



All Connected,

Media Content Protocol

for Multilayered Monetization

WHITEPAPER

version 1.4

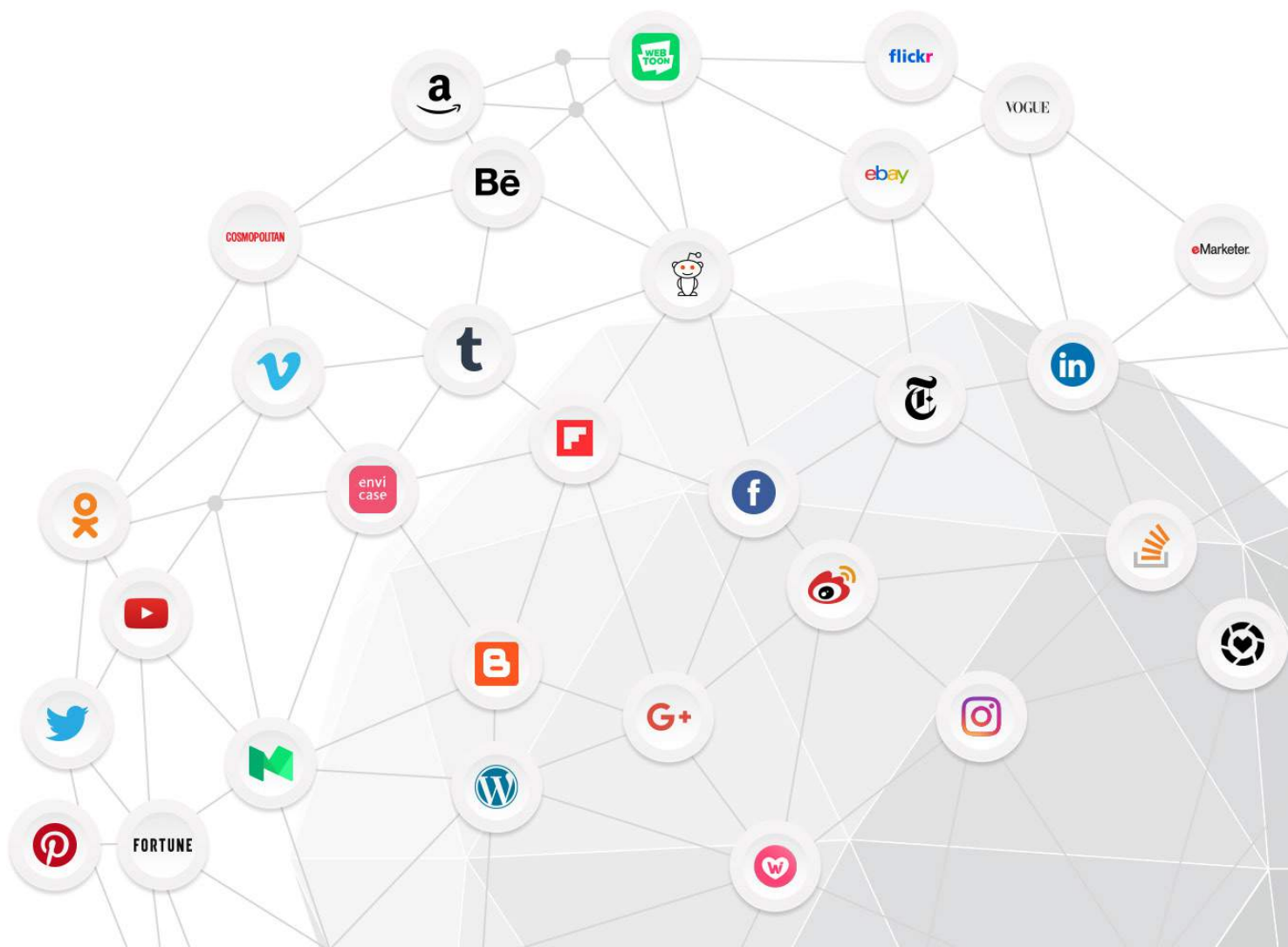


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Preface

First, we highly appreciate your great interest in PUBLYTO. This whitepaper was written to provide a better description of PUBLYTO projects. Below is the list of order made to help you understand systematically.

I. Summary

II. Abstract/Strategy

III. Architecture/Token Ecosystem

IV. Goal/Development Plan

V. Others

Part I of this paper describes the overall summary of the contents to help you understand key points faster.

Part II describes the background of PUBLYTO as well as its vision and strategies. You may understand why PUBLYTO is necessary and what services PUBLYTO provides to realize distinguished values.

Part III of this paper deals with the specific technology used in PUBLYTO, which explains the overall architecture and describes how each component plays its roles. It also includes the token ecosystem of PUBLYTO and token related policies.

Part IV introduces the goal of PUBLYTO while clearly providing the specific development plan where you can look at the future model of PUBLYTO

The last part of this paper includes key financial information and plans for utility to help those who participate in PUBLYTO to build and upgrade the ecosystem. You may assume the possibility of PUBLYTO by looking at the team and strategic investors verified through existing businesses, and other excellent advisor groups and partners.

This whitepaper is composed of 3-level subjects. Marking the subject level will help you look at the overall theme of the document. As shown below, sizes and styles of the characters distinguish the subject levels.

1 Level subject

2 Level Subject

3 Level Subject

Phrases expressed with the following style includes the core information of the following contents.

This style describes the core phrases.

Please note that honorific language is not used for simplicity purpose. Please visit the channels below for communication for any inquiries or opinions while reading this whitepaper.

[Telegram\(Link\)](#)

[Medium \(Link\)](#)

[Twitter \(Link\)](#)

Summary

In the media content industry, many innovative blockchain based projects emerged. It all happened recently. Start-ups, MadHive and Truth presented or released platforms designed to promote transparency and fairness on media advertisement contents via blockchain, and Poetet and Steem gave UGC (User Generated Contents) the innovative economic value. In some parts, blockchain-based media companies gathered to build AdLedger consortium.

Who will be the new game changer in the media contents industry?

Commonly, the interest of blockchain media companies are focused on cryptocurrency rewards, open ledger, decentralization and settling their own consensus algorithm and token economy. Various concepts and technologies such as dApp, platform, and protocols are conjoined, and several entrepreneurs are aligning in the one direction to the magnetic field where there is a strong oasis called the independent cryptocurrency ecosystem. A legacy, which includes wandering direction without receiving the benefit of new technology, exists in places where these entrepreneurs have left to seek decentralization. It means that there are legacy medias who couldn't even get on board on the change of blockchain and cryptocurrencies, which include personal blogs and social blogs where more than 5 million posts are published, social medias, presses, magazines, shopping malls, etc. Users who have experienced the new age called cryptocurrencies and rewards have enlightened themselves and they are slowly moving their places.

Recovering coexistence

Humans are selfish to preserve themselves, pursue pleasure, and avoid pain. Meanwhile, humans are selfless in a way that they become interested in other's happiness. We frequently witness groups of chimpanzees who trim their hair. Also, there is a common phenomenon. When a chimpanzee asks for food, the other chimpanzee shares the food it was eating. There is a correlation between these two. If A trims B's hair first, it is more likely that B would share its food with A. On the other hand, if B asks A for food even though A trims B's hair, A will refuse. It means 'they are willing to help others only if the others have helped them'. Likewise, so called 'free riding (selfish act that one only receives without sharing)' species will face difficulties in surviving. This truth is commonly used in all social relationships such as between people, people and groups, and groups with other groups. Impatient legacy medias in a rush, social media companies who can't get away with their greed for a monopoly on profits, and users who turned away from them. What are ways to recover the coexistence while maintaining the relationship without all of them having to engineer the closed cryptocurrency reward system, discard the legacy, or being against their greed for money?

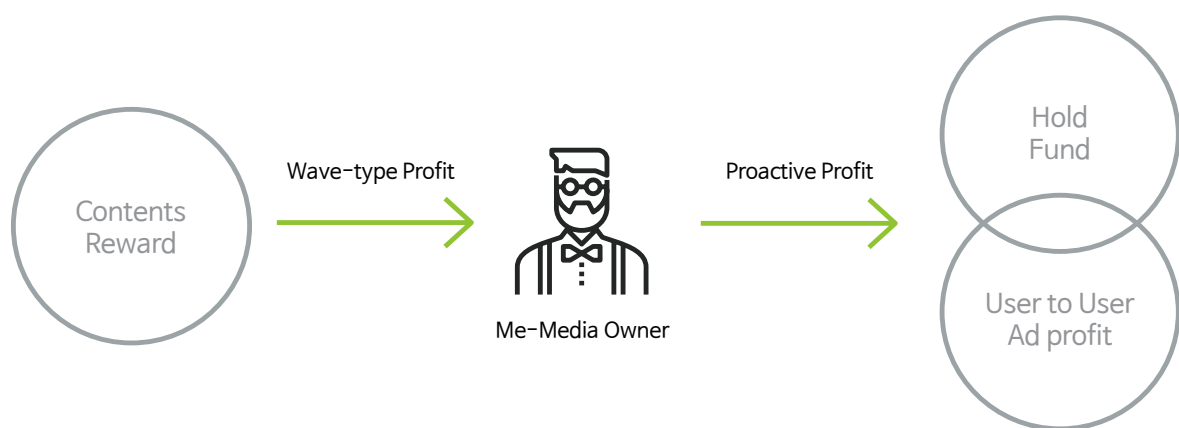
Yes! Plug-in!

Let's connect with PUBLYTO plug-in which allows cross-media, fair and unified rules, easy installation, and recovery of legacy. With different technologies, UI, and systems among media platforms, we can build the unified standard while connecting the line of content distribution.

Building a dApp has a high technical barrier for regular users who want to introduce the cryptocurrency reward system. Meanwhile, companies with long history must bear quite a lot of opportunity cost. Without smart contracts, consensus algorithm, main nets and other complicated tasks, if we copy and paste the embed link or scripts, the procedure to install plug-in will be as easy as inserting an USB driver to a laptop.

Multilayered Source of Revenue

Reward pool is partly assigned during token distribution, or it is secured as the increment issued by annually inflating 1 to 10% from the total token issued amount. Since we cannot guarantee that all token values will accelerate and lead to the bear market, if the token value does not meet the increasing speed of users, a reward system may lose the core function to reward fairly. Bars make more money from selling food than alcohol. On top of content rewards provided to publishers, curators, and commenters, PUBLYTO secures additional profit pool to provide opportunities to hold advertisements and funding. If one wants to add more traffic to contents, one may 'Buy' plug-in advertisement accounts installed in the popular contents through real-time bidding system by using PUBLYTO tokens. On the other hand, because other publishers become the owner of medias who hold advertisements, they take the most portion of selling profit from advertisement accounts. Unlike the reward pool which occupies a portion of the total token issued, the total token issued becomes the profit pool, thus correspondingly leading to more and larger transactions. This definitely is an advantage when compared to other tokens that depend on reward pools in terms of its size and consistency when building a stable economy. The ecosystem of PUBLYTO is far beyond the regular benefit called contents and comment rewards. Rather, it is a fertile land of opportunity where content creators can actively make sales as owners of media.



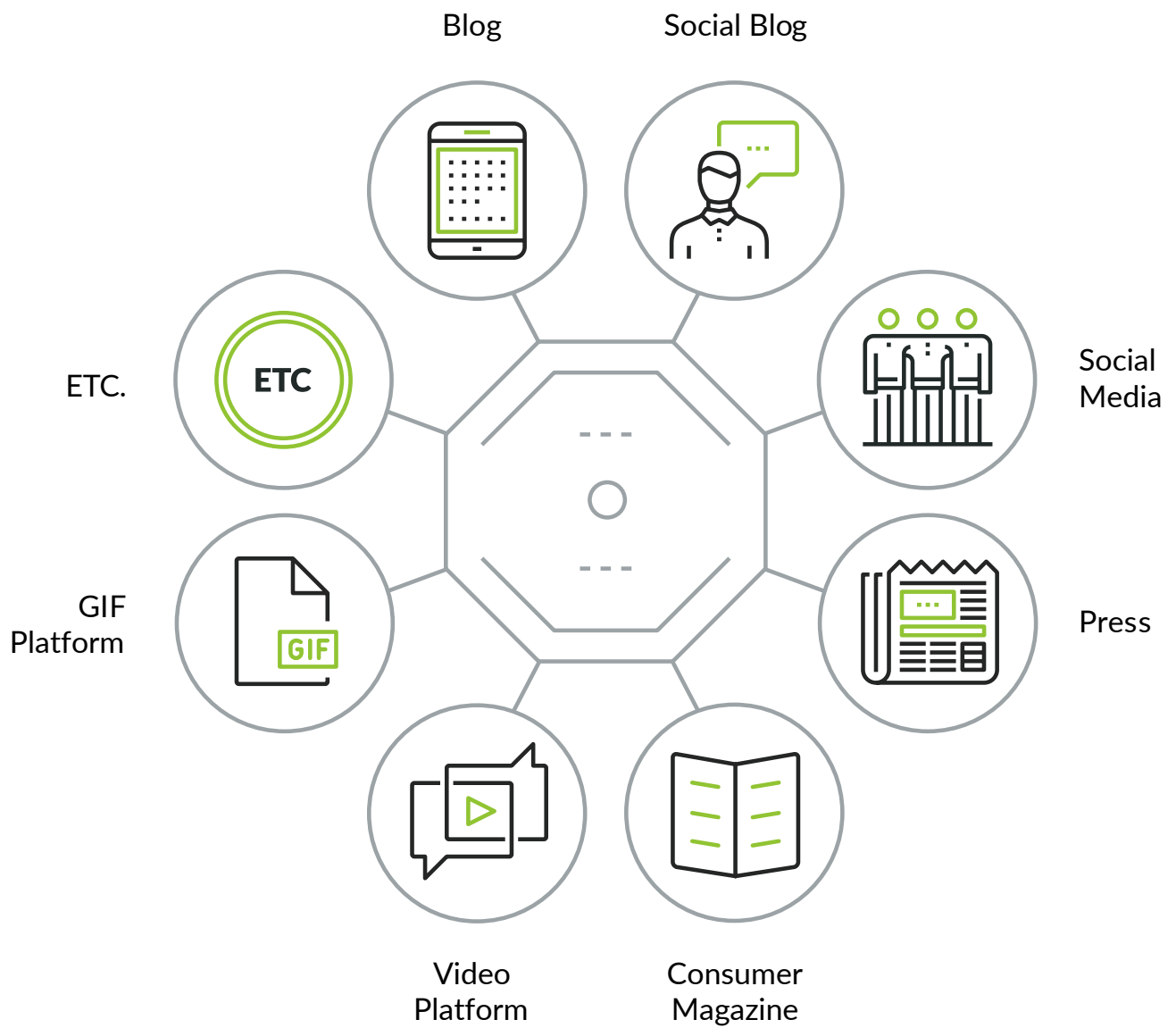
[Figure 1] Chance to create proactive personal profits

Accelerators of PUBLYTO, Chosen by influencers from 137 countries, Envicase

Until the vision of PUBLYTO was defined, Envicase has put its best to have shoppers or influencers who lead the media content market flow into the user layer. Envicase is a community where shoppers boast pictures of items they owe and share reviews. It was first launched in the US market and expanded to the European market. Currently, it has stable user bases in 137 countries over the world. For it is a community where active and unique publishers from fashion, beauty, and living fields gather, it will be the major engine to lead the token economy as the dApp of PUBLYTO network.

How far should we go?

PUBLYTO users can easily install plug-in at any UGC (User Generated Content) types such as personal blogs, social blogs, and communities. Furthermore, they can hold rewards and funds. Users can even create profits through User to User based advertisement transaction. If plug-ins like Tumblr, WordPress, etc. are applied by users, each individual media is instantly tied into a relationship between PUBLYTO and dApp. The destination that PUBLYTO is heading is not the UGC market but is the corporate media content market. Companies can secure a new source of profits with PUBLYTO plug-in rules through PUBLYTO smart contract and API for companies. Furthermore, social media companies are applicable for obligation rules so that editors and journalists working for companies can have source of additional income other than regular benefits. In this sense, it is not too much to emphasize the vision of PUBLYTO which aims to become the legal international standard (ISO) of the entire media content market as the blockchain based personal profit making network and to publicly be certified as the practical standard currency of the media content market.



[Figure 2] Content Aggregators Relationship with PUBLYTO

Abstract

Background of PUBLYTO

Facebook and Twitter, BlogSpot and WordPress, Instagram and Snapchat, Medium and Tumblr, and YouTube and Twitch are banning simultaneous sending and showing strong antipathy in terms of the business. Users consistently pursue cross platform. However, they are scattered in the end, and they are only settled on channels where traffics are verified or lose their motivation. Uncompetitive platforms lose their power and efforts and devotion of users vanish. 43% of existing publishers have already left while discarding contents that they had published.¹

The Issue of Amensalism

Amensalism refers to a relationship in which one is either suppressed or dies but the other is not harmed. One side is not influenced at all. But, the other side is either damaged or dies. The subject for the media is the public. The public obtains information and relationships from the environment that the media provides. When there are no alternatives other than traditional top 5 medias, the stance of most users was fixed as the information recipient. Therefore, no special criticisms were raised for the media company having monopoly over advertisement revenues. However, since the emergence of the great storm called 'Social', the public has become the information provider and the media has become the information recipient. Then, what should media services do in this reverse trend? Though more users are signed, and enormous profits are made from contents published by users and advertisements, most of the advertisement profits are taken by them as well. The public and the user want different things. They have enlightened themselves and raised their voices to tackle the issue of amensalism.

¹ Statista, "Types of media most often included in a typical blog post according to global bloggers as of 2017"
DEC 31, 2017 <https://www.statista.com/statistics/314523/blogging-media-content/>

Profit Monopoly Player Faking a Gate-keeper

The number of media content information is geometrically increasing. 2.5 quintillion bytes of data, in short, 90% of all media contents have been produced over the past 2 years, which proves that content publishing has settled into a daily act of communication by the modern people. However, despite providing multibillion dollars of financial value to media companies, these companies still do not regard content publishers as the subject for profit distribution. Rather, it is difficult to regard them as the subject. In the profit or loss of a corporation that reflects the rewarded amount into the cost of sales, fixed reward system is an exclusive factor that drastically reduce the profitability. It is practically impossible to change or give up the existing profit model of medias which monopolize profits from traffic where millions of users and billions of data are connected with media companies as the intermediary. Even small trials can result in an astronomical loss and breakaway of users. For example, YouTube, which is thought to have the most progressive reward system, has taken a conservative measure to control the reward rule. YouTube announced a policy that channels under 10,000 views were not eligible for rewards regardless of advertisements after April, 6th, 2017. Since then, lesser-known publishers, whose major source of income was from advertisements, have left YouTube.

People also criticize the prohibition of Shadow Play which either randomly decreases the estimated profit or blocks simultaneous sending. Among publishers who post to create personal income in the media content market, especially in the UGC field, less than 0.1% of them make profits from media company's direct support or working as affiliate advertisement models. Their monthly average advertisement income is less than \$3. It is frustrating to say whether such behavior is right or wrong due since it is an issue with the business's structure. However, it is clearly unbalanced and unfair.

Limits of Existing Blockchain Based Media

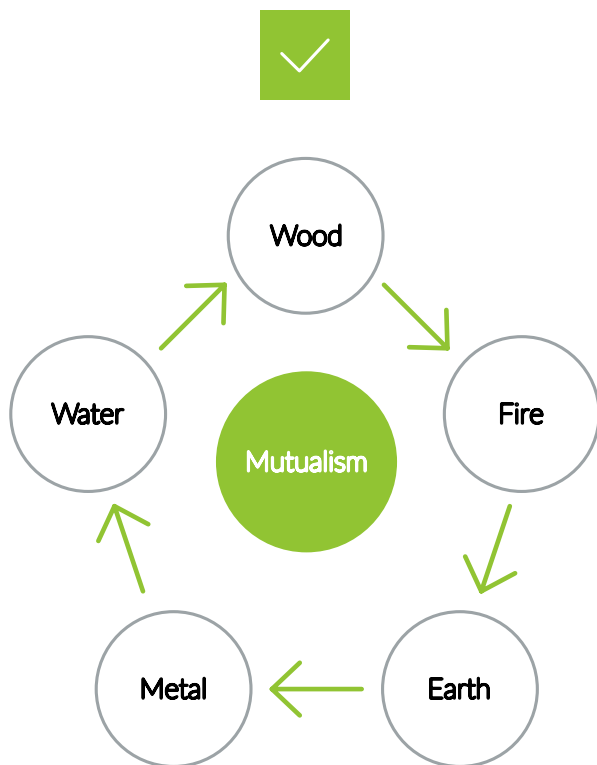
Blockchain based media services transparently publishes the distribution of rewards through open ledgers and cryptocurrencies. Moreover, they are attempting to have information providers and recipients coexist without media services interrupting them and helping to distribute rewards depending on the degree of contribution. They have built new paradigms while changing the master-servant user experience relationship to the autonomous experiences. An advanced strategy aims to expand own token economy as platforms and external dApps harmonize like Steem's SMT and Appics. This strategy is also evaluated that it would give a general impact to the media content industry. However, the concept of 'Reward' is rather wave-type in nature and has a smaller pool (Reward Pool) than the users expect. Token economy that heavily relies on rewards will have users stay as a 'worker' in this hierarchy, and the reward pool is limited to the increment which inflates from 1 to 10% from the annual token issued amount, not the total token amount issued. Meanwhile, reward pool proportionally is expanded when the token value increases. Ironically, stable reward pool is required for the token value to increase on the other hand.

Vision of PUBLYTO

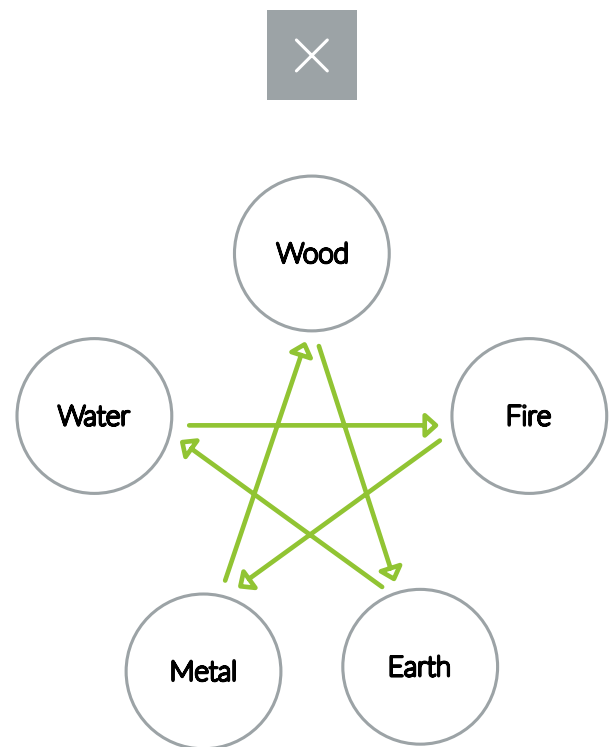
Core Value

Publication + Crypto = PUBLYTO

The word PUBLYTO is a combination of Publication and Crypto. Coexistence of five elements, which compresses the aspects of all things in the universe with 5 things, is the core value. The drawing below describes how nature coexists through the coexistence of five elements. Wood becomes fuel for a bigger fire. Fire becomes part of the soil once they are burnt. Soil becomes iron under the ground. Iron contains water, and water nurtures wood.



[Figure 3] Mutualism/Creation/Generation Cycle



[Figure 4] Mutual aversion/Control/Destruction Cycle

Nature moves to maintain the balance and coexistence in nature. Meanwhile, under the freedom of choices, humans often have unique opportunities to either stay balanced with the nature or break the balance. This is the special coexistence between the nature and humans. If we voluntarily choose to stay balanced with the nature, we will reach the new practical existence, experiencing the full completeness in the nature. This defines the compliance to the principle of the nature called mutual benefits and consideration. The core value of PUBLYTO follows the claim made by professor Eugene P. Odum, who is known as the father of the ecology.

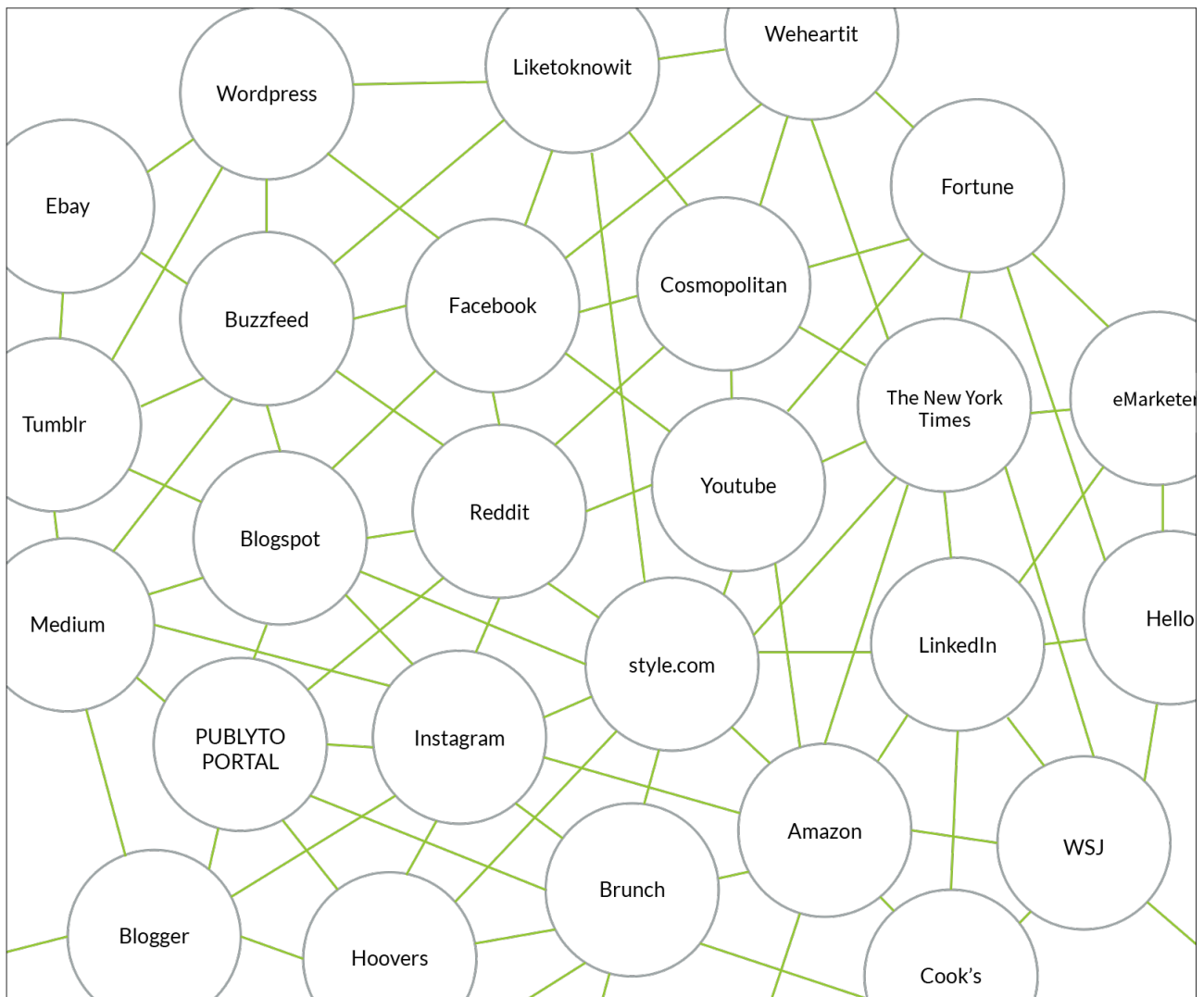


Cooperation for mutual benefit, a survival strategy very common in natural systems, is one that humanity needs to emulate.

Vision

To be the effective and legal (ISO) international standard of the entire media content market as the blockchain based personal profit generating network (e.g. Adobe PDF ISO 32000-1)

In the media content market, there are 100 million independent type blogs, 500 million social blog accounts, and 2.5 billion social media accounts. There are also billions of personal/organizational contents within it. Among the 4 billion of internet using population, more than 80% of them are directly connected to the media content market. PUBLYTO wants to connect the line (network) that penetrates the overall media content market, plant the tree (plug-in), and create the self-reliance ecosystem where things coexist like trees in the Amazon that pour rains by themselves through transpiration.

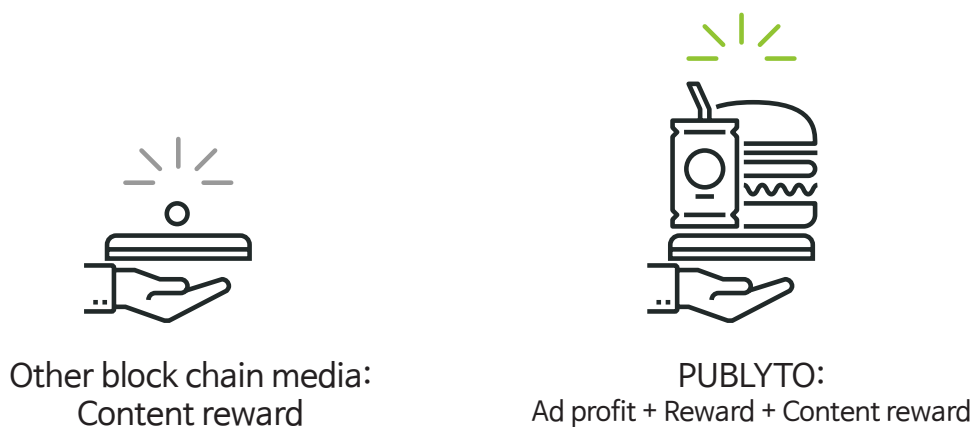


[Figure 5] PUBLYTO Media Connected Ecosystem

PUBLYTO's Strategy

Multilayered Source of Revenue

The reward pool of blockchain media are staying in the very initial stage of the currency economy, where tokens are assigned during the initial distribution stage or supplementing with the newly issued resources from token inflation policies. As emphasized before, the token economy can be extended along with various demands only if it becomes sizable enough to contain the value economy, practical economy and even the credit economy.

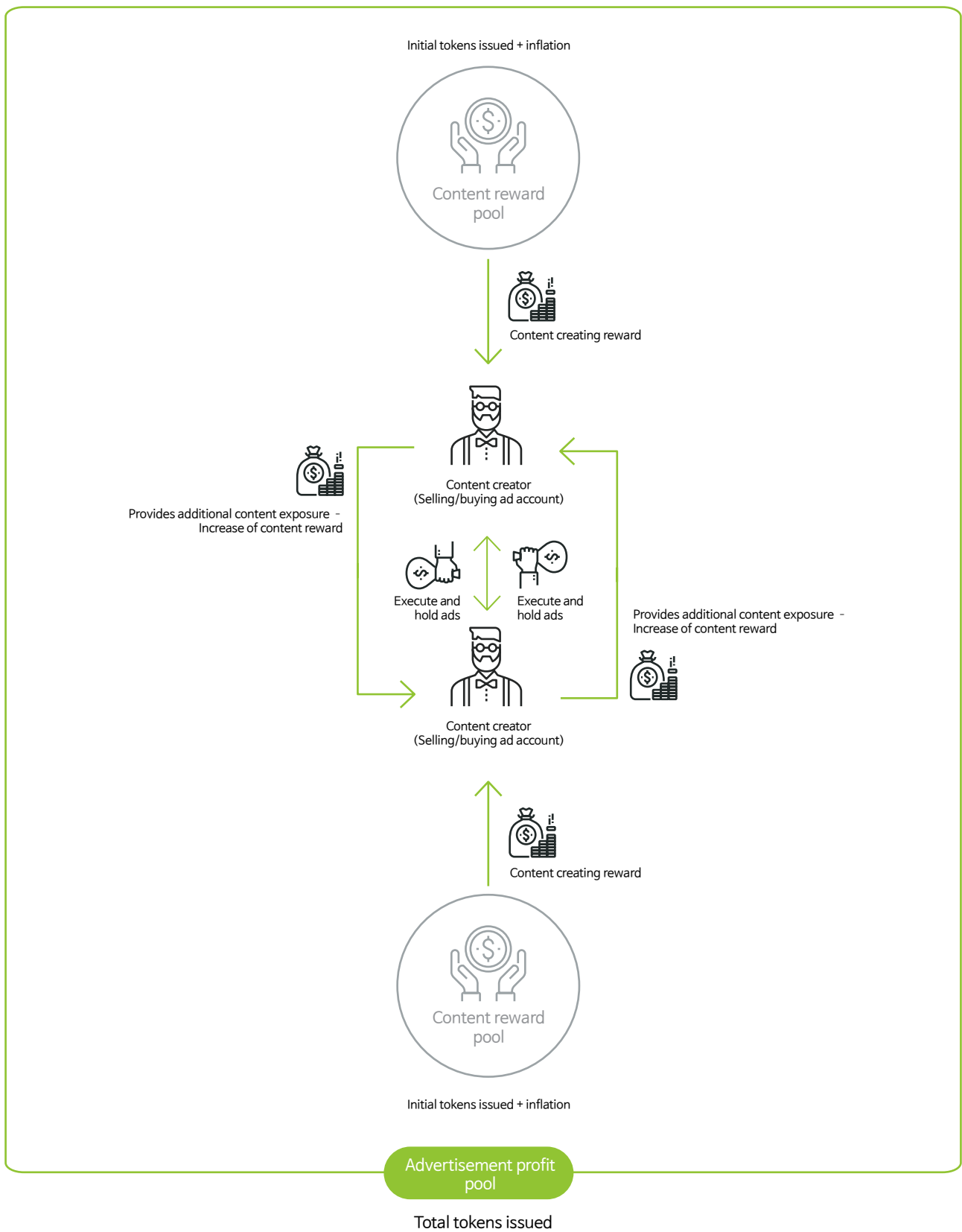


[Figure 6] A figure to compare the size of profit pool

We cannot be optimistic with the future value of tokens and services by simply extending the size of profit pools because the core variable of token economy is the tokenomic circulation. In order not to limit profit activities to 'making', contents need to have more value as they circulate the distribution system. Furthermore, if the economic value is formed with PUBLYTO token being the intermediary, the reach of the network value chain is expanded, and the information's richness accelerates.

PUBLYTO connects pipe-lines for advertising with interfaces of PUBLYTO plug-in installed throughout the media content market. Hence, content creators execute the part of content reward that they had already secured to directly buy the advertisement account set in other's plug-in so that the reach rate of their contents can be enhanced. More exposure opportunity means the chance for

additional reward. Furthermore, individuals can also sell their advertisement accounts to others to make ad profits. If content creation and profitability of distribution are compatible, token values will increase naturally. On the other hand, we can optimize the utility of distribution profitability and content creation if token values increase.



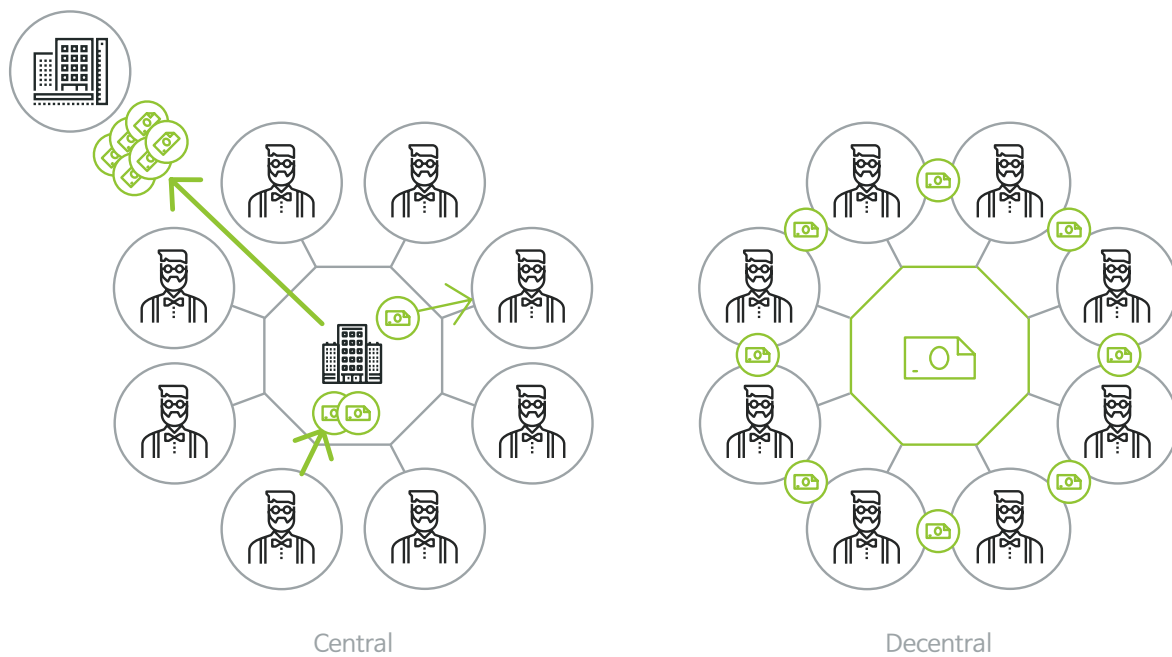
[Figure 7] The size of PUBLYTO ad profit pool and its economy cycle

Introducing Blockchain

Numerous blockchain projects either focuses on the decentralized technology of blockchain or free ride on the blind future values as the mega trend. Decentralization technology could be required for the human world only if people become certain of economical and emotional continuing values that many interested parties will make in the entry market field and when the community shares realistically common thoughts. Blockchain, is it a technology for capital funding and reckless investment? Is there a continual value in the vision that it aims to achieve? What is continual value?

Balance of Power

Decentralization, in other word, means ‘autonomous ecosystem’. Decentralization has strengths in uncorrupt characteristics and service fields that conflict with various controls, regulations, and laws. The core value of coexistence embedded in the soul of PUBLYTO describes its eagerness to establish the economic democracy and autonomous ecosystem of the entire media content markets. Monopoly, tyranny, and fraud come from the unbalanced power. PUBLYTO aims to prove the idea in reality where all objects in the blockchain media content ecosystem have balanced power and realize the democratic capitalism. Blockchain based individual profit-making plug-in is released to the entire market so that we can take the lead in unfolding content rewards, let alone the advertisement revenue and funding profit activities. Moreover, it adapts the widget builder installation method, which can be used in heavily fragmented media contents and browser types and specifies the interface.



[Figure 8] Central versus Decentral

Innovation of Regulations

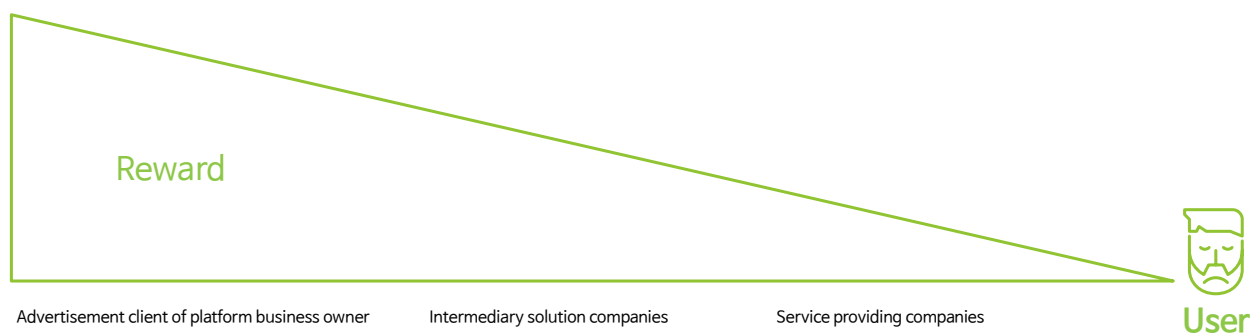
Blockchain is a decentralization technology required when we innovate the visible economic servant-master relationship in traditional media content markets and change the market into the coexistence relationship that has distributed authorities. Users are not the object for the reward but are one-person entrepreneurs who increase revenues from their media. The status of users should be elevated from the service object to the business owner. Unstandardized regulations were the problems despite many attempts until now when we only need one person for creating contents. We need changes in physical environment and regulations to change the owner of medias. Protocols operating on PUBLYTO blockchain has smart contract, which allows regular users to experience being the owner of regulations. In other words, users can be the nodes with decision rights. This also means that they can escape from control and tyranny from those who have regulations. Moreover, it can recover the original value called copyright while expecting transparency in sharing and distributing. Control power made in traditional medias disappear, and the door to liberate from capitals, cost, formats, types, and organization control limiting the content creation will be open.

〈Table 1〉 Isaiah Berlin's concept of liberty

	Passive liberty (Liberalism)	Undominated liberty (Republicanism)	Active liberty (Communitarianism)
Definition of liberty	Absence of interruption	Absence of dominance	Performance of civil activities

Limits of Traditional Incentives

PUBLYTO has a noble duty that it will settle the individual profit-making in the enormous and entire media content ecosystem. However, choosing traditional incentive methods such as points and credits would be no different from the structure of centralized stock companies. Points are 'allowances', which are recognized as liabilities in accounting. Prospective use of points is limited due to issues such as decrease of stock price and liquidity. Even in affiliated fee-based reward models such as CPC/CPM/CPA adopted in the overall existing digital content industry, advertisement clients with capital power and gatekeepers control the reward standard. Intermediary solution provider takes a larger fee and the secondary fee is shared by users and service providers (ad account providers). These companies will also provide an extremely small portion of rewards to users for their sales profit. In worse cases, these providers take the entire portion of fee profits. As a result, because stock company-based models or traditional incentive providing methods can severely harm the profit rate because rewards are included in the cost of sales. Therefore, it is almost impossible to secure the 'reward pool' which can cover the entire media content market. Decentralization is inevitable.



[Figure 9] Customary individual profit-making procedures of personal contents

Strategy to Support Individual's Profit Making - Plug-in

PUBLYTO connects plug-ins to the entire media content market to stay away from the paradoxical business model which closes the convenience of open-type blockchain in their closed company service. PUBLYTO plug-in provides significantly free interface such as embedded link, script, and hyperlinks so that users are obstructed to content types.

We first look at the market competitiveness for the strategy of PUBLYTO plug-in and it will be followed by specific description on the content reward plug-in, comment reward plug-in, advertisement holding plug-in, and funding holding plug-in. Lastly, we predict the growth potentiality of the plug-in model.

Market Status of Social Comment Plug-in ²

For social comment services, centered by Disqus, the leading company, there are LiveFyre, IntenseDebates, Echo, CoComment, Tangler, etc. Especially, the growth of Disqus was so incredible that the number of monthly users reached approximately 2 billion in 10 years since the start of the business. On March 1st, 2011, Facebook also announced Facebook comment plug-in that normal users can use. Following this trend, websites such as TechCrunch which is the major client of Disqus, GigaOm, and The Daily Beast changed their comment services to Facebook. Despite the announcement of comment plug-in by Facebook, Disqus, the leader of the industry, had grown even further. It is similar to FourSquare which added 4.5 million more users to the existing 3 million users when Facebook announced Places, a similar service to FourSquare in 2010. On May 13th, 2018, approximately 800,000 websites all over the world are using social comment plug-ins, and 98% of the number is dominated by Disqus and Facebook's comment system.

² Datanyze, "Market-share comment-systems" May 14, 2018
<https://www.datanyze.com/market-share/comment-systems/Datanyze%20Universe/Alexa%20top%201M>

〈표 2〉 Social Comment Service Market Share
Source: Datanyze, 5/14 2018

Ranking	Technology	Domains	Market Share
1	Facebook Comments	511,669	64.56%
2	Disqus	271,473	34.26%
3	IntenseDebate	3,593	0.45%
4	Livefyre	3,486	0.44%
5	Spot.IM	758	0.10%
6	Viafoura	565	0.07%
7	JS-Kit	338	0.04%
8	Vuukle	280	0.04%
9	Gigya Comments Plugin	194	0.02%
10	Echo	52	0.01%

Source: Datanyze, May 14, 2018

Market Competitiveness of PUBLYTO Plug-in

Can the existing comment plug-in service market and PUBLYTO plug-in coexist? Why did Steem show up when there were traditional social media platforms like Facebook or Twitter? Disqus recently started a project to support individual profit-making. In the project, companies post their ads to comment plug-ins and share profit shares with users. However, they seem to be reluctant to use the blockchain technology and cryptocurrencies. Rather, in the technological perspective only, it claims that blockchain is regressive in a sense that it delays all sections by 10 minutes each. Facebook plug-in is limited for the purpose of user influx, information collection, and increasing traffic. Furthermore, strategies to generate individual profits are concentrated on applications and websites. Unless it replaces the entire legacy system with blockchain based ones by spending astronomical opportunity costs, staying away from the existing profit model is challenging.

One of the reasons PUBLYTO introduced blockchain is to experience and realize the great cause of values called 'coexistence' and 'consilience' which scatter the media authority through decentralization. The possibility of emergence of new unreplaced source, and the structure of media content markets that have been centralized until the age of Internet will regress and achieve immutability and continuity. Authorities are scattered and profit distribution becomes transparent and fair. Such advantages may change the organizational structure. Thus, we may expect variability by using the characteristic called 'collectivity of values', not the centralized power structure, let alone the increasing possibility of technology fusion.

One shouldn't worry about blockchain, token, reward, and individual profit-making. Installing PUBLYTO plug-in easily features the content reward and advertisement model without being hindered by media types and subjects.

Media content markets can be categorized by various markets by differentiating the reward system depending on video/text/voice media types or content topics. Each distinguished market can distribute different types of tokens and ways to reward may differ. Such market specification closed in one specific market causes

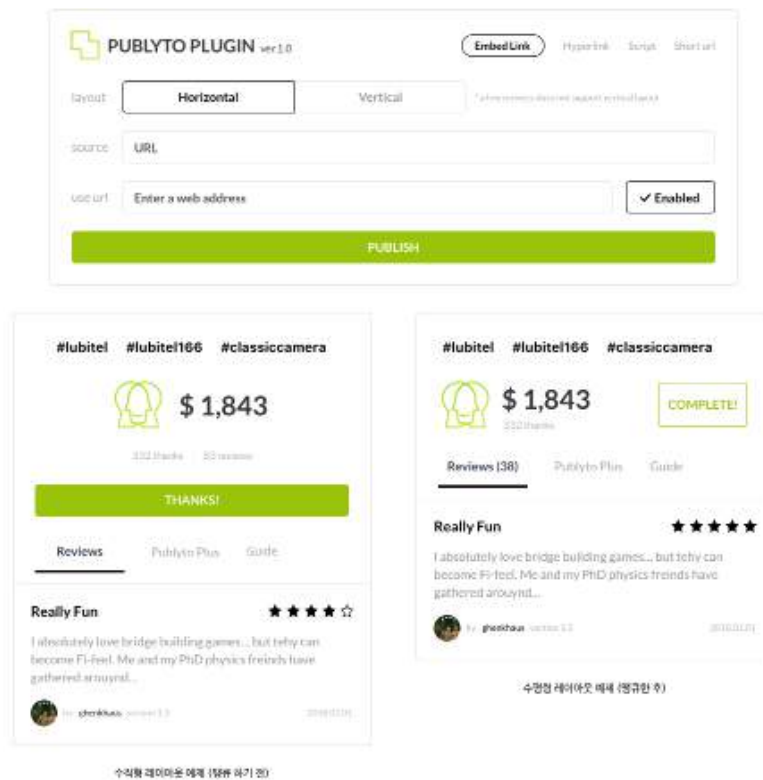
inconvenience since one needs to experience other token ecosystem if one uses contents in other neighboring markets. In PUBLYTO network, any types and topics of medias and contents can be tied into one token ecosystem to solve such issue. It can easily operate content reward and advertisement model by simply installing plug-ins. The model is not hindered by types and topics such as video contents like YouTube or newspaper article type text contents.

Some may claim that markets should be distinguished because creating video contents generally require more cost than text contents, thus providing higher rewards for creating videos. However, PUBLYTO emphasizes its dependency on evaluations of curators who use the contents when evaluating the media contents. Value of contents should not be evaluated by topics or media types. It is reasonable to rely on decisions of readers who read and listen to the contents. PUBLYTO connects all media contents into one to create a massive network. This massive network allows us to enjoy all types and topics of contents in just one market, the PUBLYTO token world.

Content Reward Plug-in

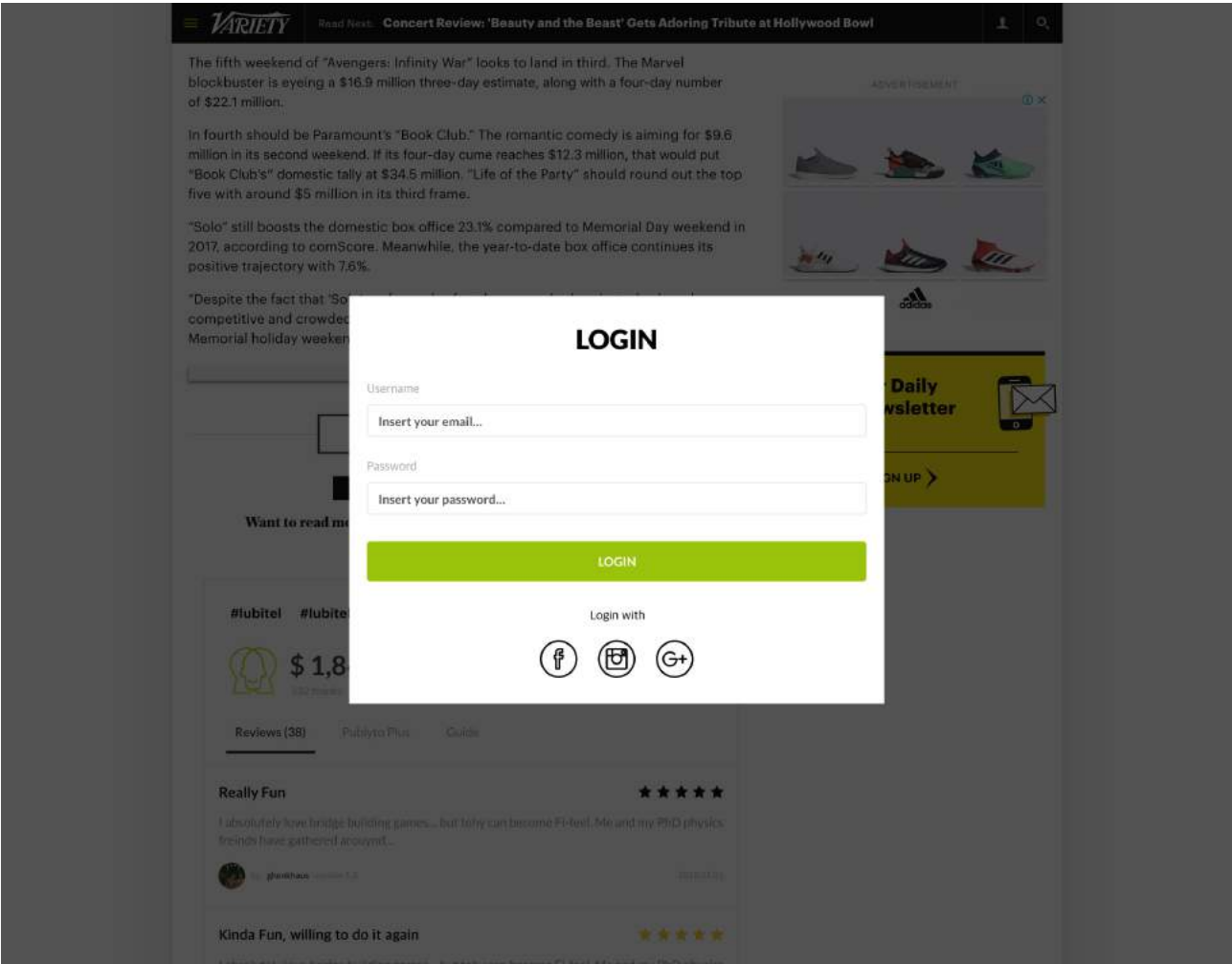
Content reward plug-in includes content making and curation reward. PUBLYTO users can install and use it without being hindered by media content types and topics. If a curator expresses the degree of sympathy with voting power, the reward amount for contents and curation will be defined correspondingly.

For sympathy means, we often call it 'Like'. In PUBLYTO, as shown in [Figure 9] below, we call it 'Thanks'. Contents published at PUBLYTO are different from others in terms of time and effort spent on issuing contents, and the scope of it is wide enough to cover daily stories to useful information and professional knowledge. The idea came from the humanity encourages us to praise more and further share reciprocal emotion in depth.



[Figure 10] Plug-in Standard UI

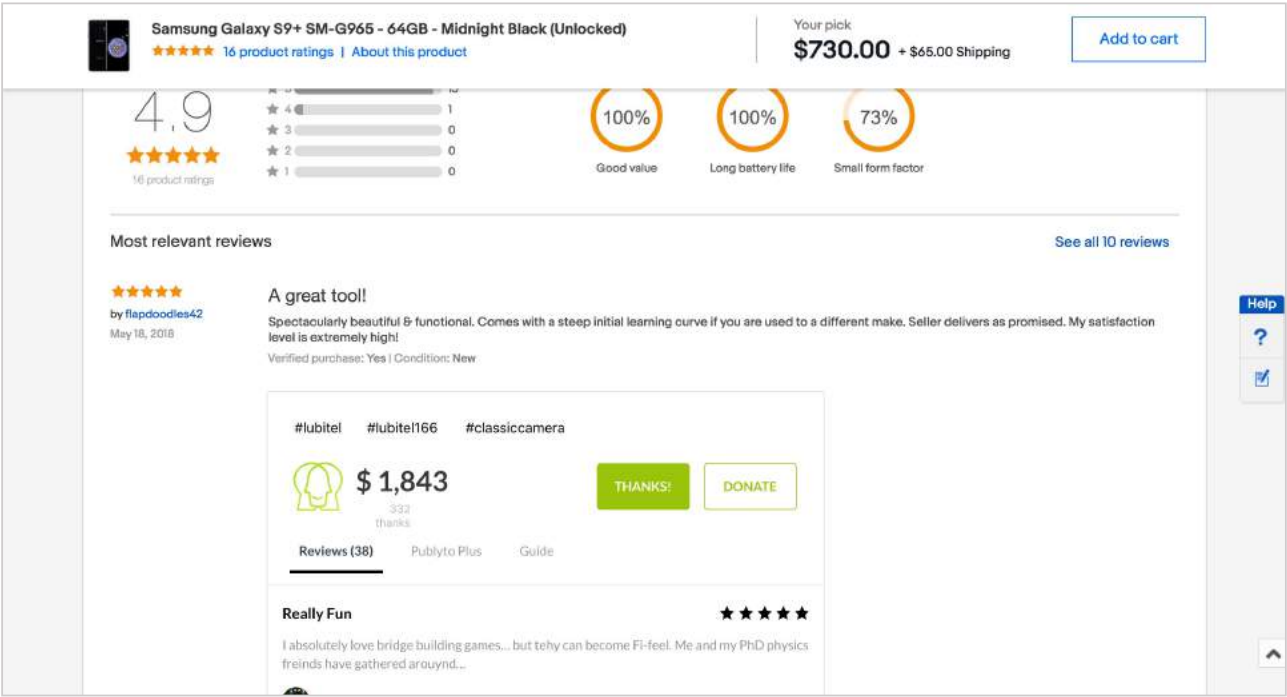
Curators should log-in to the network before voting.



[Figure 11] Log-in Process

Comment Reward Plug-in

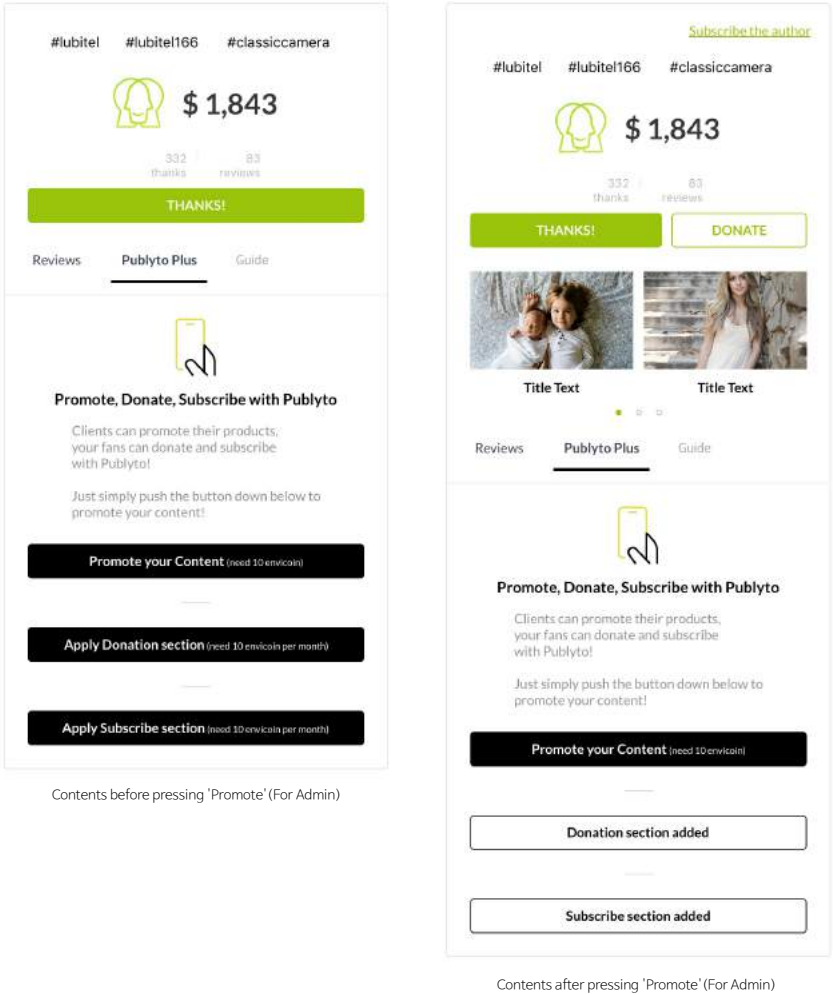
In PUBLYTO, even one comment is treated as content and receives reward plug-in. Similar to Twitter’s 140 tweet, if comments can be defined as organized messages providing valuable information or experience, these also should be subject to rewards in PUBLYTO. The below depicts the comment reward plug-in of product reviews from commerce services.



[Figure 12] Comment Reward Plug-in Standard UI

Advertisement Holding Plug-in

Content creators can hold advertisements by using ad profit plug-in. Because posts published at PUBLYTO are used as advertisement materials, it can maintain consistent and refreshing UI like native advertisements. The below depicts the advertisement profit plug-in applied in newspaper articles.



[Figure 13] Advertisement Application Routes and Deal Screen UI

Fund Holding Plug-in

Content creators can have profit activities from funding as well as advertisements. The below describes the example for collecting funds for video content creators. One can immediately check the list of supporters. Collecting funds confirm the identity of PUBLYTO and strengthens the bond among members, contributing to expanding the ecosystem of PUBLYTO.

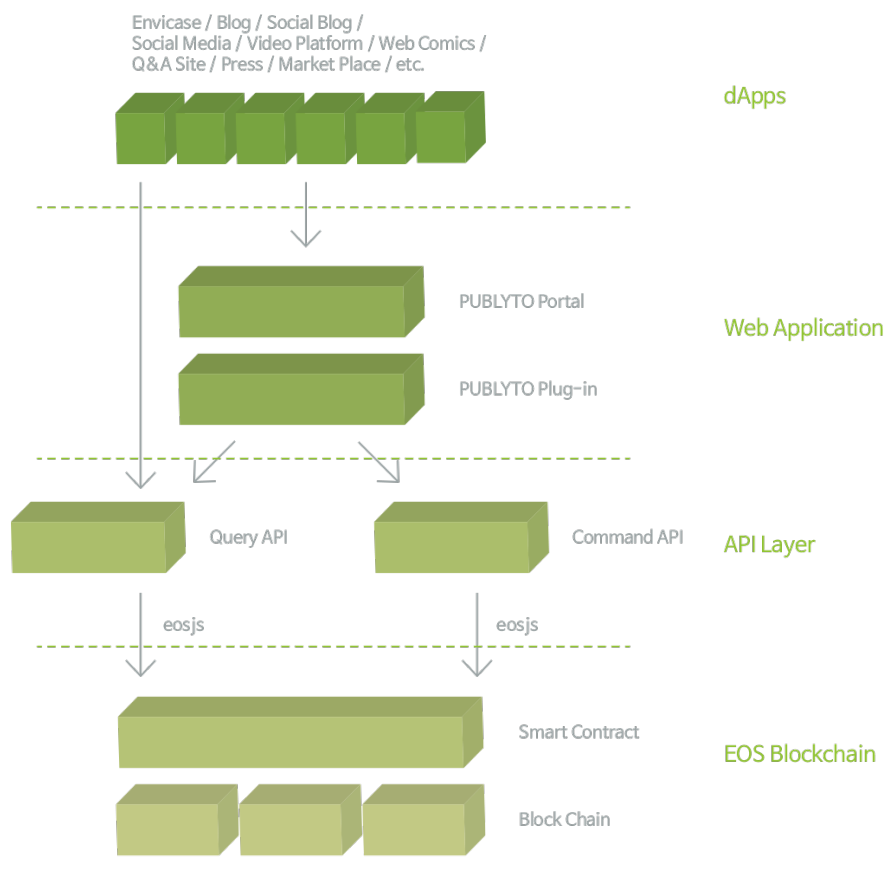


[Figure 14] Cheering Routes and Amount Setting Screen UI / Cheerers List

PUBLYTO Architecture

As described in the figure below, the architecture of PUBLYTO is composed of a total of 4 layers. PUBLYTO blockchain is located on the basis to provide distributed open ledgers and the environment to execute smart contracts, a promise to PUBLYTO ecosystem. All logics for trust maintenance exists in smart contract. Read-only API for searching content lists and API for writing to generate individual profits go on top of it. Read-only API can be directly accessed by dApp. However, writing-only API cannot. Writing enforces them to use provided plug-in UI to prevent overuse and misuse of writing data.

Content portals call all contents within PUBLYTO and guide so that individual profit-making plug-ins can be used. Likewise, these portals provide the marketplace for advertisement trading. DApps that want all media content services can easily bring various plug-ins from content portals and they are settled as one of the components in PUBLYTO network. Let's start from the bottom to the top of the following phrases to examine each component.



[Figure 15] PUBLYTO Architecture Diagram

PUBLYTO Blockchain

We Don't Own Blockchain

PUBLYTO does not build its own blockchain, rather it uses a mature blockchain system. Can we secure enough nodes to maintain a decentralized ecosystem? There are some realistic concerns whether we can solely concentrate on the service to succeed.

Most blockchains are open in sources and because they encourage many people to partake in development by opening their sources, it is more likely that they would discover and resolve issues and bugs. These open sources can be utilized as they are as long as they suit our goals. If needed, sources could be added or edited. Using open sources, anyone can implement blockchains. However, what decides the success of a blockchain does not depend on how well a person constructs the chain, but rather depend on how many people participate in the ecosystem. Nothing is complete unless you put it in final shape. No matter how well constructed a blockchain is, if there are not sufficient nodes to implement the chain, the blockchain world is nothing.

PUBLYTO uses a blockchain which can secure sufficient nodes, finding a clue to solve issues. It's similar to the idea when we purchase licenses without having to implement necessary database by ourselves when building web-services. It's not too much to say that paying usage fee for a blockchain with sufficient nodes is much more economical than putting lots of cost to encourage many nodes to participate.

Commonly, in many blockchain cases, ones which showed their will to build their own blockchains put their concentration entirely on the blockchain. They put a significant of efforts and time out of their budget to build blockchains, doing their utmost effort to construct stern ecosystem. However, we should never forget that the service made on top of the blockchain is the essence of it, rather than the blockchain itself.

With enormous amounts of capital being invested, choosing blockchain ecosystem platforms could maybe an obvious choice. If we concentrate on the service in PUBLYTO rather than wasting limited resources in building and operating own

blockchains, we can provide better service quality to users, as well as faster development. But, we should devise a minimum of technical and policy measures so that we can build and operate our own chain ecosystem in cases when the stability of chain we use collapses.

Choosing EOS Blockchain

In principle, PUBLYTO is not building their own blockchain and uses a blockchain system with a mature ecosystem. Because PUBLYTO blockchain records daily activities, transaction fees should be none or extremely small, and transaction speed must be fast enough to operate stable services of PUBLYTO plug-in. PUBLYTO primarily uses EOS blockchain, a smart contract-based chain. If we find grave security issues with EOS, Ethereum, Tron, or Neo are other available choices. Below are the reasons PUBLYTO chose EOS as the primary option.

All blockchains need means to solve issues with malicious users wasting the volume with useless transactions. Useless transactions should not prevent significant transactions to be performed. A realistic measure is to impose proper fees for writing works within the blockchain data. In PUBLYTO, activities including reading other people's contents and pressing 'Like' are recorded in the blockchain to utilize as a means to measure the content reward amount. Adding transaction fees on daily activities could raise a huge disinterest for users. Users may stop the use of services if fees are imposed on activities that they expect to be free of charge.

EOS stays away from collecting fees for each transaction but allocates resources enough to make transactions as much as the number of EOS tokens one own. One can benefit from the exemption of transaction fees if one owns EOS tokens equivalent to the volume of transactions to process.

Consensus algorithm on EOS adopts Delegated Proof of Stake (DPoS), a method introduced by Steem and Bitshare. Block cycle is 0.5 second and can process millions of transactions per second. We estimate that the speed of the chain is enough for the initial PUBLYTO network to settle. However, in case of transaction speed issues with EOS due to soaring traffic increase, side or independent chains can be considered.

Ways to Secure EOS Resources

Largely, EOS resources consist of bandwidth, CPU, and RAM. Use of the bandwidth and CPU resources are guaranteed in proportion to the volume of staked EOS tokens. Meanwhile, RAM cannot be earned from staking. RAM needs to be purchased as much as they are required and purchased RAM can be sold whenever needed.

EOS resources will be secured through a simultaneous and multilayered method through three large ways. First method is to secure required EOS resources by directly purchasing EOS native tokens with fund received from PUBLYTO IFO. In this case, we shall focus on the cost average effect through periodic purchase whenever necessary with a macro-perspective, rather than purchasing EOS tokens at once. Price of an EOS token changes a lot. Relying on the market price difference requires a significant risk because finding a proper time to buy/sell is difficult. Spending the entire capital at once would pose a negative influence on the PUBLYTO network in case there is a large market price difference. We need to approach carefully. Fund to purchase EOS tokens should not be regarded as a special cost from using EOS blockchain, rather it is recommended to think it as an alternative cost to develop/operate own blockchain. We must remind ourselves that development and operation cost of own blockchain may require much more capital than purchasing EOS tokens.

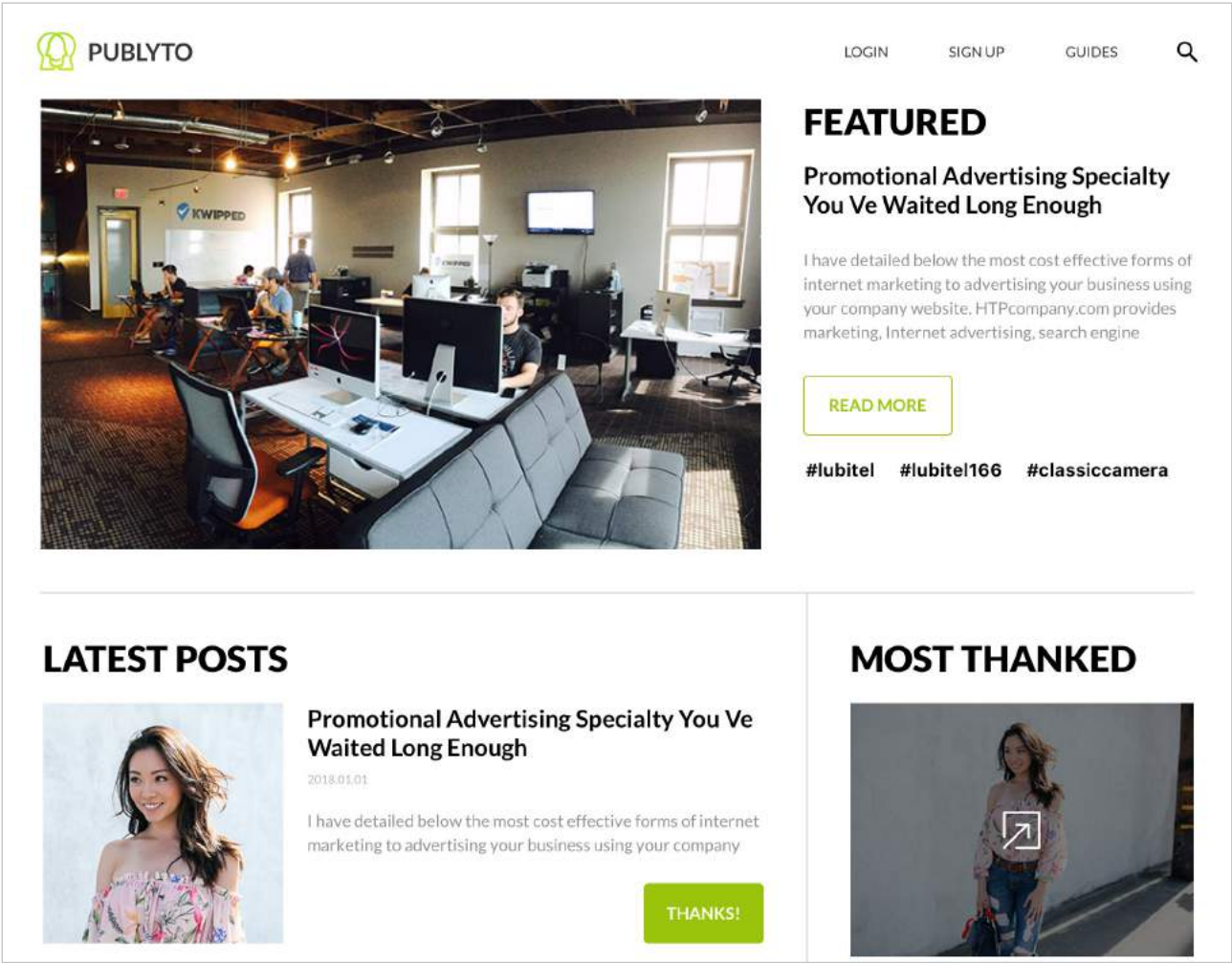
The second method is to get support from EOS block producers. Most block producers are committing to support by selecting dApps to activate the EOS ecosystem. It's an opportunity to provide convenience to dApp nurturing users. It is also an opportunity for BP to get more votes by promoting their status. In PUBLYTO, investment from BPs will be utilized to strategically secure EOS native tokens. It allows EOS resources to be secured while producing synergy among the parties.

The third way for securing EOS resources is to lease bandwidth and CPU resources. RAM cannot be leased while bandwidth and CPU can be. Lease cost, in this case, is similar to the mining reward of Bitcoin. It's equivalent to the idea that provides PUBLYTO tokens through inflation, which correspond to the hardware resources provided to process transactions.

PUBLYTO content portals call all media contents applied with PUBLYTO plug-ins. It becomes the marketplace for all PUBLYTO related activities like sign-up/log-in, plug-in usage guide, advertisement transaction, content publishing, trending, searching, profit monitoring, cryptocurrency trading, etc.

Calling Contents

The figure below shows the example of PUBLYTO content portal. It shows how all published posts inserted with PUBLYTO Plug-ins are automatically called. Called contents are registered into individual newsrooms within the PUBLYTO portal, allowing published contents from different media platforms to be collected. For popular contents, they also get chances to be introduced on the portal main page.




[Figure 16] Main Page of PUBLYTO Portal


Giving Featured Editor Permission to High Reviewers

For major communities and content portal main pages, there are featured fields represented by Editor's Picks, and Top thanked post. High reviewers get the permission without PUBLYTO interrupting them. It gives a significant value in overcoming the limits of existing blockchain medias where good contents cannot show their potential due to power of capitals. Furthermore, for PUBLYTO high reviewers, contents that cannot be filtered with MFA like screen captures are delegated with Ombudsman, guiding them to be filtered naturally.

Publishing Own Contents


For publishers who do not have external media accounts in use or hope to publish native contents in a more stable environment, PUBLYTO portal provides the editing place where they can publish original posts by themselves. It meets regular blog editing types such as writing, picture, video, link, and script. It also supports multi-media editors to publish video or photo centered contents like YouTube and Instagram. Hence, PUBLYTO constructs an omniscient network containing the pipeline of content distribution and the publishing market.


 PUBLYTO HUB

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LOGOUT

GUIDES





CREATE A POST



Original Content


Importing


title


text...


text





Formats 





















This is a text editor. Add and edit as you wish.

p



Drag an image here or browse
for an image to upload.

POST

[Figure 17] Blog Editor Main Screenshot
Multimedia Editor Main Screenshot

Re-publishing of External Social Media Posts

When logging-in to a social media from the PUBLYTO portal, you can load posts published in the media. It loads pictures, writings, links, and other factors that compose posts, which makes it different from the sharing function that brings only thumbnails. API and SDK from Facebook, Instagram, YouTube, etc. are used.

When completing the post, the post automatically creates the PUBLYTO plug-in. It re-highlights the high-quality contents left in existing social media and allows to generate profitability.

To prevent theft, in other words, infringement of copyrights, that one generates revenue by copying and pasting other's post links, it requires one to log-in with one's own social media account, as well as the initial one-time MFA (Multi-Factor Authentication). Posts can be loaded through social media libraries that one is logged into. But, if the account address is registered to PUBLYTO's whitelist, it can conduct a validity test, allowing us to load with post links as shown in [Figure 18] below.



CREATE POST WITH IMPORTING VIDEO

Original Content

Importing

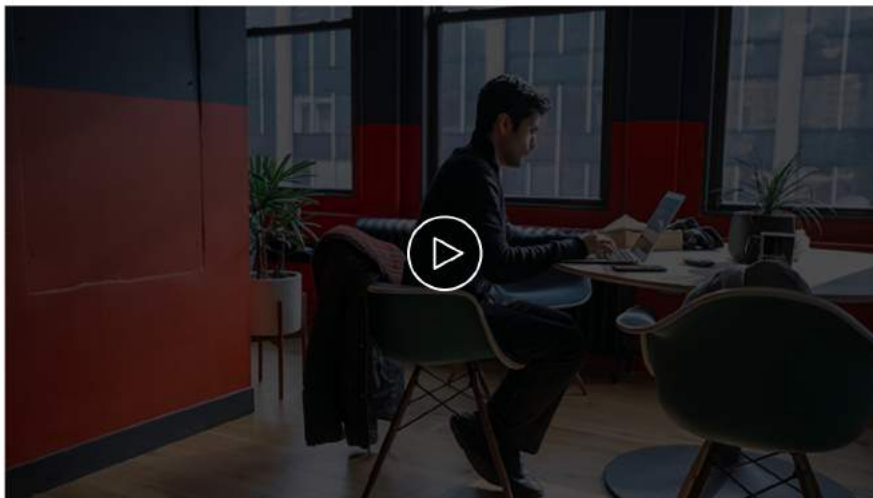
title

6 Healthy Habits That Will Change Your Life

use url

<https://youtu.be/0aNNYEUARAK>

preview



ghenkhaus

2018.01.01

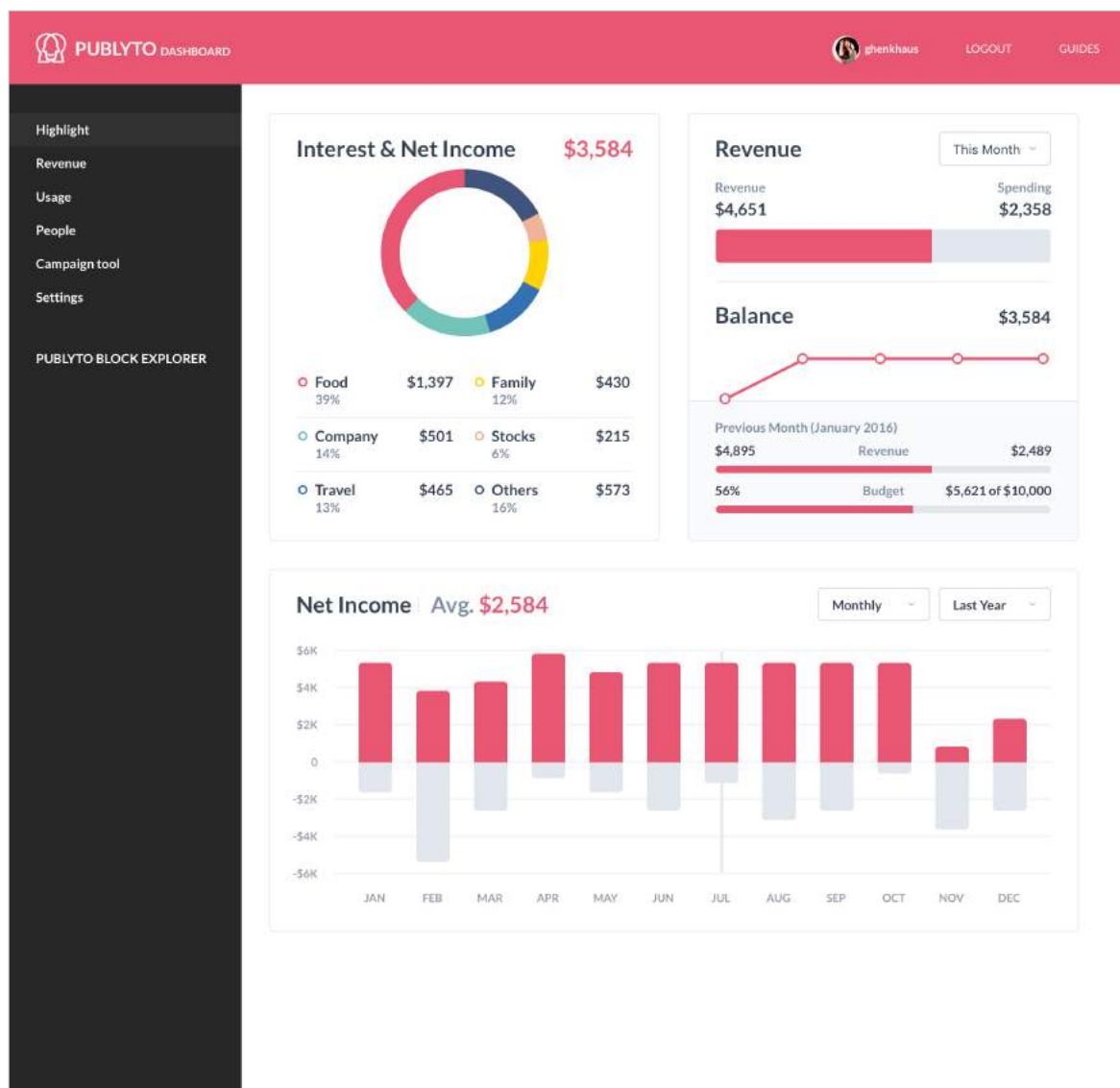
Floral shirts...

POST

[Figure 18] Example of Loading YouTube Posts

Providing Profit and Data Analytics

One can specifically monitor one's individual profit generating experience through ROI proof. Moreover, it provides the insight to increase loyalties by conducting diagnosis for content campaigns with profiles of subscribers. It concentrates on discovering subscribers with curation and who are highly likely to sponsor, forming the initial relationship, enlarging the contact points, and others that help to provide core capabilities as content marketers. In other word, the content campaigns ultimately analytically examine the relationship that lead (Lead: information of subscribers who can be the direct subject for individual profit-making) is connected to profit outcomes and help to establish effective tactics. Moreover, it provides fragmented analytic factors to enable dimensional monitoring such as device, region, channel, and time analysis.



[Figure 19] Screenshot of Profit Analysis Summary

Campaign Tool Support

It supports for certified high profiler and high reviewers. As media owners, publishers get opportunities to communicate with other publishers, subscribers, curators, sponsors, and advertisement client in group or individually. Below is the list of tools.

SEO Spider Tool & Key Planner: One can search evaluation information of keywords considered to increase the inflow and search rank.

E-mail Marketing SMIP Tool: It supports mail templates and sending system. One can design automated follow-up designs by recipient's activities.

Direct Messaging tool: It's used among high profilers and high reviewers. The purpose of this is to create mutual synergy among core users by sharing high-quality information or making content partnerships, etc.

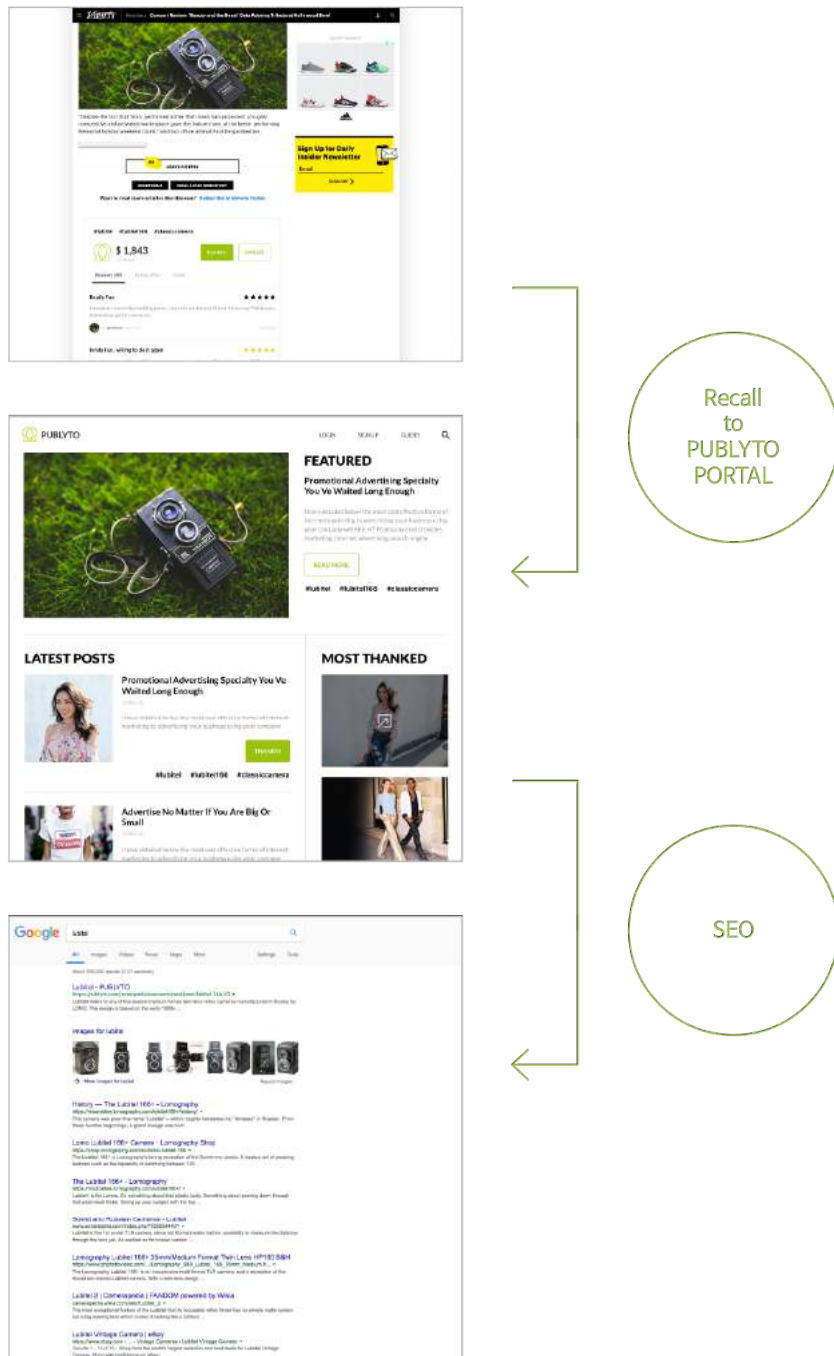
SEO Support

Many publishers probably know the importance of backlink. Search logics of Google Bing decide the importance and relevant order of documents depending on how frequently a certain document is referred by other documents. In the end, websites with more backlinks have more advantages in SEO search. All media contents called to the PUBLYTO content portal after installing plugs automatically receive backlinks of PUBLYTO.com/Specific sequence. Additionally, they are dual posted in communities within the content portals or featured boards, increasing the frequency of reference. As the volume of backlinks rises, the probability that original contents posted by the original creator will stay top on the google search will rise. Additionally, exposure frequency of PUBLYTO plug-in will increase proportionally.

Semantic SEO applies as well. It is a process that gives more meaning to words used in contents. It's not to answer simple quarry but it means to understand and optimize the intention of users. In other word, it distinguishes the true intention by answering the first question, followed by second, third, fourth or fifth questions. For your reference, Doorway is a website or a page so that certain search words

stay on top of the order. Doorway is not useful for users since doorway presents several similar pages on the user search result, moving to the same location when the user clicks each result.

High content search orders shouldn't be considered as the factor which decide the success of SEO strategies. It's important have transition centered approach. It's simple. The goal is not to simply get many links but is to increase qualities of overall websites and contents. All tasks such as contents, meta title, description, comment, image, video, and social postings need to be implemented with higher quality. It matches the fundamental reason PUBLYTO network provides the reputation system as well as individual profit-making plug-in and consensus algorithm.

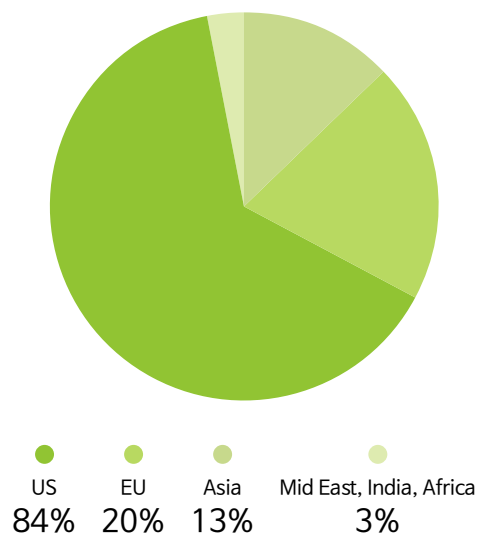


[Figure 20] Calling External Contents and Search Engine

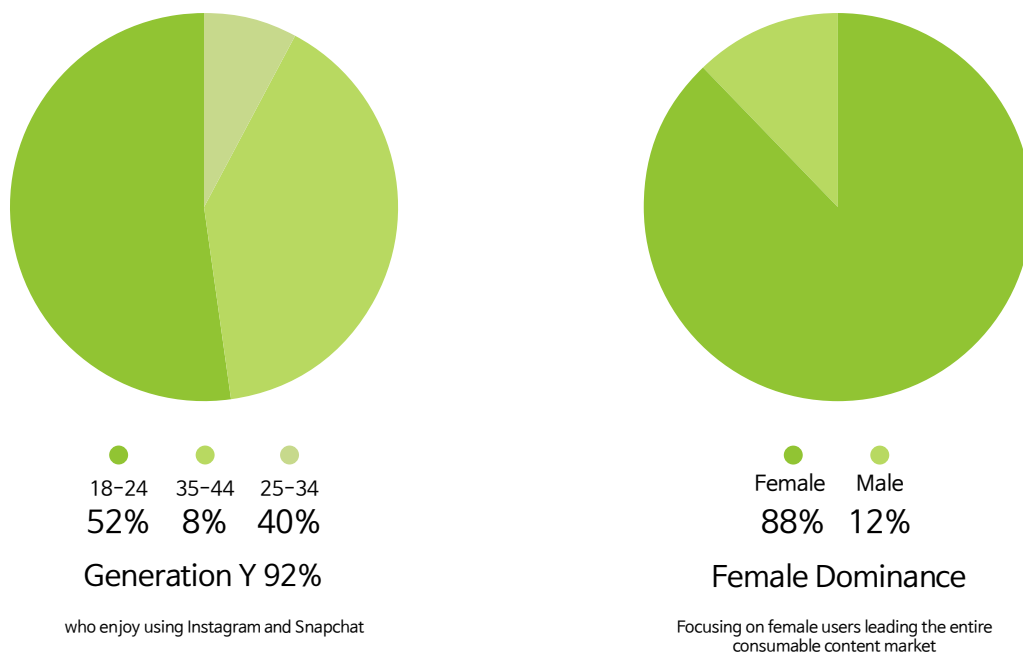
PUBLYTO Test Bed Envicase

Envicase?

It is PUBLYTO's first dApp and a content publishing service launched in 2015. It's using picture sharing social media type to secure marketability. Envicase is collecting core influential user layers from fashion/beauty/living content writers. Currently, it has secured members from 137 countries and the unique social reach has expanded to 1.5 billion people.



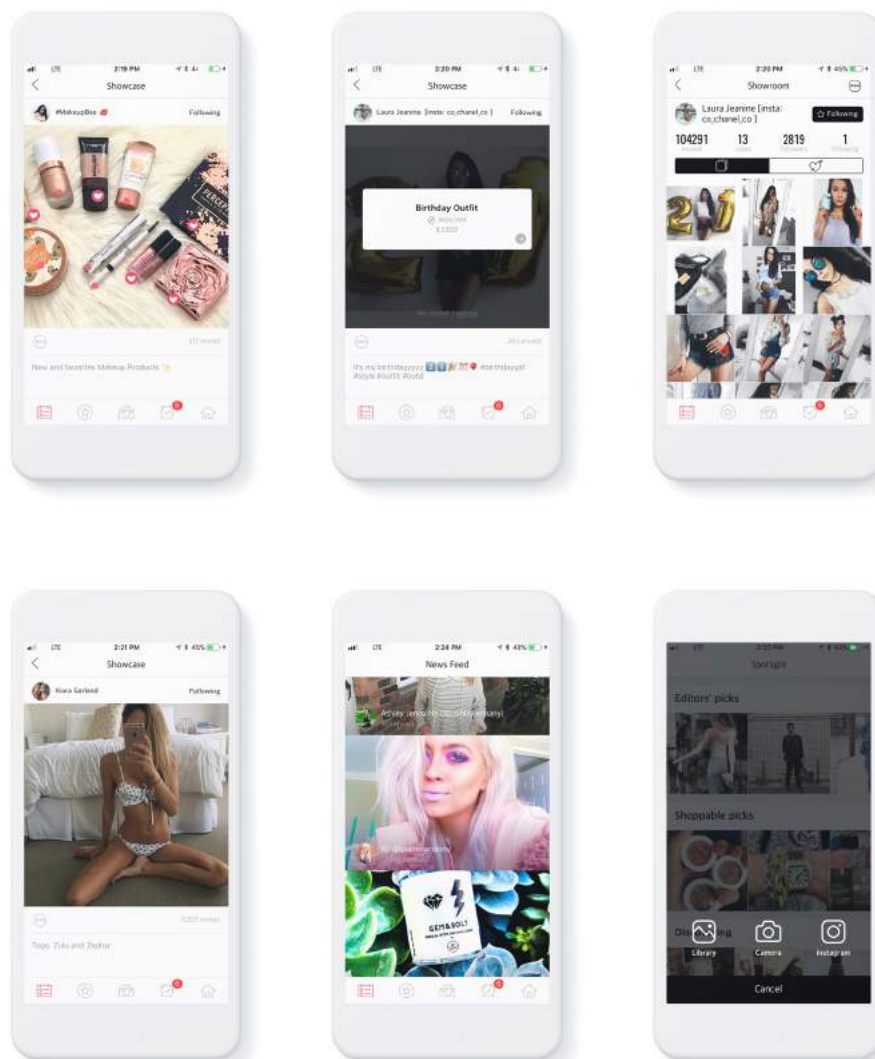
[Figure 21] User Ratio by Continents



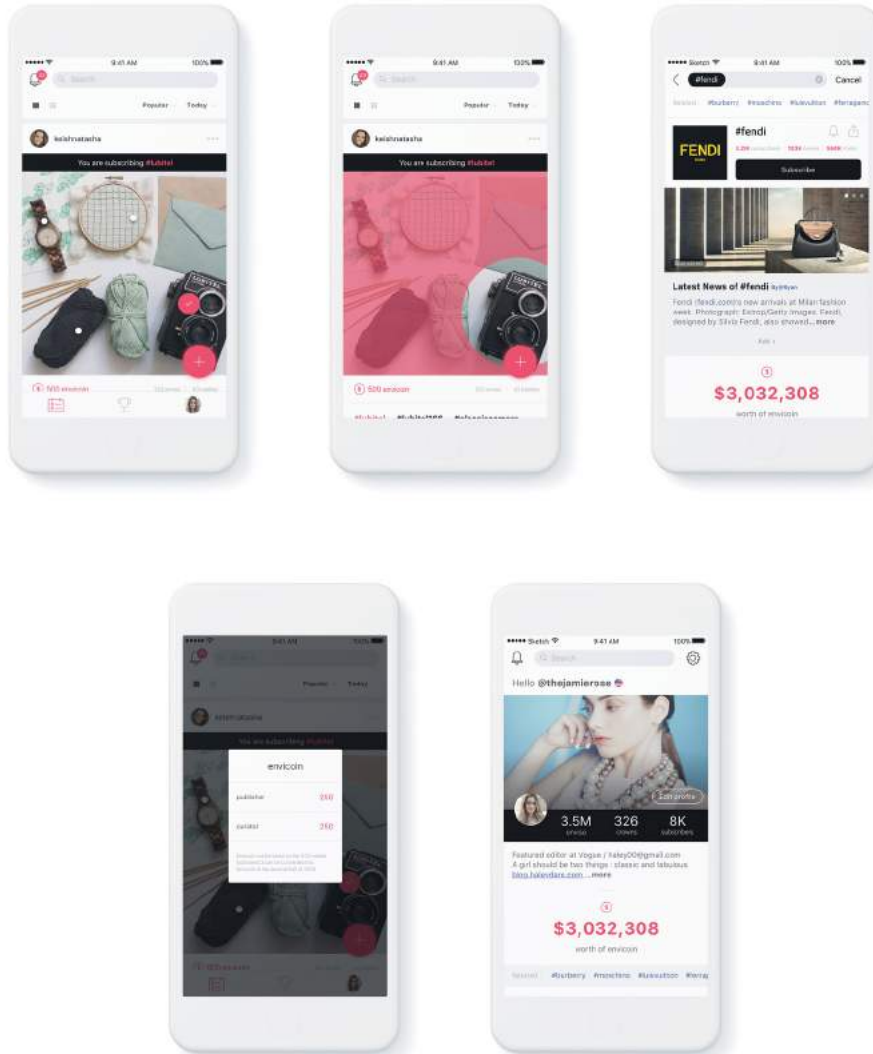
[Figure 22] User Ratio by Ages and Gender

Market Position

Envicase is a consumable goods content focused social community where style publishers mainly from fashion, beauty, living, art, and other lifestyle fields share useful information and shopping experiences by using items they own and satisfy their greed to boast. It has the sharing value of original contents harmonized with ostentation and usefulness. The ratio of self-created contents is 93%. Envicase will be the example model of PUBLYTO and we aim to settle it as the channel to generate individual profit-making as well as a representative community for thousands of style publishers who are the core engine of the consumable goods content market. Publishers can multitask as if they are the owner, editor, and sales manager of Vogue Magazine while growing their influence and profitability at the same time.



[Figure 23] Screenshot of Current Version



[Figure 24] Screenshot of PUBLYTO Fusion Version

Leadership

The community is unique that publishers from fashion, beauty, living, and culture fields with active and unique personalities gather. We expect to show the leadership to lead the whole PUBLYTO network and the token economy. Because it complies with the standard regulation of PUBLYTO protocol, it shall maintain its independency as a dApp and does not have a separate advantage.

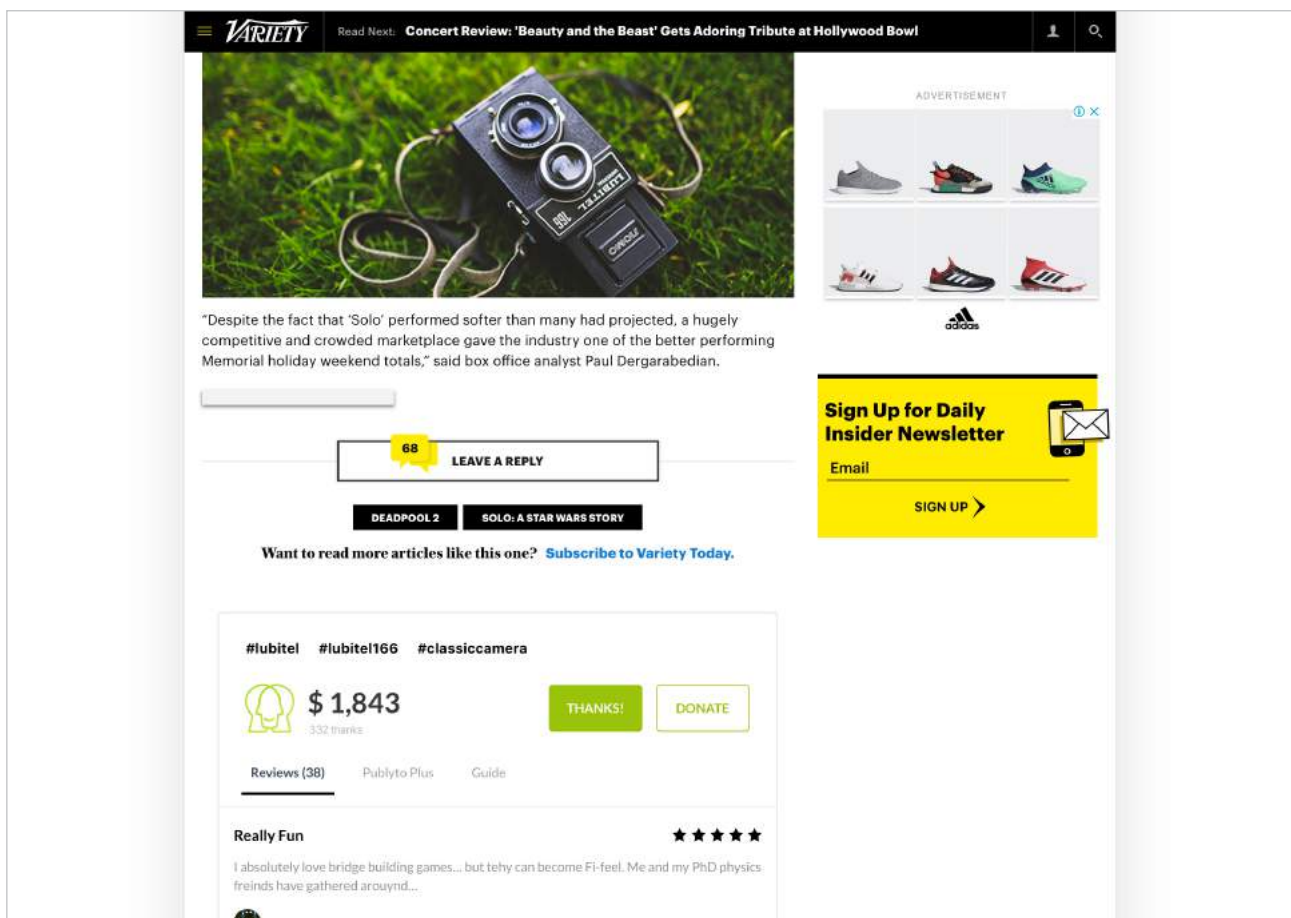
PUBLYTO External dApps

Below are the examples to help you understand how external media sources can be dApps of PUBLYTO. Examples with representative nature were chosen. In the actual environment, it can be installed to all platforms with digital media features.

Type 1 – Blog

Media Type: Blog

Method: Embedded ink, script, hyperlink, Url link



[Figure 25] Example of Blog – WordPress –

Type 2 – Social Blog

Media Type: Social Blog

Method: Embedded ink, script, hyperlink, Url link

Zuckerberg agrees Facebook messed up. But the missteps are not the product of a monopoly gone wrong. It's a company that willfully ignored the ramifications of a fully interconnected world. Its primary goal was, ultimately, radioactive for a good part of our population.

Our Facebook connections opened the door to the thoughts and opinions of our friends and neighbors, and not all of it was pretty or aligned with our own worldview. All that personal data drives Facebook's huge mobile ad business, but that deep well of consumer data is also catnip for unscrupulous data brokers like Aleksandr Kogan and every nation-state bad actor on the planet. Yes, Facebook's algorithms and lack of oversight let the Russians play us like a fiddle and revealed in the starkest terms how little we really know about how Facebook works, what it collects from us and what third parties can do with all that data.

Yet none of that proves Facebook is a monopoly.

For Senators to ask that and consumers on social media to believe it means they want the same kind of monopoly-busting remedies to be applied to Facebook as they were to Microsoft, the phone company ("Ma Bell") and the film studios that, at the time, also owned theater chains in the early part of the 20th century.


Breaking up Facebook (into what?) is not the solution. Some data and privacy policy regulation are, and a little more personal responsibility might help, too.

2.8K

Facebook

Microsoft Facebook Mark Zuckerberg Monopoly Technology


#lubitel #lubitel166 #classiccamera

 \$1,843 332 thumbs

Reviews (38) Publyto Plus Guide

Really Fun ★★★★★

I absolutely love bridge building games... but tehcy can become FI-feel, Me and my PhD physics freinds have gathered arooynd...

 ghenk/aus version 1.3 2018.01.01

Kinda Fun, willing to do it again ★★★★★☆


I absolutely love bridge building games... but tehcy can become FI-feel, Me and my PhD physics freinds have


[Figure 26] Social Blog - Example of Medium


Type 3 – Social Media

Media Type: Social Media


Method: Republish (Social Log-in, Loading posts to API)

 **PUBLYTO** HUB


LOGINSIGN UPGUIDES




Promotional Advertising Specialty You Ve Waited Long Enough

 ghenkhaus2018.01.01

Texts from facebook account goes here. But people also can click the external link button to visit the original post.

 [Go to External Link](#)

#lubitel #lubitel166 #classiccamera

 **\$ 1,843**
332 thanks

THANKS!DONATE

Reviews (38)Publyto PlusGuide


Really Fun★★★★★
I absolutely love bridge building games... but tehy can become Fi-feel. Me and my PhD physics freinds have gathered arouynd...

[Figure 27] Social Media - Example of Facebook and Instagram

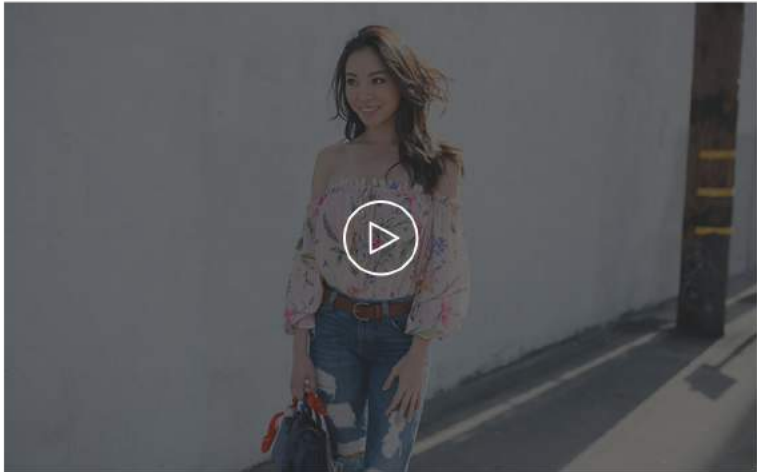
Type 4 – Video Platform

Media type: Video platform


Method: Republish (Social Log-in, loading videos to API, Embedded video link)

 PUBLYTO HUB

LOGINSIGN UPGUIDES




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Texts from facebook account goes here. But people also can click the external link button to visit the original post.

Go to External Link

#lubitel #lubitel166 #classiccamera

 \$ 1,843332 thanks

THANKS!DONATE

Reviews (38)Publyto PlusGuide

Really Fun

I absolutely love bridge building games... but tehy can become Fi-feel. Me and my PhD physics freinds have gathered arouynd...

★★★★★

[Figure 28] Video Platform – Example of Youtube

Type 5 – Press

Media Type: Press

Method: Embedded link, script, hyperlink, Url link, Company-type API

The screenshot displays a New York Times article page. At the top, a navigation bar includes the 'POLITICS' section and a headline: 'After Trump Hints V.A. Nominee Might Drop Out, an Aggressive Show of Support'. A horizontal carousel of related stories is visible, with the first item being the current article. The main article text discusses Dr. Jackson's nomination and the challenges he faces. A '1478 COMMENTS' badge is present next to the text. To the right, there is an advertisement for a 'BERET CAP' with a '55% OFF' discount. Below the article, a 'Dave Philipps contributed reporting from Colorado Springs.' note is followed by a link to a newsletter. At the bottom, a donation widget shows a goal of '\$1,843' with a 'DONATE' button and a 'THANKS!' button. Below the donation widget, there are 'Reviews (38)' and a 'Really Fun' rating with five stars.

POLITICS | After Trump Hints V.A. Nominee Might Drop Out, an Aggressive Show of Support

1. After Trump Hints V.A. Nominee Might Drop Out, an Aggressive Show of Support

2. U.S. Must Keep DACA and Accept New Applications, Federal Judge Rules

3. Finland Has Second Thoughts About Giving Free Money to Jobless People

4. When Toronto Suspect Said 'Kill Me,' an Officer Put Away His Gun

5. Toronto Van Attack Suspect Expressed Anger at Women

6. 1478

presidents — Republican and Democrat — and been praised by them all.*

Lawmakers were already preparing to press Dr. Jackson on his views on the role of private medical care for veterans, instead of the department's government-run health care system. Senators also planned to challenge his lack of management experience running a large organization — the department employs more than 370,000 people and operates sprawling health and veterans benefits systems.

Before his nomination, Dr. Jackson had garnered little public attention. He took a rare turn in the spotlight in January, when he appeared on national television to [announce the results of Mr. Trump's first physical](#) while in office. At the time, there was speculation over the president's physical and mental health, and Dr. Jackson offered effusive compliments on both. Mr. Trump was pleased with the performance.


At one point, Dr. Jackson even quipped that given Mr. Trump's genetics, he might live to 200 years old if he had a healthier diet.

Dave Philipps contributed reporting from Colorado Springs.

Get politics and Washington news updates via [Facebook](#), [Twitter](#) and [the Morning Briefing newsletter](#).

A version of this article appears in print on April 25, 2018, on Page A1 of the New York edition with the headline: Nominee for Lead Veterans Affairs Comes Under Fire. Order Reprints | Today's Paper | Subscribe

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 **\$1,843**
332 thanks

THANKS! DONATE

Reviews (38) Publyto Plus Guide

Really Fun ★★★★★

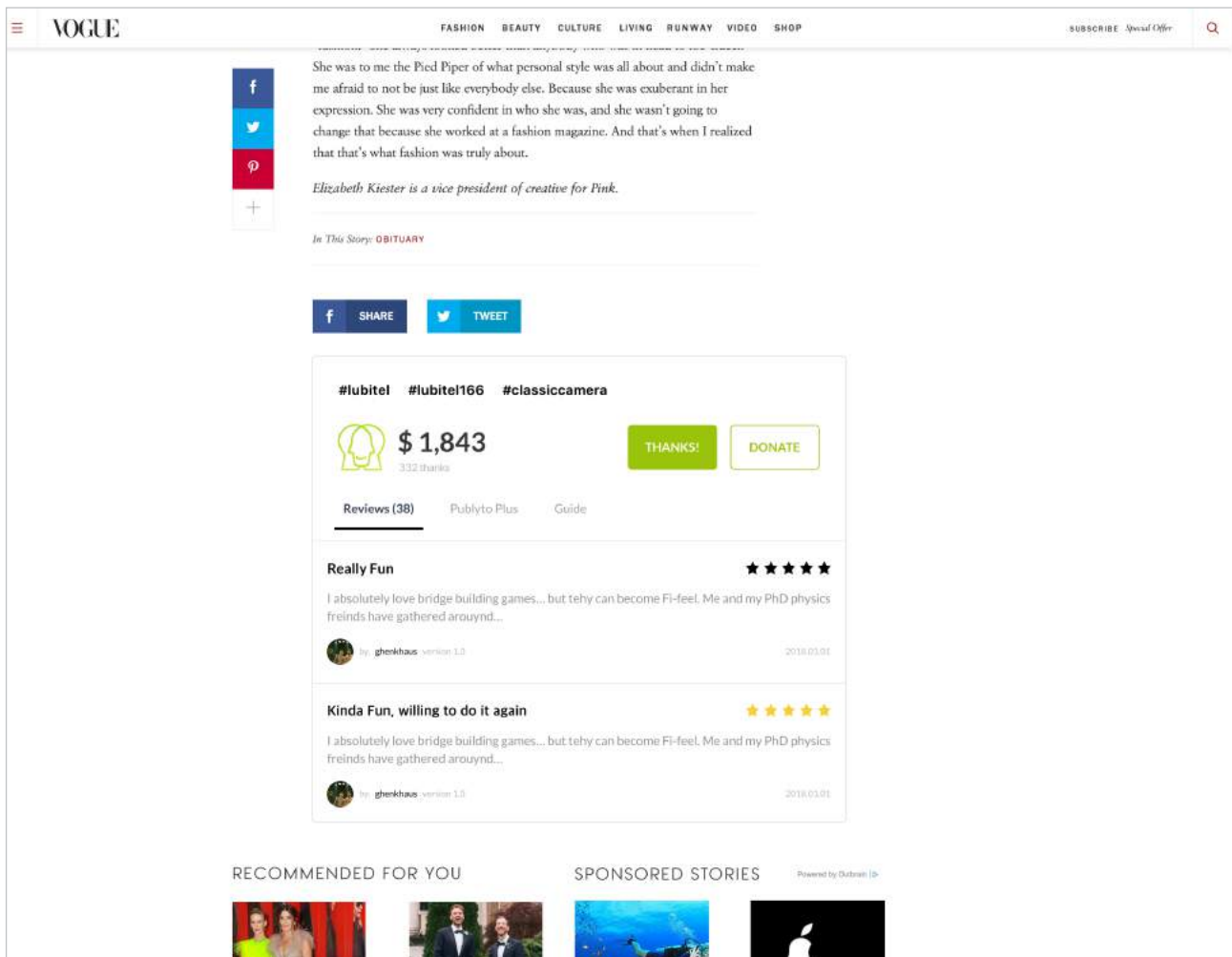
I absolutely love bridge building games... but tehcy can become FI-feel. Me and my PhD physics freinds have gathered arouynd...

[Figure 29] Press – Example of NYT

Type 6 – Magazine

Media Type: Magazine

Method: Script, company-type API

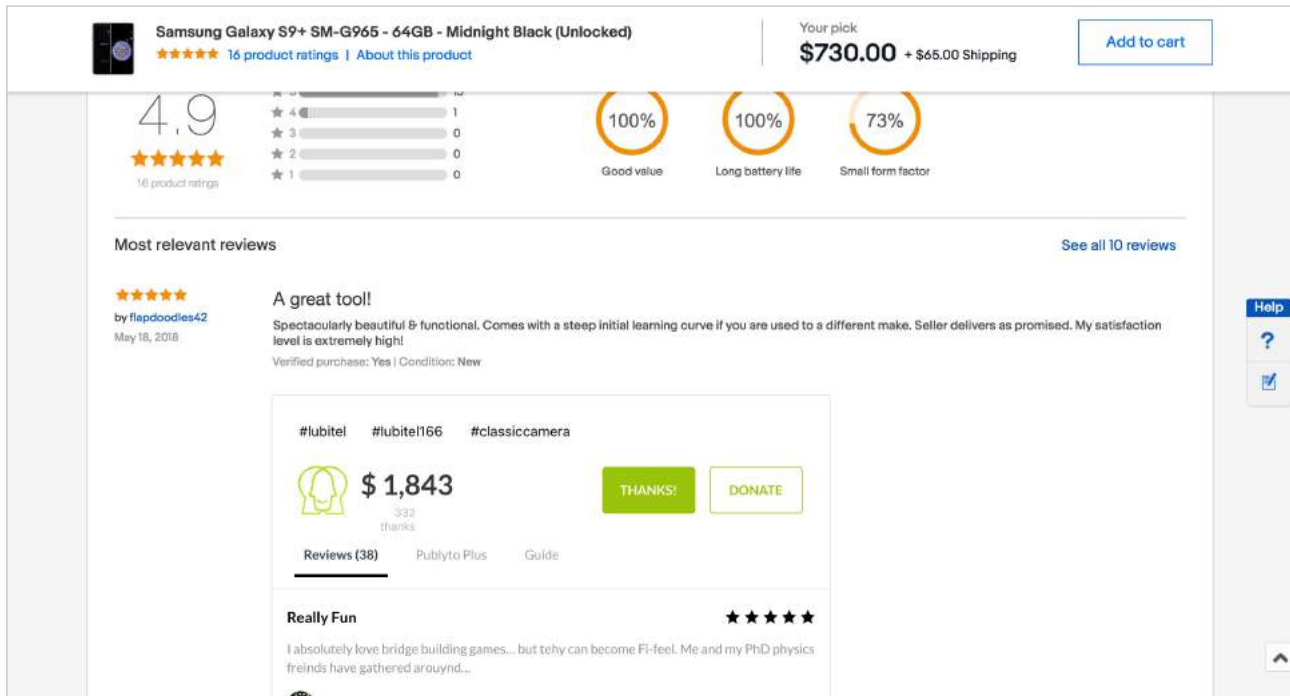


[Figure 30] Magazine Company – Example of Vogue

Type 7 – eCommerce

Media Type: Ecommerce

Method: Script, company-type

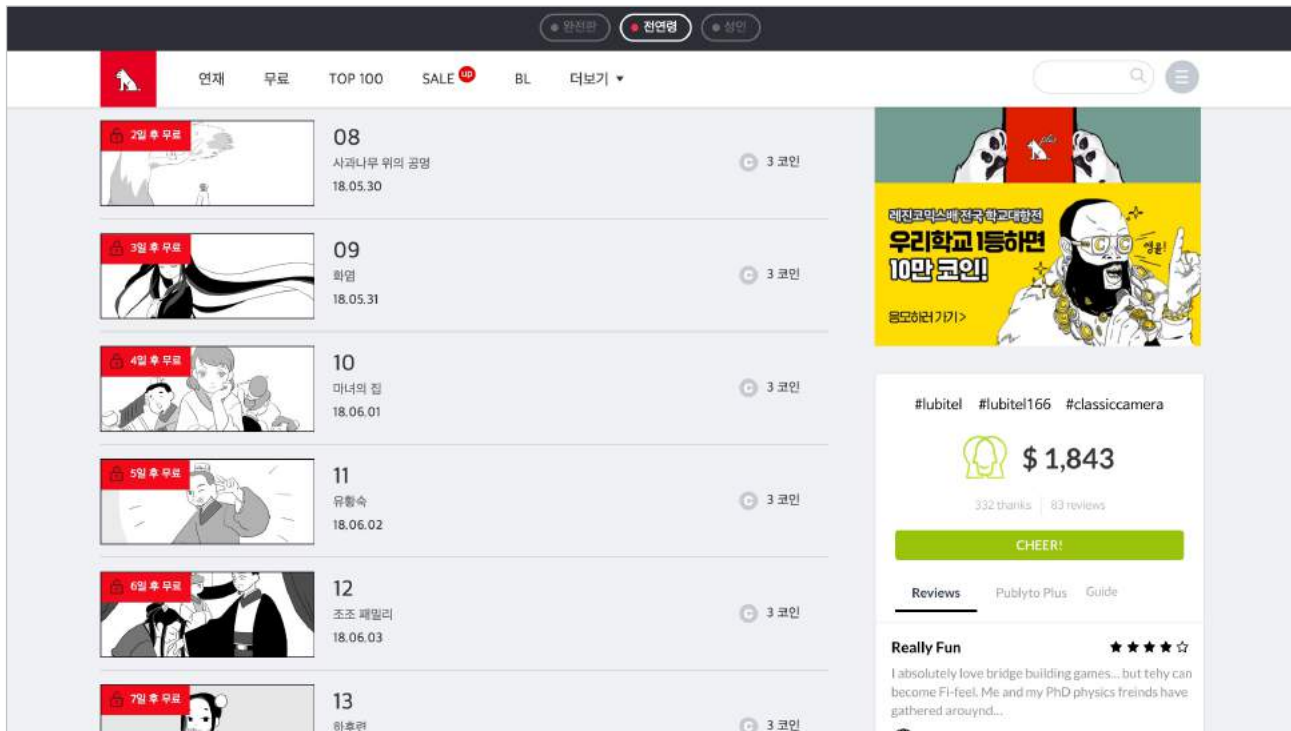


[Figure 31] Commerce – Example of eBay

Type 8 – Web toon

Media Type: Web toon service

Method: Script, company-type API



[Figure 32] Commerce – Example of Lezhin Comics

PUBLYTO Token Ecosystem

Deposit system and Penalty

PUBLYTO(PUB), a token used in the PUBLYTO network, can be freely traded on the exchanges. Value of PUB may plunge if a huge volume of tokens is sold. Those who look for the short term profit by reckless investment may threaten the stability of PUB. We need those with long-term perspective to sustain a stable community to stay away from threats of speculative forces. In PUBLYTO, deposit system allows ink interests for depositor. Instead, it takes time to withdraw. Members will deposit for interest. However, since withdrawal takes time, preventing lots of tokens to be sold at once.

It takes a total of 10 weeks to withdraw all deposited tokens. Every time it passes one week from the date a withdraw is requested, 10% from the entire tokens is withdrawn, meaning that it takes a total of 10 weeks for 100% withdrawal. Deposited tokens cannot be used for transaction, but they can be immediately withdrawn if penalties are paid.

Individual Profit-making System

In PUBLYTO, we can categorize the individual profit-making system by rewards and holding profits in a broader view. Reward is a profit given from the ecosystem through inflation. Holding profit is different from rewards in a sense that it creates profits by exchanging tokens among users in PUBLYTO. Reward is distinguished by content reward and comment reward. Likewise, holding profit consists of advertisement holding and fund holding.

Reward System

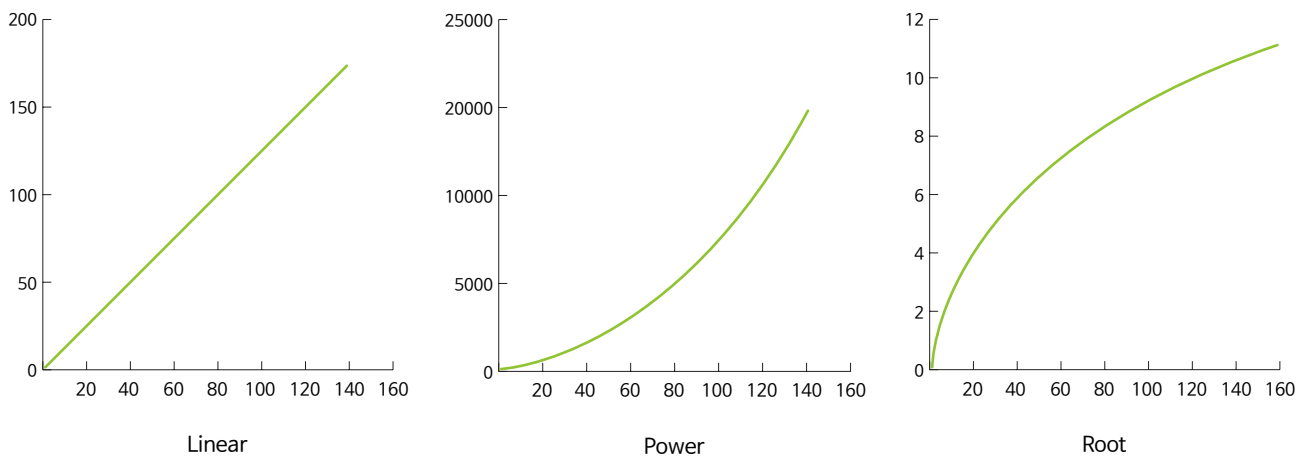
Content rewards in PUBLYTO are supplemented through inflation. Content rewards consist of creating reward and curator reward. If creating reward ratio is low, it discourages to create contents. On the other hand, low curation reward means losing activeness in consistent content consumption. We need heuristic approach through service operation for the ratio of two, not through a mathematical proof. In PUBLYTO, we defined the initial reward ratio for creating and curation by 75% and 25% respectively, the same ratio used in Steemit. We also plan to improve it to a reasonable degree in line with the growth of the ecosystem.

Content Reward	Curation Reward
75%	25%

〈Table 3〉 Content Reward Ratio

The power which decides the size of the reward increases by the number of token holdings. When those with lots of tokens make votes, they give more influence on the curation and creating rewards than those with smaller tokens would influence.

There are mainly three types on how the token holding volume influences the reward. Let x-axis be the token holding volume and y-axis be the influence power in pictures below. The very left linear function means that token holding volume is directly proportional to the influence over rewards. One unit token exercises one unit of influence power. Meanwhile, the power function in the middle means that token holding volume exercises the influence by power (square, cube). One unit token gives influence by square or cubic power. Compared to the linear function, the power function has much larger influence. The root function on the right means that the token holding volume's influence power is a root (square root, cubic root), the opposite to the power function. It is true that more token holding means more influence on rewards, but one unit token exercises its influence by values of square or cubic roots.



[Figure 33] Influence Power on Rewards by Token Holding Volume

The influence power on rewards is in order of Power > Linear > Root function. We can generalize these functions by the below.

$$y = x^m$$

If m equals 1, it is a linear function. If larger than 1, it is a power function, and if smaller than 1, it is a root function. Finding the most optimized m value for the ecosystem is nearly impossible to prove mathematically. Experience is needed for this approach. If m value is higher, the token influence power will be greater, meaning that more token holding will lead to dominance. To give higher influence in the ecosystem, users will compete to get tokens, which increases the token value. However, we can have a side effect. If we primarily discuss on the quantitative theory of tokens, it will worsen the issue with ‘the rich getting richer and the poor getting poorer’.

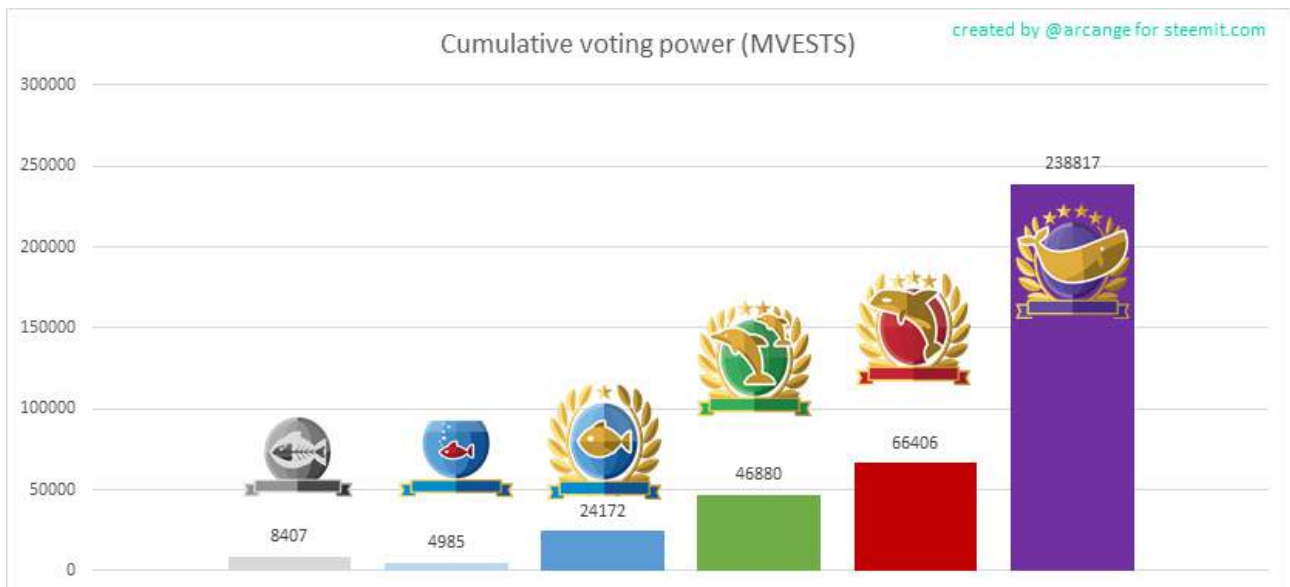
The below depicts the number of account by each level on July 7th, of the Steemit service. Each level is categorized by token holdings. The number of accounts of the level with the lowest token holding was 956,053. It had the highest proportion of all, with 89% of the total amount.



[Figure-34] Number of Steemit Accounts by Levels(Based on July, 2018)⁴

The figure below is a graph of the sum of influence power on rewards for each level class. The sum of the lowest level's influence power is 8,407. Meanwhile, the influence power that the highest level has is 238,817 divided by 37, which makes 6,455. The influence power that one person from the highest level gets is 77% of the influence power of the total accounts from the lowest level.

⁴ @arcange, "Steemit Statistics" Jul 11, 2018
<https://steemit.com/statistics/@arcange/steemit-statistics-20180711-en>



[Figure-] Sum of Voting Power by Levels (Based on July 2018)⁵

Such an unbalanced influence of power may prevent the inflow of new users who barely have any tokens. Despite hard works and good contents made by these users, if the size of reward is heavily dependent on accounts with lots of tokens, the new users with few tokens will be greatly discouraged.

PUBLYTO seeks to reduce the ‘the rich get richer, the poor get poorer’ issue and the unbalance of influence power by adjusting the m value mentioned. In a broader view, we design the m value, the influence by token holding amounts, to be less than 1. People with lots of tokens give influences. However, when thinking of 1 unit token and its influence power, those with smaller tokens can give larger influences. This is considered to lead new users and help them to actively create contents. In PUBLYTO ecosystem, it’s not the world made by few users with lots of tokens, but it should be the world made by users regardless of their token holding size, because our noble duty is to have valuable contents be read by more users.

Despite the net function that $m < 1$ can reduce the rich get richer, and the poor get poorer issue, it can be targeted by Sybil’s attack. For example, a user with 100 tokens can benefit more from using two accounts with 50 tokens each than managing one account in terms of the user’s influence power as shown below.

⁵ @arcange, “Steemit Statistics” Jul 11, 2018
<https://steemit.com/statistics/@arcange/steemit-statistics-20180711-en>

$$\sqrt{100} < \sqrt{50} + \sqrt{50}$$

Splitting tokens into smaller pieces and having more accounts give more influence power on rewards. PUBLYTO uses reCAPTCHA⁶ to block civil attacks of automated programs from sign up or log in. Moreover, it prevents market confusion by restricting ratios that certain devices can perform during certain periods.

Content Rewards

Content reward is distinguished by creating reward and curation reward, encouraging production of good quality contents. Content rewards depend on the weight of voting power that contents receive. Voting power refers to the volume of inks that readers use to express their sense of sympathy after viewing certain contents. Inks can be paid out as interest through token deposits. Inks not only are used for transaction cost in blockchain but also used to express voting powers. For a certain content i , the reward volume r_i , can be expressed by the following depending on the weight of the voting power v_i that the content receives

$$r_i = R \cdot \frac{v_i}{\sum_i v_i}$$

One thing to consider is that the voting power received once can continuously give influences. It is highly possible that previously written contents can get more content rewards as they have more exposure time than contents written recently. To supplement this, PUBLYTO uses the freshness coefficient. Let a equals be a curator, and t_{ai} be the elapsed time after voting a random content i . Then, the freshness coefficient f_{ai} equals the below equation. T equals the entire one-week time gap

$$f_{ai} = \frac{T - t_{ai}}{T}$$

⁶ reCAPTCHA, Easy on Humans, Hard on Bots
<https://www.google.com/recaptcha/intro/index.htm>

Freshness coefficient is a value that decreases from 100% to 0% during one-week, and voting score p_{ai} is calculated by multiplying voting power v_{ai} .

$$p_{ai} = f_{ai} \cdot v_{ai}$$

By applying the coefficient m , that represents the mentioned influence power, to the voting power p_{ai} , we compute the equation below to reduce the increasing wealth gap issue.

$$P'_{ai} = \sqrt[\frac{1}{m}]{f_{ai} \cdot v_{ai}}$$

Instead of voting power for a certain content reward r_i , we can express by voting scores below. Voting powers received in the past do not continuously influence their rewards, and voting power is proportional to the root value according to the token holding volume.

$$r_i = R \cdot \frac{\sum_a p'_{ai}}{\sum_a \sum_i p'_{ai}}$$

The content creating reward r^A_i takes 75% of the content reward amount as described below.

$$r^A_i = r_i \cdot 75\%$$

Curation reward r^B_i can be calculated by the weight of voting power p^*_{ai} which excludes 75% of creating reward from the content reward amount.

$$r^B_i = r_i \cdot 25\% \cdot \frac{p^*_{ai}}{\sum_a p'_{ai}}$$

Comment Reward

A comment is considered as one content and its reward system is equivalent to the content reward contract mentioned earlier. Comment reward is also distinguished by creating and curation rewards. However, it is distinguished by content reward and comment reward plug-in, showing differences in methods of usage.

Holding Advertisements

Each user not only makes profits by holding advertisements, but they can also execute advertisements. PUBLYTO provides EPM (Earning Per Thousand), EPC (Earning Per Click), and EPA (Earning Per Action). EPM calculates ad holding profits based on the exposure times. EPC is based on the number of users' clicks. Lastly, EPA calculation is based on the number of goal implementation such as users purchasing commodities.

PUBLYTO has real-time bidding for advertisement trading. Profits earned from holding ads are subject to taxes. Collected taxes are burnt, causing deflation. Though advertisement trading is between users, the trading activity is based on PUBLYTO. Returning to the token ecology of taxes through deflation in PUBLYTO network made by numerous users' efforts is a reasonable procedure.

Holding Fund

In PUBLYTO, it not only holds ads but also funds. Content subscribers can fund creators for good purposes. No tax is levied on such funds.

Inflation

Building Inflation Policies

If an inflation rate is too low, it decreases block production and motivation to create contents. On the other hand, a high rate would cause an adverse effect, reducing the value of PUBLYTO tokens. The inflation policy must be made by considering the balance of the two. Using a fixed inflation value or an inflation policy using simple time-dependent increasing rates could cause troubles. With the rapid increase of users and contents and the planned inflation, rewards for contents and comments can be extremely small. On the contrary, if there is a high inflation despite the small number of users and contents, few users may exclusively possess lots of rewards. Inflation policies must be made by using the volume of users and contents as explanatory variables. PUBLYTO uses the equation below to build an inflation (*inf*) that considers the number of contents created by users while not exceeding the maximum of 10% annually. *a* refers to the number of contents in a certain period, and *b* means the average reward unit price for contents. It sets the average content reward unit price by referring to Steemit and will adjust the price by reflecting the future market conditions.

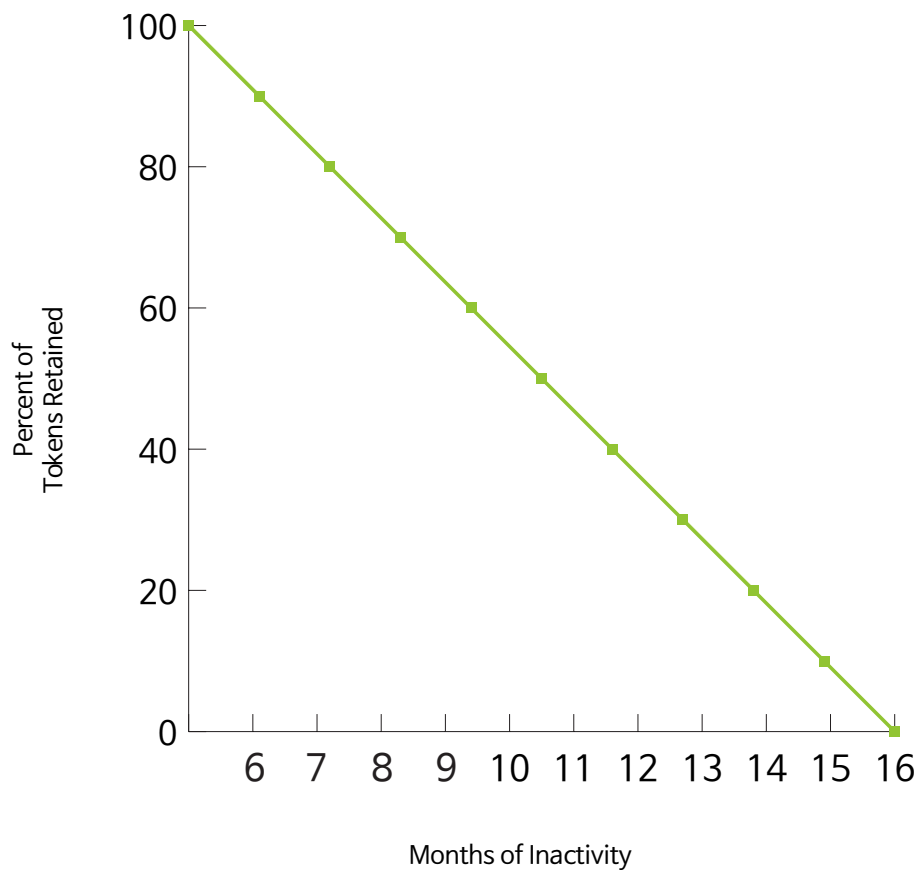
$$inf = Min(a \times b, inf_{10\%})$$

Relationship among Reward Pools, Decay Rates, & Inflation

15% of the total issued tokens are assigned to the initial content reward pool. Because the initial allocation is spent over time, parts of tokens in inactive or sleeping accounts are taken into the reward pool. For accounts left without any activities for 3 months, 10% monthly decay rates will apply and corresponding tokens will return to the current reward pool via PUBLYTO contract. The monthly 10% decay rate continues until accounts are activated (More than one content publishing, curation, donation, and other valid activities). It is very rare that the token reward pool would be 0 because of the decay rate policy, at least preventing the possibility that would cause negative influences on token values due to a high inflation or inflation could be unnecessary. Inflation may exist in limited

circumstances. If the token volume added to the reward pool by the decay rate cannot replace token volumes spent from the initial allocation or cannot follow up the rapidly increasing trend, inflations may exist for the shortage only.

For users who do not recognize the decay rate policy, for three months, repeat notifying users who have had no activities for one month after signing up. In this sense, impose 10% of monthly decay rates to users who do not request withdrawal of deposited tokens within 6 months. One can simply avoid being subject to the decay rate. One only needs to do one's duty as a part of the PUBLYTO ecosystem such as publishing contents, curation, advertisement trading, funding activities, and deposit withdrawal. For reference, if users save their tokens in wallets of third parties or off-line wallets, no decay rates apply regardless of their activities.



[Figure 9] Token Decreasing Trend of Inactive Accounts

Token Flow

List of Major Interested Parties (Stakeholder List)

Publisher

They are individuals or organizations who are the main body of content creating reward and advertisement holding reward. Sometimes, they show duality as an advertiser who spend cost. Publishers are the largest interested parties in PUBLYTO contract.

Curator

They are individuals or organizations who are the main body of curation reward by pressing 'Thanks' on contents and exercising voting power (INK). Republishing is a part of curator's activities.

Advertiser

They are individuals or organizations who purchase advertisement accounts of other publishers with the purpose to multiply the advertisement effect on contents they publish. On the contrary, they can make profits by receiving advertisement requests. Because contents are the advertisement materials, publishers get the authority as advertisers. The highly reviewed can be exempt from advertisement fee or get discounts.

Commenter

Commenters make comments on contents published by publishers. They are individuals or organizations who receive rewards according to the consensus algorithm equivalent to content creation.

Backer

Backers are individuals or organizations who support fund by their good will or according to their mutually beneficial relationship.

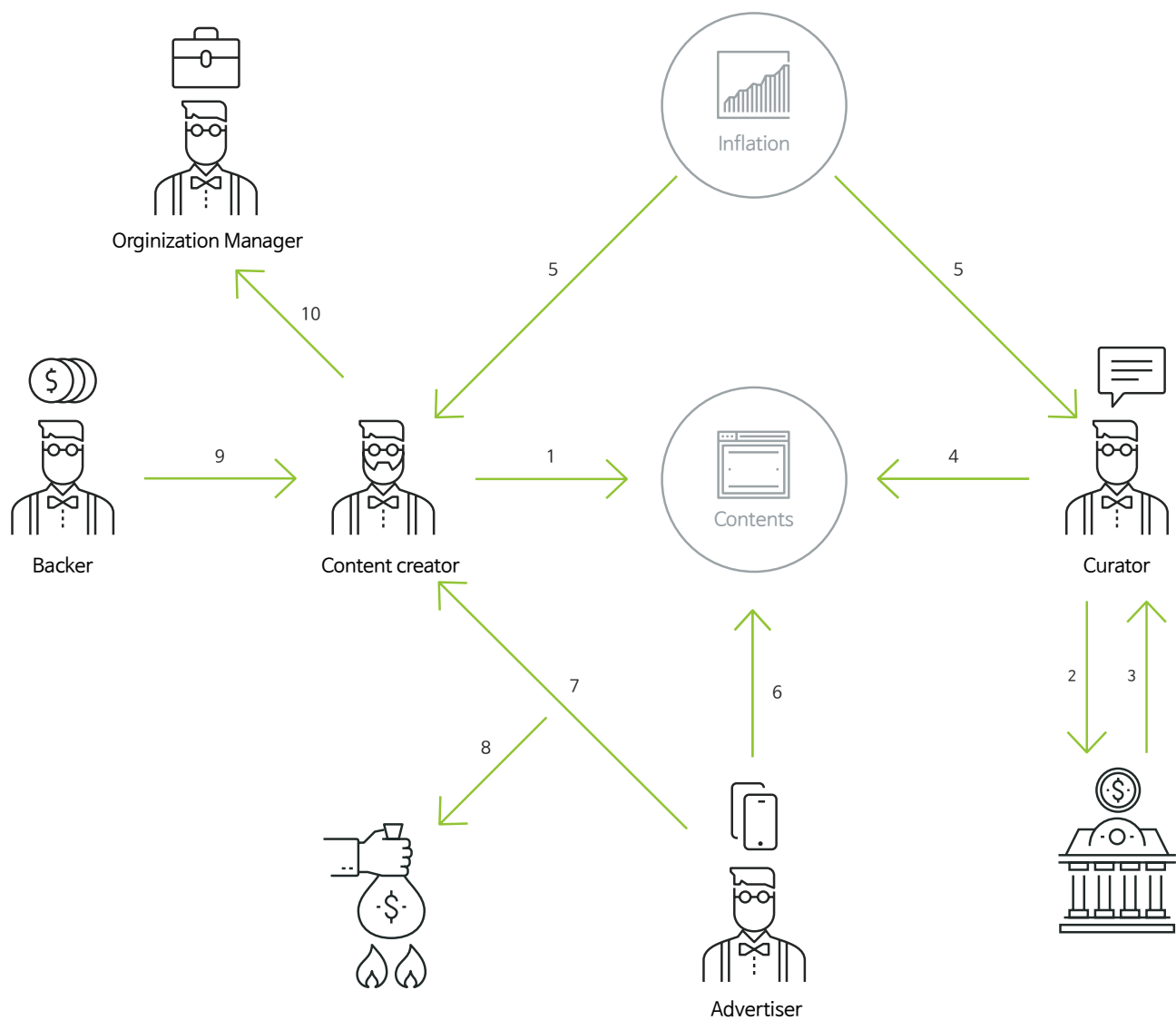
Ombudsman

They are individuals or organizations who have the right to report contents against regulations. The highly reviewed groups is a part of ombudsman and contents whose reports exceed a certain number by ombudsmen are automatically blocked. In this case, reward or profits provided to the contents become frozen or retrieved.

Scenario

Roles of PUBLYTO token ecosystem users can be largely divided by content creator, curator, advertiser, and backer as depicted in the figure below. It does not mean each account for each role is produced. Accounts are the bodies capable of performing all activities in the token ecosystem. The figure below does not represent the reward for block production but discuss the total token flow starting from content creation, curation, advertisement, and even sponsoring. Below is the order of token flows by steps.

1. Content creator produces contents
2. Curators deposits PUBLYTO tokens to gather Inks for curation
3. Inks are paid out by interest depending on the volume of deposited tokens
4. Provide voting power by the favorable impression for certain contents by using inks prepared
5. Content creators receive creating reward up to the number of voting power received, and curators receive curation reward.
6. Advertisement client can execute ads on certain contents.
7. Advertisement cost is paid with tokens to the content creator
8. Collect tax for profit from holding advertisement and burn them for deflation.
9. Backers can deliver fund to content creators at any time.
10. Content creators in organizations pay designated fees from profits to organization managers.



[Figure 33] Token Flow Map

Reputation System

If contents that are against general media service regulations are published and shared, managers confirm and block these contents when receiving reports. Let's assume that contents against regulations are automatically blocked if users request the content block and the number of report exceeds a certain number. This allows actions to be taken faster since no personal judgement is made. The problem is which user should receive the permission to request block content. If all users receive this permission, even good contents can be blocked if malicious users create many new accounts. This is called Sybil Attack, which will be overcome by PUBLYTO through the reputation system. Only users who have gathered high reputation from using services for a long time can get the permission to block contents. The role of this system goes above blocking inadequate contents. It also allows to supervise and inspect overall abusing in PUBLYTO. Since the mission given to managers earlier is transferred to random multiple people, the collective power is posed, allowing PUBLYTO network to be purified more fairly and promptly.

Reputation means the degree describing how well and long a service has been used for. Many factors could be considered but PUBLYTO evaluates reputation depending on how many high-quality contents have been produced through a long term because the power of its network comes from good content creation. Therefore, the number of votes received and the reputation score are proportional though the reputation score that the same content can receive per day at maximum is limited. The maximum reputation score to receive daily is also set. Such restriction makes long activities pose positive influences on reputation scores. Reputation score can be earned as a reward for purifying network such as reporting inadequate contents or abusing. Because higher reputation means more tax reduction benefit, it motivates people to raise reputation scores.

Account

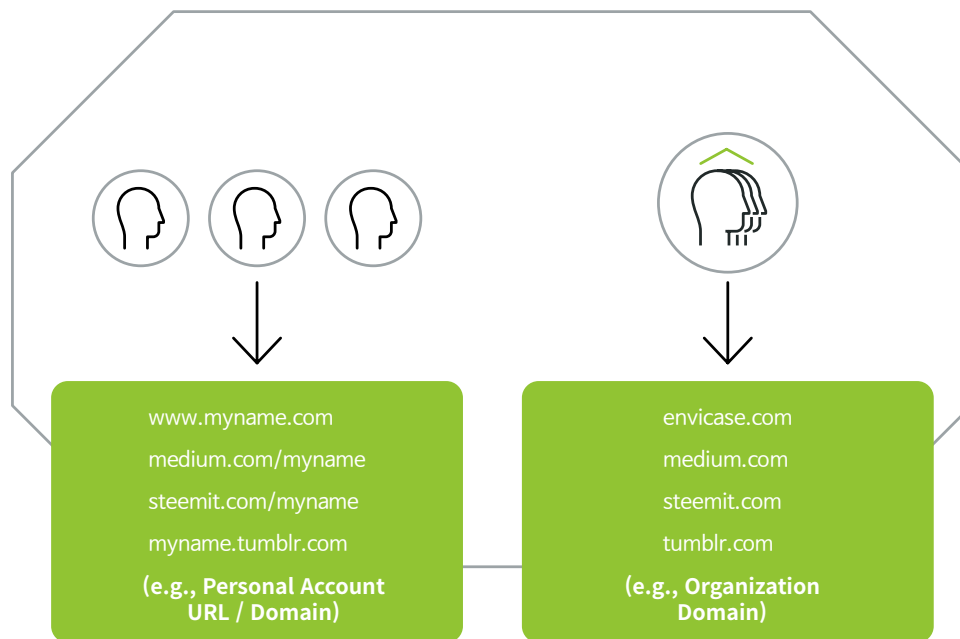
Whitelist

Domains to be used before users start profitable activities or known URL must be registered to the whitelist. This procedure is needed to set the network order by conducting prior qualification test. After automatically confirming domain ownership through certain records of DNS, it's followed by the next step, the qualification test. The qualification test subjects are users whose reputation are higher than a certain degree. If the number of agreement is satisfied, they are whitelisted.

Other than domains, known URL can be whitelisted. Known URL means that user's original space is distinguished by URL as the URL includes the ID of a user. A blog service called Medium distinguishes the user space with the form of `http://medium.com/@username`. Because medium.com domain is not owned by an individual Medium user, whitelisting with the domain format is not available. However, it can be registered by the form of known URL. The space of whitelisted known URL can make profits as a part of PUBLYTO network.

Individual and Organization

If an individual user whitelists a domain through one's account, one can make profits within that domain. The domain belongs to a personal account, not allowing it to be shared by other account users. If a multiple of users share one domain, an organization must be made as depicted in the figure below. All members within the whitelisted domain should be able to make profits through an organization. An organization refers to companies, groups, communities, etc. that own certain domains.



[Figure 34] Personal Account and Organization

To sustain services operated by an organization, it requires management, development, and maintenance cost. An organization must create profits to put more effort in advancing and developing services. In PUBLYTO, organizations registered by domains can ask fees for individual account profits. Let's assume that a video content service is built. We first build an organization and whitelist the domain. A personal account can share and create video contents through this service. It can also make profits through content reward, comment reward, and even holding advertisements and funds. If a part of profits is paid as fees, these fees can be spent for service operation and development. In this case, funds are not subject to fees.

EOS Mainnet Strategy

EOS Token Issue and Airdrop

Originally, PUBLYTO tokens issuance were conducted in Ethereum and planned to move to EOS Mainnet in the ends. However, there were a lot of opportunity costs and burden of the migration were not negligible. In particular, the speed/blockchain scalability/ high fees seemed to be a millstone around our necks on the feasibility of the project. Therefore, we reached the conclusion that quickly settling down in the early EOS ecosystem and preoccupying the market is the important thing. As a result, we decided to issue tokens as dApp of EOS Mainnet, which means that PUBLYTO has prevailed the possibility of infinite expansion in the future.

When token issuance ends, it can distribute to EOS native token holders for free according to the airdrop plan. PUBLYTO plans to airdrop within 11% of the total token issued amount. It will airdrop based on the reserved share rates of holders to construct and promote the value of EOS ecosystem. The token airdrop ratio of PUBLYTO token for 1 EOS native token will be set by integer ratios like 1:1 or 1:2. Decimal airdrop ratios like 1:1.3 are not intuitive and can cause cutting on the last decimal.

Value of Airdrop

Holders who purchase PUBLYTO tokens may believe airdrops as a relative cost. However, the story changes if airdrop pumps and activates the PUBLYTO ecosystem. We estimate that the positive reaction contributing to the activation of the ecosystem is greater than the counter-reaction recognized as cost or infringement of holder's profit. This means the increase of PUBLYTO token value, bringing profits to the token purchaser and holders. However, currently, 50% of the total volumes are biased on top 10 EOS main net addresses and 75% are in top 100 EOS main net addresses, which may raise concerns on the bias of the supply. Hence, PUBLYTO has a high expectation on EOS constitution to be enacted by the efforts of broader consensus and implementation of BP and network participants.

Furthermore, PUBLYTO will spare no effort in contributing to the EOS ecosystem which just took its baby step in the perspective of the Good Samaritan law, and do its best help contributors who lead the self-purification be sincerely respected and broaden their influences.

One of the biggest barriers for Internet based content services to secure users is making accounts. On the EOS ecosystem, no conflicts would occur while making accounts if EOS ecosystem already has accounts and gives motivation to use PUBLYTO services. We estimate that airdrop would be enough to motivate and serve a great role in activating the PUBLYTO ecosystem.

PUBLYTO's Goal

Targeted Market

The media content market has made unprecedented growth over the last few years. Here are some facts whose timeline is based on May 2018.⁷

- Personal bloggers publish more than 5 million posts every day.
- Facebook users publish a maximum of 3.3 million contents for every minute.
- Facebook users publish over 4.3 billion contents every day.
- Instagram users publish more than 67.3 million contents every day.
- Youtubers upload more than 4 million hours of contents every day and users view 59.7 billion hours of videos every day.
- Yelp users post 26,380 reviews for every minute.
- Company-type press and magazine companies publish more than 10 million news contents every day.

Market fragmentation is categorized by 4 steps by evaluating entry barriers and marketability as major variables.

Individuals and Organizations

UGC (User Generated Content) field including personal blogs, social blogs, and social media, producing contents by users' free will without approval from platform businesses, is an initial market where network entry is very handy. BlogSpot, WordPress, Medium, BuzzFeed, Tumblr, etc. are major subjects. We aim to achieve the penetration rate of 10% from 100 million individual web blogs, 500 million social blogs by 2020, and 30% of the penetration rate by 2021.

⁷ Worldometers, "Worldometers SOCIETY & MEDIA" May 31, 2018
<http://www.worldometers.info>

2nd Social Media Market

In this market, it's difficult to graft PUBLYTO plug-in on scripts and embedded link types. However, if we provide the PUBLYTO portal with social log in function such as Facebook and Instagram, we can easily previously published posts to the PUBLYTO content portal through Open API. In this case, reward and profit plug-in interface are automatically grafted. Because more original contents mean more imperativeness of individual profit making, a lean-to-one scrap service like Pinterest is not considered.

3rd Multimedia Market

YouTube, used by 1.5 billion people, will be the bridgehead for entering the entire market. Individual profits can be generated by calling video contents to the PUBLYTO content portals by using the same method used in social medias. Just like how Twitch and Africa TV broadcasters are using both of the two, Youtubers can have additional individual profit making opportunity by using original contents in multiple ways. We can also expect that the PUBLYTO content portal could possibly be the necessary source for YouTube or video content creators when its coverage, exposure frequency, and profitability become larger.

4th Company Type Content Market

There are individual publishers in company type media content markets. Editors in magazine companies are working class individual publishers. Despite benefits and pays from companies they belong, we cannot strictly say that they are not receiving every value of contents that worth pain they continuously feel during creation. PUBLYTO is aware of the structural difficulties that they have no other ways but to create sensational contents due to pressure they have for traffics. PUBLYTO preferentially provides company type plug-in API through partnerships with major presses and publishing companies to help in executing the media's noble duties for great causes. Publishers can receive justifiable incentives for their individual creation if technological and policy approval from companies are approved. Instead of supporting profit models and plug-in environment specialized to help corporates to earn lots of funds and advertisement profits from loyal subscribers, for plug-ins installed on each article for company type API agreement, the team is planned to apply obligated regulations, allowing individual

publishers, in other word, the publisher oneself can obtain content rewards and advertisement profits. Main targets include press like the New York Times, Mainichi Newspaper, and Yonhap News as well Cond Nast centered magazine media companies holding VOGUE and GQ.

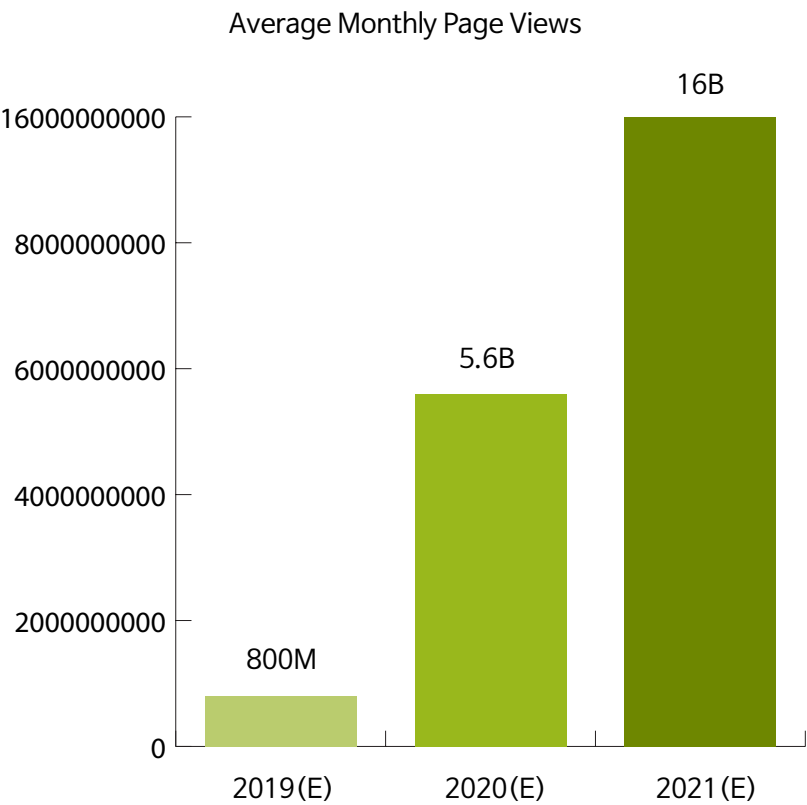


[Figure 35] PUBLYTO’s Targeted Market - Example of Individual Media

Target Penetration Rate

Average Monthly Page Views

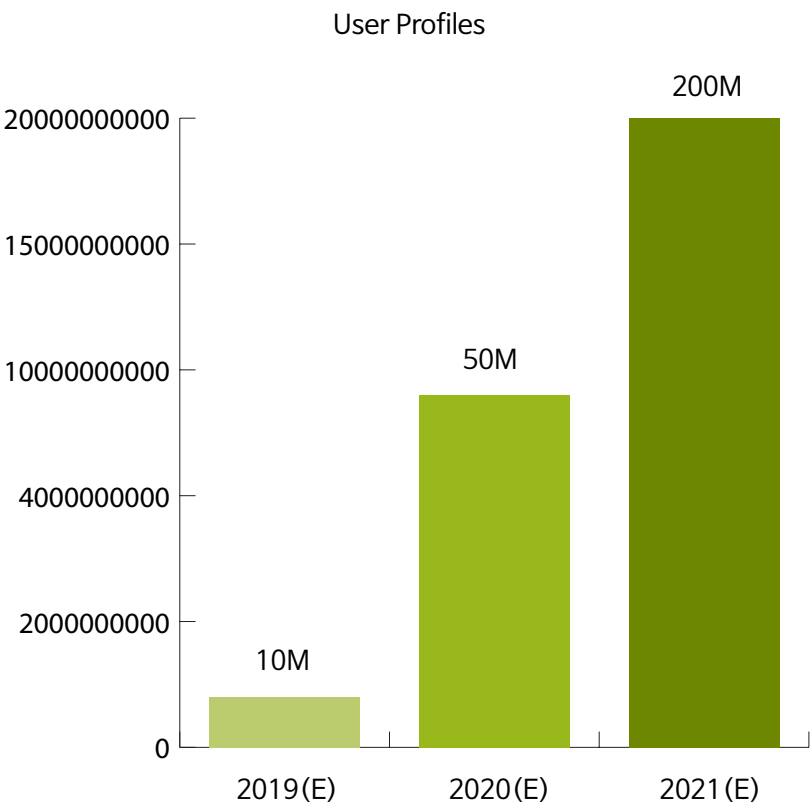
- 8,000 page views expected per installation on a monthly average
- Embryonic Stage: Occupy 2% of social plug-in market in 2019
- Initial growth stage: Occupy 30% of social plug-in market in 2020
- First year of growth: Occupy 80% of social plug-in market in 2021



[Figure 36] 3-year Target Number of Monthly Average Page View

User Profiles

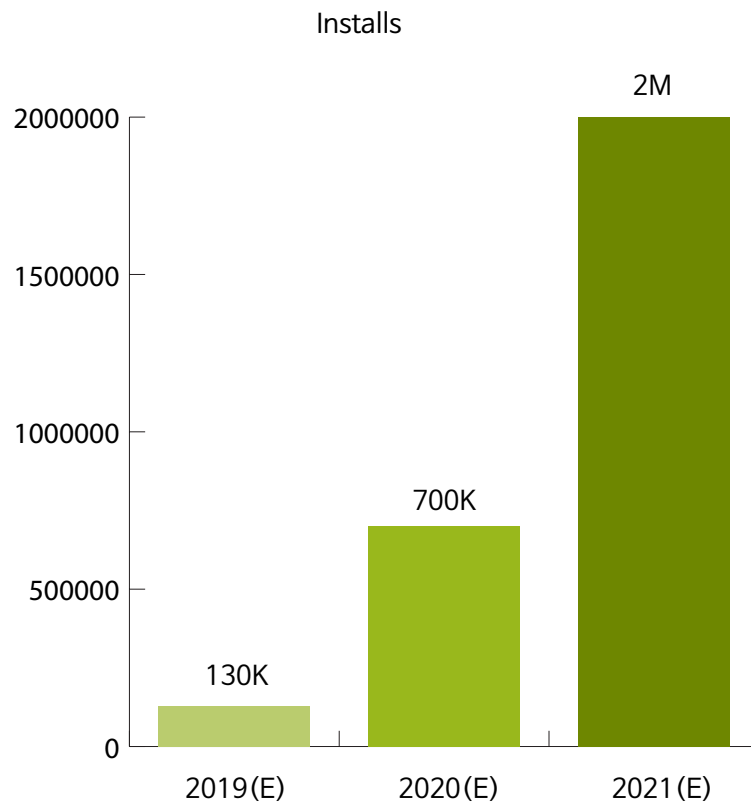
- Embryonic Stage: Occupy 2% of 5 billion personal blogs/social blogs in 2019
- Initial growth stage: Occupy 2.5% of 2 billion social media/multimedia market in 2020
- First year of growth: Occupy 10% of social media/multimedia market in 2021, enter company-type media market



[Figure 37] 3-year Target Number of User Profiles

Installing Plugins

- Embryonic Stage: 5% compared to Disqus Installs 2.5M in 2019
- Initial growth stage: 23% compared to expected Disqus Installs 3M in 2020
- First year of growth: 57% compared to Disqus expected 3.5M in 2021



[Figure 38] 3-year Target Number for Plug In Installation

PUBLYTO Development Plan

PUBLYTO contract regulates all token economy systems and user activities. Based on this, content reward plug-in makes the incubating through Envicase, PUBLYTO's first external service. Advertisement trading/sponsoring plug-in are added along with the release of the content portal. When the line up of plug-in is completed on the content portal, it will advance followed by sequential procedures, depending on the level of market entry, which include Re-publish of contents, publishing original contents, supporting marketing tools, launching PUBLYTO mobile App, etc.

2018 Q3

- PUB Token Issue on EOSio

- PUBLYTO Contract

- Token Economy System: Profit, reputation, deposit and penalty, inflation and deflation, decay rate, dApp service fee (centralized external commercial service)
- Account: Individual/Organization, whitelist, Envicase account sync (migration)

- EOSio Airdrop

- EOSio Airdrop

- E-mail verification
- Google Vision API
- PUBLYTO Native plug-in: For compensating Envicase contents
- Changing Envicase DB schema
- Envicase dApps: iOS, Android, Web
- Envicase Referral Program

- Admin & Dashboard #1

- Profit, reputation, deposit, searching ink
- Withdraw deposits
- Notification Token trading only notification
- Membership withdrawal

- Blockchain + Web-event sourcing

2018 Q4

- PUBLYTO Content Portal (PUBLYTO.com) Beta (+ PUBLYTO API #2)

- Sign up/Sign in
- MFA verification
- Plug-in inserting type: Script, Embedded link, Hyperlink, Url
- PUBLYTO External Plug-in: Content reward
- Calling external contents and meta data: Recall function
- External security protocol

- External content data collecting environment

2019 Q1

- PUBLYTO Content Portal (PUBLYTO.com) Official Launch

- PUBLYTO External plug-in: Advertisement trading, plug-in for funding
- Permission of Ombudsman for the highly reviewed: Permission to report contents, permission to edit contents, Editor's Picks within the content portal

- Admin & Dashboard #2

- E-mail marketing for the highly reviewed
- Tool Direct message tool for the highly reviewed

- SEO

- Robots.txt & Sitemap.xml
- Image and tagging optimization
- Tagging title & Meta description tag (SEO meta tag + other tag)
- Mobile
- web friendliness test

2019 Q2

- **Official Launch of PUBLYTO content portal mobile app**
 - iOS, Android 'List of all the countries in the store'
- **PUBLYTO content portal (PUBLYTO.com) Improvement #1**
 - Social media content re-publishing function (Import & Re-publish):
Facebook, Instagram, Reddit

2019 Q3

- **PUBLYTO content portal (PUBLYTO.com) Improvement #2**
 - Original content publishing function: Blog type, video type, photo type

2019 Q4

- **PUBLYTO content portal (PUBLYTO.com) Grand Launch**
 - Expand Client Base: API Launch of company type plug-in

Patent Application Plan

Since 2009, blockchain is a free technology that cannot help get patented as it is shared as an open source. However, patent application can be made if an item has a distinguishable idea and logical flow without actual implementation. Hence, most of current blockchain applications deal with surrounding technologies such as securities, operation, usage, utility, etc. Security is a technology for encryption, tamper, and personal identification to protect data and secure transparency of transactions. Operation technology includes operation of distributed network including procedures such as transaction, access, consensus, synchronization, saving, etc. Moreover, the utility field may include various services such as blockchain based financial service, voting, game, logistics, medical, public services, and others. Data seems to reflect such trend. The number of blockchain related patent application to 5 advanced IP countries (IP5, US, China, Korea, Japan, Europe) was 1,248. (Based on Jan. 2007 ~ End of Jan. 2018) The number tends to double or triple every year. Especially, the dominance rate of G2 (US, China) is overwhelming, whose weight is focused on so called 2nd generation smart contracts (related to Ethereum). Korea still seems to have a low application composition rate with 17% (4 out of 24) for such service fields as Korea is concentrated on cryptocurrency trading.

Currently, standard patents are totally absent and discussion for international standard is at its initial stage. Hence, we believe that this is the right timing to preoccupy the core standard patent. PUBLYTO supports individual profit making not only from internally issued contents but also from externally published contents. It can also absorb a massive amount of data and markets. When contents scattered at external medias are connected to PUBLYTO's contract and plug-in and other content portals are combined to the user environment of content portals, it can search and record ownership of contents that have been left out, even exercising legal rights. We are preparing to take the first step for a patent application. Consistent investment R&D fields and expansion of patent field are essential to protect such multifaceted and exclusive ideas. It is also a critical procedure to construct stable PUBLYTO ecosystem and to achieve visions.

Roadmap

2018

AUG: PUB token issuance on EOSio
SEP: Airdrop, PUBLYTO beta ver. (PUBLYTO portal)
OCT: Improvement PUBLYTO Beta ver.
NOV: Envicase migration
DEC: PUBLYTO Official ver.

2019

- Q1 PUBLYTO iOS, Android Mobile App Launch
- Q2 Improvement all products
- Q3 Expand Client Base
- Q4 Market Share Grow

Note: More detail information will be announced via publyto.io before the Pre ICO

TOKEN LAUNCH

Issue Information

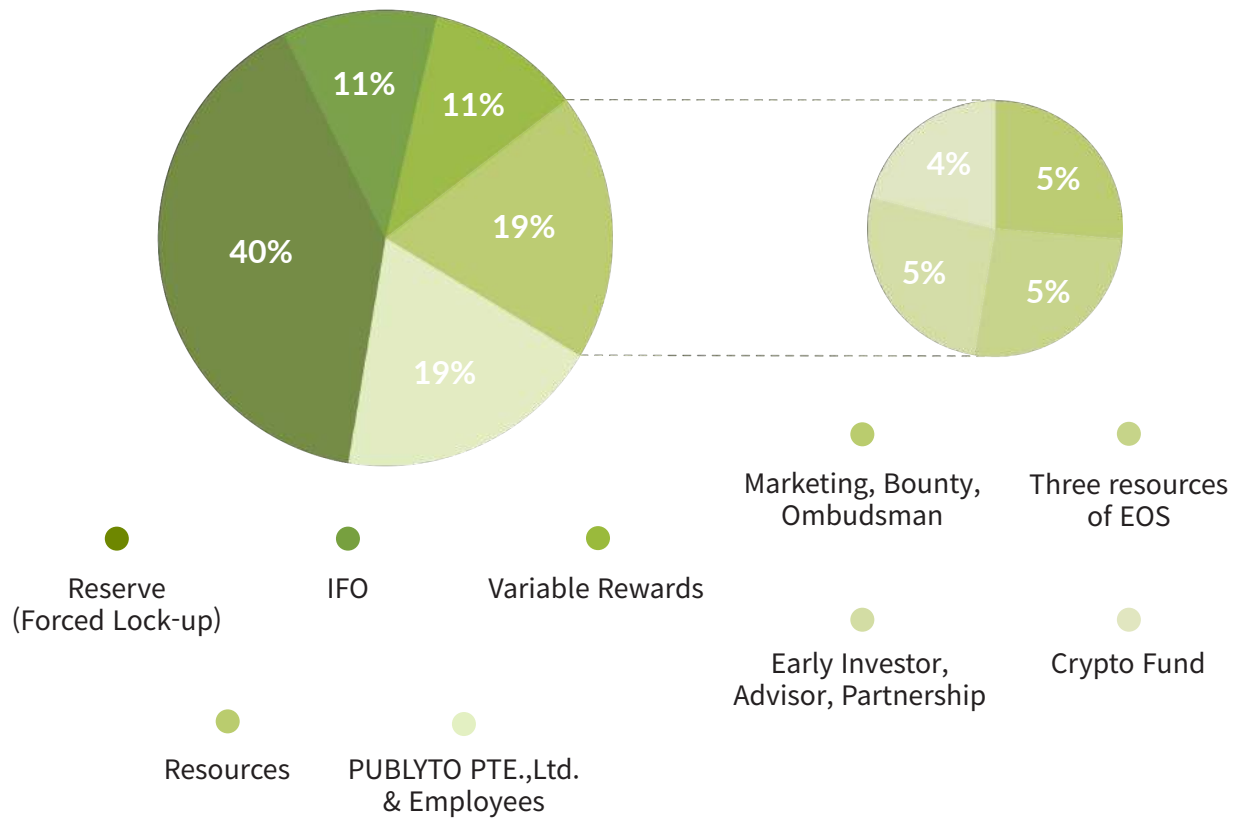
- Symbol: PUB
- Total Supply: 10,000 million PUB
- Reserve: 4,000 million PUB
- Initial Free Offering: 1,100 million PUB
- Accepting: EOS
- Offering Details: To be announced before the token offering phase begins.

PUBLYTO Tokens Distribution & Use

- 11% of PUBLYTO tokens are allocated for IFO. Especially, We plan to airdrop based on the number of shares that holders to construct the EOS system and to increase the value by snapshotting initially issued EOS tokens. In particular, it will play a leading role in revitalizing the initial EOS ecosystem and preoccupying the market by adding BP voter eligibility criteria for airdrop.
- 60% of tokens will be used for differentiated user rewards based on the double network effect. They are also reserved to be committed in fields required when expanding the blockchain ecosystem. in addition to, tokens will be used for blockchain network R&D, EOS resources, Crypto Funds, management, consulting, etc.
- 19% of tokens are spent for the founders and employees, and to recruit new human resources. A method with the same purpose used in Silicon Valley's stock grant system is used for recruiting external human resources and developing internal employees.

- Through a strategic investment, 5% of tokens are distributed to contributing advisors from blockchain technology, media, law, finance, etc. as well as various early investors who become the foundation of PUBLYTO network. The distribution will strengthen coordination with them.
- 5% of PUBLYTO tokens are distributed as a part of bounty program to build and grow communities made by participants in marketing and in each target market. Furthermore, supporting Ombudsman raised the reliability and original value of PUBLYTO and contributes to the protection of content rights. Hence, it will be used to maintain self-purification of the ecosystem and to strengthen loyalties.

Tokens Distribution



[그림 39] Distribution

Description	Percentage (%)	Amount (PUB)
IFO	11%	1,100,000,000
Reserve(Forced Lock-up)	40%	4,000,000,000
Variable Rewards	11%	1,100,000,000
Marketing, Bounty, Ombudsman	5%	500,000,000

Three resources of EOS	5%	500,000,000
Early Investor, Advisor, Partnership	5%	500,000,000
Crypto Fund	4%	400,000,000
PUBLYTO PTE.,Ltd. & Employees	19%	1,900,000,000

Team



Ryan Moonyoung Jang

Business executive, Project lead

Founder of PUBLYTO and Envicase,
17 years marketing & eBusiness developer

* Wpp group, Vans, ABC-mart Inc.,
B.A. in English/Deutsche Education from Hankuk
University of Foreign Studies.



Joseph Moonsoo Jang

Finance, Legal

Co-Founder of PUBLYTO and Envicase,
11 years financial auditor, Venture entrepreneur

* Tokyo Trading International, BV
communications, B.A. in Economics from Korea
University



Mark Jinwook Chung

Blockchain, Tech Lead

Co-Founder of PUBLYTO and Envicase,
7 years data science & engineering

* Travel Demand Forecasting at Pyunghwa
Engineering Consultants, M.S. in Transportation
Planning from Chung-Ang University



Min J. Kwon

Global Business development, Fashion influencer,

Director of New York branch office,
12 years business development and
merchandising

* Ralph Lauren, Nordstrom, Stella McCartney,
The Vanguard Group, A.A.S. in Fashion Design
from Parsons The New School for Design, M.B.A.
in New Ventures & Entrepreneurship, B.S. in
Information Sciences & Technology / B.S. in
Telecommunications The Pennsylvania State
University, University Park, PA



Brandon Kim

Brand communication, Creative direction

14 years global branding and communication

* Brandonkim Studio, L'Oréal, W Hotels, Johnson & Johnson, B.A. of Science in Environmental Design from ART CENTER COLLEGE OF DESIGN - PASADENA / CALIFORNIA



Stark Daekyu Kang

Smart contract, Senior software engineer

7 years mobile software engineer

* Makeus Android lead, Founder of Teletalkvi(M&A with Makeus), B.A. of electrical engineering from Hanyang University



Hoon Lim

UXUI design, Motion Graphic, Publishing

10 years UX/UI Designer

* Zikto, Hoonishere, B.A. Graphic Design from Art Institute of Vancouver, Vancouver / British Columbia



Jay Kim

Full stack software engineer

10 years of related software development experience

* Kakao, Comtus, BA of electrical engineering from Yonsei University



Hayden Lee

Infographic, Illustration, Marketing design

BI/BX Designer

* Group SJR, Graphic Design BA in Brigham Young University, Provo, UT

Advisors & Early Investors



Neoply

(Former Neowiz Investment)



able communications



JP company Co., Ltd.



Richard Byungmin Yeo

Geon Investment – Venture Capital, Vice
President

Former
Neowiz Games Co. – Head of Business Strategy
LB Investment – Private Equity Division, Director
Samsung Securities – M&A Team, Vice President
Bain & Company – Private Equity Group,
Case Team Leader
A.T. Kearney – Strategy Group, Manager
Deloitte Consulting – Manager
PwC Consulting – Consultant



Edwin Wong

Hong Kong ICPA – Member
CPA Australia – Member

Former
STS Group – Global CFO and Executive Director
KPMG – Corporate Finance Manager
Deloitte – Auditor



Hyungwoo Kim

Founder of Able Communicationz
Primer Venture Partner

Former
SK Group, Marketing director



Sungho Choi

Veat Law Firm, Representative Lawyer
Dunamu Investment Entrust
Stock Company Audit/Game & Culture Institute
Corporate Audit
Seoul High Court of Justice Mediator

Former
Zen Law Firm, Partner Lawyer
Bar Examination/Judicial research and Training
Institute Seoul National University Computer
Engineering



Hyotaek Jeon

eBay Korea,
General manager of Ad Platform

Former
eBay Korea, Leader of Item Team



Jean Kim

Founder & CEO, HESED

Former
Adapt Group - Global Marketing and Sales
Director
Avery Dennison Korea - Global Sales Manager



Jason Yoo

CFP®, Vice President,
Wealth Management at Citigroup

Former
J.P. Morgan - Vice President, Private Client
Advisor
Bluesky Capital Partners, LLC - Portfolio
Manager
Morgan Stanley - Financial Advisor



LEE Jun

Ph.D. in Urban Economics,
Economic Modeling Expert

We are in talks with 7 outstanding
candidates who are working in the
field of blockchain, tokenomics,
media and legal.

Partners & Alliances

Representative Branding Partner



HESED USA – Global Branding & Marketing Partnership

Influencer Marketing Partners


Obviously Social	Influence.co
No Such Agency PR	Heartbeat
Popular Pays	Canard
Brand Snob	The Circle
RevFluence	Ambassador
Social Native	Ghostlamp

Social Fabric	Brandbassador
—	Relatable

Collaborated Brands

Existing Collaborative Partners

AmbassadHer

 **brandsnob**

 **PopularPays**

 **BRANDBASSADOR**



 **ghostlamp**

 **Heartbeat**

Influence&CO.

| no such agency |

 **obviously™**

 **OCTOLY**

Relatable

—revfluence—

 **SOCIAL
FABRIC**



THE CIRQLE

Fashion & Accessories

Fashion & Accessories	Beauty
Nike	Sephora
Chloe	Dior
Kenzo	Amore Pacific
Rent The Runway	Estee Lauder
Kay Jewelers	Lancome
Daniel Wellington	YSL beauty
Lulus	Sulwhasoo
Womens Dong-A	Mamonde
We Are Openhouse LA	Clinique
Capsule Show	Diptyque

Rocksbox	Clarins
Golf Galaxy	Ulta Beauty
Stella and Dot	Dove
The BlackTux	Drunk Elephant
Juju Showroom	Patchology
Nude Fashion	Givenchy
liverpool Jeans	louboutinworld
Lazypants	Loreal
Ana Luisa	Garnier
Joseph Nogucci	Skinceuticals
New York Fashion Week	Maybelline
iijin	Maison berdoues
Icewear1972	Skyn

Skinnies	Artisbrush
Ruby Lane Sydney	Kate Somerville
Katya Dobryakova	Double Dare
Pink Blush	masqueology
Tote Savvy	milkmakeup
Ettika	GetCocofloss
Thursdayfinest	louboutinbeaute
But From the Kloth	Saturday Skin
Freshtops	Beautycon
Worth New York	Function of Beauty
Mod and Jo	Sky and Sand
Milk and Blush	Michael Todd Beauty
Acler Women	Riley Rose

True and Co	Eva Hair NYC
The Sampler Room NY	Susanciminelli
EPolignano	Malinandgoetz
Level 99	Kevynaucoin
Kyboe	Everskin
Jord Wood Watches	Ren Skincare
Wear Veronica	Bio Ionic
Le Tote	Devita Skincare
Kapten and Son	Cosmedix
Ves Clothing	Chi
Hind Sight Vintage Sunglasses	Farouk Systems
Style Lend	Doll Face Beauty
Happy Socks	Belair Ski

We Are Openhouse LA	Briogeo
Genart	Tria
Thread Up	Treehut.co
Beauty Brand	Tria Beauty
Norell New York	The Lotus
Woven Pear	Amika
Erin Featherston	Design by Humans
Amen Papa	Yuni Brand
Capsule Show	Hellosexylegs Beauty
Ombre Agency	Viviscal
Hueb	Vanity Planet Store
Shabby Apple	Sabon NYC
Portelli Brand	Soigne

Morrison Grey	Joanna Vargas NYC
Rocksbox	Uni Lever USA
—	D'marche Labs
—	Malin + Goetz

Lifestyle & Others / Food & Beverages

Lifestyle & Others	Food & Beverages
CB2	Coca Cola
Tysons Corner Mall	Conagra Group
The Knot Magazine	Walmart
FFANY Shoe Show	Palais Des The
Fashion Tech Forum	Kusmi Tea
US Open	Lipton Tea
Simple Contacts	Kraft
Mom Bomb	Chiquita Brands
Toms	Hello Fresh
Maison Berger	Dove Chocolate

styl36degrees	Post Mates
Mazda	Dominos
GwenStefani	Sharis Berries
Interscope Records	Virtuoso Pizza
Kiva	Bokksu
Ode to Clean	MarieCallender
Target	Kind Snacks
Careof	Eggo Toast
Goby	Harry and david
I Heart Ankit	Chiquita Brands
MGBW Home	Barcelona Wine Bar
Eyeconic	Hello Fresh
Gresso Miami	Dove Chocolate

Fracture Me	Rice and Flower
Ju Photography	City Cakes
Flying Tiger USA	Post Mates
Shear Bliss NYC	Dominos
GRK Beauty	Summers Brooklyn
Old la hainaluau	Grey Goose
Fashion Tech Forum	Cava Grill
Denise Fasanello	Ideal Fit
Sole Farms	Vida Glow
Smile Brilliant	Skinny Coffee Club
Petals and Roots	Le Grand Courtage
Women Not Objects Projects	Suja
Tictail Market	Fatty Sundays

The Grommet	Graze USA
Fountain Greetings	—
Prim Botanicals	—
Meredith O'Connor Singer	—
Thierry Feuz Artist	—
LINK	—
Unofficialcardboard	—

Baby & Hotel & Resorts

Baby	Hotel & Resorts
Puracy	Four Seasons
Patpat.com	Rosewood Hotels
Grab Ease	West House NY
The Milk Camp	Fairmont Hotels
Bebe Tales	The Kahala Hotel
Nanit	70 Iberostar
Heart felt scrabble	—
Hux Baby	—
Comotomo Baby	—
Washabelle	—

Colored Organics	—
Davinci	—
Cuddle and kind	—
The Magic Light Wand	—
Smartbabywears	—
Cuddle and Kind	—
Lalabu Baby	—
Blooming Bath	—
Nataly Danilova Photography	—

Technology

Google
Intel
US Mobile
Cars.com
Stash App

Conclusion

The media content market trend is facing violent changes as the greed of content publishers and users hiding under topics called blockchain and cryptocurrency are awakening. Aside from the emergence of blockchain medias, PUBLYTO team senses that we are reaching the age of integrated greed where staged self-realization greed of materials, relationship, and self confidence cannot be distinguished by prioritized orders. Alderfer who denied the order of greed, refuted Maslow's theory of staged greed saying that two types of greed occur simultaneously. There are people creating contents to satisfy their greed for honor or self-realization. Meanwhile, another visible trend is that people try to satisfy their monetary greed. These are mutually dependent rather than independent. Subscribing content is very likely to be connected to types of greed from physical convenience, self-realization, and even to creating economic value. Frustration is the simple reason many publishers and users attempt to move or are moving from legacy media to blockchain media.

The bottom of PUBLYTO will expand directly in proportion to the speed that the trend of media content market changes to blockchain or cryptocurrency-based market. However, the rise and fall depends on whether we realize the ecosystem capable of satisfying the simultaneity of integrated greed and increasing the possibility to maintain.

- External plug-in that can freely select and grasp dApp without being hindered by media content types
- API environment synched to re-publish social media contents on the PUBLYTO content portal
- Company-type API contract helping the coexistence of media content company and affiliated editors
- Advertisement revenue and fund holding algorithm additionally installed on restricted content reward pools.
- Deflation policy devised to ensure the convenience of token contributors while strengthening the profitability of content publishers with ad trading and continuously increasing the token values by burning transaction fee

- Exclusive reputation algorithm that interrupts the power of capital to monopolize qualities of contents
- OBT (Open Beta Test) distribution implemented before listing on exchanges to validate marketability
- PUBLYTO's vision that adopts slogans of emotional and legal (ISO) international standard

All of these contain a realistic sense of crisis for realization and sustainability, which pass over the essential value called 'coexistence'. In the blockchain ecosystem with endless potentiality, blockchain-based technology and PUBLYTO token are unfortunately just paints and papers to help painting end pictures. All values come from the owners of PUBLYTO, the user, node, and contributor, and they are the highest benefiter of the promoted value of it.

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SUPPORTING DOCUMENTS & LINKS

Contact us

- hello@publyto.io

Important Information

- Status [Homepage](#)
- Status [Github](#)

Community Channels

- [Telegram](#)
- [Medium](#)
- [Twitter](#)

Existing dApps

- [Envicase iOS](#)
- [Envicase Android](#)
- [Envicase Website](#)

GLOSSARY

- PUBLYTO: Blockchain Media Content Protocol
- PUB: Symbol
- API: Application Programming Interface
- EOS: The cryptocurrency of the EOS network
- ISO: International Organization for Standardization
- IFO: Initial Free Offering
- Airdrop: Distribution of prescribed amounts of a certain virtual currency tokens to its community members either for free or for performing specific tasks.
- BPs: Block Producers (BPs) are decentralized entities that govern the EOS blockchain. Block Producers will produce the blocks of the blockchain.
- MFA: Multi-Factor Authentication (MFA) is a security mechanism in which individuals are authenticated through more than one required security and validation procedure.