

AMUSE BUSINESS

Entertainment Platform Business

AMUSE brand is an entertainment platform business.

The ultimate goal of AMUSE TV that treats video VOD contents such as STREAMING and OTT is to distribute all of media contents in the world



AMUSE

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01 ABSTRACT

The society is changing through blockchain technology as Internet adopted the new method of communication of the human society . Right after US financial crisis in 2008 , control towers that had the power of issuance such as central bank and credit -rating agency and bank system that guaranteed transaction were criticized for causing the continuous crisis of cryptocurrency . Bitcoin and blockchain technology has appeared as a resolution to solve the problem , and they are progressing as they play roles as solution and governance that can change the overall ecosystem of the industry including finance.

The blockchain started from Bitcoin advanced even more through Ethereum. Ethereum's Smart Contract, Turing Complete Code is designed to include more complicated script in cryptocurrency and implement the program that automatically realizes implementation, refund and payment in case all procedures-subscription, approval, order, shipment, payment, guarantee for defect,and tax payment -of contract satisfy contract condition. The Digital Value Exchange era that all decentralized network participants create and exchange value through smart contract programming has come.

The paradigm of blockchain is largely divided into three steps according to the classification of some blockchain experts . The 1.0 step of blockchain is the level that a cryptocurrency or blockchain is used as currency through Bitcoin . This step provides decentralization and transparency as it opens the time of digital currency actively.

Step 'Blockchain 2.0' is more advanced level; it is the level that blockchain technology is used as an innovative instrument focused on smart contract across overall finance and economy industry . This step provides this contract with program coding without intervention of the third party such as centralized entities , intermediating organizations , and individuals when making contracts or transaction , and implement " trust " so the transaction is implemented in case the condition is satisfied . It also opened the era of blockchain business by using various decentralized application for various business.

New business using the merits of blockchain in various industry fields is being planned and systematically restructured in such background . It is also making a new paradigm through the commercialization of the technology through the connection and convergence of information, manufacture, and service. Especially, if new technology centered projects had been the main stream until 2018, the overall business ecosystem is leading overall changes through the convergence of former service and business. It means the needs of change across all industries using technology and philosophy of blockchain are being expanded , and it has already been leading changes in many industries . Especially , the time of hyper connectivity that can connect each other by accelerating various service , new concept of payment , models based on P2P and service that needs management of contents creation , copyrights , and records has come . AMUSE blockchain project has been created in the various cultural , social , cultural backgrounds . AMUSE is a conversion of platform that includes finance and cultural contents . It seeks for the value of arts/culture and conveniently integrated contents based on trust utilizing blockchain technology . In addition , it gives back the created values to users , share values , and makes it possible to disseminate the value by enhancing it through such method . Not only limited to a simple business method , everyone can easily access , participate , and enjoy through "seeking value of arts and culture " starting from cultivation of cultural industry to digital contents service including transparent funding and fin-tech using cryptocurrency for promotion of arts. Arts shared value platform realized by a chain of steps starting from creation of contents to sales of content is the goal of shared value platform of arts and culture that AMUSE portrays.

Abundant of creative arts activities and creative activities are being produced as digital documentaries due to the progress of a highly developed digital society . Especially , various offline centered cultural contents and creative activities of performance arts are hard to be separated from digital technology . Especially the modern society is a capital centered society that is classified as a sector of special area in the business classification . In such business environment, individual of small scaled creators'creation, or art activities get closer to business area rather than creation area, and the reason for such change is that arts creation should go through many business procedures that are segmented until it is open to public.

There are various areas of business in the markets of cultural contents and popular arts. Starting from contents creators to sales companies including production , advertising company , marketing experts using digital technology are providing individual and decentralized service. They have to go through many steps before they create, produce, and disseminate contents to public, and the costs are burdensome to individual creators which is same for performers and planners.

Many procedures and steps are needed for one performance or to grow as an actor. It is impossible to properly grow without management of a production company or an agency. Especially , actors depend on costs , finance , and other areas and through such procedure , arts activities are being commercialized . Arts activities for business and profits are being a main stream , rather than arts activities based on inspiration . Arts activities according to companies' profits are being main streams rather than creative arts activities that express the intentions of creators. In such procedure, the public is thrilled at "one person media"and " reality"that exclude company business.

The appearance of blockchain technology in such environment excludes middle steps between individuals , creators , and public ; it leads active participation of the public and provides various culture and arts by directly connecting to P2P. In addition, it can provide the base that creators can concentrate on creative activities solely as creators . AMUSE project started based on such technology and philosophy . Public can get provision of unified cultural contents conveniently through AMUSE platform , creators can easily convey creative arts activities and results according to their inspiration to public. Creators get to share and convey artistic values easily , and public can conveniently enjoy and share arts . AMUSE provides compensation and payment through cryptocurrency for basic financial activities so creators can be guaranteed stable livelihood and actively do creative activities.

2.1 Summary of AMUSE



AMUSE is a blockchain project that has a goal of “sharing values through production , cultivation , and dissemination of arts contents and cultural contents that everyone can participate and enjoy seeking of artistic values . Currently , culture and arts related business is highly complex and excessively segmented . Also , it gives more weight to capitalistic value rather than artistic value . Blockchain technology provides integrated service of business that provides trust to all participants and separate business , therefore it can solve structural problem of culture and arts business.

It supports and adds new business through open platform policy according to various progress and expansion of culture and arts industry through DApp; thus such philosophy and policy will make it easier to enter into culture and arts industry and service and contents will be plentiful.

2.1.1 The Necessity of AMUSE in Arts & Culture Contents Market

Cultural contents market including arts sector is covering various business from various business sectors . It is covering various business sectors starting from cultivation of artists and creators to distribution and delivery including cultivation of contents, supports of creators , funding , advertising , and promotion . Complicated business produces various middle parties and accordingly , various problems such as additional costs , absence of transparency , drop of reliability are occurring.

Especially, the recent trend is one-person creator or one-person producer of minimalism media contents , however in the actual business environment it is not easy for individual creators to produce and distribute contents . Production of digital contents might be possible due to the development of IT technology ; however , distribution of contents , delivery , and creation of profits seem almost impossible.

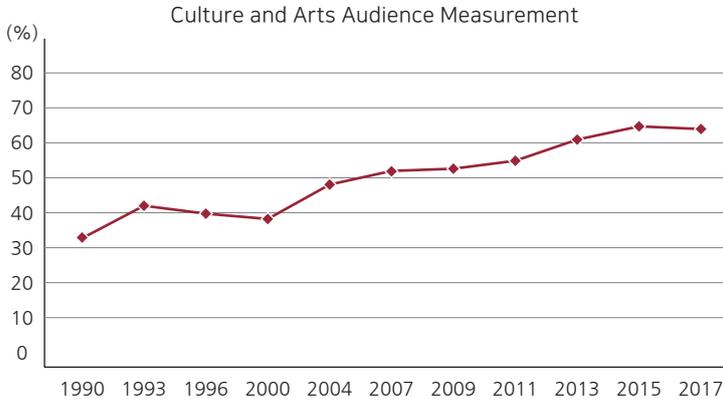
Although , in the case of a creator that utilizes digital technology , traditional performance arts sector is harder even if small size production might be possible . It is almost impossible to proceed to create performance , go up on the stage , proceed additional works including advertising , promotion , and marketing . Intermediary companies join for such reasons , and costs increase due to many forms of concerned business parties which lead to hinder the culture and arts industry.

AMUSE platform systemizes complicated business steps, integrates various culture and arts contents so everyone can easily produce contents , invest in potential contents , distribute contents, and make profits from advertising. Contents creators can focus on creation only, so it can improve the quality of contents, and users can enjoy high quality contents with lower costs.

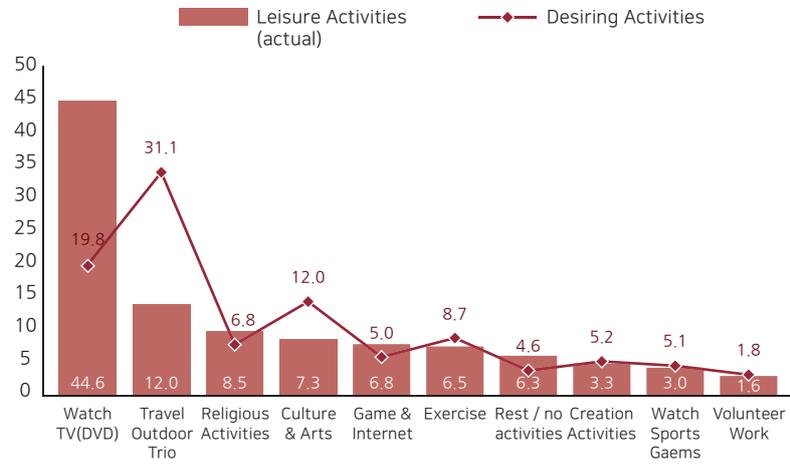
Creators can plan contents , register them on the platform , and get investment for their contents . Investors can check transparent use history on investment using blockchain technology . Copyright of the registered contents are recorded by using hash algorithm of blockchain , and it can be checked for clear profits according to the history of distribution , sales , and delivery . Additional contents creation becomes possible in such procedure . AMUSE becomes multimedia total platform that enables the contents reproduction which includes supports of culture and arts, funding, and finance.

2.2 Current Status of Arts and Culture Contents Market

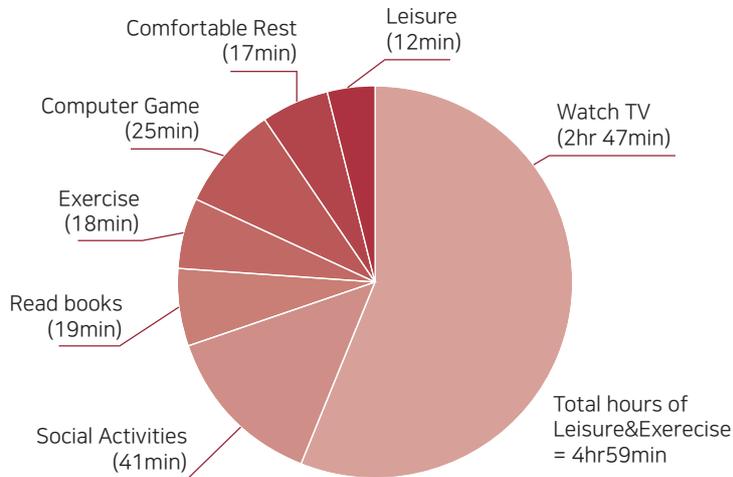
Domestic Culture and Arts Audience Measurement Increasing Trend



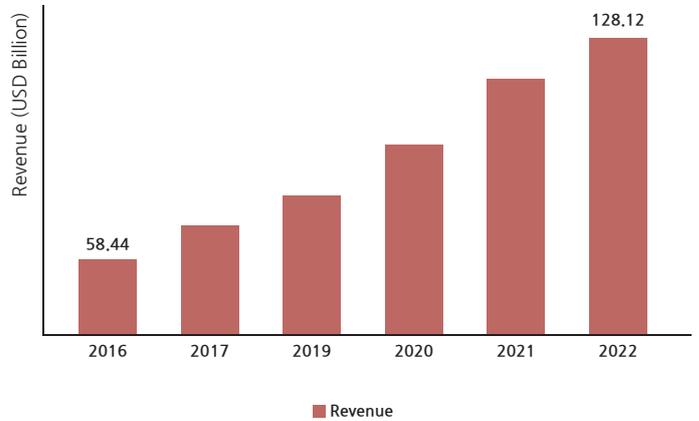
Domestic Leisure Activities(actual) & Desiring Activities



Leisure Activities in Foreign Countries



Foreign Culture and Arts Activities Increasing Trend



2.2.1 Domestic

NAVER TV

- Provide highlight of sports games in the form of clips or broadcast
- Produce thematic contents such as web drama, web entertainment
- Limited to domestic due to lack of foreign contents
- Inconvenient factor due to 15 second advertisement before playing
- Number of users is lacking comparing to Youtube users

oksusu

- Holds 100 real time channels
- Provides 33 kinds of sports live service
- Provides double service feature with theater which is similar to IPTV
- SK Telecom users can use for free
- Inconvenient factor such as frequent bug related to playback
- Limit exists for users other than that of SK Telecom due to low dissemination rate

WATCHA PLAY

- Platform expected to be called as Korean Netflix
- Total number of accumulated clicks in 2018 was 200,297,377 and it has rapidly grown more than three times over last year.
- Inexpensive cost amounts to a cup of coffee (4900 won) and application of payment method takes about 15 seconds
- It is possible to watch popular movies, dramas, entertainment, animation, and others with the Watcha self evaluation engine. It is hard to reach the same level as Netflix due to the lack of self producing contents
- There is no big merit for illegal download users
- It provides service limited to domestic due to incomplete service support of various languages

2.2.2 Foreign

NETFLIX

- Number 1 in current foreign media streaming service
- Increase of users by original, self produced contents production
- It is possible to export self produced contents globally for users all over the world
- Supports for various language services and holds various contents by various countries
- Lack of Korean drama contents
- Increase of consumer complaints due to relatively high fees for users

hulu

- Gets attention by self produced contents through professional video producers
- It is positioned as a differentiated platform in the market by providing video service without commercials
- Provides service without limits of genre such as news, movies, and entertainment
- Aims at new targets by offering Disney and children drama contents
- Does not support for language services other than English
- Forms high price range from 8 dollar to 40 dollar per month

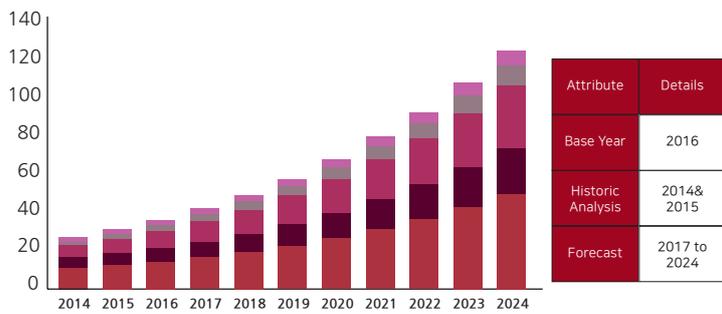
YouTube

- The flow of broadcasting market is moved to streaming, and it became the resolution of the cable TV.
- In case of Korean teenagers, they prefer Youtube the most for search engine and it has considerable market power
- 19 hundred million of population sign in every month and shows overwhelming availability rate comparing to NAVER
- High cost of 40 dollar per each month occurs in case of watching the major broadcasting company's program through Youtube

2.2.3 Domestic/Foreign Media Streaming Service Market Current Status

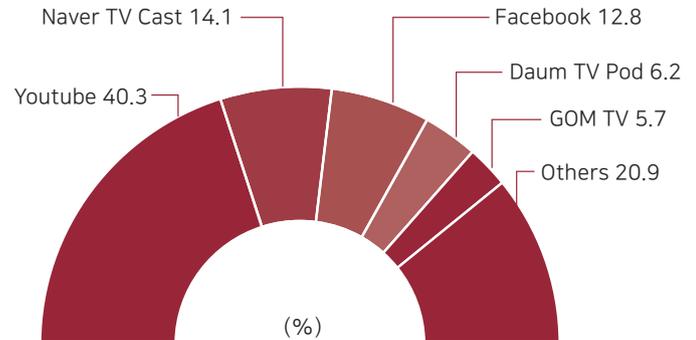
Global Media Streaming Service Market Analysis & Changing Trend

Global Video Streaming Market, By Region, 2014 - 2024 (USD Billion)



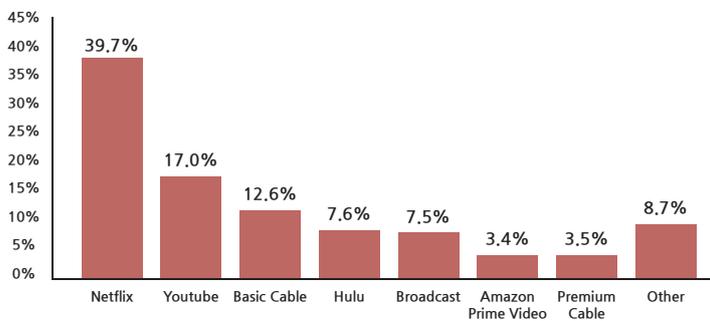
Domestic Online Streaming Service Current Status of Main Usage

Online Video Main Usage of Media Share



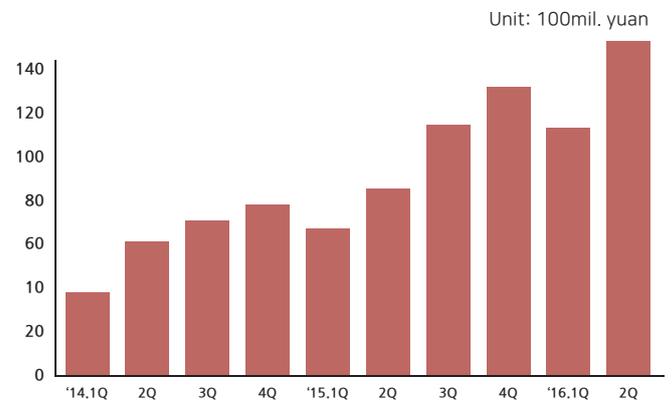
Sources :2015 DMC Report

Foreign Online Streaming Platform Current Status of Main Usage

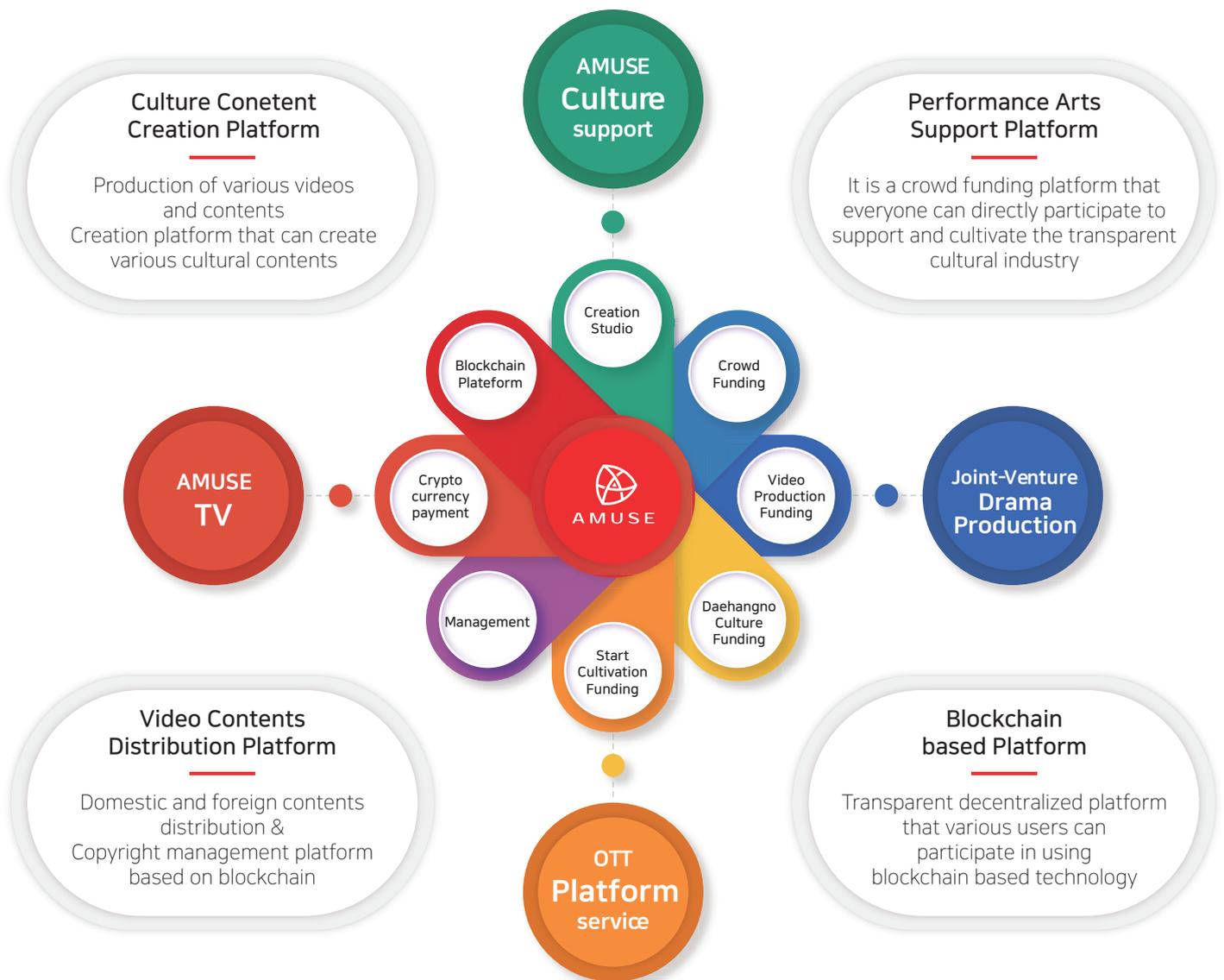


Chinese Online Streaming Market Increase Current Status

Chinese Online Video Market Scale (2014-2016)



03 AMUSE Platform & Business



AMUSE Platform is an integrated business platform of arts and culture based on blockchain technology. It supports performance arts, leads active participation of public, and enables the creation of contents, videos, and digital records from various creators. In addition, the platform enables to distribute and provide registered contents created by creators easily, and guarantees business activities of high trust and protection of copyrights through blockchain technology.

Creators can provide various digital contents and videos. Creators themselves provide consistent procedure that they can do business through arts activities. Moreover, through the activation of performance arts, the platform makes it possible for public to ascertain transparent funding, artist cultivation, and produced contents so it can enhance the participation of public and proceed business through global distribution of produced contents. A series of such procedure makes it possible to implement contract based on trust and transparency using blockchain technology and global single payment through AMUSE COIN, and distribution of contents whose copyright is protected by blockchain hash algorithm.

3.1 The Main Service of AMUSE Platform

AMUSE Platform provides AMUSE culture support for culture cultivation, drama production for video contents production , AMUSE TV and OTT service for Video contents distribution . Starting from the excavation and cultivation of cultural contents to provision of distribution and service, AMUSE Platform enhances utilization of the platform by providing various detail technology to constitute business processes.

Transparent Cloud Funding

AMUSE CROWD Funding uses blockchain based technology to secure transparency of Funding and manage history of various activities.

Global Payment System

It provides the function that can make payment through cryptocurrency everywhere in the world applying cryptocurrency payment technology for an advance to global and expansion of the Korean Wave culture.

Smart Contract based Contract

Transparent contract is available by using smart contract and transparent contract management is possible through blockchain based contract management.

Content Distribution Management

It excavates and produces excellent contents and distributes them to various channels all over the world. Distribution history and copyright can be managed through copyright management based on blockchain.

3.1.1 Creation Studio

AMUSE Platform provides creation studio based on online and offline. Creation studio of technical structure provides technical production/edit tool based on mobile base. It also provides the link that can connect to AMUSE SNS and the former SNS, and it provides service by managing special offline creation studio for professional creators and video contents creators.

3.1.2 Creators Management

It proceeds various management service in order to support and manage various artists and creators excavated through the platform and helps them to proceed specialized business freely by providing them the systematic cultivation curriculums by experts. The platform uses smart contract instead of the former contract method for transparent contract of high trusts with differentiated service.

3.1.3 Payment through Cryptocurrency

AMUSE Platform provides global service as a creation of arts and culture contents distribution platform . It provides the payment function of cryptocurrency for payment system in the platform and the composition of payment environment in general global market. It guarantees the usability of the main currency of the platform through AMUSE COIN. Users can purchase and use all services provided in the platform and make differentiated investment according to the standard of linked exchange.

3.1.4 Blockchain based Funding

The former funding methods including crowd funding have caused the problems of reliability. It was not easy to guarantee the transparency and reliability in the execution and use process when collecting money through funding. AMUSE platform can proceed various methods of funding through cryptocurrency based on verified history and record, and proof of procedures in the platform.

As for funding, it provides various funding services such as crowd funding for cultural video industry cultivation, video production funding for video contents production, Daehangno culture funding for the activation of performance and star cultivation funding for the start of cultivation funding for supports and cultivation of actors and artist.

3.1.5 Additional Function for Blockchain Technology Utilization

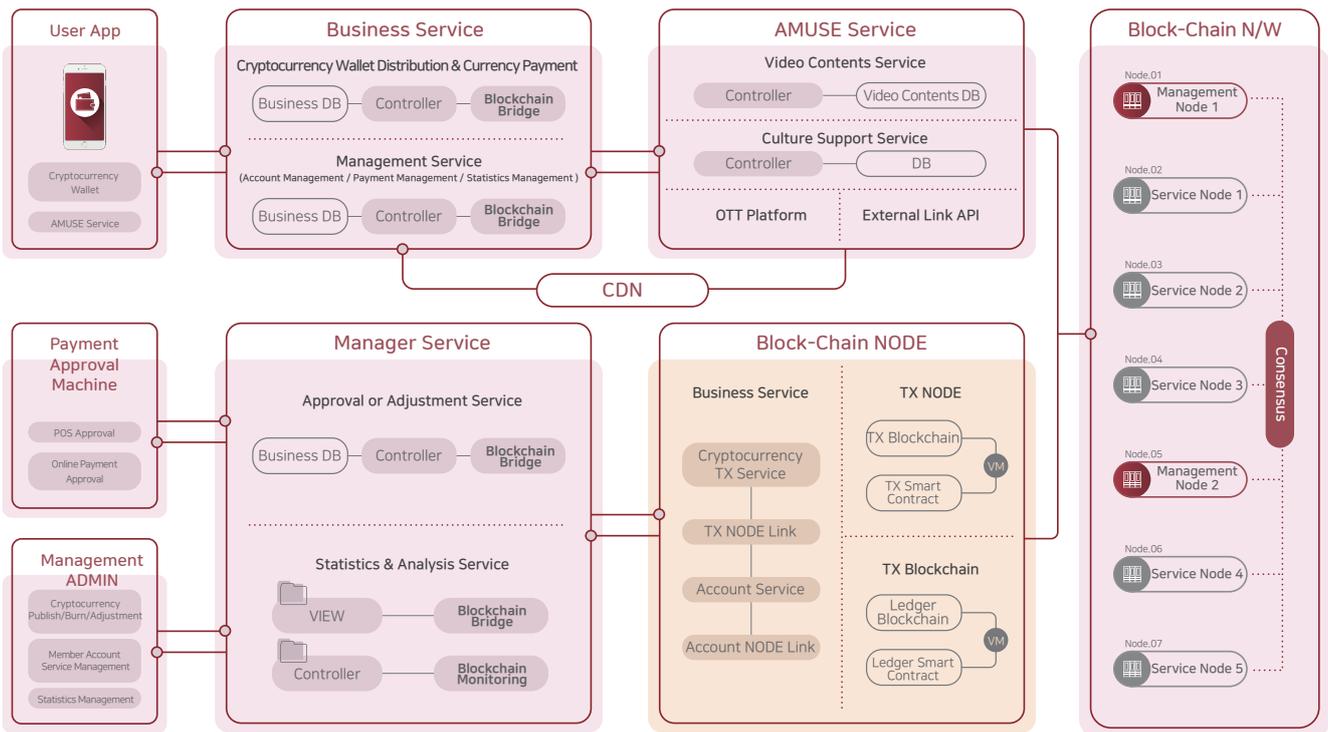
AMUSE Platform integrates various business environments to one environment , and utilizes blockchain technology , so that various practitioners can participate . The platform uses blockchain distributed ledger technology so the relevant practitioners and relevant companies can participate as Node . It also enables real time work processing and data share through the distributed ledger.

Due to the nature of public arts that copyright of creation is significant , it is providing copyright protection function and contents distribution management function by applying hash algorithm application through blockchain technology that enables protection of copyright and history management of creation.

3.2 Main function composition of (AMUSE Platform)

AMUSE Platform activates global culture and arts contents business by constructing special independent platform specialized for AMUSE Platform business. It strengthens the competitiveness of platform itself by additional function composition through video contents service for users, and various kinds of additional function composition of IT technology base. In addition, it reinforces the potential of the platform business through various service function composition using blockchain.

Hybrid Block-Chain Platform Specialized for AMUSE Business



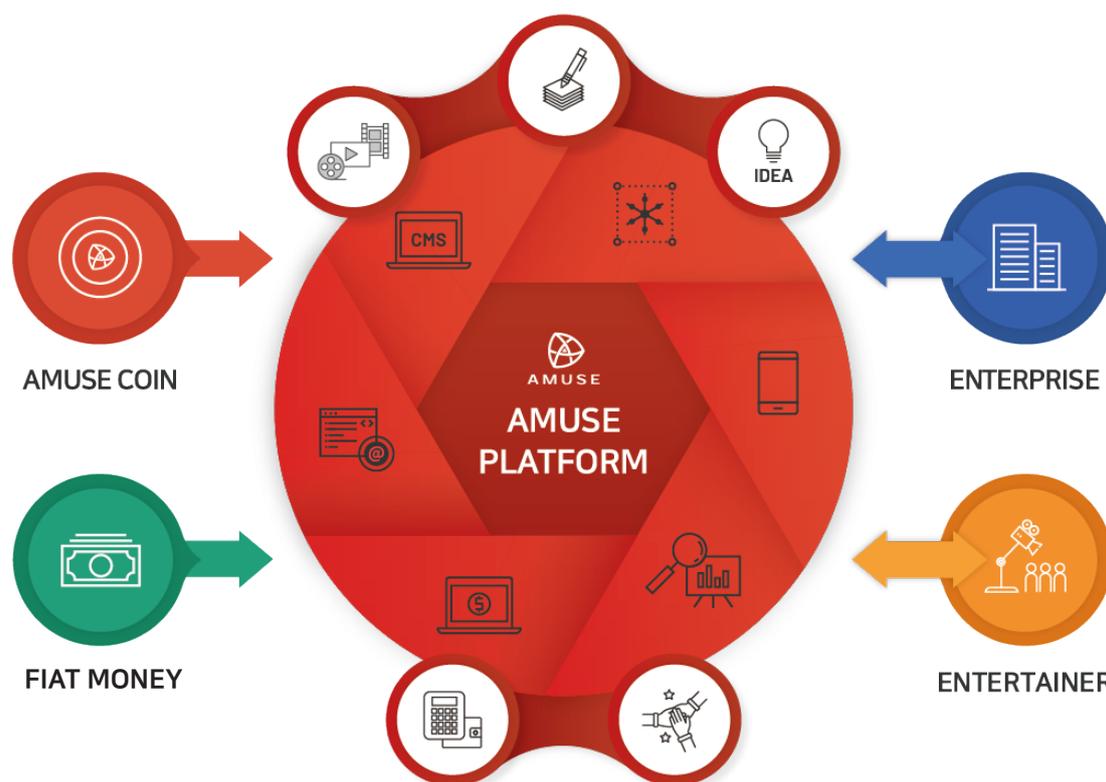
3.2.1 Summary of AMUSE

Main functions are provided starting from service composition containing digital contract form of contract according to a series of procedure ; execution , and management using smart contract to approval submission settlement ; production and registration of video contents that can make an integration of specialized function offer ; video contents production , registration , sales , and distribution; blockchain based on Node containing participants and participants that can register; business user registration is possible ; cloud funding and history management that have secured transparency and reliability is possible . Based on such functions , the platform can provide expanded service using more additional functions.



3.3 Business Using AMUSE Platform

AMUSE Platform can proceed various expanded business using main functions. It proceeds business of funding and investment for artists cultivation, management, video contents production, business utilizing video contents, advertising and marketing for business activation, support and creation of performance arts activities, management and rental of performance space, sales of admission tickets, and advertising PPL business.



3.3.1 Business related to Crowd Funding

Funding business of AMUSE Platform can exclude weakness of culture and arts contents industry . It strengthens the creation potential of artists and comprehensively supports cultural business through the external participation and societal participation . Especially , creators and contents creators are having difficulties on procuring expenses spent for marketing , branding , and securing fans along with procuring capital for creation. The platform provides crowd funding through cryptocurrency which is a social and technical alternative to aforementioned problem.

It releases planning steps of contents and production roadmap and proceeds crowd funding in the platform as the participants directly set the allocation of profits when they participate . Profits are composed of the allocation of total profits or the allocation of ticket box office . Support such as PPL is possible in some occasions.

3.3.2 Business related to Video Contents

The platform proceeds various management service to support and manage excavated artists and creators through the platform and provides systematic cultivation curriculum so it enables liberal creative activities and specialized individual business. It provides differentiated service and transparent contract method using smart contract that has high reliability differing from the former contract method.

● AMUSE Video Contents Production

AMUSE is establishing long term plan for video contents production through special drama production board. It produces about 5 contents per year and exclusively disseminates the contents. It also proceed VOD production of performance and dram for the activation of the performance arts. The platform can provide performance arts contents outside of the theater by linking with on spot reservation in the platform and preview of performance. Especially, it produces with exclusive contents through small contents, concert, fan meeting, and unreleased videos.

● Securing AMUSE Video Contents

AMUSE secured various contents supply routes by collaborating with Xioix Jian, the broadcast media contents company. AMUSE supplies qualified high quality contents that are based on Korean Wave and it is continuously expanding through business partnerships with internal and external specialized companies. In case of foreign countries, AMUSE is planning to implant cultural contents based on diversity by securing high quality contents from India, Vietnam, and Thailand. It is also planning to supply and secure video materials for special contents that are hard to be accessed from other channels for the differentiation of the platform. The platform is planning to provide musicals, foreign musicians, artists' performance in Korea, foreign tour of domestic artists, and others by supplying differentiated contents. AMUSE platform is having supply partnership and signing MOUs with domestic and foreign specialized countries to compose such brilliant contents supply environment.

● Secure Transmission Channel for AMUSE TV Video

AMUSE Platform includes TV transmission based on the Internet . AMUSE TV provides streaming service of IPFS (Inter Planetary File System), the primary blockchain base
IPFS is an aggregate of various technology based business such as DHT, GIF, Bit Tor - rent, and SFS. Stable and continuous high quality video service is possible; unlike OTT platform, stable and continuous high quality video service is possibly made through AMUSE TV. Various contents can be provided through such technical background

3.3.3 Culture and Arts Cultivation Business

AMUSE proceeds various business related to management, various program planning, and specialized education to excavate and cultivate potential and talents of the creators. It is going to plan and proceed the audition program at all times, "Make A Star." Broadcast trainees, streamers, entertainer candidates and other various participants can proceed audition through video contents and they can receive attention through various programs of AMUSE. It is a P2P based audition, and participants can get various supports through Crowd Funding and promotion through AMUSE TV.

- Cultivation and Excavation of Artists and Creators

AMUSE Platform executes inspirational excavation and cultivation business using creators and artists through various channels and routes . Everyone can have opportunities to be a professional creator or an artist through the platform by creating contents easily and getting evaluation from public if they have talents and creativity. AMUSE provides such opportunities and professionally cultivates brilliant artists and creators through the judgment of prepared professional human resources.

- Arts and Culture Excavation, Supports, and Promotion Business

The platform proceeds supports and promotion business on theaters and musical based on performance arts. It proceeds direct funding through planning supports for excellent contents and reviewing the supported performance . Marketing and progressing the performance , selling tickets executing the integrated business, and managing spent costs and capital execution are proceeded in a transparent way through the platform . Arts and Culture creators can help users concentrate on creative arts activities by providing integrated manager function on allocation of profits and others.

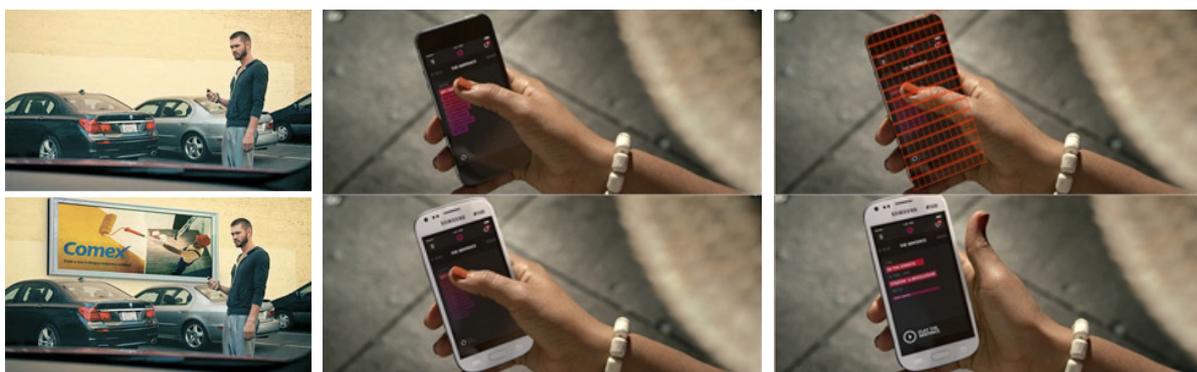
- Management and Arts Resources Education Business

AMUSE proceeds professional management service and education service for brilliant creators . One-person media creator, small scale creators and small scale artists are hard to get management from professional agency, and it is hard for them to get opportunities. AMUSE executes management through digital technology and professional human resources and executes various points of education for arts human resources.

3.3.4 Advertising Promotion & Shopping Business

- DPPL (Digital Product Placement advertisement)

The platform provides a new way of advertising promotion and PPL to overcome the limit of the former advertising and PPL. It can execute DPPL that can be proceeded in the preliminary stages before production of video contents . The platform adopts PPL proceeding technology for video modification and revision after producing contents through digital technology.



The platform can provide advertising effect in PPL form by editing video of visual objects . Using such digital technology , implementation of PPL becomes possible with lower cost, convenient service becomes possible, and establishment of profit models of various products through PPL is possible.

- Touch & Buy Digital Shopping

AMUSE Platform's Touch & Buy is a digital shopping technology using the latest technology. AMUSE Platform provides service that can connect to general PPL or AMUSE Platform's DPPL, so users can directly pay and purchase products. Users do not have to go through the special process of searching products and services from contents. Payment method is AMS(AMUSE COIN) along with various former payment methods. The payment method makes it possible to make payment and purchase easily everywhere in the world.



04 AMUSE Token Allocation

AMUSE COIN is ERC-20 based token that is created for the activation of AMUSE platform and expansion of business. Total issuance is allocated as follows; 50% of sales, amount to 5,000,000,000 AMS , 15 % of project team , 10 % of marketing costs , 5% of founders , 5% of development costs, 15% of compensation.



Total Issuance

5,000,000,000 AMS

Platform (Ethereum)

ERC-20

Token Allocation



5.1 CEO



Mun, Song Hui

- Career
- Former)Aster Theatro Representative
 - Former)Hanahreum Company Representative
 - Current)Jeju Blocckhain Smart City Association Representative
 - Current)Xioix B&I Representative
 - Current)XIOIXJIAN Representative

5.2 Team



Kim, Su Ryong

- Career
- Yonsei University Doctor's Degree in Korean Literature
 - 2002~SBS Production Committee of Production Headquarter
 - 2001 SBS Production Headquarter Drama 2CP CP
 - 2000 SBS Production Headquarter 5CP TVDrama Planning Department CP
 - 2000Seoul Broadcast Production Headquarter 5CP TV Drama Planning Department CP



Kim, Du Chan

- Career
- Cinema Zenith (Representative)
 - Produced "My Boss, My Hero,"
 - "My Boyfriend is Type-B,"
 - "Mr. Hong" and others



Jung, Dongchun

- Career
- Master's Degree in Graduate School of Journalism in Hanyang Uni.
 - 2012.01 Korean Contents Promotion Institute Deputy Director
 - 2011.04 Korean Contents Promotion Institute Industry Supports
 - 2011.04 Vice President of Korean Contents Promotion Institute Foundation Supports
 - 2009.05 Korean Contents Promotion Institute Executive Director



Park, Haemi

- Career
- Ewha Womans University Bachelor's Degree in Vocal Music
 - 2014.06 We Start Honorary Ambassador
 - 2012.03 ~ Dongah Institute of Media and Arts Performance Arts affiliated Professor
 - 2013.04 Guri-si Suicide Prevention Honorary Ambassador
 - 2012.09 Lottery Funds Culture Share Honorary Ambassador
 - 2011.03 Korea institute of Radiological and Medical science Korea Cancer Center Hospital Honorary Ambassador

06 Roadmap

Date		ICO & Platform Development Progress Roadmap	Business Progress Roadmap
2019	Jan	- AMUSE White paper OPEN/Project Promotion - Set to AMUSE Platform Development	
	Feb		
	Mar	- IEO (Initial Exchange Offering)	
	Apr	- IEO (Initial Exchange Offering)	- THE FACT MUSIC AWARDS Ticket Gift (Lineup - BTS & popular idol groups)
	May	- Listing of Exchange	- Partnership with Daehangno Theater Payment Interoperability
	Jun	- Listing of Exchange	- Joint Foundation of Drama Production Board - Domestic Contents Contract
	Jul	- Beta open tickets or settlement system	
	Aug	- Ticket & Settlement System Test - AMUSE Platform Interim Report	- Participation Contract & Creators & Artists Recruitment
	Sep	- Open Daehangno Theater Payment System	
	Oct		
	Nov	- Open AMUSE Platform (Video Part)	- Self production Drama Transmission (November)
	Dec		- Partnership and Contract with DPPL - Produce own contents
2020	Jan		
	Feb	-Open Beta for AMUSE Integrated Platform	- Operate artists and creators supports and cultivation
	Mar	- Open AMUSE Integrated Platform (Korea, China)	
	Apr	- AMUSE Integrated Global Platform Service	



AMUSE