

# The NFT Marketplace for Creators

# XREATORS

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Created by  
Creators,  
Created for  
Creators



This whitepaper was written in December 2021 and has been updated in May 2022. Therefore, there may be differences from the contents of this article in terms of updates and progress. The most up-to-date information of XREATORS can be found on the official website linked through the QR Code on the left.

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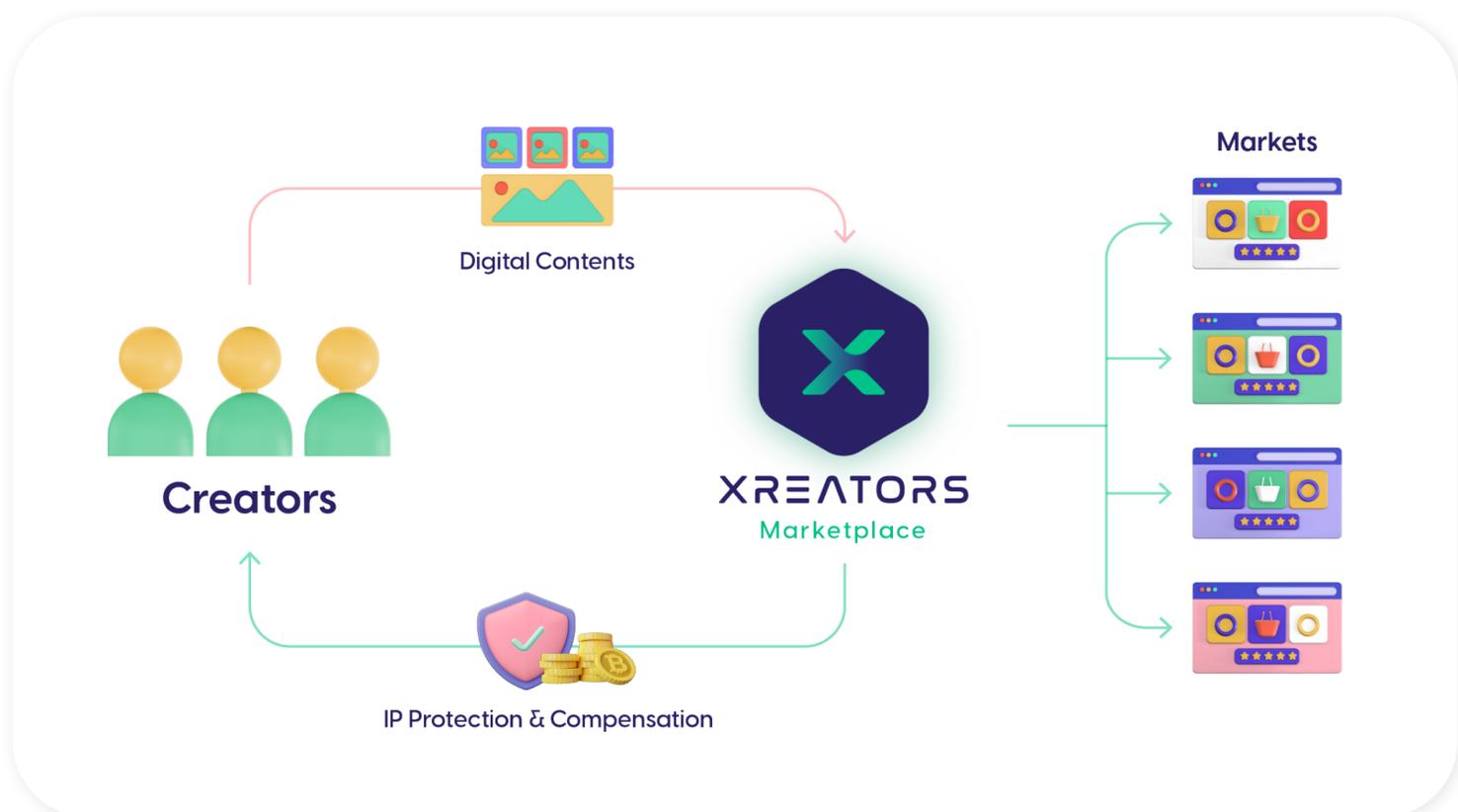
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## 01

# Abstract

## XREATORS : The NFT Marketplace for Creators



XREATORS is an NFT marketplace that uses blockchain to protect the copyrights of digital content (stickers, images, videos, fonts, music, etc.) created by content creators. It is a marketplace where creators can directly connect with their fans and sell their works.

The digital content resource is the major component of the IP industry. It is the building block for all creative works including videos, comics, games, and writing, and it is also used for creating artworks such as media art. This means that digital content brokerage and trading services will be one of the core businesses of the future. Since 1950, the awareness of intellectual property (IP) has grown significantly, and the level of service regarding IP has also grown greatly.

With the growth of digital content brokerage and transaction services, the rights of content creators, including intellectual property rights of digital content, are also beginning to draw

attention. To achieve sustainable growth in the digital content market, a continuous supply of quality creative content is important. A creator-centered ecosystem in which content creators can continuously engage in creative activities will be the driving factor for this. We need a platform where content creators can pay their undivided attention to their creative works by forming their marketplace and connecting with their fans freely.

While the digital content market expanded at a rapid pace, the rights of content creators have been neglected. This has become a major hindrance to forming a new digital content market paradigm. Commercial transaction of digital content has been confined to the realm of editorial services such as graphic design and editing, and the copyrights of digital content made by professionals in other sectors and individuals, such as videos, comics, games, writings, and social media content, have not been respected.

XREATORS creates a new paradigm for copyrighted digital content to expand the current digital content market and stimulate the growth of content creators and their fans. XREATORS goes beyond the format of the professional content market that has been built so far and reconnects the content providers and users as creators and fans. It allows buyers to easily purchase and use content on social media platforms and simplifies the original content protection process for content creators. With five authentication processes based on the blockchain, transparency of copyright certification and distribution of sales revenue is guaranteed.

We aim to overcome the limitations that are arising in the transitional phase of the digital content industry by combining the technology specially designed for intellectual property authentication, protection, and transaction with blockchain technology including NFT. We simplify the content authentication and upload process for the content creators, provide incentives for selling and sharing content in virtual currency, and build a reliable marketplace to create an ecosystem where digital content is efficiently distributed. We also create an environment where users can practically use the ORTs they obtained as incentives. ORTs will be the major currency for buying and selling NFTs, IPs, and content, as well as for promotions and advertisements.

In the XREATORS environment, anyone can become a content creator. Content creators will receive fair profits for their work and will be protected by a solid content authentication system. By converting the content to NFTs, we help consumers to easily purchase and own the content created by content creators. This will also build a safe marketplace where purchasing of the ownership rights to digital assets is guaranteed. As a marketplace where intellectual property rights and digital content can be freely traded, XREATORS Marketplace will continue to evolve with our partners in this new digital content ecosystem of the future.

## 02

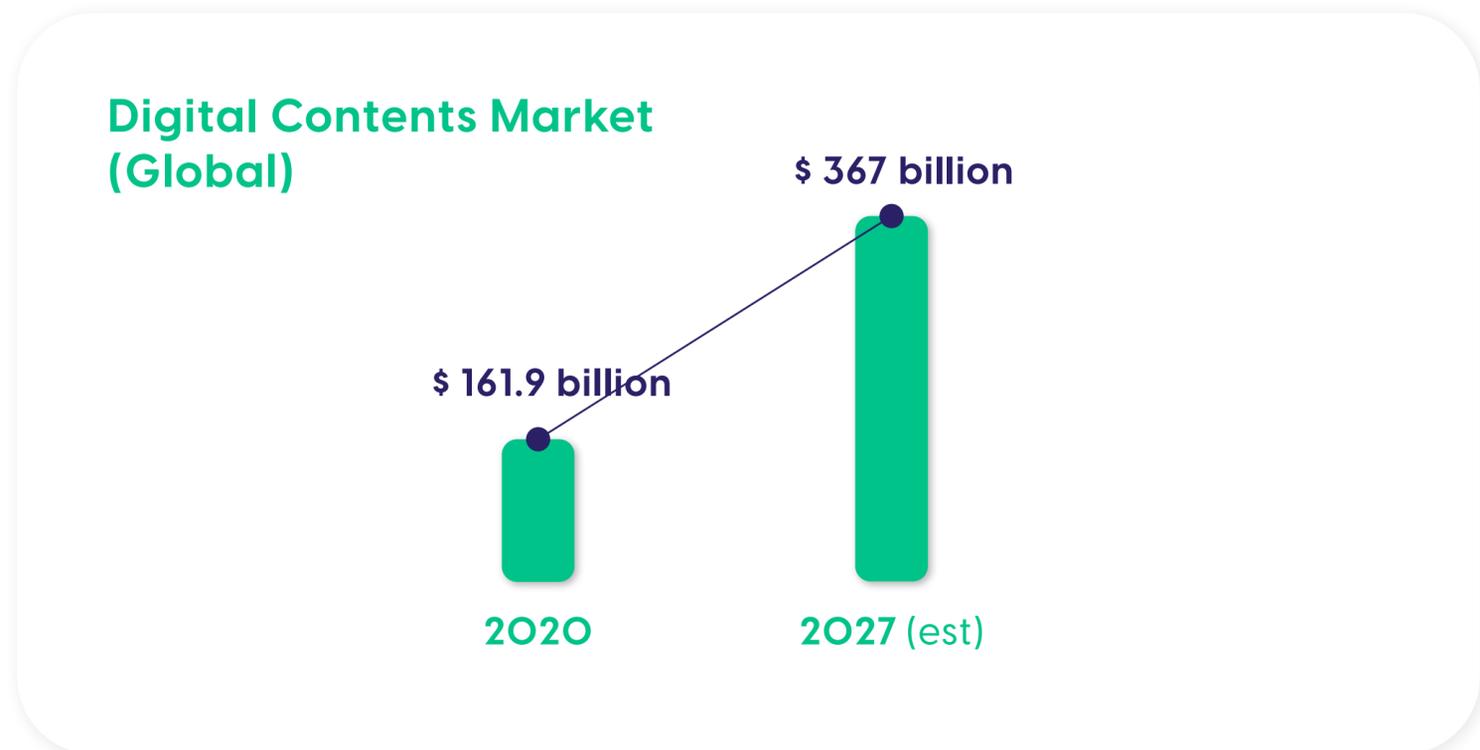
# The Changing Digital Content Market



## Market Status

The digital content market is growing steadily. The global digital content market, led by global companies such as Getty Images, Adobe, as well as Facebook, Instagram, and YouTube, was estimated to be \$161.9 billion in 2020 and is expected to grow to \$367.1 billion by 2027.

With the steady increase in technology for authenticating and protecting intellectual property, more marketplace models are showing up in the market. Also, existing digital content companies that used to cater to the local population are expanding into the global market. With the commercialization of 5G technology and the resulting innovation in the overall IT infrastructure, the digital content market is going through the greatest transformation since its inception. The growth of the contact-free service market has prompted a rapid change in the paradigm of the entire digital content market. Global partnerships of major digital content companies, growing strategic investments, and above all, connectivity and integration leading to market expansion are driving the current digital content market into the future. The development of the digital content industry can be summarized in two aspects.



### 1) Development of Intellectual Property Related Technology

In the past, digital content used to be considered 'an asset to be owned and kept.' This concept has evolved, and digital content is now valued as 'a shareable and consumable asset'. With this change, the number of content creators producing different types of digital content and the amount of digital content they supply has grown exponentially. Large platforms for digital content have become saturated in this process, creating problems such as pirating and infringement of intellectual property rights. As a result, the overall quality of the digital content market decreased. To provide solutions for these problems, intellectual property-related technologies have developed rapidly.

For example, YouTube developed a technology to prevent intellectual property infringement. They implemented the 'Content ID' feature, which grants IDs only to creators who meet their criteria. With this feature, they take reference copies of the content and either send a warning or block the uploading or playback of content when somebody infringes the intellectual property rights of previously uploaded content. They also send an automatically generated Content ID claim to the infringer. However, since this is a method based on the metadata of original content, there is a limit to preventing intellectual property infringement in advance. To this end, YouTube has introduced the 'Checks' function, which checks for copyright infringement before the content is published so that the content uploader can be warned before uploading it. Anybody who uploads a video on YouTube must go through the Checks page before the content is finally posted.

ARTPRESTO, a company based in Japan, is operating the 'Picture Alpha' business, which utilizes digital watermarking technology. Also, a U.S.-based company Intertrust

developed the Secure Rights Management Protection technology that protects the intellectual property of digital content regardless of its distribution chain. As such, the intellectual property businesses that offer brokerage, protection, and registration services have also grown significantly. Leading companies around the world are investing huge amounts of capital and resources to grow the digital content market, and the evolving intellectual property laws in countries like Germany and the United States also indicate a huge growth of the intellectual property industry. The rise of interest in intellectual property protection, as well as the technological developments in this sector, are playing huge roles in advancing the digital content industry.

## 2) The Change in Intellectual Property Awareness

How we perceive intellectual property rights has changed according to the times and societal changes. With the advent of printing, the way we communicate and deliver knowledge changed. What used to be done orally was now done through texts. This created a clear division between content creators and readers, and the creative and informative texts written by creators existed in their own form, separate from both writer and the readers. In this process, printed materials have been recognized for their exchange value in the market, and the intellectual property rights law was created to guarantee the rights of the content creators. This gave the creators the right to be paid for their creativity and ideas, and a new concept of “exclusive possession of knowledge” took place.

However, with the dawn of the digital age, copyright issues related to reproduction rights have arisen, and these issues have complicated the concept of intellectual property. The possibility of unlimited duplication of content has become a threat to the concept of exclusive ownership of content, and it completely changed the way information is distributed. Content began to spread through the Internet as it was passed on from people to people, and “relationship” in the digital content space emerged as a new topic. In this situation, the conflict between copyright and copyleft over digital content intensified. Nevertheless, such a transition caused by digital reproduction was able to shine a positive light on the market.

While this was happening, the size of the digital content market continued to grow, and the world became more aware of the various problems caused by content reproduction. More people started to recognize the value of excellent digital content and the importance of fair rewards for content creators. In addition, rather than violating the copyrights of digital content, people have begun to create parody content and meme of original content, which directly or indirectly gave credit to the original content creators and supported them financially. The rise in the awareness of intellectual property rights

has enabled a virtuous cycle where content creators who create digital contents that are consumed by many people take greater profits than creators who do not, which in turn motivates the content creators to produce high-quality content.

## Problems To Be Solved

Despite the remarkable growth of the digital content industry, policies and regulations that are disadvantageous to content creators and many other technological/cultural factors are delaying further development of the industry. Everybody wishes to create and own more and better content, but there are still many limitations to qualitative and quantitative content creation. Large content platforms are undervaluing the works of content creators who deserve higher recognition and fair payment. "Trash Contents" created through illegal activities such as hacking and duplication are not being screened and are being sold in the market. There are three main causes to these problems in the digital content ecosystem:

### 1) Copyright Infringement

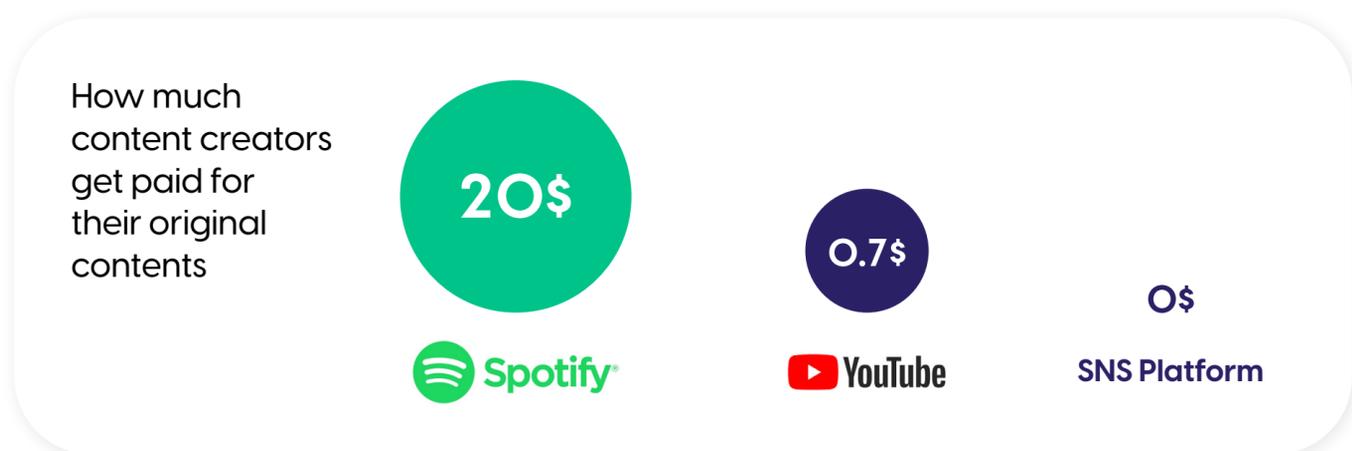
Because digital content can be copied in large quantities and can be easily distributed through the network, creative works of individuals are indiscriminately copied, and digital products of corporations are illegally reproduced and distributed. This not only infringes on the rights of the creators and demotivates creativity, but it also hinders the growth of the digital content industry as a whole. In 2020, it was reported that there are 258 illegal websites that distribute pirated webtoon (digital comic) content in South Korea. According to Korea Creative Content Agency, this is costing the webtoon industry about 1.86 trillion KRW.



The ambiguous nature of content copyright and ownership is also problematic. Many content creators work individually, uploading their creative works such as photographs and writings on various digital content platforms. While the content creators should have all the rights to their original contents, most platform services are free to use these contents for marketing and commercial purposes in the name of "use of services and data."

## 2) Unfair Revenue Distribution

The current revenue distribution structure of the digital content industry is centered around the distributors rather than the content creators. This is enabling the large content platform companies that are monopolizing the market to distribute profits to content creators unfairly.



For example, Spotify pays a copyright fee of \$20 per person, and YouTube pays a creator less than \$0.70. Social media platforms such as Facebook and Instagram do not distribute any profits to individual creators, although these platforms are built upon the creative works of individuals.

## 3) Consumer Inconvenience

Copyright can be applied to many different activities surrounding creative work, such as reproduction, distribution, rental, broadcasting, and performance. There is a wide range of license combinations depending on the conditions of the use of individual copyrights, and consumers who purchase or consume digital content need to understand the various forms of copyright information. Consumers need to be fully aware of this information before they consume content. Following elements are included in "copyright information":

<p><b>Purpose</b></p> <ul style="list-style-type: none"> <li>• Individual</li> <li>• Corporate</li> <li>• Mobile</li> <li>• Publication &amp; Education</li> <li>• Third-Party projects</li> </ul>	<p><b>Usage</b></p> <ul style="list-style-type: none"> <li>• Websites</li> <li>• Applications</li> <li>• Outdoor advertisements</li> <li>• Publications</li> <li>• TV</li> </ul>	<p><b>Price and Scope of License</b></p> <ul style="list-style-type: none"> <li>• Free user</li> <li>• Student</li> <li>• Individual</li> <li>• Professional</li> </ul>
<p><b>Terms of Use</b></p> <ul style="list-style-type: none"> <li>• Citation</li> <li>• Prohibition</li> <li>• Permission for derivative works</li> </ul>	<p><b>Production &amp; Duration</b></p>	

This means that consumers must take in a huge amount of information to consume one digital content, and because it feels complicated and overwhelming, many consumers either avoid using the content altogether or opt for illegal ways of consuming the content. Also, even if a consumer purchased digital content, this doesn't mean that the consumer gets to exclusively own that content. What the consumer is paying for is the license to use the content. The consumer cannot resell the license and cannot take any action if the copyright holder or the service provider unilaterally suspends the right to use the content.



03

# About XREATORS

We MULTIPLY Creators'

Originality

Rights

Creativity

Income

## XREATORS

XREATORS was established to help content creators resolve the above chapters' problems and protect their rights and profits for their unique creativity in the digital world. The success of a digital content platform is determined by the quality of the creative content it carries, and affiliating with content creators who produce high-quality content is the key to long-term success. This is why XREATORS prioritizes supporting creators to focus only on their creative content and improve the quality of their works.

XREATORS prioritizes the rights and profits of content creators and brings this value about through the XREATORS Marketplace. In the XREATORS Marketplace team, there are experts in different fields who are working to eliminate the current unfair practices of the digital content industry and solve the uneven structure to create and maintain an ideal digital content market platform. XREATORS is building an environment where promising content creators get fair treatment which in turn establishes a distribution structure in which consumers who want ownership of the content voluntarily come together. Through this virtuous cycle of creation and consumption, XREATORS aims to build a democratic ecosystem where content creators will be protected of their rights and all content can be traded fairly in the ever-evolving digital content industry.

## XREATORs Marketplace



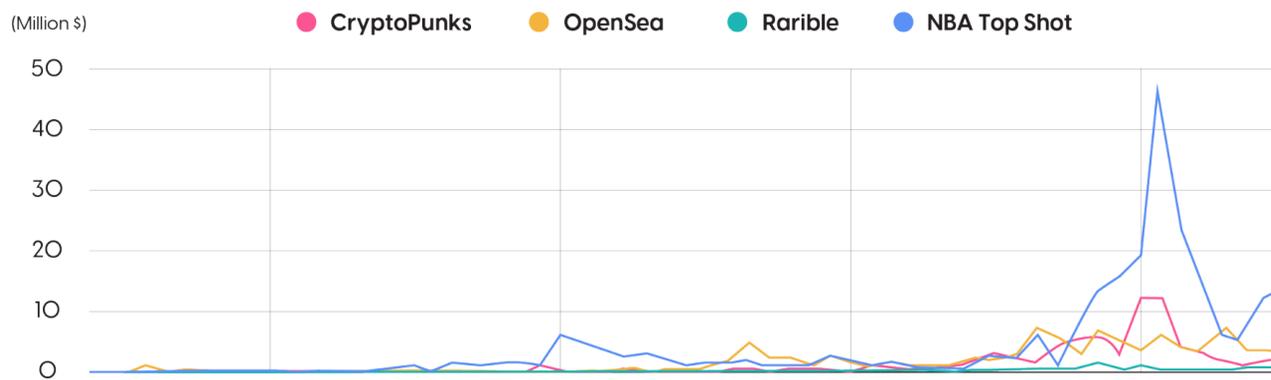
XREATORs is a digital content marketplace that utilizes NFT and blockchain technology, solving a wide range of problems in the digital content ecosystem. Simplifying the content upload process through XREATORs' technology and strong platform operation brings forth an easy accumulation of digital content in the market. With NFT and utility tokens, XREATORs will build a reliable and efficient marketplace and implement a system that enables fair rewards for creativity and strong protection of intellectual property rights. This will allow more businesses and individuals to participate in the digital content industry as creators while providing sustainability to the XREATORs Marketplace. Through this, XREATORs will be able to establish a solid foothold in the digital content ecosystem.

### 1) Strategic Use of NFT Technology

Non-Fungible Token (NFT), known to the world through CryptoKitties, has been recognized for its value and is actively used for proof of ownership and transfer of unique assets. Before the invention of NFT, it was difficult to determine the original content and its owner because most digital content could be easily copied. NFT makes it possible to prove the ownership of digital content by recording the ownership and transaction information in the blockchain.

The number of transactions of NFT content is growing rapidly every year. NFT market grew to \$250.85 million in 2020, which is an increase of 300% compared to the previous year. NFT marketplaces such as NBA Top Shot, OpenSea, and CryptoPunks, as well as some traditional brands like Nike (CryptoKicks), Microsoft (Azure Heroes), and Formula 1 (F1 Delta Time), are recognizing the high potential of this market and are making moves to enter this market to use NFTs strategically in their businesses.

### NFT Trading Volume 2021



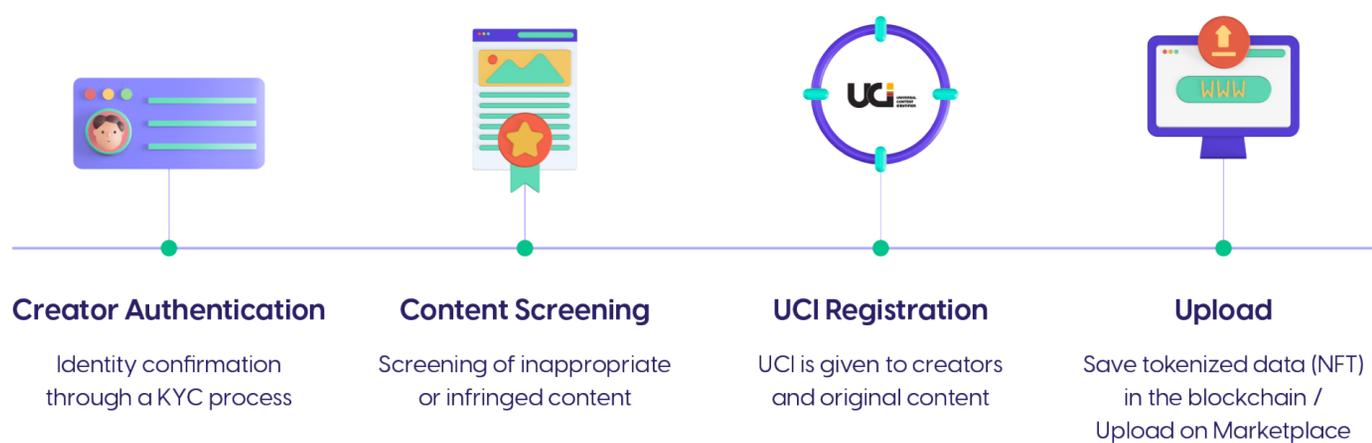
However, the current NFT marketplaces are overly focused on the “selling” of digital content. Unlike physical artworks, digital content does not retain its value just by being in possession. Rather, this will degrade its value. Despite this fact, many NFT marketplaces are trying to solve this problem only by increasing the number and amount of primary sales.

Through years of experience in operating a digital content trading platform related to intellectual property, the XREATORs team solves this problem with a different approach. XREATORs Marketplace aims to be a community where creators' creative activities and fans' consumption of content achieve a virtuous cycle. Creators can express themselves in a variety of ways, communicate with fans through their works, and get new motivation and direction for creation through reasonable economic rewards and communication with consumers. Fans can own the works of their favorite creators in various ways such as purchasing split NFTs and can contribute to establishing a new fan culture, which is a productive scenario as opposed to merely attempting to increase sales and consumers. XREATORs use NFT as a means to increase value for creators and fans at the same time rather than regarding it as an end product that one invests in and waits for its value to rise just by owning it.

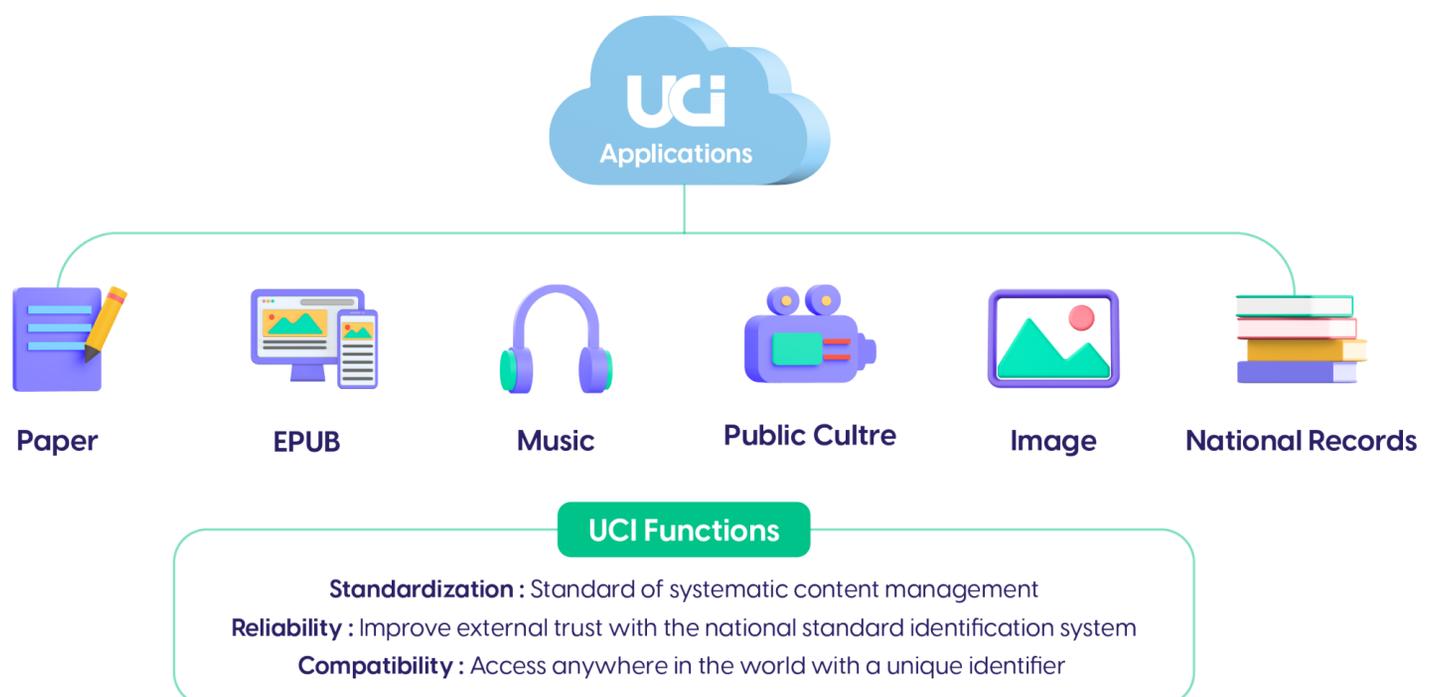


## 2) Ensuring Reliability of Content Creators and Digital Content

Because NFT enables verification of original content and its ownership, a new form of blockchain transaction has become possible. However, while the authenticity and uniqueness of content can be verified, the issue of authenticating the original author has not yet been resolved. To solve this blockchain oracle problem and ensure reliability for the users, XREATORs is planning to introduce a solid verification technology of OGQ, a core partner of XREATORs, to the platform. In addition, the Universal Content Identifier (UCI) will be used to authenticate and reinforce the copyrights and licenses of digital content.

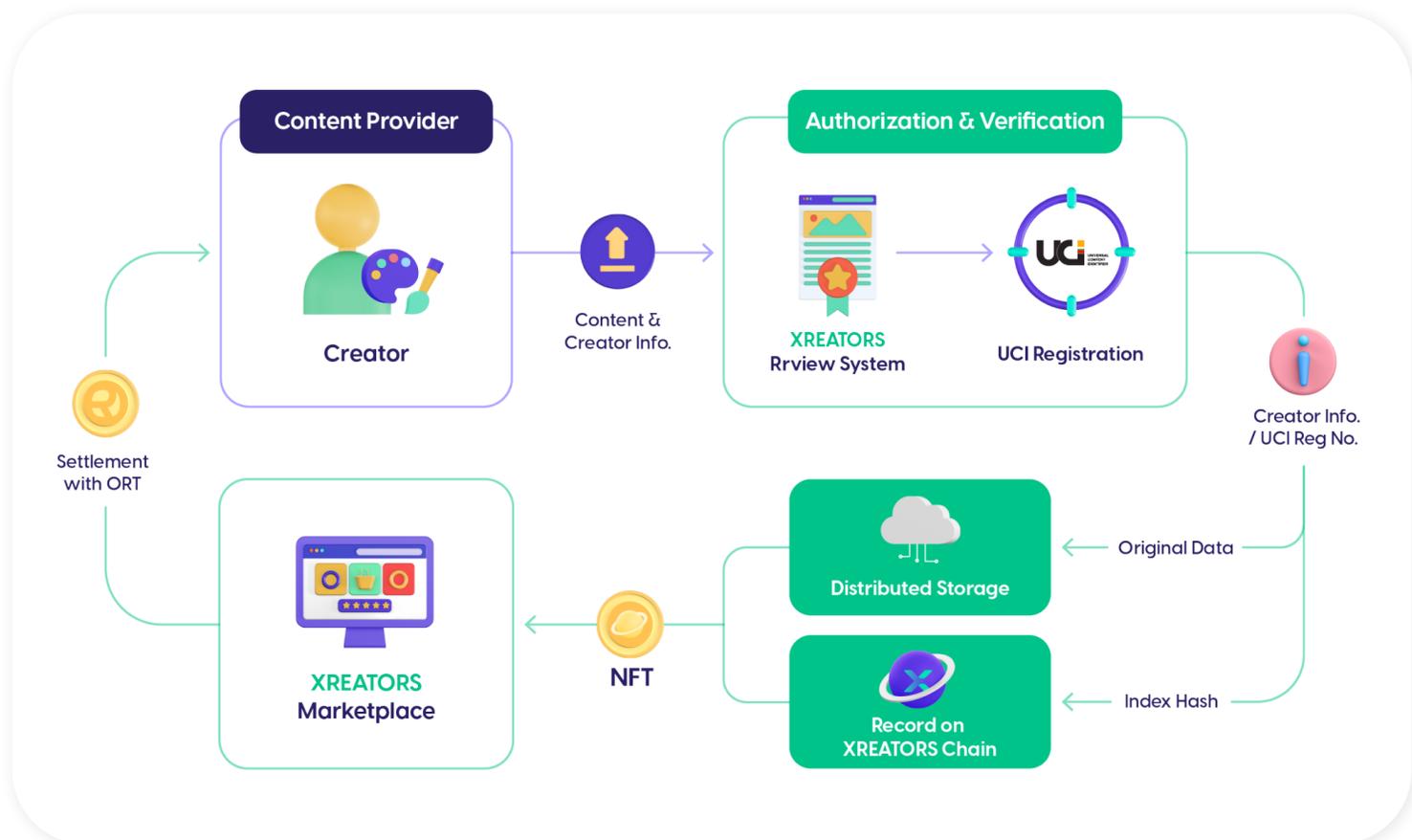


UCI is managed by Korea National Computerization Agency, based on its Uniform Resource Name (URN) project. UCI is a national certification system that enhances the reliability of creator and content authentication, standardizes content management, and establishes compatibility of this unique identifier. XREATORs' unique content upload process, which includes creator authentication (KYC), content screening, and UCI registration, reduces consumer resistance by ensuring the reliability of the content creators and their digital content. At the same time, it also effectively determines and protects authorship. UCI can be a powerful method to protect content from illegal reproduction and hacking.



### 3) Digital Content Flow

The overall structure of how NFT content is created and transacted in the XREATOR Marketplace.

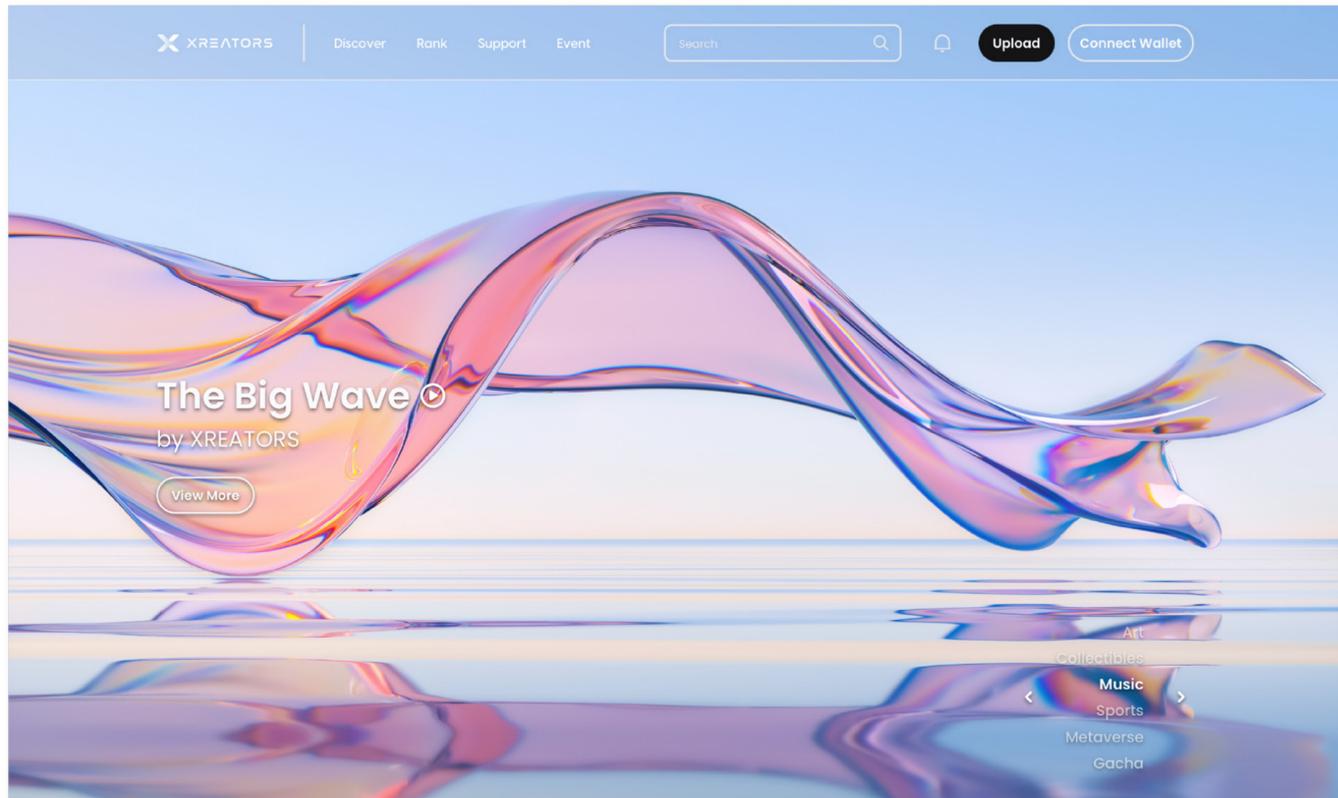


### 4) Marketplace Preview

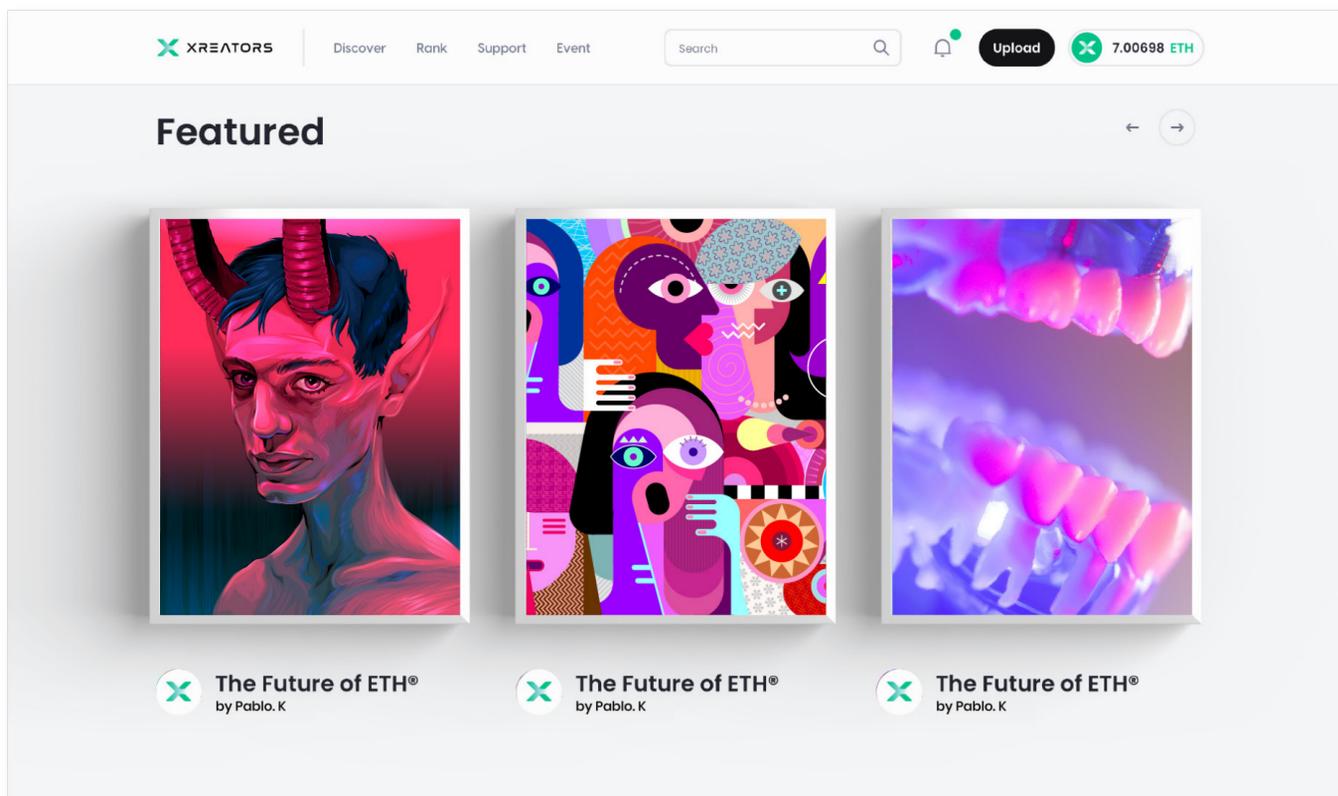
XREATOR is creating a UX environment where users can conveniently trade NFT content, as well as a platform where creators and fans can communicate through works and form a fandom. Unlike general works, NFT content is important for continuity and long-term plans for works. The XREATOR Marketplace provides a feed function and an editable detail page creation environment for creators and fans to communicate about their work and share plans. With this feature, creators can express their vision and roadmap in a convenient and free way, and buyers can more clearly receive updates on project progress and plans. XREATOR Marketplace provides services in web and mobile environments, and plans to serve as an app in the future.

The works included in the preview below are used only as examples for better understanding.

### Hero section

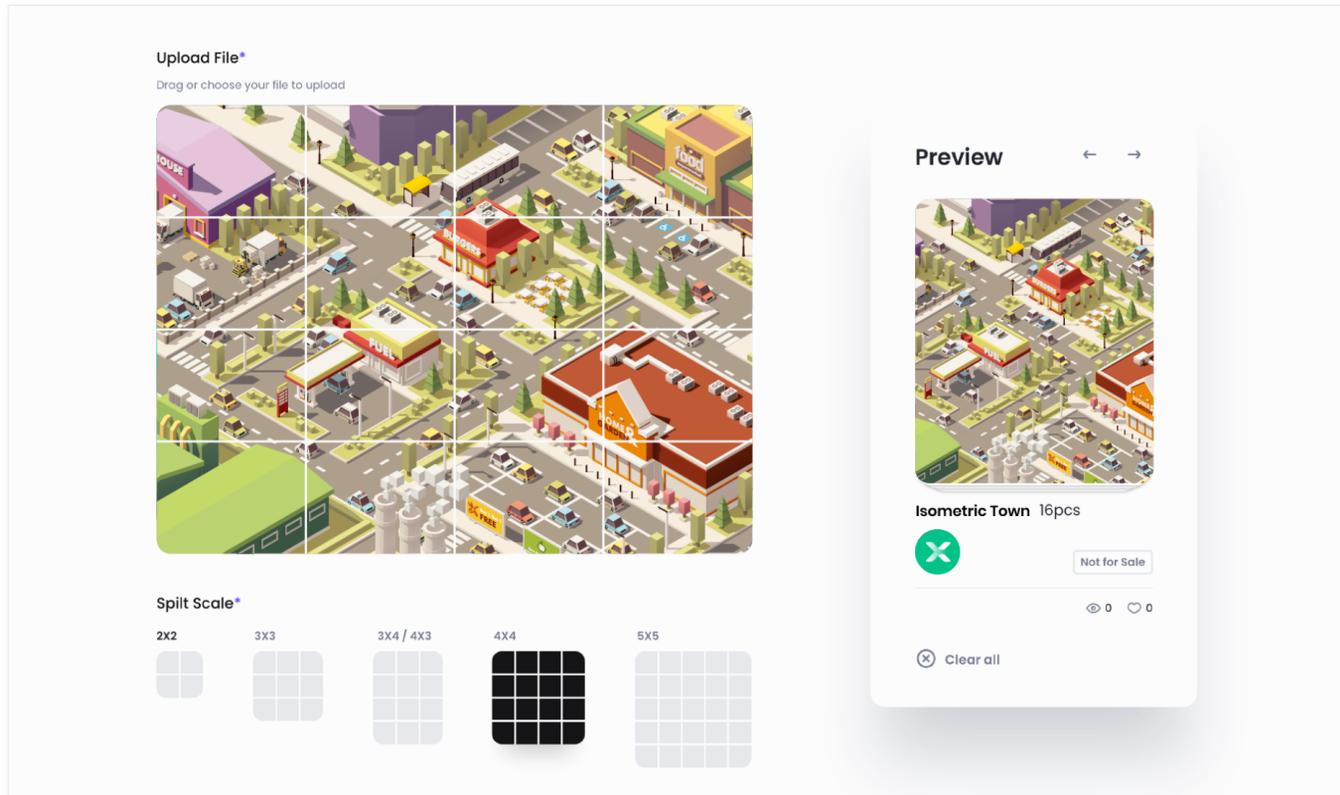


### Featured section

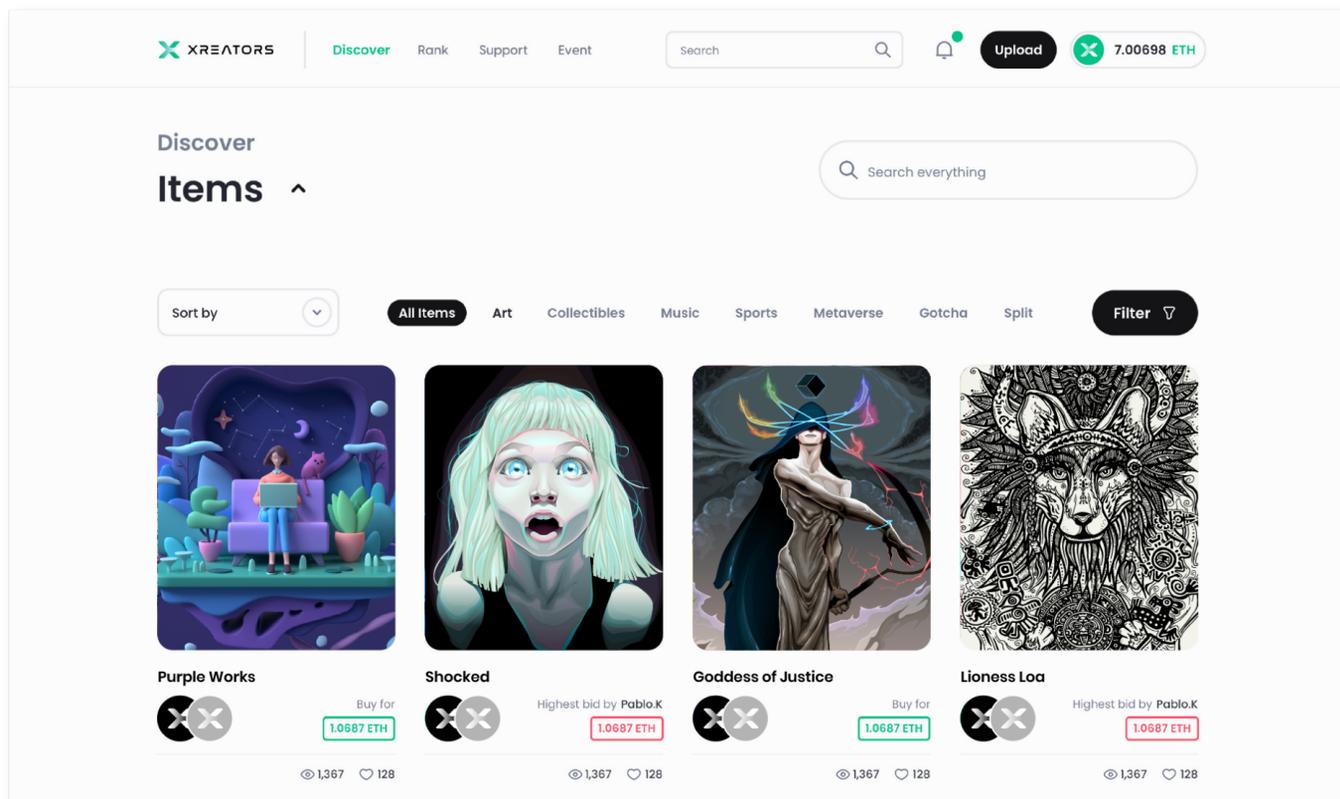


The works of creators and content partners carefully selected by XREATORS are exposed in the 'Hero' and 'Featured' sections, which are the first screens users see on the XREATORS Marketplace. The XREATORS team is closely collaborating with creators and content partners with excellent IP, and strives to showcase works of outstanding artistic quality and collectible value.

### Upload contents



### Discover page



Creators can register their work and make it NFT by clicking the 'Upload' button at the top of the screen. When uploading, creators can create a 'Single' work that creates only one NFT or can 'Split' a single work and sell it in pieces. In the 'Discover' menu, users can conveniently find the type of work they want.

Item

The screenshot shows the XREATOR interface for an item titled "Pixel City Scapes 'Twilight'". At the top, there is a navigation bar with "Discover", "Rank", "Support", and "Event" links, a search bar, and a balance of 7.00698 ETH. The main image is a pixelated cityscape at twilight, reflected in water. Below the image, the item title "Pixel City Scapes 'Twilight'" is displayed, along with its category "Pixel Cities". The creator is listed as Enrico Cole (XREATOR) and the owner as Derrick Freeman. Technical details include Format: GIF, Image Size: 1024x1024px, and File Size: 40MB. A UCI Registered Content logo is also present. The pricing section shows a "Buy for" price of 1.00 ETH (\$3,618.36) with "Buy now" and "Make an offer" buttons. Below this, a price history graph shows the price starting at 0.2 ETH and rising to 1.00 ETH. A tooltip for the "2nd Owner" shows a bid price of 0.3 ETH, a 50% increase, and a date of 2021-04-20. The graph also shows "Offers" and "Transfers" tabs and a time filter set to "Day".

On the work detail page, users can check various information about the work. The price change of the work is displayed in a graph, and the user can check whether the work has been registered with UCI and the history of transactions in the past. Creators can freely express detailed information about their work in a form similar to the blog editor.

## Why Blockchain

In XREATOR Marketplace, the production and transaction data of the digital content is transparently disclosed to all users involved in the transaction through blockchain. This prevents copyright infringement, together with XREATOR'S intellectual property rights technology and content creator authentication system. XREATOR Marketplace is designed to expand the digital content market ecosystem by providing a global transaction environment to its users.

XREATOR provides a fair transaction environment between digital content sellers and consumers by transparently recording the transfer process, such as content ownership and profit distribution rights, and identification of each right holder through smart contracts on the blockchain network. Additionally, NFT tokenization of digital content provides uniqueness and rarity values, enhancing the authentication process. With its five-stage authentication process, XREATOR provides a safe environment in which creators' rights can be protected through advanced technology.

## Token Usage and Services of ORT & XRT

### ORT

The native cryptographically-secure fungible protocol token of the XREATORS platform (ticker symbol ORT) is a transferable representation of attributed governance and utility functions specified in the protocol/code of the XREATORS platform, and which is designed to be used solely as an interoperable utility token thereon.

ORT is a functional multi-utility token which will be used as the medium of exchange between participants on the XREATORS platform in a decentralised manner. The goal of introducing ORT is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on the XREATORS platform without any intermediaries such as centralised third party entity/institution/credit. It is not, and not intended to be, a medium of exchange accepted by the public (or a section of the public) as payment for goods or services or for the discharge of a debt; nor is it designed or intended to be used by any person as payment for any goods or services whatsoever that are not exclusively provided by the issuer. ORT does not in any way represent any shareholding, participation, right, title, or interest in the Company, the Distributor, their respective affiliates, or any other company, enterprise or undertaking, nor will ORT entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. ORT may only be utilised on the XREATORS platform, and ownership of the same carries no rights, express or implied, other than the right to use ORT as a means to enable usage of and interaction within the XREATORS platform. The secondary market pricing of ORT is not dependent on the effort of the XREATORS team, and there is no token functionality or scheme designed to control or manipulate such secondary pricing.

Further, ORT provides the economic incentives which will be distributed to encourage users to exert efforts towards contribution and participation in the ecosystem on the XREATORS platform, thereby creating a mutually beneficial system where every participant is fairly compensated for its efforts. ORT are an integral and indispensable part of the XREATORS platform, because without ORT, there would be no incentive for users to expend resources to participate in activities or provide services for the benefit of the entire ecosystem on the XREATORS platform. Given that additional ORT will be awarded to a user based only on its actual usage, activity and efforts made on the XREATORS platform and/or proportionate to the frequency and volume of transactions, users of the XREATORS platform and/or holders of ORT which did not actively participate will not receive any ORT incentives.

## Token Usage and Services of ORT & XRT

### ORT

ORT is an ERC-20-based utility token which is used for trading NFT content, setting up commercial advertisements in the XREATOR Marketplace, and running corporate promotions and various events. Also, by using ORT for sponsorship, users can actively engage in “fan activities” that can motivate the content creators to continue working on their creative projects. Some proposed functionalities:

#### 1) Currency

As the native platform currency, users can buy or sell digital content with ORT in XREATOR Marketplace.

#### 2) Advertisement and Collaboration

Users can spend ORT to purchase the commercial advertisement space in XREATOR Marketplace and use special features to promote their digital content. Also, running events for corporate PR and collaborative promotion is possible with ORT.

#### 3) Using Cryptocurrency Exchange

Users can freely purchase and own ORT through any cryptocurrency exchanges that support ORT. Users can also transfer the ORT they earned in XREATOR Marketplace to the cryptocurrency exchanges for other peer-to-peer transactions.

#### 4) Content Creator Sponsorship

Consumers can show support for the content creators and motivate them through ORT sponsorship.

#### 5) Digital Content Rights Protection

ORT can be used for UCI issuance for approved digital content, which can further protect digital content rights.

- Reinforcement of intellectual property rights through UCI: By issuing a nationally recognized standard content identification system (UCI) for digital content, users can efficiently access content information and identify the distribution channels.

## Token Usage and Services of ORT & XRT

### ORT

#### 6) Governance

To promote decentralised community governance for the network, ORT would allow holders to propose and vote on governance proposals to determine future features, upgrades and/or parameters of the XREATOR platform, or provide feedback. The right to vote is restricted solely to voting on features of the XREATOR platform; it does not entitle ORT holders to vote on the operation and management of the Company, its affiliates, or their assets or the disposition of such assets to token holders, or select the board of directors of these entities, or determine the development direction of these entities, nor does ORT constitute any equity interest in any of these entities or any collective investment scheme; the arrangement is not intended to be any form of joint venture or partnership.

## XRT

XRT can be converted from ORT acquired through transactions in the platform. Users can also obtain XRT by exchanging them with points earned on other platforms or through events. Purchasing XRT with cash through PG and mobile phones will be serviced in the future. XRT users can protect content copyright in the XREATORS ecosystem.

XRT is also used as an electronic payment method (points) for purchasing digital content in XREATORS' affiliate platforms (3rd party platforms). 1 XRT is worth 1 KRW (0.0087 USD), and users use their XRT to purchase digital content at a price set by the creator.

### 1) Using XRT in XREATORS Marketplace

XRTs are points used in the XREATORS Marketplace, which are designed to stimulate the creative activities of content creators and vitalize the digital content market.

### 2) Using XRT in Affiliated Platforms

XRT earned from XREATORS Marketplace will be supported on many other platforms through exchanges and direct payments. Users can purchase digital content licenses or even create IP products with XRT on the affiliated platforms. This will be available on more platforms as the XREATORS ecosystem grows stronger.

- Exchanging XRT to the currency of affiliated platforms: Users can exchange the XRT to the governing currency affiliated platforms and use their services.
- Direct payment via XRT on affiliated platforms: Users can pay for services with XRT on affiliated platforms that support XRT payment.

# O4

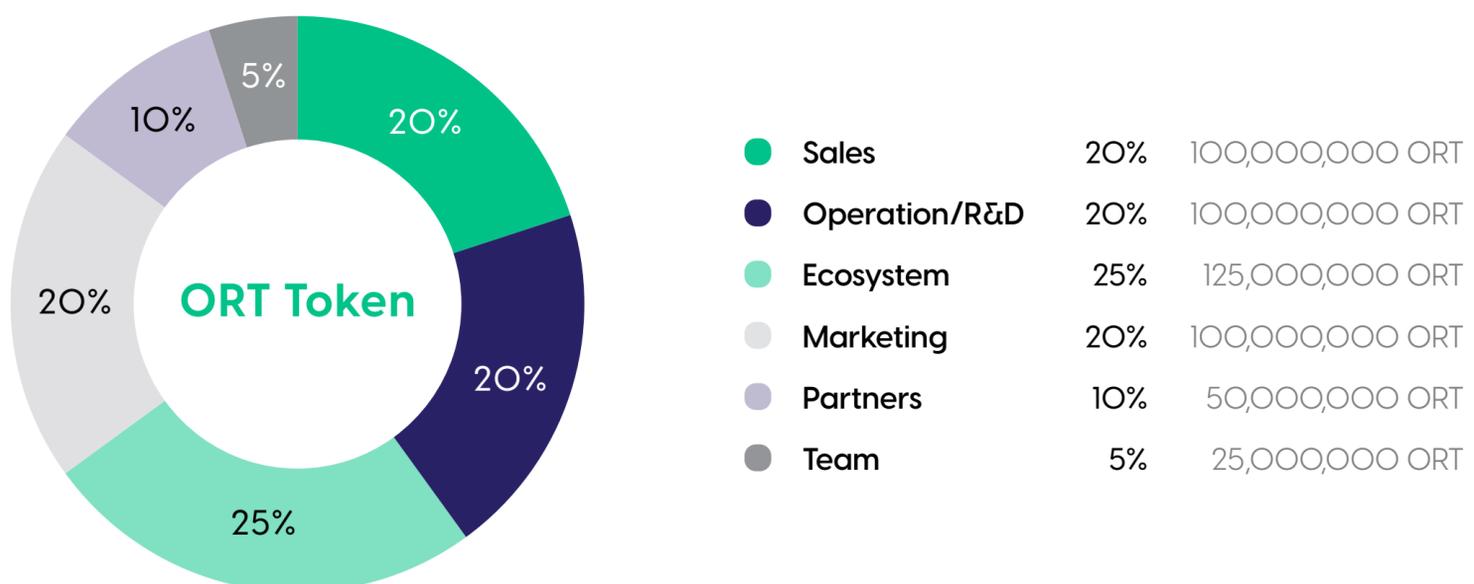
# Token Economy

## ORT Token

XREATORS will issue a total of 500 million ORTs for the XREATORS Marketplace.  
 <The number of ORTs is fixed at 500 million>

- Name of Token** : ORT Token
- Symbol** : ORT
- Protocol** : ERC-20
- Total Issuance** : 500,000,000 ORT

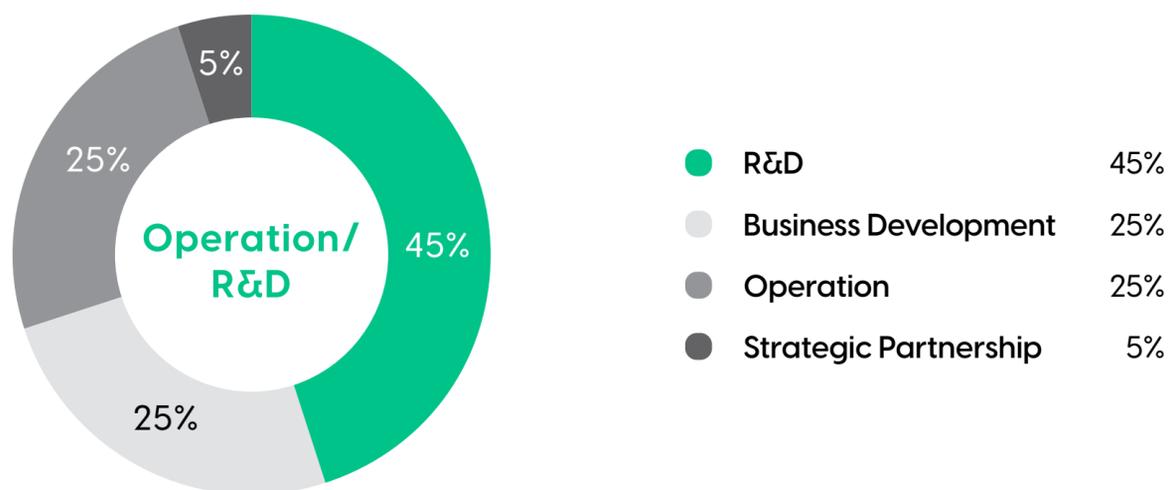
## Token Distribution & Allocation



## Distribution Rules

XREATORs Team has established the following distribution rules to create a conducive environment for economic activities.

- 1) 90% of the private sales, which account for 20% of the total issuance, will be distributed throughout 18 months, starting after 2 month lock-up from the first listing. This will be carried out safely through a virtual asset custody service.
- 2) 25% of the issuance is reserved for the maintenance of the ecosystem. This will be used to reward the content creators for their creative activities. This will also be used for XREATORs' sustainable development and its gradual decentralization. This supply will be unlocked sequentially throughout 36 months, starting from the initial listing. 3.5 million ORTs will be released every month thereafter.
- 3) 20% of the issuance is reserved for operations and R&D. It will be used for the following purposes :



**1. R&D Expense (45%)**

- Development of IP certification solution
- Augmentation of token-related smart contracts
- DApp development

**2. Operation Expense(25%)**

- Web storage and server operations
- XREATORs Team HR operations

**3. Business Development Expense(25%)**

- Holding conferences and meet-ups
- Exchange listing
- DApp collaboration in main net and ecosystem, ecosystem expansion

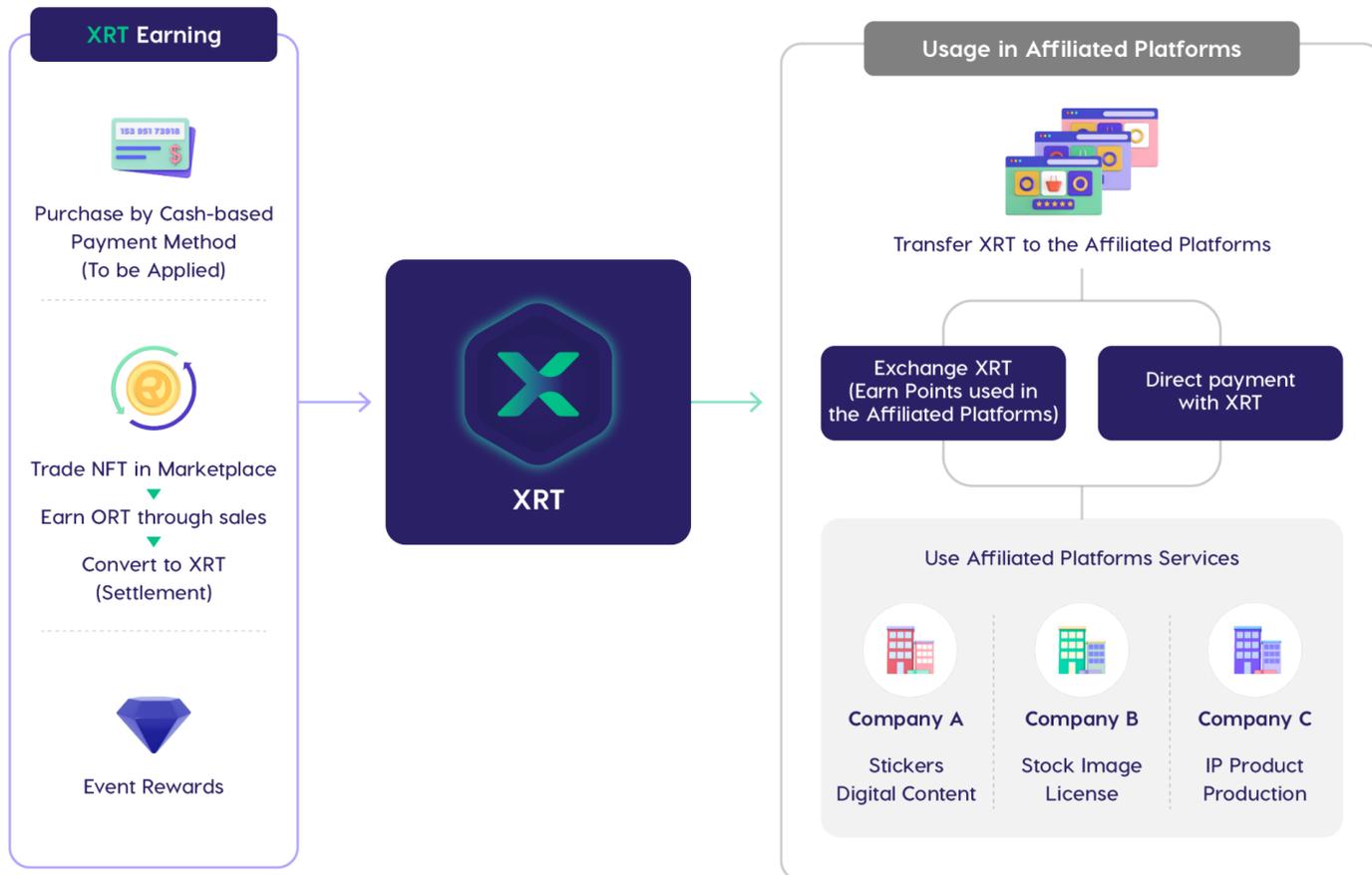
- 4) Team's allocation portion, which accounts for 5% (25M) of the total issuance, will be unlocked following a 24 month vesting schedule starting from 6 months after the listing date.
- 5) The partnership allocation portion, which accounts for 10% of the total issuance, will be unlocked following a 24 month vesting schedule starting from 2 months after the listing date. Even after payment, this can be used for arbitrary restriction of sales and staking by agreement with partners.
- 6) 20% of the issuance is reserved for marketing. This includes costs for user acquisition such as promotions within community and marketplace, sign-in bonus, and airdrops. This share will also be safely distributed through a virtual asset custody service.

## Usage Scenario

### ORT



# XRT



05

# Expectation



## Clarifying the Rights of Various Entities

By granting authentication certificates to digital content using blockchain technology, it is possible to prove the authentic value of original content. The unique and rare value of original content can be truly appreciated as it is being distributed in the market. Even if there were many transactions for one digital content, it is possible to identify the rightful owner of the content since all information including those related to its creator and owner is recorded in the blockchain. Consumers can safely and easily purchase content without having to worry about the risk of forgery or understanding complicated intellectual property information.

## Expanding the Ecosystem for Content Creators

XREATORS will partner with OGQ and introduce their Creator Studio, a creative tool with features including a solid intellectual property rights certification and registration. OGQ Creator Studio (OCS) is a user-friendly tool that anybody from non-professional users to professional content creators can use to create high-quality content. It also provides a dashboard feature that allows the users to view the status of their content sales, intellectual property protection, and reputation management at a glance. This helps creators to focus more time and effort on content creation. Unlike many content creation tools that require a high level of skill, OCS provides great user convenience that makes content creation more accessible. As a result, OCS can bring in more content creators who will continue to produce more content in the platform, creating synergy within the ecosystem.

XREATORS also saves and integrates creator and content information of many other affiliated platforms. A creator can participate in just one of these platforms to gain fans and profits from all of the XREATORS-affiliated platforms and services.

## Strengthening the connection between fans and content creators

Until now, content creators had to spend a considerable amount of time engaging in commercial activities in marketplaces, promoting their works in social media, and interacting with their fans while creating original content. XREATORS Marketplace can not only serve the function of a market for NFT sales but also play a role as a community that brings the creators and fans together as it provides a digital space both for creators and fans. With the help of this integrated platform, creators can reduce time spent on other activities and focus more on creating content. Fans can appreciate creative works, purchase content, and communicate with creators on a single platform. The XREATORS Marketplace is not just a sales space for NFTs sales. It is a platform where creators and fans support each other and grow simultaneously.

# 06

# Partners

## Exchanges

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## Backers

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## Partners

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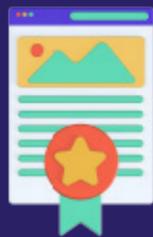
# 07

# Roadmap

## 2022 . 1Q

- XREATORS AMA
- Securing a system for certification and registration of intellectual property rights (UCI/GYN)

## XREATORS

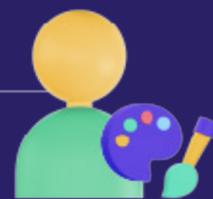


## 2022 . 2Q

- XREATORS Marketplace ver. alpha release(May)
- Global community channel

## 2022 . 3Q

- XREATORS Marketplace ver. beta release
- XREATORS mobile app development



## 2022 . 4Q

- XREATORS studio development
- ORT staking service release
- 1st XREATORS competition



## 2023 . 1Q

- XREATORS mobile app ver. beta
- Offline NFT exhibition held
- Digital contents sales linkage with external copyright market



# Appendix

## Disclaimer

PLEASE READ THE ENTIRETY OF THIS "DISCLAIMER" SECTION CAREFULLY. NOTHING HEREIN CONSTITUTES LEGAL, FINANCIAL, BUSINESS OR TAX ADVICE AND YOU SHOULD CONSULT YOUR OWN LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S) BEFORE ENGAGING IN ANY ACTIVITY IN CONNECTION HEREWITH. NEITHER XREATORS PTE.LTD.(THE COMPANY), ANY OF THE PROJECT TEAM MEMBERS (THE XREATORS TEAM) WHO HAVE WORKED ON THE XREATORS PLATFORM (AS DEFINED HEREIN) OR PROJECT TO DEVELOP THE XREATORS PLATFORM IN ANY WAY WHATSOEVER, ANY DISTRIBUTOR/VENDOR OF ORT TOKENS (THE DISTRIBUTOR), NOR ANY SERVICE PROVIDER SHALL BE LIABLE FOR ANY KIND OF DIRECT OR INDIRECT DAMAGE OR LOSS WHATSOEVER WHICH YOU MAY SUFFER IN CONNECTION WITH ACCESSING THE PAPER, DECK OR MATERIAL RELATING TO ORT (THE TOKEN DOCUMENTATION) AVAILABLE ON THE PROJECT WEBSITE (THE WEBSITE, INCLUDING ANY SUB DOMAINS THEREON) OR ANY OTHER WEBSITES OR MATERIALS PUBLISHED BY THE COMPANY.

### Project purpose

You agree that you are acquiring ORT to participate in the XREATORS platform and to obtain services on the ecosystem thereon. The Company, the Distributor and their respective affiliates would develop and contribute to the underlying source code for the XREATORS platform. The Company is acting solely as an arms' length third party in relation to the ORT distribution, and not in the capacity as a financial advisor or fiduciary of any person with regard to the distribution of ORT.

### Nature of the Token Documentation

The Token Documentation is a conceptual paper that articulates some of the main design principles and ideas for the creation of a digital token to be known as ORT. The Token Documentation and the Website are intended for general informational purposes only and do not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, any offer to sell any product, item, or asset (whether digital or otherwise), or any offer to engage in business with any external individual or entity provided in said documentation. The information herein may not be exhaustive and does not imply any element of, or solicit in any way, a contractual relationship. There is no assurance as to the accuracy or completeness of such information and no representation, warranty or undertaking is or purported to be provided as to the accuracy

or completeness of such information. Where the Token Documentation or the Website includes information that has been obtained from third party sources, the Company, the Distributor, their respective affiliates and/or the XREATORS team have not independently verified the accuracy or completeness of such information. Further, you acknowledge that circumstances may change and that the Token Documentation or the Website may become outdated as a result; and neither the Company nor the Distributor is under any obligation to update or correct this document in connection therewith.

### **Token Documentation**

Nothing in the Token Documentation or the Website constitutes any offer by the Company, the Distributor, or the XREATORS team to sell any ORT (as defined herein) nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision. Nothing contained in the Token Documentation or the Website is or may be relied upon as a promise, representation or undertaking as to the future performance of the XREATORS platform. The agreement between the Distributor (or any third party) and you, in relation to any distribution or transfer of ORT, is to be governed only by the separate terms and conditions of such agreement.

The information set out in the Token Documentation and the Website is for community discussion only and is not legally binding. No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of ORT, and no digital asset or other form of payment is to be accepted on the basis of the Token Documentation or the Website. The agreement for distribution of ORT and/or continued holding of ORT shall be governed by a separate set of Terms and Conditions or Token Distribution Agreement (as the case may be) setting out the terms of such distribution and/or continued holding of ORT (the Terms and Conditions), which shall be separately provided to you or made available on the Website. The Terms and Conditions must be read together with the Token Documentation. In the event of any inconsistencies between the Terms and Conditions and the Token Documentation or the Website, the Terms and Conditions shall prevail.

### **Deemed Representations and Warranties**

By accessing the Token Documentation or the Website (or any part thereof), you shall be deemed to represent and warrant to the Company, the Distributor, their respective affiliates, and the XREATORS team as follows:

- (a) in any decision to acquire any ORT, you have not relied on and shall not rely on any statement set out in the Token Documentation or the Website;
- (b) you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);
- (c) you acknowledge, understand and agree that ORT may have no value, there is no guarantee or representation of value or liquidity for ORT, and ORT is not an investment product nor is it

intended for any speculative investment whatsoever;

(d) none of the Company, the Distributor, their respective affiliates, and/or the XREATORS team members shall be responsible for or liable for the value of ORT, the transferability and/or liquidity of ORT and/or the availability of any market for ORT through third parties or otherwise; and

(e) you acknowledge, understand and agree that you are not eligible to participate in the distribution of ORT if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the distribution of ORT would be construed as the sale of a security (howsoever named), financial service or investment product and/or (ii) where participation in token distributions is prohibited by applicable law, decree, regulation, treaty, or administrative act (including without limitation the United States of America, Canada, and the People's Republic of China); and to this effect you agree to provide all such identity verification document when requested in order for the relevant checks to be carried out.

The Company, the Distributor and the XREATORS team do not and do not purport to make, and hereby disclaims, all representations, warranties or undertaking to any entity or person (including without limitation warranties as to the accuracy, completeness, timeliness, or reliability of the contents of the Token Documentation or the Website, or any other materials published by the Company or the Distributor). To the maximum extent permitted by law, the Company, the Distributor, their respective affiliates and service providers shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including, without limitation, any liability arising from default or negligence on the part of any of them, or any loss of revenue, income or profits, and loss of use or data) arising from the use of the Token Documentation or the Website, or any other materials published, or its contents (including without limitation any errors or omissions) or otherwise arising in connection with the same. Prospective acquirors of ORT should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the distribution of ORT, the Company, the Distributor and the XREATORS team.

### **ORT Token**

ORT are designed to be utilised, and that is the goal of the ORT distribution. In particular, it is highlighted that ORT:

(a) does not have any tangible or physical manifestation, and does not have any intrinsic value (nor does any person make any representation or give any commitment as to its value);

(b) is non-refundable and cannot be exchanged for cash (or its equivalent value in any other digital asset) or any payment obligation by the Company, the Distributor or any of their respective affiliates;

(c) does not represent or confer on the token holder any right of any form with respect to the Company, the Distributor (or any of their respective affiliates), or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or

stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or licence rights), right to receive accounts, financial statements or other financial data, the right to requisition or participate in shareholder meetings, the right to nominate a director, or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to the XREATORS platform, the Company, the Distributor and/or their service providers;

(d) is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;

(e) is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument, unit in a collective investment scheme or any other kind of financial instrument or investment;

(f) is not a loan to the Company, the Distributor or any of their respective affiliates, is not intended to represent a debt owed by the Company, the Distributor or any of their respective affiliates, and there is no expectation of profit; and

(g) does not provide the token holder with any ownership or other interest in the Company, the Distributor or any of their respective affiliates.

Notwithstanding the ORT distribution, users have no economic or legal right over or beneficial interest in the assets of the Company, the Distributor, or any of their affiliates after the token distribution.

To the extent a secondary market or exchange for trading ORT does develop, it would be run and operated wholly independently of the Company, the Distributor, the distribution of ORT and the XREATORS platform. Neither the Company nor the Distributor will create such secondary markets nor will either entity act as an exchange for ORT.

### **Informational purposes only**

The information set out herein is only conceptual, and describes the future development goals for the XREATORS platform to be developed. In particular, the project roadmap in the Token Documentation is being shared in order to outline some of the plans of the XREATORS team, and is provided solely for **INFORMATIONAL PURPOSES** and does not constitute any binding commitment. Please do not rely on this information in deciding whether to participate in the token distribution because ultimately, the development, release, and timing of any products, features or functionality remains at the sole discretion of the Company, the Distributor or their respective affiliates, and is subject to change. Further, the Token Documentation or the Website may be amended or replaced from time to time. There are no obligations to update the Token Documentation or the Website, or to provide recipients with access to any information beyond what is provided herein.

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