AMUSE BUSINESS

Entertainment Platform Business

AMUSE is a blockchain entertainment platform. The main purpose of AMUSE TV is to present the blueprint in today’s media contents environment implementing blockchain-based payment.
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The society is changing through blockchain technology just like Internet has adopted the new method of communication in human society. In 2008, the U.S. Financial Crisis brought criticism to financial regulatory bodies (which have tantamount economic powers as central banks), credit rating agencies, and banking systems on the basis that these bodies persistently bring risks to the ebb and flow of cash. With such financial situation as a backdrop, the emergence of decentralized crypto-currencies such as bitcoin and block-chain technology is evolving to affect the governance and protocol of not only the business of finance but also the industrial ecosystem.

Started from Bitcoin, blockchain has been developed with Ethereum. Ethereum’s Smart Contract, Turing Complete Code has been designed to implement the program so that refund, payment, approval, order, shipment, warranty, and tax payment can automatically occur once the terms and condition is fulfilled. "Digital value exchange" era has come and all decentralized network participants create and exchange value through Smart Contract programming now.

According to blockchain experts, paradigm of blockchain is largely divided into three stages. The first stage of blockchain (1.0) is categorized as opening time of digital currency, providing decentralization and transparency all together by issuing bitcoin to the world.

'Blockchain 2.0' is more advanced phase where blockchain technology is utilized as an innovative instrument in financial and economic sectors based on Smart Contract. In agreements and contracts, they have become available with program coding without the involvement of third parties such as central government organizations, intermediaries, individuals, etc when making contracts or occurring transaction, hence materializing “trust”. Besides, by applying various business to a variety of distributed applications, blockchain business era has begun.

New businesses utilizing the advantages of blockchain in various industrial fields are being created and repackaged along the way. New paradigms are being created through commercialization of technology, linking up to fusion of information, manufacturing, and services. If new technology-oriented project was the mainstream by the early 2018, overall business ecosystem is now gearing towards the combination of existing service and business. It means the needs for change across all industries using technology and philosophy of blockchain are being expanded and it has Already been leading changes in many industries. The extent of this new threat continues to grow, everything is becoming one hyper-connected system, various service models based on P2P, new concept of payment, all interoperating each other.

Among various social, cultural and technical backgrounds, AMUSE blockchain project was born. AMUSE is a platform where financial and cultural contents are combined, supporting the value of arts/culture, increasing the volume of value for virtuous cycle; sharing the generated value to users, all based on trust utilizing blockchain technology.
From developing cultural industry, transparent funding for promoting arts using cryptocurrency to digital contents service, anyone can easily access, participate and enjoy the cultural and artistic value. A virtuous circled platform of cultural art values that is created in a series of stages from content creation to distribution is what AMUSE has been seeking for.

As evolving into a sophisticated digital society, numerous creative artistic activities are being put out as digital records. Also the cultural activities based on offline has become essential structure that cannot be separated from digital technology. In particular, modern society is a capital-oriented society, and its business area is being divided into specialized areas. In this business environment, creative individuals or small creators are forced to gear towards the business area than the creative side. This is because the arts are open to the public and must go through a number of detailed business processes before they are made public.

In the cultural contents and mass art industry, there are various business fields existing. For content creators, producers, distributors, advertisers, planners, operators and many other competing companies and marketing specialists using digital technologies, we provide customized and distributed services. Creating new contents and distributing it to the public requires complicated steps and costs a lot of time and money for individual creator to handle. Same goes for performers and planners who perform pop arts.

As an actor, it takes a lot of steps to grow and it is nearly impossible to make a name for oneself properly without the management of large producers at management companies. Especially, it is inevitable that one become dependent on finance matters. By reason of this, arts activities are becoming more and more business-specialized. Art activities are becoming all about business profit rather than creative. Creator’s intention are becoming mainstream rather than expressing his own unique views based on inspiration. It is only natural that public is more enthusiastic about 'Reality' and 'One Person Media' that exclude enterprise’s involvement.

In this situation, the emergence of blockchain technology means the materialization of 'individual to individual', removing the middleman between creators and the public and it’d rather connect to P2P (peer-to-peer) and provide more diverse cultural arts, inducing active participation of the public, providing a basis for solely devoting to creativity as a creator. Based on all these theoretical philosophies, AMUSE project has begun. The creator can be provided with easy and integrated cultural contents and easily convey the media contents to the public. Easily share artistic values and the public will simply enjoy the pop art. The users can actively focus on creating media contents with AMUSE offering basic financial matters such as rewards and payment and funding.
AMUSE started as a broadcasting and showbiz contents production company and has been extending its range to blockchain media platform. Using blockchain technology, various media platform businesses have been created based on financial innovation, decentralization and transparency.

### AMUSE’S VISION

AMUSE has created cultural and artistic contents incorporating blockchain into every process available to viewers. With this technology, AMUSE makes the contents market more transparent and valuable.

### AMUSE’S TOKEN ECONOMY

1. AMUSE Token can be used for the purchase of concert tickets and play tickets. AMUSE will arrange the best seats and time for AMUSE token holders.
2. Advertisers can use AMUSE token for the expense settlement of soap operas, broadcast PPL, and advertisement.
3. AMUSE token can be used for the purchase of video contents.
4. AMUSE token can be used for participating in crowdfunding that AMUSE is hosting for cultural art contents.
5. When purchasing tickets with AMUSE token, enjoy discount benefit.
6. AMUSE is planning to burn 10% of purchased AMUSE tokens.
7. AMUSE is planning to burn 10% of AMUSE token occurred from platform managing after purchasing AMUSE token. The number of burnt tokens from platform and project profit will be disclosed quarterly.
8. AMUSE will continuously expand to various ecosystems.
9. Leftover amount of AMUSE tokens after sales will be burnt.

### AMUSE’S TOKEN DISTRIBUTION

**TOTAL SUPPLY PLATFORM**

5,000,000,000 AMS

**ERC-20**

- **TEAM**: 15%
- **MARKETING**: 10%
- **FOUNDER**: 5%
- **ADV & DEVELOP**: 5%
- **REWARD**: 15%

**AMUSE OVERVIEW**

AMUSE TV is a platform paid with AMUSE coin (AMS). By building a VOD transmission system through AMUSE TV, information about the transmission is stored in a blockchain node, resulting in transparent distribution of copyright.

To ensure transparent revenue distribution to crowdfunding participants, contents creation funds are carried out in AMUSE coin. This transparent funding structure maximizes trust and boosts up participation of investors.

AMUSE coin can be used anywhere in the world to access various services such as media contents and purchasing tickets on the platform by applying global cryptocurrency payment system.

Currently, drama and movie PPL work is only possible before the shooting. However, AMUSE STUDIO can insert PPL and AFTER PPL Technology, the next big thing to the existing PPL technology provides a platform for allowing anyone to participate.

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### Contents Market Status

#### Attendance Rate of Culture and Art Events

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>12.0</td>
<td>19.8</td>
<td>31.1</td>
<td>44.6</td>
<td>58.4</td>
<td>65.0</td>
<td>66.8</td>
<td>7.3</td>
<td>5.0</td>
<td>4.6</td>
<td>5.1</td>
</tr>
</tbody>
</table>

#### Average Leisure Activities & Desiring Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Average Leisure Activities</th>
<th>Desiring Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching TV/DVD</td>
<td>44.6</td>
<td></td>
</tr>
<tr>
<td>Travel, Outdoors</td>
<td>12.0</td>
<td></td>
</tr>
<tr>
<td>Religious Activities</td>
<td>6.8</td>
<td></td>
</tr>
<tr>
<td>Attending Cultural Events</td>
<td>7.3</td>
<td></td>
</tr>
<tr>
<td>Game, Internet, etc.</td>
<td>6.8</td>
<td></td>
</tr>
<tr>
<td>Exercise</td>
<td>6.5</td>
<td></td>
</tr>
<tr>
<td>Rest (No Leisure Activity)</td>
<td>4.6</td>
<td></td>
</tr>
<tr>
<td>Creative Hobbies</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>Watching Sports</td>
<td>5.1</td>
<td></td>
</tr>
<tr>
<td>Social Contributing Activities</td>
<td>1.8</td>
<td></td>
</tr>
</tbody>
</table>

#### Leisure Activities in Overseas

- **Rest (17min)**
- **Leisure (12min)**
- **Computer Game (25min)**
- **Exercise (18min)**
- **Reading Books (19min)**
- **Social Activities (41min)**

Total hours of Leisure & Exercise = 4hr 59min

#### Attendance Rate of Culture and Art Events in Overseas

<table>
<thead>
<tr>
<th>Year</th>
<th>2016</th>
<th>2017</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue (USD Billion)</td>
<td>58.44</td>
<td>65.0</td>
<td>66.8</td>
<td>7.3</td>
<td>5.0</td>
<td>128.12</td>
</tr>
</tbody>
</table>

- **Revenue**
Online Video Platforms in Korea

**NAVER TV**
- Provide highlights of sports games in the form of video clip
- Produce contents: web series, online entertainment, etc
- Limited only within Korea due to lack of overseas contents
- Inconvenient due to 15 second advertisement before playing
- Lack of users compared to YouTube

**oksusu**
- Own 100 different real-time channels
- 33 different live sports categories provided
- Provide simultaneous online screening service of a film like IPTV
- Free of charge for SK Telecom users
- Inconvenient due to frequent bug problems and play issue
- Has limits as not many people are using it besides SK Telecom users

**WATCHA PLAY**
- Platform to be known as the Netflix of Korea
- 200,297,377 of total accumulated clicks in 2018, grown more than 3 times over last year
- Introduced payment method that would only take 15 seconds and a low price (4,900 KRW)
- Possible to watch popular movies, dramas, entertainment, animation, and others with the Watcha self-evaluation engine
- Hard to reach the same level as Netflix due to lack of content producing
- No big merit for illegal download users
- Provide limited service due to incomplete service support of various languages
Online Video Platforms in the World

NETFLIX
- Number 1 in current media streaming service
- Exclusively produced contents attract many users
- Possible to export its contents globally for users all over the world
- Support various languages for user interface
- Lack of Korean TV series contents
- Receive complaints due to relatively high fees

hulu
- Receive attention for exclusive contents made by professional video producers
- Distinctive platform in the market by providing video service without commercials
- Provide service without limitation of genre; News, movies, entertainment, etc
- Aim at new targets by offering Disney and contents for children
- Does not support languages other than English
- High price range from $8 to $40 per month

YouTube
- Moved the entire flow of broadcasting market to streaming. Rose as the alternative to cable TV
- Korean teenagers prefer YouTube the most as a search engine. Powerful market power holder
- 19 hundred million of population sign in every month and shows superior ratings to NAVER
- High cost of $40 per month if watching the program of the major broadcasting company on YouTube
Korean/Foreign Media Streaming Service Market Status

**Global Media Streaming Market Analysis & Trend**

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

**Korean Online Streaming Service Status**

Online Video

Sources: 2015 DMC Report

**Global Online Streaming Status**

Chinese Online Streaming Status

Chinese Online Video Market Scale (2014-2016)
AMUSE, essential to culture and art content distribution

Cultural and art content market include diverse business sectors. It encompasses a wide range of business fields, from discovering artists and creators to discovering content, cultivating and supporting creators, funding, advertising, promoting and distributing, and broadcasting. This complexity of business has led to the mass production of various intermediaries, which causes many problems such as additional costs, lack of transparency, and lower reliability.

Especially, recent trends are media contents based on minimalism such as one creator creating content, but it is not easy for individual creator to produce and distribute contents in real life business environment. It is easy to produce digital contents thanks to IT technology today but it is almost impossible to generate revenue by distributing contents.

It is even harder for a creator using digital technology to produce show business sector. It is nearly impossible to create a show business, act on stage, and proceed alone to additional tasks such as advertising, public relations, and marketing. The situation allows a middleman to come into play. The cost increases due to various types of business agents and it becomes clear that this factor hinders culture and art industry.

AMUSE platform organizes complex business stages and integrates diverse cultural and art content to make it easy for anyone to create content, invest in content with potential, distribute and promote content, and enjoy reasonable rewards. Creator of the content concentrates only on the creation, thereby further improving the quality of content and allowing the user to enjoy the quality of it at a more economical fee.

Creator can plan the content, register it on the platform and receive the investment and the investor can use blockchain technology to transparently check the history of the investment. Created and registered content can be copyrighted by using blockchain hash algorithm and revenue can be visualized based on distribution-sales-transaction history. This enables the additional content producing. In other words, AMUSE becomes a comprehensive multimedia platform that includes content, culture, art support and funding finance.
4.1 WELCOME TO AMUSE WORLD

AMUSE platform provides support for culture and art production for video contents supporting show business, encourages active participation of the public allowing various creators to create digital records of content and video production. It also makes it easy to distribute and supply the created and registered contents, protects copyright through blockchain technology and ensures transparent and reliable business activities.

It is designed to provide AMUSE platform culture, development of art industry and a standardized framework. As mentioned above, AMUSE combines culture and art industry-digital industry-blockchain, and it materializes the advancement of culture and art, expansion of digital industry and real economy of blockchain industry.

<table>
<thead>
<tr>
<th>Transparent Crowd Funding</th>
<th>Content Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMUSE crowd funding uses technology powered by blockchain to secure transparency of funding and manage history of various activities.</td>
<td>It searches and produces excellent contents and distributes them to various channels all over the world. Distribution history and copyright can be managed through copyright management powered by blockchain.</td>
</tr>
<tr>
<td>• Actor, singer, entertainer nurturing funding</td>
<td>• Provide VOD of TV series and movie</td>
</tr>
<tr>
<td>• Film, concert, drama production funding</td>
<td>• Video clips, &quot;making of&quot; VOD</td>
</tr>
<tr>
<td>• Video clip, content distribution funding</td>
<td>• Real-time streaming of 1-man creator &amp; VOD</td>
</tr>
<tr>
<td>• Launch of entertainer’s merch funding</td>
<td>• AMUSE exclusive VOD digital content</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PPL Production</th>
<th>Global Payment System</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is a solution developed to overcome limitations of existing ads and PPL. It is possible to create a variety of services and profit models that are cheaper than the existing PPL by using technology to embed objects into video contents.</td>
<td>Enabling cryptocurrency payment with AMUSE coin everywhere in the world for an advance to global expansion of Korean media.</td>
</tr>
<tr>
<td>• Produce and distribute PPL of TV series, film, music video</td>
<td>• Support online payment and funding</td>
</tr>
<tr>
<td>• Produce and distribute PPL of re-distributed drama, movie, music video</td>
<td>• Support real-time offline payment &amp; ticketing</td>
</tr>
<tr>
<td>• Digital Content-PPL Product Mentoring and Matching</td>
<td>• A2A(AMUSE to AMUSE) payment</td>
</tr>
<tr>
<td></td>
<td>• A2P(AMUSE to POINT) payment</td>
</tr>
<tr>
<td></td>
<td>• A2K(AMUSE to KRW) payment</td>
</tr>
</tbody>
</table>
AMUSE platform is a blockchain project aimed at the pursuit of artistic value and the sharing of value through the production, development and distribution of cultural and artistic content that everyone can participate and enjoy. Currently, culture and art related businesses are complex and overly fragmented. It rather places a greater emphasis on capitalism, not on the value of creativity. It rather places a greater emphasis on capitalism, not on the value of creativity. Blockchain technology is a concept distinguished from a business that provides trust to all participants. It can solve the structural problems of culture and art business by providing integrated services by encompassing business and contents.

AMUSE platform integrates all the business processes of culture and art industries, from discovery and support of culture and arts industry, nurturing the creators, production of contents and distribution service of the produced contents. Through the development and expansion of culture and art industries, the platform supports the implementation of new businesses with dApp (Decentralized Application) through open platform policy. Through these philosophies and policies, the entry of culture and art industry and the creation of contents will become easier and the services and contents will become richer.
AMUSE platform has four service areas, each of which contains its own characteristics. Each service operates independently but is organically related to each other, optimized to maximize the synergy effect. This will serve as the powerful and unique CSF (Critical Success Factors) of AMUSE platform.

4.1.1 CSF #1_Political
Enter-Tech(Entertainment+Technology)

AMUSE platform designs and provides a unified process to standardize a series of processes from entertainer training or content creation and distribution. This serves as a standard basis for time-based performance and cost when fostering entertainers, and it can solve the complex interests of entertainers and entertainment companies transparently and visually.

In the process of distribution and content creation, it is possible to reduce cost based on standardized form, thereby enabling collaboration between the creation partners to maximize reliability. The visibility of cost and duration on account of standardized processes can be a measure of the greatest rationale for spending-profit-distribution.

Enter-Tech (Entertainment + Technology) paradigm, the first success factor to be introduced in AMUSE platform made by the fusion of culture and art and high technology, by providing an environment that can physically break the unreasonable part of culture and art industry.
4.1.2 CSF #2_Economical
EPIC(Economical Portfolio Investment Cycle)

AMUSE has a profit structure for each platform, and further, the profit structure is divided into a stepwise profit structure. This not only serves to represent the profit structure of the entire AMUSE platform, but also motivates Amuser to participate. In other words, the diversified profit structure is equivalent to providing diversified exit strategies.

Blockchain service or investment goods that have been carried out so far have had various paths of investment participation, but the exit was not provided and investment was isolated and the conflict between the operator and the investor became more intense. To solve this problem, AMUSE platform maximizes participation and exit by setting milestone in each project -unit platform- and -integrated platform.

Furthermore, as discussed above, it is based on standardized forms and procedures, which can dramatically reduce project management costs, increase the rewards and benefits to be provided to AMUSER.

AMUSE business is divided into the followings. Investors invested through ICO/IEO, investors directly involved in the services, diversified investments and rewards / benefits diversified in consideration of various services, stages, units, is the paradigm of the EPIC (Economic Portfolio Investment Cycle), the second key success factor in AMUSE.
4.1.3 CSF #3_Social
GEM (Global Entertainment Mesh)

Coins issued by AMUSE can be used without restriction of the border. This means that there are no access barriers between actors, producers, distributors, viewers and workers related to culture and art. As a result, it can develop industries such as actors’ participation, attracting production costs, expanding the stage of activity, mass distribution of contents, and three-dimensional profit structure.

In AMUSE Funding platform, there is no need to visit the country or exchange for legal currency to participate in fundraising for entertainer or content creation or performance production. Investors from various countries can experience global culture and art.

Content provided by AMUSE streaming platform can be paid with AMUSE token (AMS). View the content through AMUSE coin without the need of VISA or MASTERCARD registration or converted into legal currency. Global content now can easily be accessed without restriction.

The same goes for AMUSE D.PPL platform. AMUSE coin is used as a means of electronic commerce such as the cost of producing the PPL product of the content to be redistributed, the profit distribution resulting from redistribution, settlement and profit in the linked product mall, and distribution. If distributing overseas content or making overseas products is made by PPL, the barrier of payment and distribution of the revenues resulting therefrom will disappear.

Through AMUSE platform, AMUSER will be able to experience more diverse and enjoyable culture and art life as the barriers of global culture and art business are broken down. Actors, producers, distributors, and other related workers also have a wider range of activities and the scope of production costs is expanded as well. This is the GEM (Global Entertainment Mesh) paradigm, the third key success factor in AMUSE.
4.1.4 CSF #4_Technical
Integration Architecture

AMUSE business is a fusion of legacy technology in entertainment industry and blockchain Technology, which is the core technology of the 4th industrial revolution. Based on existing legacy technology, blockchain technology is applied to enhance storage, distribution and disclosure which contributes greatly to the development of legacy technology and activation of blockchain technology.

AMUSE platform consists of AMUSE Funding, AMUSE Streaming, AMUSE PPL and AMUSE Payment. AMUSE Funding is a system for posting investment products that match investment products and investors, a system for attracting investors, a disclosure system for investment funds to monitor projects, and a dashboard system for displaying the launch of products. And Smart Contract system that implements the system.

AMUSE Streaming is a combination of an intelligent contract system that supports VOD distribution (IPFS: Inter Planetary File System), viewing the program and billing the settlement, a blockchain system that visualizes the copyright and distribution structure of VOD, And client management system (CMS).

AMUSE PPL consists of a matching system that links up content and products, a video editing system (3D modeling, video tracking), and a smart contract system that disclosures and distributes revenue.

AMUSE Payment is a system for user wallet (settlement, transaction, remittance, payment, swap) system that can be paid online and off-line, a store wallet (settlement, refund and exchange) system for settlement, Provides a platform management system that can integrate S/W and H/W management. In addition, POS devices and plastic cards serve as hubs that enable offline real-time settlement, and are the last key success factor introduced in AMUSE, the Integration architecture paradigm.
AMUSE platform provides service functions for business revitalization and provision of key services to provide stable business operations and convenience for participants. It provides specialized functions according to a series of processes ranging from requesting for payment to settlement based on settlement of cryptocurrency and service composition such as contracting and management of electronic contract type using Smart Contract.

Video content creation and distribution management function that enables the production and registration-distribution-payment integration of video contents, node configuration based on blockchain, participant who can register the general participant and business user registration function are provided. Crowd funding with transparency and reliability provides key functions such as reviewing and placing investment products, attracting and funding investors, managing the use and history of investments, and rewarding users for a certain period.

AMUSE is providing content for PPL, deliberation and launch of products, distribution of videos, sales of products and securing of revenue. Based on these features, it is possible to utilize more additional functions to provide expanded services and to materialize potential value and substantial profit.
4.2.1 AMUSE Funding (AMUSE COMPONENT_FUNDING)

Funding of AMUSE platform can enhance the artist’s creative ability through participation and can provide comprehensive support to culture and art projects. Creators and content creators have difficulty in securing the cost required for procurement of funds for creation, marketing, branding and fan acquisition. As a social and technical alternative to this, AMUSE provides Crowd Funding service through AMUSE token.

Content planning stage and the production map (Roadmap) can be made public, and the participants can set the distribution of the profit themselves when participating and can perform crowdfunding within the platform. Revenue consists of the distribution of total revenue or the distribution of ticket revenue, and it is possible to provide PPL support.

AMUSE funding platform can provide a variety of ways of funding through AMUSE coin based on proven track record and proven track record of investment product posting - investment recruitment - utilization of funds - profit generation - reasonable distribution. Funding is funded by fundraising for the cultivation of culture and art industry, fundraising for video production for content production, university fundraising for the promotion of theater and performing arts, investment for cultivating entertainers to support and foster actors and artists.
4.2.2 AMUSE Streaming (AMUSE COMPONENT_STREAMING)

It is a platform that enables real-time video streaming by storing creator information and content data in blockchain (copyright information, transaction information, contract information about rights, video data, etc.) In addition to preventing the leakage of information, the distribution and streaming information of the content are analyzed and graphically displayed in a dashboard so that all the right holders can visually confirm the distribution route and frequency of the content and the collection status of the royalty.

Not only that, it is designed to distribute the revenue generated by the content distribution immediately and the consumer can select the creator and the content by themselves, support the global distribution, and get the opportunity to participate in the content distribution.

Creator can also use the number of times streaming of his/her own content and the profit of the creator and the streaming order of the content can be monitored.

Purchases of streaming passes on the platform can be paid through AMUSE token and points. Assets held in AMUSE wallet support automatic payment processing to support the payment of commuter passes.
4.2.3 AMUSE STUDIO (AMUSE COMPONENT_STUDIO)

Digital Product placement advertisement (PPL) business model operated by AMUSE will not only overcome the limitations of the existing PPL market but also serve as a portal in the content market. AMUSE provides PPL integration service that can develop into global market through D.PPL technology and its business model that no one has prevailed in Korea yet.

AMUSE Studio is a technology that inserts graphics of products into already created contents. It is a technology that can expect optimized advertisement effects in consideration of country, region, transmission time and duration when one content is redistributed to other countries to be. When indirect advertising of goods is required, it is appropriate to match the needs of the seller of the goods in consideration of the content, the search for the section suitable for the country or region in which the goods are to be sold; Content Matching Service. Since it can be used widely as one content or one product, it makes a great contribution to improve the unique value of contents and products.
4.2.4 AMUSE Payment (AMUSE COMPONENT_PAYMENT)

AMUSE token payment system is here to provide a universal payment environment in the global market. AMUSE token circulated on the platform ensures usability. You can settle all the services and products provided by the platform and support funding and differentiated investment according to the base amount of the linked exchanges.

AMUSE Payment is used in a wide variety of AMUSE platform and serves as a hub that links up AMUSE and participants, distributors and viewers, actors and producers, investment products and investors, and investment and profitability. AMUSE Payment is an app for AMUSER based on storing AMUSE token based on points charging, participating in funding, on/offline settlement, compensation and benefits. AMUSE Payment is classified as S/W and H/W, and software is linked with User, Store, Admin, and CMS programs. H/W is a device that supports offline payment such as POS, Card, Barcode reader, Kiosk.

AMUSE Payment supports a variety of payment methods such as T2K (Token to KRW), P2P2K (Point to Point to KRW) and P2K (Point to KRW). It supports a variety of functions such as AMUSE token, real-time ticketing, point conversion, linking up with exchange, purchase of goods, release of ticket example, compensation and event, investment and profit distribution in user’s AMUSE wallet.
4.3 AMUSE CHAIN OPTIMIZATION

AMUSE platform promotes global culture and art content by establishing a separate and independent platform specialized for this culture and art business. By strengthening the competitiveness of the platform itself through the configuration of video contents service for users and various additional functions based on IT technology, the capability of platform is strengthened through various service function using blockchain.

Hybrid Blockchain Platform is designed to distinguish public information from private information in order to quickly process high volume VOD data and quickly call up data between each unit platform in order to process massive amount of information quickly.

Unique information such as user information or merchant information of a business service used in a store can be called only when necessary through private management. In addition, VOD information, payment and distribution details of AMUSE’s specialized services are proceeded as public.

Admin service is designed to process payment in real time, so that the payment processing information can be managed in off-chain and batch process. In order to allow the above described information to be linked to a blockchain, efficient node management has been achieved through a blockchain bridge in each operating service.

4.3.1 AMUSE Business-specified Hybrid Blockchain Platform

AMUSE Business-specified Hybrid Blockchain Platform
### 4.3.2 AMUSE Chain Use Case

Crowdfunding - Use of investment - Income generation - Income distribution, the progress of the project will be shown to the participant, as well as the progress of payment - profit generation - profit distribution in VOD streaming – distribution of income from the registration history.

The history of AMUSE coin usage in PPL can be checked in the sequence of securing contents - product launching – content production - content distribution - income generation - income distribution. AMUSE platform aims at securing and uses transparent funds.

### AMUSE Platform Utilization

![AMUSE Platform Utilization Diagram]

### AMUSE Funding Utilization

![AMUSE Funding Utilization Diagram]
04 INTRODUCING AMUSE

AMUSE Streaming Utilization

Investor
- Korea
- International
- Private Wallet
  - Point
  - AMS
- Exchange
- IEO

Distributor
- 1 man creator
- Copyright secured
- Smart Contract

AMUSE PLATFORM
- Upload Request
- Content analysis & screen
- Upload
- Subscriber
- Non-subscriber
- Ticket Payment
- Smart Contract
- Public Watching POD

- AMUSER
- Waller
- Master
- Account

AMUSE PPL Utilization

Advertiser
- Korea
- International
- Private

Viewership
- Korea
- International
- Private

Wallet
- Point
- AMS
- Off-Chain

Payment Module
- Remittance
- Public
- Receipt
- Seating Chart
- Public

AMUSE PLATFORM
- Production
- Public
- Release
- Public
- Sale
- Public

AMUSER
- AMUSER
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- AMUSER
- AMUSER
4.3.3 AMUSE Token Payment Logic

AMUSE token provides various payment and settlement processes to support on/offline payment and to meet the needs of users and merchants.

AMUSE token provides 3 solutions:

- **C2K Logic**, designed for users who want to use AMUSE token directly and those who want cash settlement,
- **P2P2K Logic**, for users who want to settle with the reward points to prevent price fluctuations and to pay the points to reduce the settlement fee,
- **P2K Logic** for merchants who want instant cash settlement.

**T2K Logic (Token to KRW)**

**P2P2K Logic (Point to Point to KRW)**
The objective of the Eco-system provided by AMUSE platform is to get more participation, solid interaction, and ongoing sharing. AMUSE's ecosystem forms a diverse AMUSER group of entertainers, creators, producers, distributors, investors, merchandisers, viewers, and a variety of other culture and art industries so as a dynamic and evolving community, participants create and share motivation with each other and create new values.

Platform-Service-AMUSER interact with each other and co-creates culture in a sophisticated manner. In AMUSE funding platform, launch of the AMUSER-invested product induces the AMUSER to flow into AMUSE streaming platform, and the entertainer or the manufacturer who has invested through the platform is also monitored and flowed into AMUSE streaming platform. The video that was distributed in AMUSE streaming is re-advertised on the studio platform and this triggers the content producer or distributor, the manufacturer or the seller of the product, to return to the streaming and continue sharing.

The thing that circulates the ecosystem is also based on AMUSE payment. Each participant is linked up to AMUSE token through settlement, investment and compensation. Furthermore, the ecosystem will generate more revenue each time a segment, project, platform, or participant is connected, thereby enabling more sustainable and robust participation.

AMUSER ecosystem gives AMUSER the opportunity to perform various roles. AMUSER is an investor and producer in AMUSE funding platform, a creator and viewer in AMUSE streaming platform, and a producer and a viewer in AMUSE studio platform. AMUSE ecosystem provides an environment in which every participant can cooperate, share, create, and evolve in a competitive environment.
AMUSE Business Strategy

It is important to establish a systematic and planned strategy to implement the fusion of culture and art industry and blockchain technology. AMUSE is binding the already existing entertainment service with blockchain. Its business strategy is juxtaposed step by step. It is natural to take steps of Market entry - market development – product development - diversification. Most of AMUSE services that have already reached the completion stage of business planning and product development, however, will open services simultaneously.

AMUSE declares its entry into blockchain market from the day of distributing whitepaper. Accordingly, AMUSE will issue AMUSE token and focus on securing potential AMUSER and already loyal AMUSER as well through IEO. It has been like a tradition that issued token so far dumped as it was listed. However, AMUSE tokens are more likely to be used in real terms rather than waiting for the price increase on the exchange, and the converted value will also be valued higher.

AMUSE platform enters blockchain market, users can enjoy the culture and art that can be settled with cryptocurrency, and can even participate in IT vulnerable groups with AMUSE token supporting payment system. AMUSE will extend its service to a wider range of services for loyal AMUSER and alliance who continues accumulating the process of funding, streaming, and merchandising through advertising exposure.

For example, when a famous entertainer is made via crowdfunding, invested AMUSER will be exclusively invited to the meet & greet event or able to buy famous entertainer’s merchandise with AMUSE token from offline store or it is possible to pay a bus pass or a fancy restaurant with AMUSE token. The implementation of this diversified service will not be impossible on AMUSE platform.
AMUSE Business Strategy

AMUSE platform consists of unit system, unit solution, unit platform, and integrated platform. Each unit platform has a unit solution that is duplicated or applied after customization. To overcome this repetitive development structure, AMUSE development team adopts the most common and proven CBD methodology to develop.

AMUSE has designed the unified platform architecture for quite a while to standardize a very wide range of services and complex processes. Interface between each platform and the function is defined as full specification of unit system. S/W component is extracted and managed through modularization for each function. AMUSE platform will develop services after Spec Out based on stage, user, and data.

These development strategies not only can efficiently allocate the period of system that is developed simultaneously, but also play an important role in improving quality through repeated work. AMUSE platform is composed of professional developers in various fields and is being proceeded by experts in each domain, and intends to build an integrity system.

AMUSE development team derives various use cases and manages them as each component. It can be divided into independent modules, and it has various possibilities of change and generality in the future, so the expansion of AMUSE platform is limitless.
AMUSE Marketing Strategy

AMUSE marketing team establishes an integrated marketing strategy and builds a sitemap that enables two-way (entry/exit) by linking each unit platform starting from AMUSE homepage. The whitepaper on the homepage or AMUSER’s review of each platform will be adapted to the content and appear on official online channels of each country.

The whitepaper on the homepage or AMUSER’s review of each platform will be adapted to the content and appear on official online channels of each country. Content creation is repeatedly generated according to the content creation period table including the trends of the culture and art, blockchain industry, the platform utilization period, and new information. Content that is adapted to the official online channel is used as a screen for producing ad videos, and the produced videos are uploaded and distributed to a video streaming platform. The uploaded video is extracted as a clip and is continuously shared on social media channel.

The objective of AMUSE marketing team is to encourage incoming visitors to be in the sitemap so that one content can expand in as many different forms as possible. The unspecified number will promote strategies to evolve into friendly customers - potential customers - indirect customers - loyal customers through strong online marketing activities such as investment products, contents, performances, concerts, and sales products launched in AMUSE platform.

AMUSE marketing team will make every effort to activate AMUSE platform with actions optimized for online marketing through data analysis - KPI establishment - planning - implementation - monitoring process.
AMUSE Management and Operation Strategy

Furthermore, since the unit platform and the unit service are scheduled to be launched even during the continuous development, the importance of operation cannot be excluded.

AMUSE Operations Management Organization has adopted a complete and robust business management methodology, comprised of success stories from diverse industries and experts from a variety of fields. The quality of AMUSE platform is improved through activities such as culture & art division / technology development division / service operation division / hardware and software maintenance division, and activities such as pre-error detection and security building / risk taking through simulation and modification.

AMUSE management team is not the only one that operates the system in one direction but the whole AMUSER is operating this universe and the main body of the service. AMUSE is planning ways to grow together and prepare an operational strategy for a self-sustaining system.

AMUSE platform through business management capabilities delivers the service based on stable and empirical characteristics compared to other services. Blockchain technology is not just limited to the possibilities and expectations, but the actual experience and participation in the service, the combination of content media and blockchain, will lead to success in business management performance.
7.1 TOKEN SALE

AMUSE token is ERC-20 based token created to activate AMUSE platform and expand the business. The total supply volume is 5,000,000,000 AMS, with 50% to sales, 15% to project team, 10% to marketing costs, 5% to foundation, 5% to development costs and 15% to reward.
7.1 TOKEN SALE
AMUSE aims to create a comprehensive art platform that utilizes the creation of sustainable profits through culture and art business with blockchain technology.

01 AMUSE Token can be used for the purchase of concert & theatre tickets. AMUSE will reserve the best seats and suitable time for AMUSE token holder.

02 AMUSE tokens can be used for the expense payment of soap operas, broadcast PPL and advertisement.

03 AMUSE token can be used for the purchase of video content.

04 AMUSE token can be used for the participation in crowdfunding of culture and art content

05 Customers can get discount benefit when purchasing with AMUSE token

06 10% of paid AMUSE token will be burnt.

07 The company is planning to burn 10% of AMUSE token occurred from the management of project and platform. The number of burnt token will be disclosed quarterly.

08 AMUSE will continue to expand into a variety of ecosystems.

09 The remaining amount of tokens after sale are to be burnt.
7.2 Holder Reward Event

AMUSE Platform provides distinct, special token holder reward event by constructing a token economy to create profit models through various culture and art content business to reward participants.

<table>
<thead>
<tr>
<th>Holder reward event in accordance with staking</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Holder with more than 300,000 AMS</strong></td>
</tr>
<tr>
<td>7% of quarterly revenue goes to the holder in ETH</td>
</tr>
</tbody>
</table>

- AMUSE project holds strong reward event for holders according to their staking.
- AMUSE project is distributed to holders of various incomes generated through the production of showbiz, drama productions, film production, distribution of video contents and fundraising.
- Reward for 2 Types of Holders: Over 300,000 AMS holders and over 1,240,000 AMS holders

<table>
<thead>
<tr>
<th>Number of Tokens</th>
<th>Reward Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>300,000 &gt;</td>
<td>Reward: 7% of Revenue</td>
</tr>
<tr>
<td>1,200,000 &gt;</td>
<td>Reward: 3% of Revenue</td>
</tr>
</tbody>
</table>

Events

AMUSE produces a variety of creative culture contents such as movies, theatre, concerts and provides some of the culture and art content offered to the token holders as an event

- Holder can apply for the event once a quarter of the year, only applicants for the previous quarter can apply for the next quarter holder event (Not Applicable when the event is in process)
- This event is only available to staking event applicants.
- AMUSE rewards holders for various revenues generated through the production of concert, drama, film, distribution of content and fundraising. Reward Policy will take effect from June 2019.
- Event end date will be officially announced
- Please go to our webpage for "How to Apply" and our quarterly Roadmap.
### 08 ROADMAP

<table>
<thead>
<tr>
<th>Date</th>
<th>ICO &amp; Platform Development Progress Roadmap</th>
<th>Business Progress Roadmap</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>- AMUSE Whitepaper OPEN/Project Promotion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- AMUSE Platform Development start</td>
<td></td>
</tr>
<tr>
<td>02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>- IEO(Initial Exchange Offering)</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>- IEO(Initial Exchange Offering)</td>
<td>- The Fact Music Awards tickets free giveaway (Lineup - BTS &amp; popular idol groups)</td>
</tr>
<tr>
<td>05</td>
<td>- IEO(Initial Exchange Offering)</td>
<td>- Partnership with Daehangno Theater on Payment Interoperability</td>
</tr>
<tr>
<td>06</td>
<td>- Listing Exchanges</td>
<td>- Joint Foundation of Drama Production Board</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Partnership with Korea Content corp.</td>
</tr>
<tr>
<td>07</td>
<td>- Ticket &amp; payment system beta open</td>
<td></td>
</tr>
<tr>
<td>08</td>
<td>- Ticket &amp; payment system Test</td>
<td>- Recruiting creator and artist</td>
</tr>
<tr>
<td></td>
<td>- AMUSE Platform progress report</td>
<td>- Sign a contract</td>
</tr>
<tr>
<td>09</td>
<td>- Daehangno Arts Payment System Open</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>- AMUSE Platform Open (as to Video)</td>
<td>- Exclusive Drama release (Nov.)</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>- Partnership with DPPL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Exclusive content producing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>ICO &amp; Platform Development Progress Roadmap</th>
<th>Business Progress Roadmap</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>01</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- AMUSE Integrated Platform Beta Open</td>
<td>- Artist, Creator training, support program operation</td>
</tr>
<tr>
<td>02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>- AMUSE Integrated Platform Beta (KOR,CHN)</td>
<td></td>
</tr>
<tr>
<td>04</td>
<td>- AMUSE Integrated Platform Global Service Offer</td>
<td></td>
</tr>
</tbody>
</table>
5.1 CEO

Moon, Song Hui

Career
- Former) Aster Theatro Representative
- Former) Hanahreum Company Representative
- Current) Jeju Blockchain 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 Commitee of Production Headquarter
- 2001 SBS Production Headquarter Drama 2CP CP
- 2000 SBS Production Headquarter 5CP TV Drama Planning Department CP
- 2000 Seoul 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

- 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
5.2 Team

Ahn, ChangKyung

Career
CEO of CK ART WORKS
Production Director of MS Contents Group

2017.03.16 ~ 2017.12.30. Musical Nonsense2
2015.09.20 ~ 2016.01.10. Musical Show Boat
2014.09.20.~ 2015.01.20. Love in NewYork All that Jazz

5.3 Adviser

Ju, JeeHoon

Career
Entrepreneur and Blockchain/IoT business architect

Insure Network
- Chief Executive Officer
- Dec 2018 - present

Smathium
- Chief Blockchain Officer
- Feb 2019 - present
Before summarizing AMUSE team's project, it is recommended that you read the following.

[Legal Authority]
AMUSE team disclaims that there is no liability of us whatsoever from the information contained in this whitepaper. This white paper is intended to introduce the content of a reasonable business model that has been studied and developed over a long period of time by AMUSE team, and all of the distributed contents are not contractual.

[Notice of Obligation]
In this whitepaper, only the demonstrable contents are described. In case of any changes in plans and policies, the website or Terms of Use will notify you when the project is inevitably modified.

- Changes in policy related to the project (laws, ordinances, regulations)
- Technical limitations related to the implementation of the project
- Changes in the operational policy of the project
- Scope of the project that is considered new
- Unavoidable schedule disruptions and changes

[Compliance Based]
This whitepaper is based on laws, policies, and ordinances at the time of writing. Among the contents of the project, the followings may be subject to change according to the regulations of the country.

- Procedures for payment and investment services in other countries' cryptocurrency
- Terms and conditions for payment, settlement, refund processing (real name account, OTP, KYC, personal authentication)
- Exchange information (exchange of customer information, quotation information, transaction information)
- Specification and certification of payment terminal (radio certification, liability insurance)
- Report of taxes due to payment of contents and products (year-end settlement, income report, tax return report)
- Whether personal information should be kept aor disclosed (location information, access rights)

This whitepaper is written and distributed by AMUSE team and we will take a strong legal response if the damage is done to the project and its participants by someone by forging or altering the contents.