



W2E.MEDIA

# Watch to Earn Media Token Pitch Deck

W2E.MEDIA Token is an innovative project aiming to revolutionize the advertising industry.

[www.w2e.media](http://www.w2e.media)



## W2E MEDIA Token

**W2E.MEDIA Token (Watch to Earn Media Token) is an innovative project aiming to revolutionize the advertising industry. At its core is a model that makes the processes of watching and interacting with ads more appealing for users. Owners of W2E.MEDIA Tokens have the opportunity to earn tokens, points, and exclusive discounts by interacting with the ads they watch.**

**W2E.MEDIA Token can be implemented on affiliated TV channels, social media platforms, outdoor advertisements, metro stations, and various other advertising broadcast platforms. The system allows W2E.MEDIA Token holders to interact with ads through a mobile application, rewarding them for their actions. By making the advertising industry more effective and participatory, it addresses the needs of both advertisers and users.**

**The earned tokens can be easily sold on cryptocurrency exchanges where W2E.MEDIA Token is listed. This provides W2E.MEDIA Token holders with the opportunity to convert their earnings and benefit from the advantages of the cryptocurrency world. To delve deeper into the details and potential contributions of our project, we recommend exploring the subsequent sections of this whitepaper. W2E.MEDIA Token stands out as a step that shapes the future of the advertising industry.**



**With a portion of the funds collected under W2E.MEDIA Token:**

- \* A Next-Generation Technological Media Channel,**
- \* Metaverse TV Studio,**
- \* Artificial Intelligence Virtual TV Host/Moderator,**
- \* PR Agency,**
- \* Media Planning and Buying Agency**

**will be collaborated with, partnered with, or established. W2E.MEDIA Token's commercial products will be developed without the immediate need for a third-party structure, allowing it to issue invoices and generate income. Since gaining initial references in projects like W2E.MEDIA Token can be a lengthy process, it will create its own use cases. Some of the generated revenue will be distributed as rewards. Therefore, it is a token project with a real-world revenue model and sustainability. In the medium and long term, it can either exit from some of these ventures as its use cases expand, or it can evaluate them for internal use and strengthen its solutions.**

**[Read more](#)**





W2E.MEDIA

# Advantages of W2E.MEDIA Token

## Transformation and Potential in the Advertising Industry

W2E.MEDIA Token offers an innovation that can fundamentally transform the advertising industry. Beyond the traditional ad-watching model, it creates a more efficient advertising ecosystem by encouraging users to interact with ads, making advertisers attract more attention. Crypto investors can seize a long-term value appreciation opportunity by participating in this transformation from its inception.

## Interaction-Based Rewards

W2E.MEDIA Token holders earn rewards as they interact with ads. These rewards can take the form of tokens, points, and exclusive discounts. For example, a user may earn a certain amount of tokens when they watch a specific ad or complete a survey. This encourages users to watch ads more willingly and engage with brands.

# Advantages of W2E.MEDIA Token

## Token Value Appreciation

The value of W2E.MEDIA Token can increase as the project grows and the user base expands. Investors who acquire tokens in the early stages have the potential to benefit from future value increases. The successful growth of the project can lead to significant increases in token value.

## Exclusive Discounts and Benefits

W2E.MEDIA Token holders can obtain special discounts or advantages from advertisers. For instance, token holders may purchase a specific product at a lower price using their tokens. This brings economic advantages to investors through token ownership.

## Participatory Advertising and Advertiser-Viewer Relationship

Encourages viewers to participate more actively in the advertising process. Users watch ads more attentively and engage because it earns them rewards. This translates to a more qualified and engaged audience for advertisers.



# Advantages of W2E.MEDIA Token

## Trust in the Token

W2E.MEDIA Token offers a sustainable revenue model and distinguishes itself from Ponzi-like tokens. Investors may have more confidence in the project's long-term success by supporting the token, contributing to this innovation shaping the future of the advertising industry.

## Collaboration and Growth Potential of Investments

W2E.MEDIA Token aims to establish or collaborate with new media and technology companies using the funds raised. Investors have the opportunity to have a stake in the success of these companies and directly contribute to the project's growth.

W2E.MEDIA Token provides crypto investors with the opportunity to participate in the transformation of the advertising industry, earn rewards, benefit from token value appreciation, obtain exclusive discounts, and contribute to shaping the future of advertising. These advantages make the project appealing to investors and enhance its growth potential.

[Read more](#)

# Advantages for W2E.MEDIA Token Investors

Potential benefits for those who purchase and hold W2E.MEDIA Tokens:

## Token Value Appreciation

The value of W2E.MEDIA Token can increase with the success of the platform. This provides token holders with the potential for value appreciation in their investments. As the platform grows, token holders may achieve economic returns through the increased value of their tokens.

## Airdrops and Bonuses

Token holders may have the opportunity to earn additional tokens through periodic airdrop events or special bonuses. This can keep the community more active and economically reward token holders. For example, bonus tokens could be given to token holders who regularly log in to the platform over a specific period.





W2E.MEDIA

# Advantages for W2E.MEDIA Token Investors

## Community Engagement and Interaction

Special events, forums, or community interactions can be organized for token holders to establish a stronger connection with the project's community. Encouraging more participation from the community can help the project reach a wider user base. Communication tools such as monthly community meetings or exclusive Discord channels can be utilized.

## Participation in Voting and Decision-Making Processes

W2E.MEDIA Token holders may be granted the right to participate in governance processes by voting on decision-making matters. This allows users to influence the future of the project and shape the platform together with their community. For instance, token holders could vote on which new features the platform should focus on.

## Transaction Fee Discounts

Users who purchase W2E.MEDIA Token may receive a certain percentage of discounts for every transaction they make on the platform. This discount can provide cost advantages to users when conducting transactions using their tokens.



# Advantages for W2E.MEDIA Token Investors



## Exclusive Content and Content Access

W2E.MEDIA Token holders might be granted free or discounted access to exclusive or premium content on the platform. This exclusive content offers token holders a privileged experience compared to other users. For example, token holders could gain free access to a special video series or premium articles.

These benefits contribute to creating a more interactive and sustainable ecosystem for the platform, offering various advantages to users who purchase and hold W2E.MEDIA Tokens.

[Read more](#)



# Advantages of Company Acquisitions

Acquisitions of companies in the fields of media, PR agencies, media planning and buying agencies, metaverse, and artificial intelligence can provide a range of benefits for W2E.MEDIA Token and token investors:

## Token Value Appreciation

These activities support the growth of W2E.MEDIA Token and create new business opportunities. Collaborations or acquisitions with media, PR, and planning/buying agencies, metaverse, and artificial intelligence companies can expand the impact of the advertising industry.

## Value Appreciation

Partnerships and acquisitions can increase the value of W2E.MEDIA Token, providing token investors with a valuable return.



# Advantages of Company Acquisitions

## Enhancement of Advertising Campaigns

Artificial intelligence and metaverse technologies enable better targeting and optimization of advertising campaigns. They assist in creating more effective campaigns for advertisers.

## Technology Development

Collaborations accelerate the development of new technologies, bringing innovations to the advertising industry and sustaining the growth of the project.

## Increase in Advertising Revenues

Metaverse and artificial intelligence technologies can help advertisers run more effective advertising campaigns, contributing to an increase in advertising revenues and enhancing the success of the project.

## Improved Data Analytics

Artificial intelligence provides better data analytics and tracking capabilities. It enables media and planning/buying agencies to monitor and optimize their campaigns more effectively.



# Advantages of Company Acquisitions

## Industry Leadership

Such activities can help W2E.MEDIA Token solidify its leadership position in the advertising industry by being part of significant developments in the sector.

## Broader Audience and Engagement

Metaverse and artificial intelligence technologies offer opportunities to expand the audience and increase engagement. This translates to a larger potential customer base for advertisers and agencies.

Collaborations, acquisitions, and partnerships with media, PR, planning/buying agencies, and technology companies can contribute to the growth, value appreciation, and more effective execution of advertising campaigns in the W2E.MEDIA Token project. This implies the potential for token investors to achieve greater returns.

[Read more](#)

# Benefits for Advertisers

## Audience Interaction

The token enables advertisers to interact more effectively with their target audiences. Users earn rewards by engaging with ads, encouraging more attention to ads and increased viewer participation.

## Advertising Efficiency

W2E.MEDIA Token provides a better way to measure and track the interaction with ads. Advertisers can gain a better understanding of which ads receive more engagement and deliver better results, allowing for more effective management of advertising budgets.

## Original Content Creation and Broadcasting

The establishment of the Next-Generation Technological Media Channel offers advertisers a platform for creating original content and live broadcasts. It assists advertisers in promoting their brands to a wider audience.





# Benefits for Advertisers

## Collaboration in New Technology and Media

W2E.MEDIA Token aims to establish or collaborate with new technology and media companies using the funds raised. Advertisers have the opportunity to invest in the growth of these companies and become pioneers in these industries.

## More Qualified Audience

W2E.MEDIA Token encourages users to watch ads more interactively, helping advertisers connect with a more engaged audience.

## Revenue Sharing from Advertising

The purchase of W2E.MEDIA Token with a portion of the advertising revenue from the Next-Generation Technological Media Channel and its distribution to channel viewers contribute to giving back a portion of advertising revenues to advertisers. It helps build a stronger connection with viewers and create loyal customers



# Benefits for Advertisers

## Measurement and Tracking of Advertising Campaigns

W2E.MEDIA Token provides data for measuring and tracking the performance of advertising campaigns. Advertisers can optimize their campaigns more effectively and achieve better results.

W2E.MEDIA Token offers advertisers a variety of advantages, including enhanced advertising interaction, original content creation, technology collaborations, and improved data analytics. It aids advertisers in executing more effective advertising campaigns and building better relationships with their target audiences.

[Read more](#)





# Benefits for Ad Publishers

From the perspective of ad publishers, W2E.MEDIA Token offers a range of advantages:

## A New Revenue Stream

W2E.MEDIA Token provides ad publishers with a new revenue stream. User interaction with ads and earning tokens can increase the revenue for ad publishers.

## Increasing Viewer Engagement

W2E.MEDIA Token encourages viewers to interact with ads, leading to higher viewer engagement and longer viewing durations for ad publishers.

## Building Strong Relationships with Advertisers

W2E.MEDIA Token enables ad publishers to interact more with the audience of advertisers. Ad publishers can increase ad revenue by establishing better relationships with advertisers.



# Benefits for Ad Publishers

## Data and Monitoring

W2E.MEDIA Token provides ad publishers with more data about ad interaction and performance. It helps ad publishers optimize their ad campaigns and achieve better results.

## Building a Loyal Viewer Base

W2E.MEDIA Token encourages viewers to interact more with ads, helping ad publishers build a loyal viewer base.

## Supporting the Token and Growth Potential

Funds collected through W2E.MEDIA Token can contribute to the growth of ad publishers. Investments or collaborations with new media and technology companies can increase the growth potential for ad publishers.





# Benefits for Ad Publishers

## Increasing Advertising Revenues

W2E.MEDIA Token allows ad publishers to increase their advertising revenues. As viewers interact more with ads, ad publishers can generate more revenue.

W2E.MEDIA Token offers ad publishers new revenue streams, increased viewer engagement, better relationships with advertisers, data and monitoring opportunities, opportunities to build a loyal viewer base, and growth potential for the project. It helps ad publishers increase their advertising revenues and build a stronger connection with their viewers.

[Read more](#)

# Benefits for Media Planning and Buying Agencies

For media planning and buying agencies, W2E.MEDIA Token offers a range of benefits:

## Better Understanding of the Target Audience

W2E.MEDIA Token tracks and analyzes user interactions with ads, helping media planning and buying agencies better understand their target audiences. Agencies can learn more about the preferences and habits of the target audience and optimize ad campaigns accordingly.

## Interaction Analytics

W2E.MEDIA Token provides data on interaction rates and other crucial metrics for ads. It assists agencies in monitoring the effectiveness of ad campaigns and achieving better results.

## Improved Optimization of Ad Campaigns

Data obtained from W2E.MEDIA Token presents an opportunity to optimize ad campaigns more effectively. Media planning and buying agencies can identify which ads perform better and allocate their budgets accordingly.





# Benefits for Media Planning and Buying Agencies

## Higher Engagement of the Target Audience

W2E.MEDIA Token encourages viewers to interact with ads, resulting in increased interest and engagement from the target audience.

## Increased Advertising Revenues

W2E.MEDIA Token helps media planning and buying agencies increase their advertising revenues. More effective ad campaigns can create additional value for advertisers, opening up more business opportunities for agencies.

## New Media and Technology Collaborations

Funds obtained from W2E.MEDIA Token allow for the establishment of new media and technology companies or collaborations. Media planning and buying agencies can partner with these companies, presenting opportunities to be industry leaders.



# Benefits for Media Planning and Buying Agencies

## Opportunity to Support the Token

Supporting W2E.MEDIA Token allows media planning and buying agencies to be part of the transformation in the advertising industry, reinforcing their leadership in the sector.

W2E.MEDIA Token provides media planning and buying agencies with benefits such as a better understanding of the target audience, effective management of ad campaigns, higher engagement rates, increased revenue, and new business opportunities. It assists agencies in running more effective campaigns for their clients and strengthens their leadership in the industry.

[Read more](#)





## Next-Generation Technological Media

Creating solutions for “AI-Powered Virtual TV Host/Moderator” and “Metaverse TV Studio”. Broadcasting live in the fields of technology, entrepreneurship, and economics. Providing a new generation media experience to viewers by rewarding them through the W2E.MEDIA Token “Watch to Earn” model.

MEXRAI aims to offer solutions in artificial intelligence, metaverse, and other trending technologies to various sectors, with a primary focus on the media industry. In this context, MEXRAI plans to actively collaborate with major technology developers and providers in the industry to implement “Metaverse TV Studio,” “AI-Powered Virtual TV Host/Moderator,” and “Watch to Earn Media Token” solutions, conduct needs analysis for sectors, carry out necessary R&D activities, expand development teams with the generated income, and position its solutions in Turkey and globally.

# MEXRAI



**MEXRAI plans to act as a laboratory, factory, and kitchen by actively and intensively using these technologies within its structure to test them and gain a competitive advantage in the maturation process of technologies. In line with this goal, MEXRAI plans to become the “Next-Generation Technological Media” by offering AI-supported next-generation television experiences to viewers through live broadcasts from 19:00 to 24:00 every day, especially in the fields of technology (blockchain, NFT, metaverse, web 3.0, DAO, artificial intelligence, IoT, etc.), entrepreneurship, and economics (stock market, cryptocurrencies, crowdfunding, etc.) by producing rich content. In the future, it aims to increase live broadcast durations and share a portion of its income with viewers through the W2E.MEDIA Token “Watch to Earn” model. Live broadcast videos will be uploaded to the YouTube channel for on-demand access. During times when live broadcasts are not scheduled, the studio is planned to be rented for other shoots (documentaries, prerecorded shows, etc.).**

**MEXRAI is the “Next-Generation Technological Media Channel” established in line with the strategy of W2E.MEDIA Token to gain references and market share. W2E.MEDIA Token will allocate a portion of the funds it collects for the establishment of MEXRAI. The funds will be utilized for the studio and control infrastructure, current shooting infrastructure, channel office rent, staff salaries, and all other expenses.**

**[Read more](#)**



# Tokenomics



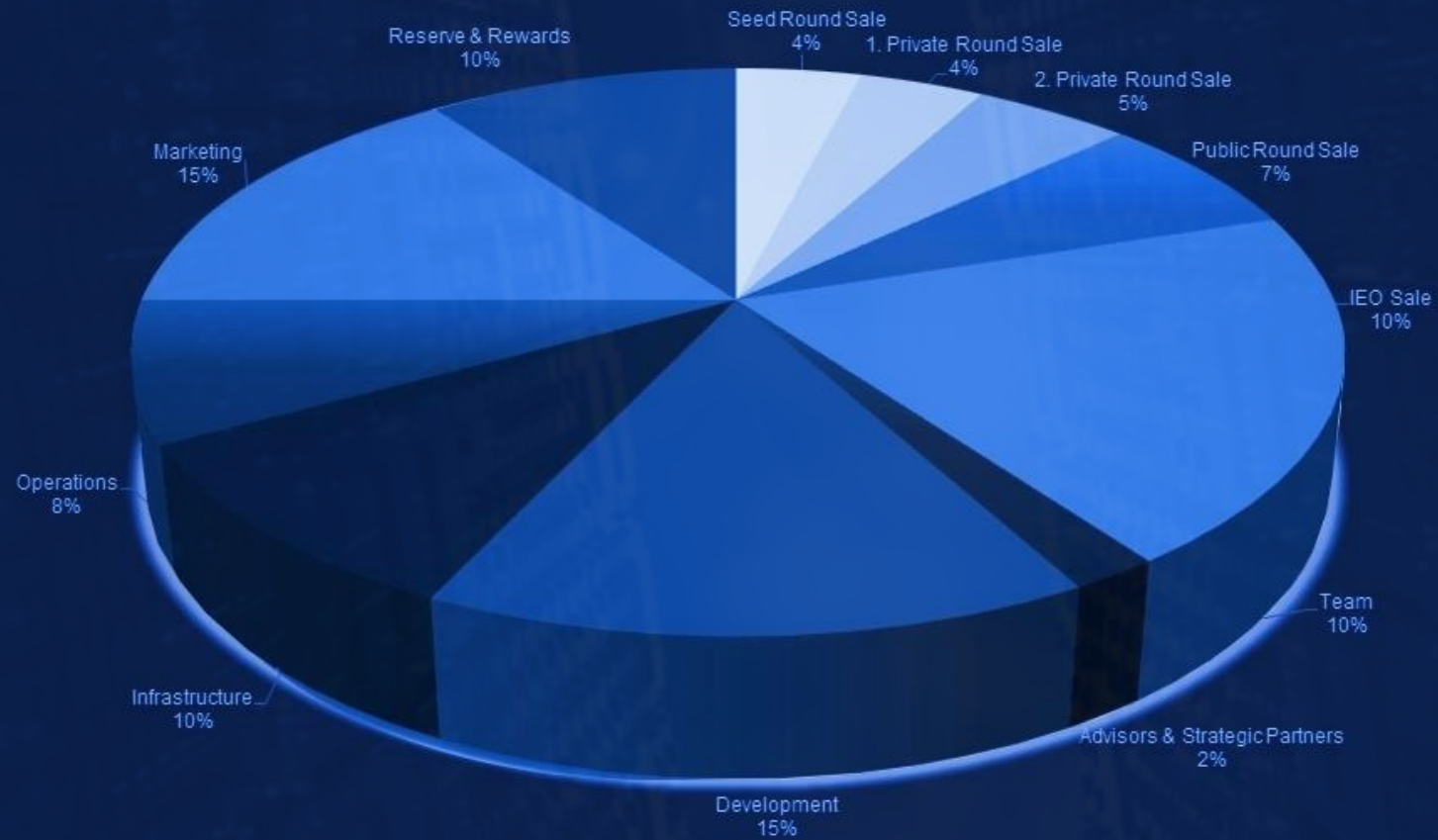
W2E.MEDIA

ROUND	%	TGE UNLOCK	CLIFF	VESTING
Seed Round Sale	4%	5%	6 Months	24 Months MLV
1. Private Round Sale	4%	5%	6 Months	18 Months MLV
2. Private Round Sale	5%	7%	5 Months	12 Months MLV
Public Round Sale	7%	8%	5 Months	8 Months MLV
IEO Sale	10%	10%	1 Months	8 Months MLV
Team	10%	-	12 Months	24 Months MLV
Advisors & Strategic Partners	2%	-	12 Months	24 Months MLV
Development	15%	10%	-	24 Months MLV
Infrastructure	10%	10%	-	24 Months MLV
Operations	8%	10%	-	24 Months MLV
Marketing	15%	10%	-	24 Months MLV
Reserve & Rewards	10%	-	-	36 Months MLV

**MLV: Monthly Linear Vesting**

**Total supply of \$W2EM is capped at 21.000.000.000**

# Tokenomics





# Roadmap

2024

Q2

- Official establishment of the New Generation Technological Media Channel
- Commencement of the development of the W2E.MEDIA Token mobile application

2024

Q3

- Commencement of live broadcasts of the New Generation Technological Media Channel
- Activation of the Metaverse TV studio with partners
- Activation of the Artificial Intelligence Virtual TV Host/Moderator with partners

2024

Q4

- Launch of the W2E.MEDIA Token mobile application

2025

Q1

- Establishment of a PR Agency
- Establishment of a Media Planning and Buying Agency

2025

Q2

- Official establishment of the English-language broadcasting channel for the New Generation Technological Media Channel

# Team



**Senol Vatansever**  
CEO, MEXRAI Host



**Sema Vatansever**  
COO



**Gokhan Ilikli**  
CFO



**Gokhan Unlu**  
Director of Photography



**Mehmet Fatih Curuk**  
Technical Coordinator



# MEXRAI Hosts



W2E.MEDIA



**Senol Vatansever**  
CEO, MEXRAI Host



**Cere**  
(Virtual) News Anchor, MEXRAI Host



**Tansel Kaya**  
Advisor, MEXRAI Host



**Atty. Oguz Evren Kilib**  
Advisor, MEXRAI Host



**Prof. Dr. Ali Murat Kirik**  
Advisor, MEXRAI Host



**Tugsan Gokgoz**  
Advisor, MEXRAI Host



**Arzu Tufan**  
MEXRAI Host



**Samet Bayrakci**  
MEXRAI Host



**Karınca Traders**  
Producer, MEXRAI Host

# Advisors



W2E.MEDIA



**Tansel Kaya**  
Advisor, MEXRAI Host



**Mehmet Emin Okur**  
Advisor



**Atty. Oguz Evren Kilic**  
Advisor, MEXRAI Host



**Prof. Dr. Ali Murat Kirik**  
Advisor, MEXRAI Host



**Prof. Dr. Izzet Gokhan Ozbilgin**  
Advisor



**Mustafa El Aliwat**  
Advisor



**Tugsan Gokgoz**  
Advisor, MEXRAI Host



**Atilla Yurtseven**  
Advisor



**Ufuk Dokuzluoglu**  
Advisor



**Sedat Avsar**  
Advisor



**Mustafa Furkan Ors**  
Advisor



**Yusuf Koc**  
Advisor



# Partners



**BYTEDEX**

**BytePad**

**MEXRAI**



**Dijital Biz**

**MINDSTONE**



**MULTIVERSERA**



# Contact



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Social Media

