

KORIPC Token

WHITE PAPER ver. 2.0

Korean IPs & Contents Platform

2024.09

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0. Abstract

The K-Contents-based blockchain platform aims to combine Korean Intellectual Property (IP) and content to establish a new revenue model based on copyrights and related rights. Through the Solana-based KORIPC token, the platform offers users the opportunity to consume content such as music, short-form dramas, webtoons, and web novels while receiving economic rewards. The platform will introduce a transparent and reliable copyright management system and create a sustainable ecosystem with diverse revenue structures.

1. Overview and Objectives

The platform's vision is to generate revenue by utilizing undiscovered copyrights and related rights, establishing a sustainable revenue ecosystem in areas where legal frameworks and revenue structures are unclear. This will benefit both creators and consumers while enhancing the global stature of K-Contents.

2. Token Economy and Reward System

The KORIPC token will have a total issuance of 1,000,000,000,000 tokens, distributed for liquidity provision, marketing, airdrops, ecosystem funds, staking, and burning. Users can earn KORIPC tokens as rewards for consuming music and various content, providing economic benefits.

3. Key Features and Services

An app will be developed to earn KORIPC tokens, initially focusing on music streaming services, rewarding users for listening to entire tracks. The content area will expand to include short-form dramas, webtoons, and web novels. Revenue structures will diversify through PPL, FAST, subscription fees, and memberships.

4. Roadmap

The platform's roadmap consists of four stages:

Infrastructure setup: website construction, token contract creation, SNS channel creation.

Community building.

Smart contract auditing, marketing, CoinMarketCap registration, music streaming app launch.

DEX listing, community activities, airdrop execution.

5. Marketing Strategy and Partnerships

The platform will increase awareness and user participation through global influencer marketing and regional community viral marketing. Partnerships with content creators and global platforms will expand the ecosystem and the utilization of KORIPC tokens.

6. Legal and Copyright Protection Measures

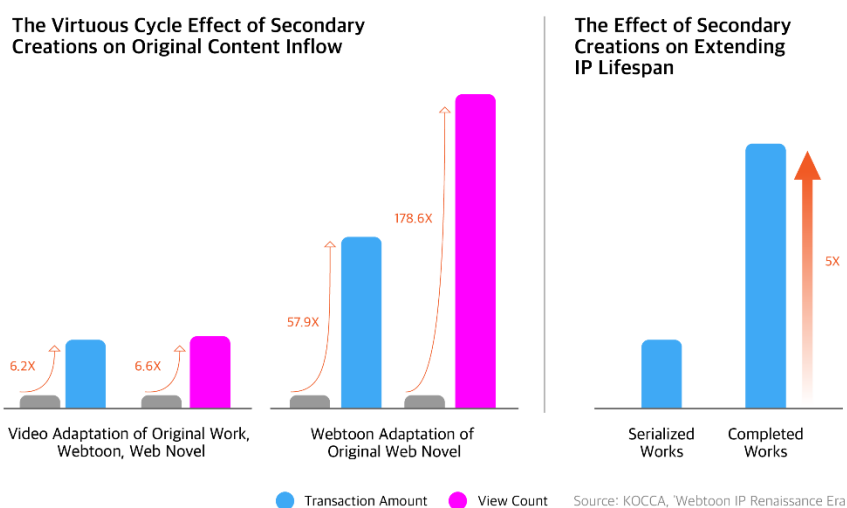
The issuance of Solana-based KORIPC tokens will comply with securities laws, AML/KYC regulations, tax laws, and data protection laws. The platform will use copyright registration, DRM, and smart contracts to manage ownership and usage records transparently, minimizing legal issues in the global market.

Conclusion

By establishing a new revenue model based on copyrights and related rights, the platform aims to provide economic benefits to both creators and consumers while enhancing the global stature of Korean content. The platform will create a sustainable KORIPC token ecosystem with a transparent and reliable copyright management system and diverse revenue structures.

1. Introduction

As the global market for Korean cultural content (K-POP, dramas, movies, webtoons, web novels, etc.) rises, securing copyrights and related rights has become a major concern among global companies and stakeholders. However, rising production costs and the aggressive policies of global OTTs, backed by massive financial resources, have led to a concentration of investment in potentially successful IPs, exacerbating the wealth disparity in the content sector. The KORIPC coin aims to overcome these issues by focusing on creating an ecosystem where diverse content can be produced, supporting new IP creators and producers in moving beyond the revenue structures limited to the primary content market and establishing sustainable revenue structures through customer inflow into the larger secondary content market.



In the initial stage, KORIPC will focus on the K-POP business, which has a well-established rights protection system and relatively easy access, among various forms of IP that have global content competitiveness.

1-1. Limitations of Music Marketing

While interest in K-POP is increasing worldwide, the platforms available for listening to K-POP music globally are limited. Additionally, YouTube has emerged as a powerful channel, raising issues regarding copyright settlement in different countries. Practically, there is an agreement among copyright associations of different countries not to challenge each other's settlement methods, which can lead to problems in the accuracy and aggregation methods of settlement amounts through official channels. Therefore, local marketing and settlement of K-POP must inevitably be conducted through local publishers, posing certain limitations.

1-2. Wealth Disparity in Content Revenue

Many creative works do not gain sufficient market recognition, making it difficult for creators to generate stable income. Despite an abundance of new works, small-scale creators face significant barriers in distribution due to a lack of work

recognition and marketing costs. According to Mr. Jong-Gil Shin, Secretary General of the Korea Music Label Industry Association, the 'fan-driven bulk streaming' of songs by specific artists results in the top 200 songs on music sites accounting for 30% of the total music sales, while the remaining millions of songs share 70% of the sales, intensifying the wealth disparity. Furthermore, in many areas other than music, the opaque copyright management and haphazard revenue distribution structures often prevent creators from receiving fair compensation.

1-3. Emergence of a New Revenue Model

Amid these issues, the need for a new blockchain token that combines lesser-known creative works with the P2E (Play-to-Earn) model to expand consumer touchpoints and boost new revenue in the copyright market has emerged. The P2E model linked to the consumption of creative works allows consumers to receive partial cashbacks while consuming content, recognizing the value of creative works and aiming to build a sustainable revenue-generating ecosystem. A blockchain platform for K-Contents that utilizes copyrights and related rights to activate new creative works and establish a sustainable revenue ecosystem, providing benefits to both creators and consumers, and offering a transparent and reliable copyright management system to enhance the global stature and market competitiveness of Korean content.

2. Establishing the Consumption Ecosystem of K-Culture

K-Contents Blockchain Platform: Ecosystem Plan for Copyrights and Related Rights

The modern K-Contents (music, movies, webtoons, dramas, etc.) industry is gaining significant popularity worldwide, making the management of copyrights and related rights increasingly important. Therefore, it is deemed necessary to use blockchain technology to resolve issues of illegal copying and fair revenue distribution. This aims to promote the sustainable development of the K-Contents industry.

2-1. Platform Vision

The K-Contents blockchain platform aims to enhance the global stature of Korean content. By discovering and distributing copyrights and related rights through the KORIPC platform, the goal is to activate previously overlooked creative works and build a sustainable revenue ecosystem. Using blockchain technology, the platform can transparently show the revenue distribution process, ensuring a reliable system for distributing copyright revenues. This will create a platform where both creators and consumers can thrive.

2-2. Platform Goals

The platform focuses on discovering and protecting copyrights and related rights. By finding and protecting new creative works, it aims to provide creators with fair financial rewards and solidify the system.

Using blockchain technology, it manages copyright information transparently, prevents illegal copying, and establishes a sustainable revenue-generating ecosystem. To do this, it introduces a P2E (Play-to-Earn) model where consumers receive cashback when consuming creative works, increasing interaction with the works and recognizing their value.

3. Differentiating Features of KORIPC

3-1. Introduction of P2E Method

The K-Contents blockchain platform introduces a P2E (Play-to-Earn) method linked to content consumption. It aims to activate less recognized creative works. By providing cashback to consumers during content consumption, it offers economic benefits to consumers while providing stable income to creators.

3-2. Transparent Copyright Management via Blockchain Technology

The platform uses blockchain technology to manage copyright and related rights information transparently, preventing illegal copying. This provides a trustworthy environment for both creators and consumers, minimizing copyright disputes.

3-3. Support for Small-scale Creators and Emerging Artists

The K-Contents blockchain platform aims to support small-scale creators and emerging artists. It strives to introduce more creative works to the market, creating an environment where creators can generate stable income.

3-4. Gateway to the Global Market

The K-Contents blockchain platform aims to promote Korean content in the global market, providing an environment where global consumers can easily access and consume Korean content. This will enhance the global stature of Korean content and increase its competitiveness in the global market.

3. Technical Details of KORIPC

3-1. Technical Stack

① Blockchain Layer

Blockchain Network: Solana

② Smart Contract Layer

Language: Rust

Framework: Anchor (or other Solana-supported frameworks)

③ Backend Layer

Server: Node.js or Python (FastAPI)

Database: Cockroach DB

API: GraphQL or REST API

Blockchain Interaction: Solana Web3.js or Solana.py

④ Frontend Layer

Framework: React or Vue.js

State Management: Redux (React) or Vuex (Vue.js)

UI Library: Material-UI or Ant Design

Wallet Integration: Sollet or Phantom Wallet

⑤ Music Processing and Delivery Layer

Storage and Streaming: AWS S3 or IPFS

DRM: Widevine or FairPlay

⑥ Authentication and Security

OAuth 2.0 or JWT: User authentication and authorization

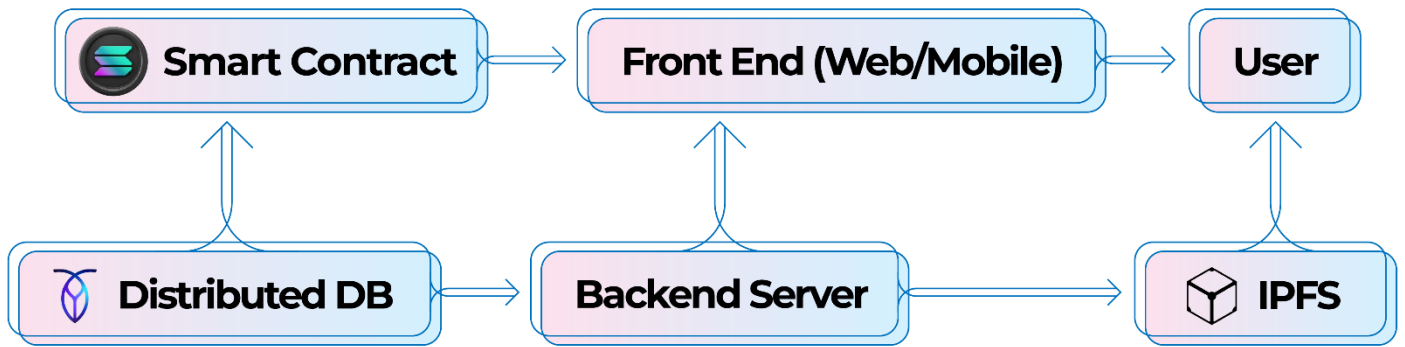
SSL/TLS: Data transmission security

⑦ Other Tools

Containerization: Docker

CI/CD Pipeline: GitHub Actions or GitLab CI

Analytics: ClickHouse



3-2. Structure and Functions of Smart Contracts

Smart contracts are structured so that music and license holders register their music on the platform and receive a certain amount of tokens each time a general user consumes the music. Additionally, a POS (Proof of Stake) ecosystem and AI-based price adjustment function will be included, allowing users or music holders to stake tokens and adjust prices or exchange rates through AI.

3-2-1. Structure

① Music Registration

Music holders register their music on the platform.

During the registration process, they pay the related platform fees.

A transaction occurs in this process, and the music is registered through the smart contract.

② Music Consumption

General users play music on the platform.

Each time the music is played, a certain amount of tokens is paid to the user.

This process triggers a transaction through the smart contract.

③ Fee Distribution

A certain percentage of the tokens paid to the user is transferred to the platform as a fee.

This fee is used for platform operations.

④ POS Staking and Rewards

Users or music holders can stake their tokens through the smart contract.

Staked tokens are locked for a certain period, and rewards are given based on the staking period.

Staking rewards are periodically calculated and distributed by the smart contract.

⑤ AI-based Price Adjustment

AI algorithms automatically adjust the price or exchange rate of the music.

AI analyzes market conditions, user behavior, and exchange rate fluctuations to determine the optimal price.

The smart contract processes transactions based on the price information provided by AI.

3-2-2. Functions

① Music Registration Function

Music holders register their music through the smart contract.

During registration, platform fees are paid to the smart contract.

The smart contract stores the information of the music holder and registers the music.

② Music Playback Function

Each time a user plays music, the smart contract records it.

The smart contract pays tokens to the user.

③ Fee Processing Function

A certain percentage of the tokens paid to the user is automatically deducted as a fee.

The deducted fee is transferred to the platform's operational account.

④ POS Staking Function

Users or music holders can stake their tokens.

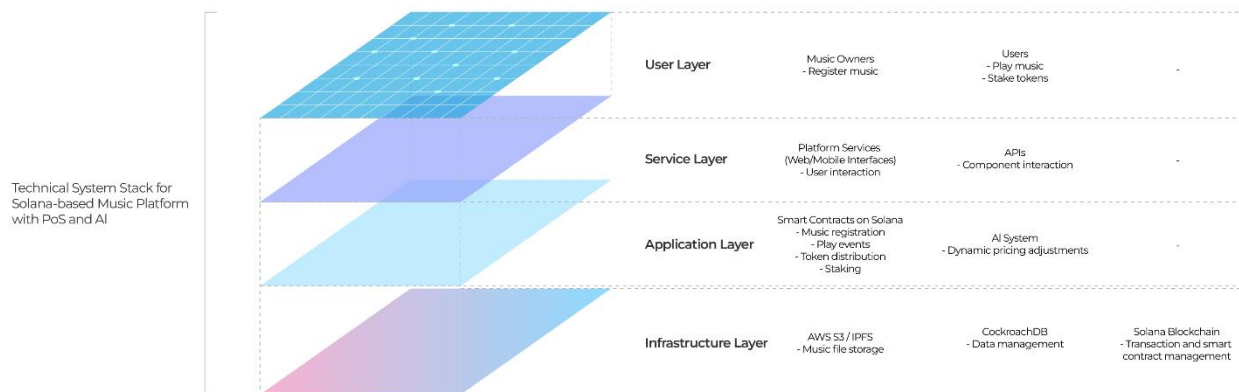
Staked tokens are locked for a certain period and managed by the smart contract.

Staking rewards are periodically calculated and distributed to the staking users.

⑤ AI-based Price Adjustment Function

AI algorithms adjust prices or exchange rates by analyzing market data and user behavior data.

The smart contract processes transactions in real-time based on the price information provided by AI.



4. Token Economy and Reward System of KORIPC

4-1. Overview of KORIPC Token

KORIPC is the core economic element of the K-Contents blockchain platform, created by combining Korea's Intellectual Property (IP) and content. This token will be used for various activities within the platform we are building and will serve to provide incentives to participants.

4-2. Token Issuance and Distribution Plan

Total Issuance: 500,000,000,000 KORIPC

The token distribution plan is as follows:

Through music plays, additional tokens will be issued annually.

The initial sale price is set at 0.1 KRW

Pre-sale (25%): 250,000,000,000 KORIPC: Offered to initial investors to secure early funding for the platform and project development.

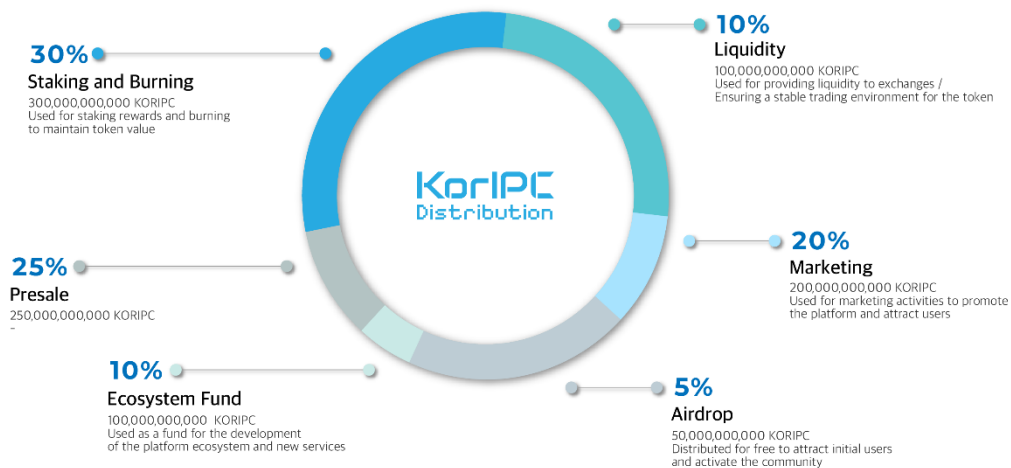
Liquidity (10%): 100,000,000,000 KORIPC: Used for providing liquidity to exchanges, ensuring a stable trading environment for the token.

Marketing (20%): 200,000,000,000 KORIPC: Used for marketing activities to promote the platform and attract users.

Airdrop (5%): 50,000,000,000 KORIPC: Distributed for free to attract initial users and activate the community.

Ecosystem Fund (10%): 100,000,000,000 KORIPC: Used as a fund for the development of the platform ecosystem and new services.

Staking and Burning (30%): 300,000,000,000 KORIPC: Used for staking rewards and burning to maintain the value of the token.



4-3. Reward System

The music listening reward system operates as follows:

① Earning Rewards through KORIPC's POS (Proof of Stake) App

Users receive a portion of the neighboring rights revenue as tokens through a separate POS app, and a portion of the neighboring rights revenue generated each time they listen is distributed as tokens to reward the user.

② Copyright Revenue Distribution

If we participate in the creation process of the work, the revenue generated from the copyrights owned is distributed as tokens through blockchain technology. Copyright revenue is also fairly distributed to users.

③ Staking Rewards

Users who stake KORIPC tokens receive additional KORIPC tokens as rewards at a fixed rate over a certain period. The reward rate varies depending on the staking period, with higher rewards for longer staking periods.

④ Community Participation Rewards

Additional rewards are provided to active users within the platform. For example, KORIPC tokens are given for various activities such as writing reviews, evaluating content, and participating in community events.

⑤ Airdrops

KORIPC tokens are periodically distributed for free to attract initial users and activate the community. Airdrops are conducted during major events or marketing campaigns.

4-4. Reward Structure

Every 3 minutes a user listens to music, 3 KORIPC tokens are awarded as a reward. All rewards are automatically processed through Smart Contracts, ensuring a transparent and reliable system.

4-5. Uses of KORIPC Tokens

Content Consumption: Can be used as a payment method when consuming various K-Contents such as music, movies, webtoons, and dramas.

Exchange Trading: Can be traded on external exchanges, with an expectation of value increase through liquidity.

Staking: Additional rewards can be earned by staking KORIPC tokens.

Purchasing Goods: Can be used to purchase platform-related goods.

Cash Exchange: Can be exchanged for cash through exchanges.

5. Key Functions and Services of KORIPC Tokens

Building an App to Distribute KORIPC Tokens to Users

A separate app will be developed to earn KORIPC tokens. The main functions and services of this app are as follows:

5-1. Music Streaming Service

The music streaming service is the central element of the KORIPC token economy, serving as the main platform where users can listen to music and earn tokens.

① Music Listening Rewards

Users will be rewarded with KORIPC tokens when they listen to a full song. This allows users to gain economic benefits while enjoying music. The KORIPC reward system is executed transparently and automatically through smart contracts, ensuring fair rewards for users.

② Music Library

A wide variety of genres and artists will be available for users to choose from.

The music library will be continuously updated to provide users with the latest music.

③ Recommendation Algorithm

Benchmarking the UX and recommendation algorithms of services like Melon and Spotify to enhance user experience.

Analyzing user listening patterns and preferences to provide personalized recommendations, making it easier for users to find music that suits their tastes.

5-2. Expansion to Dramas, Webtoons, Web Novels, etc.

In addition to music, various content will be provided to offer users a diverse entertainment experience.

① Short-form Dramas

Short-form dramas will be offered to provide easily accessible and consumable content for users.

Short-form dramas reduce time burdens on users and can quickly captivate interest with fast-paced storytelling, recently becoming a new trend in drama consumption, particularly in China.

② Webtoons and Web Novels

A variety of webtoons and web novels will be available for users to enjoy different genres and stories.

Plans to offer exclusive content in collaboration with creators.

5-3. Revenue Generation and Distribution Structure of KORIPC

Revenue from other content besides music will also be managed meticulously to utilize it for revenue distribution. Blockchain technology will be used to transparently manage content ownership and usage records, tracking the origin of content creators. The expected methods to secure funds for establishing a revenue structure for KORIPC are as follows:

① PPL (Product Placement)

Generating advertising revenue by exposing products within the content and distributing it as KORIPC tokens.

Users naturally encounter ads while consuming content, maximizing advertising effectiveness.

② FAST (Free Ad-Supported Streaming Television)

Providing free streaming services with ads to generate revenue.

Users can access content for free by watching ads.

A portion of the ad revenue is distributed as KORIPC tokens, offering benefits to users.

③ Subscription Services and Subscription Fees

Offering subscription services where users pay a fixed amount to access unlimited content.

Distributing a portion of the subscription fees as KORIPC tokens to reduce users' economic burden.

Attracting and retaining users through various benefits and additional content in the subscription service.

④ Membership

Providing premium membership services with additional benefits and rewards in KORIPC tokens.

Membership holders enjoy exclusive content, ad removal, additional rewards, and various benefits.

5-4. Initial Token Distribution Structure of KORIPC

In the initial stages of the business, the focus will be on music streaming where copyright protection is more explicitly enforced. The thoroughly managed copyrights and related rights we acquire and hold from the creation stage will be used as resources for token distribution.

① Copyright Management

Thoroughly managing copyrights and related rights acquired and held from the creation stage through collaboration.

Establishing a transparent and reliable copyright management system using blockchain technology.

② Revenue Distribution

Distributing revenue generated from meticulously managed copyrights and related rights as KORIPC tokens to ensure fair rewards for users.

5-5. Expansion to Short-form Videos and Webtoons

Implementing a UX at the Level of Global OTT Platforms

Providing a user-friendly interface by benchmarking the UX of platforms like Netflix and Disney Plus.

Enabling users to easily explore and enjoy a variety of content.

Enhancing algorithms to provide personalized recommendation services by analyzing user content consumption patterns.

Making it easier for users to discover and enjoy new content through personalized recommendations.

5-6. Other Aspects of KORIPC

① Building a POS (Proof of Stake) App

During the process of building an app to secure POS in individual wallets, we plan to utilize the UX and recommendation algorithms of leading music streaming services like Melon and Spotify. Additionally, if the ecosystem expands to short-form videos or webtoons, we aim to implement UX and algorithms at the level of global OTT platforms (Netflix, Disney Plus, etc.).

② Music Streaming UX and Recommendation Algorithms

Providing a user-friendly interface by benchmarking the UX of leading music streaming services like Melon and Spotify.

Enhancing user satisfaction through easy navigation and personalized content recommendations.

③ Recommendation Algorithm

Providing personalized music recommendation services by analyzing user listening patterns.

Helping users discover and enjoy new music through personalized recommendations.

6. KORIPC Token Roadmap

Phase 1: Infrastructure Setup

6-1. Website Construction

Objective: To build an official website for the K-Contents blockchain platform so that users can easily obtain information about the platform.

Key Details: The website will include pages about the platform's vision, objectives, team introduction, project roadmap, whitepaper download, and a Frequently Asked Questions (FAQ) section.

Expected Effect: This will help users trust the platform and enable investors to easily grasp overall information about the project.

6-2. Token Contract Creation

Objective: To create and verify a smart contract for the issuance and distribution of KORIPC tokens.

Key Details: Coding, testing, and deploying the smart contract. Writing the token contract in accordance with ERC-20 or Solana standards.

Expected Effect: Ensures the transparency and reliability of token issuance and facilitates smooth token distribution and transactions in later stages.

6-3. Creation of SNS Channels

Objective: To communicate news about the platform and interact with the community through major SNS channels like Instagram and Telegram.

Key Details: Establish official SNS accounts, create and post initial content, attract followers.

Expected Effect: Generate interest in the project and promote the formation of an initial community.

Phase 2: Community Building

6-4. Community Building

Objective: To build an initial community for the platform, establish communication channels with users, and promote the project.

Key Details: Conduct regular updates and events through SNS channels, collect and reflect community feedback.

Expected Effect: Adjust the direction of the project based on community feedback and promote user participation.

Phase 3: Smart Contract Auditing and Marketing

6-5. Smart Contract Auditing

Objective: To verify the security and reliability of the KORIPC token's smart contract through an external auditing agency.

Key Details: Review and test the smart contract code, prepare and publish the audit report.

Expected Effect: Ensures the safety of the smart contract, providing trust to investors and users.

6-6. Marketing Campaigns

Objective: To increase the platform's awareness and attract more users and investors through marketing activities.

Key Details: Digital marketing campaigns, influencer collaborations, media promotions, and advertising.

Expected Effect: Increase platform awareness, attract new users and investors, and expand the community.

6-7. CoinMarketCap Registration

Objective: To register KORIPC tokens on CoinMarketCap, an official cryptocurrency information platform.

Key Details: Submit the registration application, prepare and submit the required documents, get listed after passing the review.

Expected Effect: Increases the token's credibility and provides an opportunity to introduce KORIPC tokens to global

cryptocurrency investors.

6-8. Launch of Music Streaming App

Objective: To launch a music streaming app with the KORIPC token reward system, providing actual services to users.

Key Details: Complete app development and testing, conduct an official launch event, attract initial users.

Expected Effect: Provides a real-world example of how users can earn and use KORIPC tokens, demonstrating the platform's value.

Phase 4: Centralized Exchange & DEX Listing and Airdrops

6-9. Centralized Exchange and DEX Listing

Objective: To list KORIPC tokens on centralized exchanges and decentralized exchanges (DEX) to activate trading and secure liquidity.

Key Details: Prepare for listing, negotiate with exchanges, proceed with listing procedures, announce listing, and commence trading.

Expected Effect: Activates token trading, increases liquidity, and provides convenience for investors to trade.

6-10. Community Activities

Objective: To continuously enhance community activities to encourage user participation and contribute to platform growth.

Key Details: Host regular community events, collect and reflect user feedback, discover and support community leaders.

Expected Effect: Strengthens the platform ecosystem through active community participation and increases user satisfaction.

6-11. Airdrops

Objective: To distribute KORIPC tokens for free to attract initial users and activate the community.

Key Details: Plan and execute airdrop events, announce participation conditions, distribute tokens.

Expected Effect: Introduces KORIPC tokens to more users and encourages platform participation.

7. Marketing Strategy and Partnership Building for KORIPC Tokens

Marketing Strategy Objectives

The marketing strategy for the K-Contents blockchain platform will focus on global influencer marketing and regional community viral marketing. This strategy aims to increase awareness of KORIPC tokens and promote user engagement.

7-1. Global Influencer Marketing

Influencer Collaboration: Collaborate with influencers who conduct live broadcasts in various countries to use the platform's music as background music (BGM) during their broadcasts.

Approach: Introduce the platform's music to famous influencers and streamers and suggest incorporating it naturally into their broadcasts.

Reward System: Reward influencers with a certain amount of KORIPC tokens if they mention KORIPC tokens during their broadcasts and use the music as BGM.

Performance Measurement: Analyze marketing effectiveness through metrics such as the number of mentions of KORIPC tokens in broadcasts, viewer reactions, and token purchase conversion rates.

BGM Utilization: Encourage influencers to use the platform's music as BGM during their broadcasts to naturally promote the K-Contents blockchain platform.

Platform Access: Provide influencers with access to the K-Contents music library and guide them on how to use it.

Listener Engagement: Emphasize the benefits of listening to music through KORIPC tokens to broadcast viewers, generating interest in the platform.

7-2. Regional Community Viral Marketing

Community Utilization: Use prominent communities and apps in each country to conduct viral marketing for KORIPC tokens and the P2E (Play-to-Earn) model.

Target Selection: Select influential online communities and apps in each country and promote KORIPC tokens through these platforms.

Content Creation: Create content emphasizing the benefits of the P2E model and KORIPC tokens and distribute it in the community. For example, use posts and videos explaining how to earn rewards by listening to music with KORIPC tokens.

Engagement Promotion: Host events within the community to encourage user participation and provide KORIPC tokens as rewards. For example, conduct events that encourage users to leave music reviews or invite friends.

Viral Campaigns: Conduct viral campaigns for KORIPC tokens through social media and messenger apps in each country.

Hashtag Campaigns: Plan campaigns using specific hashtags to encourage users to share their experiences and promote KORIPC tokens. For example, use hashtags like #KORIPCCChallenge to encourage users to share their music listening experiences.

User Reviews: Encourage initial users to write reviews about their experience using KORIPC tokens and share them on social media for natural promotional effects.

Partnership Building Objectives

The partnership strategy for the K-Contents blockchain platform targets content creators and individuals and organizations pursuing copyright revenue in each country. The goal is to build and expand the KORIPC token ecosystem through these partnerships.

7-3. Partnerships with Content Creators

Objective: Collaborate with content creators in each country to expand the K-Contents platform's music library and generate copyright revenue.

Collaboration Method: Explain the benefits of the KORIPC token ecosystem to content creators and encourage them to distribute their creations through the platform.

Revenue Distribution: Provide content creators with copyright revenue through KORIPC tokens and distribute it transparently.

Continuous Support: Offer technical and marketing support to content creators to ensure their continuous participation in the platform.

7-4. Partnerships with Global Content Platforms

Objective: Expand the use of KORIPC tokens by partnering with global content platforms and reach more users.

Approach: Collaborate with global OTT platforms like Netflix and Disney Plus to integrate the P2E model using KORIPC tokens into their content.

Joint Marketing: Conduct joint marketing campaigns with global platforms to increase awareness of KORIPC tokens and encourage user engagement.

Technical Integration: Facilitate the easy use of KORIPC tokens for users through technical integration with global platforms.

7-5. Partnerships with Individuals and Organizations

Objective: Encourage individuals and organizations pursuing copyright revenue to participate in the KORIPC token ecosystem.

Target Selection: Select individuals and organizations aiming for copyright revenue, such as copyright management organizations, music labels, and artist management companies.

Benefits Offering: Emphasize the benefits of the KORIPC token ecosystem to partnered individuals and organizations, such as transparent revenue distribution and additional revenue generation opportunities.

Partnership Management: Maintain relationships through continuous communication after establishing partnerships and seek additional collaboration opportunities.

Marketing Performance Measurement and Optimization

7-6. Performance Measurement Metrics

User Engagement: Measure user engagement through metrics such as the number of users who joined the platform, active users, and content consumption volume.

Token Trading Volume: Analyze the liquidity of KORIPC tokens through trading volume and frequency.

Community Feedback: Monitor and analyze user feedback through SNS, community posts, and reviews.

Campaign Effectiveness: Evaluate the effectiveness of influencer collaborations, viral marketing, and partnership activities individually and analyze performance.

7-7. Optimization Plans

Data-Driven Optimization: Optimize marketing strategies based on performance measurement data and strengthen effective activities.

Feedback Integration: Actively collect and incorporate user and community feedback into platform and marketing activities.

Flexible Response: Continuously improve marketing strategies by responding flexibly to market changes and user needs.

8. Legal Regulations and Copyright Protection Measures for KORIPC Tokens

8-1. Legal Regulations for Issuing Solana-based Tokens

8-1-1. Token Issuance Regulations

Compliance with Securities Laws: When issuing Solana-based KORIPC tokens, the possibility of the tokens being classified as securities must be considered. If classified as securities, the tokens must comply with the securities laws of each country. In the United States, they must follow SEC regulations and determine the security status through the Howey Test.

Even if not classified as securities, various regulations for transparency and consumer protection must be followed.

Howey Test: A test to determine the existence of an investment contract by evaluating whether investors' funds are invested in a common enterprise and whether the investors' profits come from the efforts of a third party.

AML/KYC Regulations: Anti-Money Laundering (AML) and Know Your Customer (KYC) regulations must be adhered to. During token issuance and trading, users' identities must be verified, and suspicious transactions monitored to prevent money laundering and terrorist financing.

KYC Process: Verify identity through identification documents and address verification during user registration, and store the information in a database.

AML Monitoring: Monitor transaction history and report suspicious activities to regulatory authorities.

Tax Law Compliance: Consider the tax implications of token issuance and trading. Comply with the tax laws of each country, report income from token issuance, and capital gains from trading, and pay taxes accordingly.

Tax Reporting: Provide users with tax reports related to their transactions to support voluntary tax reporting.

Tax Payment: Platform operators must also thoroughly report and pay taxes on income from token sales and transaction fees.

8-1-2. Personal Information Protection and Data Security

GDPR Compliance: Adhere to the General Data Protection Regulation (GDPR) for users within the European Union (EU). Obtain user consent when collecting, processing, and storing personal data and implement data protection measures according to GDPR regulations.

Data Minimization: Collect only the minimum necessary personal information and delete it once the purpose is achieved.

Data Encryption: Encrypt user data both during storage and transmission.

Data Access Control: Restrict access to personal information and implement security measures to prevent unauthorized access.

CCPA Compliance: Comply with the California Consumer Privacy Act (CCPA) for users in California, USA. Provide clear notice of data collection and ensure users' rights to access and delete their data.

Data Collection Notice: Clearly inform users about what data is being collected and why.

User Rights Assurance: Ensure users can view, modify, and delete their data.

8-2. Copyright and Related Rights Protection Measures

8-2-1. Legal Measures for Copyright Protection

Copyright Registration: Officially register the copyright for all content uploaded to the platform to receive legal protection. Proceed with registration through the copyright office or copyright protection agency in each country.

Copyright Office Registration Procedure: The content owner submits a copyright registration application to the copyright office and completes the registration process for legal protection.

Issuance of Registration Certificate: Keep the registration certificate issued by the copyright office for use in legal disputes if necessary.

Compliance with the Digital Millennium Copyright Act (DMCA): In the United States, comply with the DMCA to establish procedures for responding to copyright infringement. Quickly remove content that infringes copyright at the request of the copyright owner.

DMCA Notice and Takedown Procedure: When a copyright owner reports an infringement, the platform operator removes the content and notifies the uploader, while following the counter-notification procedure.

8-2-2. Measures for Protecting Related Rights

Management of Related Rights: Protect the rights of artists, performers, producers, and other holders of related rights and transparently manage their revenue.

Contract Preparation: Prepare contracts with all holders of related rights to clarify rights and obligations.

Royalty Distribution: Transparently and automatically distribute revenue from related rights through blockchain-based smart contracts.

Ensuring Legal Use of Works: Thoroughly review and approve all content uploaded to the platform to ensure legal use.

Copyright Review Procedure: Confirm the consent of copyright and related rights holders when uploading content and sign license agreements if necessary.

Approval System: Ensure that all content is published on the platform only after passing copyright and related rights review.

8-2-3. Technical Protection Measures

Digital Rights Management (DRM): Implement DRM technology to prevent illegal copying and unauthorized use of content.

Encryption: Encrypt all digital content to prevent illegal copying.

Access Control: Allow only users with granted access rights to view and use the content.

Blockchain-based Ownership Management: Utilize blockchain technology to transparently manage content ownership and usage records.

Smart Contracts: Manage copyright and related rights contracts through blockchain-based smart contracts to ensure automatic enforcement of contract terms.

Distributed Ledger: Store all content transactions and usage records transparently in the blockchain distributed ledger and maintain them in an immutable state.

8-2-4. Copyright Infringement Response Strategy

Legal Response: Actively respond to copyright infringement through legal procedures.

Hiring Lawyers: Hire copyright lawyers to handle infringement cases and take necessary legal actions.

Injunctions: Apply for court injunctions to prevent ongoing infringement by the infringer.

Early Detection and Response: Establish systems for early detection and rapid response to copyright infringement.

Automatic Monitoring System: Use AI and machine learning technologies to automatically detect copyright infringement on the platform.

Reporting System: Provide systems for users and copyright holders to easily report infringement.

8-3. International Cooperation and Standard Compliance

8-3-1. Compliance with International Copyright Conventions

Berne Convention: Adhere to the copyright protection standards of countries that have joined the Berne Convention to strengthen international copyright protection.

Compliance with Convention Provisions: Protect copyright in accordance with the provisions of the Berne Convention and ensure the rights of copyright owners.

International Cooperation: Cooperate with copyright protection agencies in other countries to strengthen responses to copyright infringement.

World Intellectual Property Organization (WIPO) Treaties: Comply with WIPO's Copyright Treaty and Performances and Phonograms Treaty to protect copyrights and related rights internationally.

Treaty Implementation: Incorporate WIPO treaty regulations into platform operations to protect the rights of copyright and related rights holders.

International Standards: Adhere to WIPO guidelines and standards to maintain a high level of international copyright protection.

8-3-2. Compliance with Regional Legal Requirements

US DMCA Compliance: Follow DMCA procedures to address copyright infringement in the United States.

Notice and Takedown Procedure: Upon receiving a copyright infringement notice, promptly remove the content and notify the uploader.

Counter-Notice Procedure: Resolve disputes through legal procedures if the uploader submits a counter-notice.

EU GDPR Compliance: Comply with GDPR regulations to protect the personal data of users in the European Union.

Data Protection: Follow GDPR regulations when collecting, processing, and storing user personal data, and obtain user consent.

Data Protection Measures: Protect user data securely and respond promptly in case of data breaches.

Compliance with Asian Regional Legal Requirements: Adhere to the copyright laws and data protection laws of each Asian country.

Local Legal Compliance: Follow the copyright laws and data protection laws of each country, and seek advice from local legal experts when necessary.

Legal Protection: Protect copyrights and related rights according to local laws and securely manage user personal data.

9. Technical Security Considerations for KORIPC Tokens

Security Considerations

9-1. Reentrancy Attack

A reentrancy attack exploits a vulnerability where a smart contract can be called repeatedly before the initial execution is complete, potentially altering the contract's state.

Prevention Methods:

Update state variables before performing external calls.

Follow the checks-effects-interactions pattern.

9-2. Integer Overflow and Underflow

Integer overflow and underflow occur when mathematical operations exceed the data type's range.

Prevention Methods:

Use OpenZeppelin's SafeMath library to perform secure mathematical operations.

9-3. Access Control

Important functions of the smart contract require access control to restrict access.

Prevention Methods:

Use function modifiers to ensure only authorized users can access certain functions.

Utilize OpenZeppelin's Ownable or role-based access control libraries.

9-4. Address Validation

Validate wallet addresses passed to the smart contract to ensure they are valid.

Prevention Methods:

Use require statements to check that the address is not 0x0.

9-5. Denial of Service Attack (DDoS)

A DDoS attack aims to disrupt network services by overwhelming it with repeated function calls or transactions.

Prevention Methods:

Limit function calls or introduce intervals between calls.

9-6. Immutable Data

Data stored in smart contracts is immutable and cannot be changed.

Prevention Methods:

Use upgradeable smart contract patterns to store data in separate storage contracts.

Implement the Proxy pattern to allow smart contract upgrades.

9-7. Event Logging

Log important actions of the smart contract as events to track transactions.

Prevention Methods:

Log events for all significant state changes or function calls.

10. Team Member Profiles

① H. Fischer

Position: CEO

Experience: 15 years of strategic planning and business development at global top IT company

Description: Experienced in blockchain and digital content markets, leading the strategic direction of the platform.

② Y. Nakamura

Position: CTO

Experience: 12 years of software development and blockchain projects at media & commercial company

Description: Blockchain technology expert, responsible for building and managing the platform's technical foundation.

③ M. Patel

Position: COO

Experience: 10 years of operations management and project management at global top consulting firm

Description: Ensures efficient operations management, facilitating collaboration among teams.

④ D. Ryu

Position: CMO

Experience: 8 years of marketing and public relations at Entertainment company.

Description: Digital marketing and content marketing expert, leading global and local marketing strategies.

⑤ C. Rivera

Position: Head of Content Acquisition

Experience: 10 years of content licensing and negotiations at global media company

Description: Expert in content acquisition and licensing, responsible for providing diverse content to the platform.

⑥ L. Schmidt

Position: Lead Blockchain Developer

Experience: 7 years of smart contract development and blockchain solutions at various startups and large corporations

Description: Leading smart contract and blockchain technology development, driving the technical implementation of the platform.