTn>

Onepager: <https://goo.gl/8yMY4t>

Twitter: [https://twitter.com/play\\_2\\_live](https://twitter.com/play_2_live)

Facebook: <https://www.facebook.com/play2live.io/>

Telegram English: <https://t.me/play2live>

Telegram Russian: [https://t.me/Play2Live\\_RusChat](https://t.me/Play2Live_RusChat)

Telegram Chinese: [https://t.me/play2live\\_cn](https://t.me/play2live_cn)

Telegram Japanese: [https://t.me/play2live\\_jp](https://t.me/play2live_jp)

Telegram Korean: [https://t.me/play2live\\_ko](https://t.me/play2live_ko)

Bitcointalk ANN: <https://bitcointalk.org/index.php?topic=2450026>

Kakao group: <https://open.kakao.com/o/gmdTRJF>

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