W2E.MEDIA

Watch to Earn Media Token White Paper

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

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.

With the establishment of the Next-Generation Technological Media Channel, the goal is to produce original content in the fields of technology, entrepreneurship, and the economy. Live broadcasts are planned to take place daily between 19:00-24:00, providing a next-generation television experience in a physical (and virtual) studio and metaverse environment with artificial intelligence support. The Next-Generation Technological Media Channel will be the first significant reference point where W2E.MEDIA Token is utilized. Part of the advertising revenue generated by the channel will be used to buy W2E.MEDIA Tokens from the market and distribute them to channel viewers through the mobile application channel. Since the Next-Generation Technological Media Channel will be a buyer of W2E.MEDIA Tokens with the revenue it generates, it will not create selling pressure on W2E.MEDIA Token. It distinguishes itself completely from tokens that cannot generate income in the market and can be considered as Ponzi schemes.

Initially, collaborations with strong players in the industry and the development of vertical solutions for the media sector are aimed for the "Artificial Intelligence Virtual TV Host/Moderator" and

"Metaverse TV Studio" solutions to be used within the scope of the Next-Generation Technological Media Channel. Once the required budget is obtained, partnerships with existing companies in the metaverse and artificial intelligence fields or the establishment of new companies may be considered. With the global proliferation of the W2E.MEDIA Token model, investments can be made in different media and technology companies or exits can be made from invested companies.

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.

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.

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.

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.

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.

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.

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:

New Business Opportunities

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.

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.

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.

Benefits for Advertisers

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

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.

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.

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.

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.

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.

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.

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.

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.

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.

Tokenomics

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
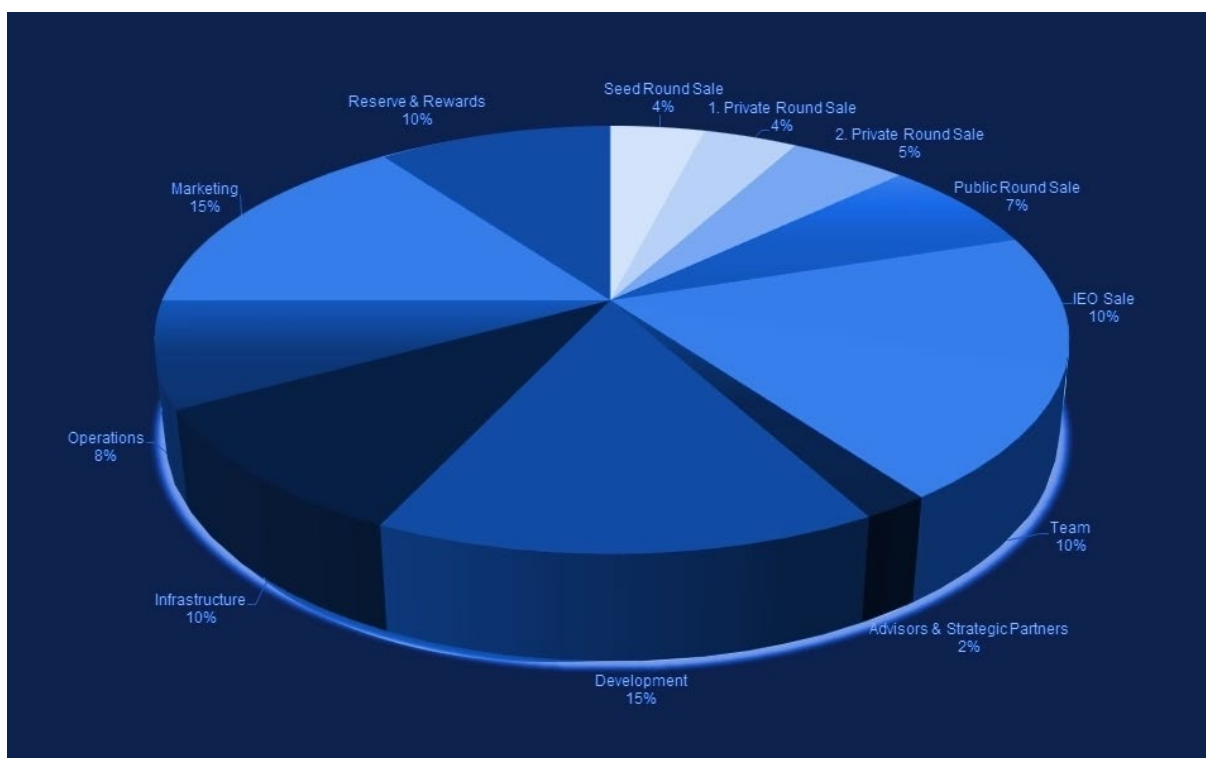
Roadmap

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 Q4

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

Teams

Team
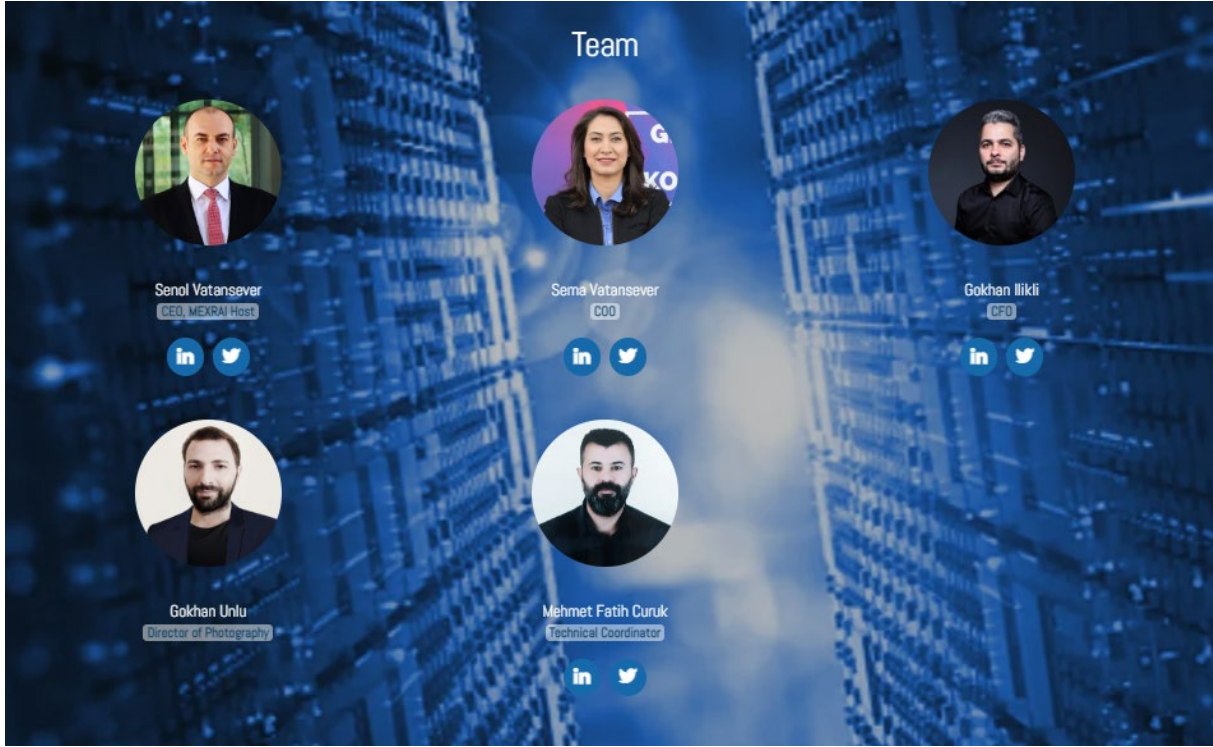
MEXRAI Hosts

Senol Vatansever
CEO, MEXRAI Host

Cere
(Virtual) News Anchor, MEXRAI Host

Tansel Kaya
Advisor, MEXRAI Host

Atty. Oguz Evren Kilic
Advisor, MEXRAI Host

Prof. Dr. Ali Murat Kirik
Advisor, MEXRAI Host

Tugsan Gokgoz
Advisor, MEXRAI Host

Arzu Tufan
MEXRAI Host

Samet Bayrakci
MEXRAI Host

Karinca Traders
Producer, MEXRAI Host

Advisors

Professional Team

Production Management and Technical	Magazine
• Live Broadcast Director • Hosts (professionals and volunteers) • Live Broadcast Control and Team • Cameramen • Sound Engineer • Lighting Technician • Video Editor (Production) • Guest Reception • Makeup/Hairdresser • Driver (Transportation) • Security	• Editors • Writers (volunteers) • Graphic Designer

Partners

MEXRAI - 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 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.

How Did MEXRAI Come to Be?

Among the companies founded or advised by the founding partners of MEXRAI are Sefamerve, Mindstone, Multiversera, Patriot Teknoloji, and Vatansever Bilisim.

The founding team of MEXRAI has extensive experience and activities in the media field dating back to 1999. In their careers, they have gained experience in the media sector with companies such as Dogan Medya Grubu, Show TV, Demiroren Medya, Kanal D, CNN Turk, BENGU TURK TV, and in the technology sector with Intel, Qualcomm, Airties, Flarion, Eczacibasi Bilisim, Payby.me, Bilge Adam, Servus, Probil, Proline, and TEB Iletisim.

The process that led to MEXRAI began with the start of the Dijital Biz Dergisi (Digital Us Magazine) in December 2018, which is still in operation. The BENGU TURK TV Technology and Future Program was launched in February 2021 and continues. During this process, MEXRAI produced comprehensive content in broadcasting and TV production, gaining experience and receiving rich and intense content creation requests and feedback from corporate clients, readers, and viewers. It laid the foundations for MEXRAI to meet these demands.

Dijital Biz Dergisi is an official magazine affiliated with the Turkish Ministry of Culture and Tourism with the ISSN Number 2757-7309. It covers exclusive interviews, articles, and news related to information technology, economy, and business world, and is published monthly. It can be accessed through the www.DijitalBiz.com website and the Turkish Telecom e-magazine mobile application.

The most demanded content in traditional, digital, and social media areas includes:

1. Live broadcasts opened by influencers on platforms like YouTube, Twitter, Twitch, Instagram.
2. Scripted and informative productions in the fields of technology, entrepreneurship, and economy.
3. Interviews with brands and well-known figures in the fields of technology, entrepreneurship, and economy.
4. Discussion programs with influencers and experts in the fields of technology, entrepreneurship, and economy.

Content consumers are not fully satisfied with and satisfied by channels or influencers doing these a few times a week on related platforms. MEXRAI aims to be the meeting point for content consumers and the ecosystem with a regular and live streaming schedule in relevant fields every day, as a first in Turkey and globally. MEXRAI aims for the content it produces in a week to be equivalent to the content that many channels or influencers would produce in a year.

What Does MEXRAI Produce?

- AI-Powered Virtual TV Host/Moderator: Innovative artificial intelligence solutions to meet the needs of the media and related industries.
- Metaverse TV Studio: Innovative metaverse solutions to meet the needs of the media and related industries.
- Metaverse TV Broadcasts: Discussion programs in the metaverse environment with the participation of moderators and guests.
- Technology Solutions: Vertical technology solutions tailored to meet the needs of the media sector.
- News: Daily "Main News Bulletin" with AI-supported Virtual TV Host presentation.
- Documentaries: Documentaries on current topics (e.g., earthquake technologies, agriculture and livestock technologies, blockchain and crypto assets, life in space, etc.).
- Informative Programs: Daily "Entrepreneurship Bulletin," "Technology Bulletin," etc.
- Informative Discussion Programs: Daily discussion programs with the participation of moderators and guests.
- Game Shows: Contests that bring the ecosystem together and contribute.
- Corporate Company and Entrepreneur Showcases: Scripted and informative productions in studio or outside MEXRAI.
- Interviews: Interviews in the studio or outside the MEXRAI office.

Short, Medium, and Long-Term Goals

In the short term, MEXRAI aims to become a meeting point for the ecosystem, an original content production channel, and a media source.

In the short and medium term, MEXRAI plans to follow a direct communication and collaboration strategy to reach the following customer and viewer target groups:

- Social media influencers
- TV producers and programmers
- Technoparks, technology transfer offices, incubation centers
- Universities and university student clubs
- Non-governmental organizations (NGOs) and communities
- Technology companies, cryptocurrency exchanges, stock brokerage firms
- Relevant public institutions and ministries
- Angel investment networks, investment funds, VCs
- Coworking spaces

In the medium term, MEXRAI plans to expand development teams to meet the needs of the media sector in terms of metaverse TV studios, artificial intelligence, and virtual TV host technologies. The goal is to market vertical media technology solutions to the media sector in Turkey and globally.

In the medium and long term:

- MEXRAI aims to establish studios and offices in different countries to demonstrate how it utilizes trending technologies such as artificial intelligence and metaverse for the media sector.
- With a vision to broadcast worldwide, it aims to open a second channel in English.
- MEXRAI aims to establish a national/global TV channel broadcasting 24/7 with similar content by either acquiring a local TV channel or establishing one with its own resources.

Metaverse TV Studio

MEXRAI collaborates with leading technology provider Cerebrum Tech for metaverse TV studio technologies.

CereTV offers an innovative, engaging, and interactive TV studio experience for real-time broadcasts in the metaverse. It stands out with features such as voice and text chat, virtual reality support, external world connectivity, and camera transitions. With space-themed visuals and customizable studio design, it provides an immersive and interactive experience for guests and viewers.

CereTV Features:

- Professional TV Studio in the Metaverse: Enables users to produce professional-level broadcasts in the metaverse with high-quality and customizable studio designs, advanced broadcasting tools, and effects.
- Camera Transitions and Multi-angle Imaging: Offers high-quality visuals with professional-level camera transitions and the ability to capture images from various angles.
- Interactive and Realistic Experience with Voice and Text Chat: Allows guests and viewers to experience a more engaging and authentic interaction in studio environments and broadcasts by utilizing social interaction features alongside voice and text communication.
- Customizable and High-Quality Studio Design: Provides personalized and high-quality experiences for guests and viewers by offering customizable studio designs, effects, and tools tailored to their needs and preferences. Different atmospheres can be created for various programs.
- Space Theme and Impressive Visual Elements: The outer appearance and the space theme in the surroundings enable users to be in a unique and impressive environment within the metaverse.
- Broadcasting on Platforms Outside the Metaverse with External World Connectivity: Facilitates reaching broader audiences and viewers outside the metaverse by integrating with popular platforms such as YouTube, Twitch, and others.

Artificial Intelligence & Virtual TV Host

MEXRAI collaborates with Cerebrum Tech, one of the industry's leading technology providers, for artificial intelligence and virtual TV host technologies.

Cerebrum Tech offers the "Cere" artificial intelligence application (https://twitter.com/Ceretheai) to mobile phone users. Using a deep learning-based language model, it can engage in both written and spoken conversations, provide music recommendations based on your mood, curate current news, and share information on various topics such as food, fashion, health, and sports. It is the first mobile application developed based on extensive language models and specially trained for human-like interactions. Serving as both an influencer closely following current trends and a corporate version facilitating work life, it provides Turkish voice language support and easy accessibility, allowing users to experience the benefits of artificial intelligence technology in their daily and professional lives.

Utilizing a deep learning-based language model structure that garnered significant global interest and curiosity with the release of ChatGPT, it is also the first mobile chat application in Turkey integrated with 3D virtual characters, offering language support in Turkish, English, Spanish, and Korean.

As an intelligent virtual character that can interact with users on almost any topic, expressing comments and opinions, Cere goes beyond being a chatbot. Having a face, body, and voice enables it to establish a more intimate and effective communication with users. In the Metaverse environment, Cere transforms into a "Virtual TV Host" in CereTV, an innovative, engaging, and interactive TV studio experience for real-time broadcasts.

As "Cere" interacts with users, it gets to know them, providing more accurate and effective responses over time. As the process advances, the facial expressions and movements of "Cere" will evolve, achieving a more natural appearance.

Product and Production Model

MEXRAI aims to deliver agendas related to technology, entrepreneurship, and the economy in studio and metaverse environments through social media platforms. It is planned to be presented as both B2C and B2B.

Product/Project

With MEXRAI, agendas related to technology (blockchain, NFT, metaverse, web 3.0, DAO, artificial intelligence, internet of things, etc.), entrepreneurship, and the economy (stock market, cryptocurrencies, crowdfunding, etc.) will be conveyed in virtual studio and metaverse environments, evaluated in live broadcasts supported by artificial intelligence, and discussed in talk shows.

Documentaries will be produced on current topics (e.g., earthquake technologies, agricultural technologies, blockchain and cryptocurrencies, life in space, etc.).

MEXRAI plans to produce informative programs, informative talk shows, competition programs, corporate company and entrepreneur introductions, interviews, documentaries, etc., either in a studio environment or outside MEXRAI.

Virtual studio technology creates a virtual environment using real-time 3D animation and graphics, used in visual media production such as television programs, movies, and live events. Thanks to this technology, non-existent objects, landscapes, and characters can be created in a virtual environment using computer-based animation and graphics.

MEXRAI will be live on social media platforms every day from 19:00 to 24:00. It will officially start broadcasting in 2024. Over time, live broadcast durations will increase, and reruns will be shown during hours without live broadcasts. The videos of live broadcasts can always be viewed on the YouTube channel.

Programs will be conducted in a studio environment. During times when there are no live broadcasts, the studio will be used for other recordings (documentaries, taped broadcasts, etc.). There is a significant difference in quality and cost between live broadcasting on social media platforms and delivering the broadcast made in a virtual studio and metaverse environment to social media platforms. The MEXRAI service should not be confused with the standard practice of live broadcasting on social media platforms. High-quality broadcasts will be made in a television channel format in the virtual studio and metaverse environment.

Metaverse Studio

- Day: Every day when the relevant hours are suitable
- Time: 21:30-22:55, 19:00-19:25, 19:30-19:55, 23:00-23:25, 23:30-23:55
- Duration: 25/75 minutes
- Type: Discussion/Competition/Entertainment Program, New Program
- Scope: Proposals for creating new programs in the metaverse environment are welcome. If the content and other details are deemed appropriate, the program can be included in the broadcast schedule on the requested day between 21:30-22:55, 19:00-19:55, or 23:00-23:55. The planning will be done by the party requesting it, including hosting and guest planning. Hosts and guests are added to the beginning and end of each program.

Main News Bulletin Host-Sponsored

- Day: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday

- Time: 20:00
- Duration: 5 minutes
- Scope: News is presented on the Main News Bulletin. The host is added to the beginning and end of each program.

Crypto Analysis Host-Sponsored

- Day: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday
- Time: 20:10
- Duration: 15 minutes
- Scope: Daily fundamental and technical analyses of cryptocurrencies are presented by expert guests. The host is added to the beginning and end of each program.

Startup Bulletin Host-Sponsored

- Day: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday
- Time: 20:30
- Duration: 25 minutes
- Scope: Startup representatives are invited as guests. They present their ventures and products. The host is added to the beginning and end of each program.
- Contributors: Entrepreneur Businessmen Foundation (GİV) (https://www.giv.org.tr)

Tech Bulletin Host-Sponsored

- Day: Monday, Tuesday, Wednesday, Thursday, Friday
- Time: 21:00
- Duration: 25 minutes
- Scope: Topics related to technology are presented by expert guests. The host is added to the beginning and end of each program.

Coin Detective Host-Sponsored

- Day: Saturday, Sunday
- Time: 21:00
- Duration: 25 minutes
- Scope: Topics related to coins are presented by expert guests. The host is added to the beginning and end of each program.

Bears and Bulls Host-Sponsored

- Day: Monday
- Time: 21:30
- Duration: 75 minutes
- Type: Discussion Program
- Scope: Evaluation of cryptocurrency markets and more with the participation of expert guests under our moderation. The host is added to the beginning and end of each program.

Futuristic View Host-Sponsored

- Day: Tuesday
- Time: 21:30
- Duration: 75 minutes
- Type: Discussion Program

- Scope: Sharing predictions about the future with the participation of expert guests under our moderation. The host is added to the beginning and end of each program.

Crypto Technologies Host-Sponsored
- Day: Wednesday
- Time: 21:30
- Duration: 75 minutes
- Type: Discussion Program
- Scope: Evaluation of cryptocurrency technologies with the participation of expert guests under our moderation. The host is added to the beginning and end of each program.

Investors and Entrepreneurs Host-Sponsored
- Day: Thursday
- Time: 21:30
- Duration: 75 minutes
- Type: Discussion Program, Competition
- Scope: Discussion of ventures with the participation of investors and entrepreneurs under our moderation. The host is added to the beginning and end of each program.
- Contributors: Entrepreneur Businessmen Foundation (GİV) (https://www.giv.org.tr)

Crypto Phenomenon - Duel Host-Sponsored
- Day: Friday
- Time: 21:30
- Duration: 75 minutes
- Type: Discussion Program, Entertainment
- Scope: Evaluation of events that occurred during the week with the participation of crypto phenomena under our moderation. The host is added to the beginning and end of each program.

Metaverse and Future Host-Sponsored
- Day: Saturday
- Time: 21:30
- Duration: 75 minutes
- Type: Discussion Program
- Moderator: Senol Vatansever (Selected as 1st by the RTUK Selective Board in the "Technology" category in Yunus Emre Year Correct Turkish Usage in Visual and Audio Media with the Technology and Future program broadcast on BENGU TÜRK TV.)
- Scope: Discussion of current topics with expert guests under the moderation of Senol Vatansever. The host is added to the beginning and end of each program.

Satoshi Actual Host-Sponsored
- Day: Sunday
- Time: 21:30
- Duration: 75 minutes
- Type: Discussion Program, Entertainment
- Scope: Evaluation of current topics with expert guests. The host is added to the beginning and end of each program.

New Programs
- Day: Every day when the relevant hours are suitable
- Time: 19:00-19:25, 19:30-19:55, 23:00-23:25, 23:30-23:55
- Duration: 25 minutes
- Type: New Program
- Scope: Proposals for new programs are welcome. If the content and other details are deemed appropriate, the program can be included in the broadcast schedule on the requested day between 19:00-19:55 or 23:00-23:55. The planning will be done by the party requesting it, including hosting and guest planning. Hosts and guests are added to the beginning and end of each program.

Spot Advertisement
- Duration: Seconds-minutes
- Scope: Spot advertisement is a type of advertisement broadcast between programs to promote a product or service. It is usually in the form of short videos lasting a few seconds to minutes. These ads describe the features, advantages, and uses of a product or service and are designed for individuals considering purchasing it, typically serving a sales-oriented purpose.

Banner Advertisement
- Duration: Seconds
- Scope: Banner advertisement is a type of advertisement that appears on the screen while programs are ongoing to promote a product or service. They are usually short messages and do not provide much information about the product or service.

Guest Participation
- Scope: Guests can participate in all programs except the Main News Bulletin if they have relevant topics.

Corporate Company and Entrepreneur Productions
- Scope: Can be planned based on requests from corporate companies and entrepreneurs.

Special Projects
- Scope: Special projects can be undertaken.

Identified Issues
1. MEXRAI has identified the following issues related to traditional media:
2. Content Production Constraints: Traditional media, constrained by a specific broadcast schedule, may limit content creation. This limitation can result in adopting a particular perspective, restricting audiences' access to diverse viewpoints.
3. One-Way Communication: Traditional media may struggle to receive feedback from viewers, readers, and listeners. This one-way communication through traditional channels can expose individuals to information solely through a single perspective, diminishing long-term audience engagement.
4. Audience Loss: Traditional media may experience a loss of audience, readership, or viewership as an increasing number of people turn to alternative media sources. This trend can lead to a decline in revenue, posing a threat to the sustainability of media outlets.

5. Difficulty Adapting to New Media Platforms: Traditional media may encounter challenges adapting to new media platforms such as social media. Issues related to the influence and power of these new platforms can lead to difficulties integrating with them, resulting in a loss of readers, viewers, or listeners.

6. Financial Issues: Traditional media organizations may face financial challenges, with various outlets experiencing bankruptcy or closure due to a decline in revenue, especially in recent years.

7. Rapid Technological Change: Traditional media organizations may struggle to adapt to the rapid changes and innovations in technology. Emerging technologies have begun to replace traditional media and alter consumer behavior, reducing the competitiveness and market share of traditional media organizations.

8. Digitalization: Traditional media organizations may find it challenging to keep up with the process of digitalization. The widespread availability of the internet and the emergence of social media platforms can lead to a loss of readership. Additionally, due to a decrease in advertising revenue, traditional media organizations may be forced to adopt new business models such as digital advertising.

9. Content Production Challenges: Traditional media organizations may face difficulties in content creation. Meeting consumer expectations for engaging and interesting content requires additional resources and investment.

10. Reliability: The reliability of traditional media organizations has been questioned in recent years. This skepticism can result in a loss of readership. Moreover, alternative news sources such as social media platforms and independent journalism may weaken the hegemony of traditional media organizations.

Identified Solutions

MEXRAI has implemented various strategies to address the challenges identified in traditional media:

1. Content Production Constraints: MEXRAI overcomes limitations in content production by utilizing interactive platforms and various communication channels such as social media. This approach allows them to receive feedback from readers, viewers, and listeners.

2. One-Way Communication: To address one-way communication issues, MEXRAI employs interactive platforms, social media, and other communication channels. This enables them to receive feedback from audiences and tailor content to their interests.

3. Audience Loss: MEXRAI employs strategies to attract audiences who turn to alternative media sources. By enhancing accessibility through interactive platforms and social media, and investing in quality content, MEXRAI aims to cater to the interests of viewers, readers, and listeners.

4. Difficulty Adapting to New Media Platforms: MEXRAI tackles the challenge of adapting to new media platforms by utilizing various strategies. They focus on improving accessibility by utilizing platforms such as social media and concentrate on content production through interactive and digital platforms to better meet consumer expectations.

5. Financial Issues: To avoid financial challenges, MEXRAI develops diverse business models and financial strategies. Embracing new business models like digital advertising and sponsored content, alongside investing in quality content production, forms part of their strategy to increase their audience.

6. Rapid Technological Change: MEXRAI addresses the struggle of traditional media organizations to adapt to technological changes by keeping abreast of emerging technologies

that replace traditional media. Their goal is to create a unique digital media platform by leveraging these technologies.

7. Digitalization: To keep up with the digitalization process, MEXRAI aims to create a distinctive digital media platform that meets the needs and demands of readers. This involves carefully selecting news sources and content to enhance reliability.

8. Content Production Challenges: MEXRAI addresses difficulties in content production by striving to secure adequate resources and investments to produce quality and engaging content.

9. Reliability: MEXRAI aims to resolve concerns about the reliability of traditional media organizations by meticulously selecting news sources and content. This strategy is intended to enhance overall credibility.

Value Propositions
Here are the value propositions offered by MEXRAI:

- Quality Content: MEXRAI provides diverse and high-quality content. It not only offers informative content but also presents different perspectives through discussion programs. The goal is to become a platform regularly followed by all viewers interested in these areas, including those shifting away from traditional television, by determining the agenda with its influential programs.

- Interaction: MEXRAI offers interactive programs, allowing viewers not only to watch but also to actively participate and take on different roles in programs conducted in the metaverse environment. This enables viewers to personalize programs, have unique experiences, and engage more with the content, making it more enjoyable.

- Competitive Pricing: MEXRAI offers highly competitive pricing compared to traditional TVs.

- Accessibility: MEXRAI can be used anywhere with an internet connection. Viewers can access high-quality content using MEXRAI on any device.

- New Content: MEXRAI consistently adds new content. Customers can always discover fresh and interesting content by following MEXRAI.

- High Resolution: MEXRAI provides high-resolution content.

MEXRAI collaborates with metaverse solution providers such as Multiversera Technology Investments Inc. and Cerebrum Tech in this field. As mentioned on Wikipedia (https://en.wikipedia.org/wiki/Metaverse), the metaverse project in Turkey, where the intersection between the real world and the Multiverse, or the "Multiverse Age," is designed, integrating with other universes, is initiated by the domestic metaverse project Multiversera Technology Investments Inc. and the R&D studies of the Turkish-German University. Relevant news: https://www.aa.com.tr/en/science-and-technology/alternative-virtual-world-metaverse-to-open-doors-to-a-new-life/2634584

Processes
Development Processes of the Project
The founding team's experience and activities in the media field date back to 1999 for MEXRAI. A website founded by Senol Vatansever, hosting over 30 writers, gained prominence in the technology field with original Turkish content, particularly sponsored by Superonline.

The foundation of MEXRAI can be traced back to 2018. Dijital Biz Magazine started its activities in December 2018 and continues to this day. BENGU TURK TV Technology and Future Program were

initiated in February 2021 and are ongoing. The MEXRAI founding team, gaining significant experience in magazine publishing and television program production, received feedback and requests for content enrichment from corporate clients, readers, and viewers. To meet these demands and consolidate their activities in the media sector, the idea of MEXRAI emerged.

Today, live broadcasts opened by influencers on platforms like YouTube, Twitter, Twitch, and Instagram, scripted and informative productions in technology, entrepreneurship, and the economy, interviews with brands and prominent figures, and discussion programs featuring influencers and experts are among the most demanded content. However, the irregular scheduling of channels or influencers on these platforms fails to fully satisfy content consumers.

MEXRAI aims to be the meeting point for content consumers and the industry in relevant fields both in Turkey and globally with regular and live streaming every day. The goal is for MEXRAI's weekly content production to match what many channels or influencers would produce in a year. This way, content consumers can easily access continuous and high-quality content.

Production Processes of the Project

Due to the increasing power of internet usage and digital platforms, content creation has gained much more importance. Content creation is not just about writing an article or shooting a video. MEXRAI pays attention to various factors in the content creation process:

- Identifying the Target Audience: In the content creation process, MEXRAI determines the target audience to create content tailored to their interests and needs, aiming for higher consumption and engagement.
- Choosing the Content Type: There are various content types, such as text, video, infographic, podcast, etc. The choice of content type depends on the target audience and the subject. For example, infographics may be chosen for visually appealing topics, while text or podcasts may be preferred for providing detailed information.
- Maintaining Content Quality: Quality content attracts the interest of readers or viewers and increases trust in the brand. MEXRAI creates quality content by conducting proper research and using data in the content creation process, delivering useful information to content consumers accurately.
- Integrating Content with Marketing Strategy: Content creation is not just about producing content; it also involves publishing and marketing the content correctly. MEXRAI integrates content marketing strategy as part of the content creation process.

Throughout the content creation process, MEXRAI identifies the target audience, selects the content type, pays attention to content quality, and ensures integration with content marketing strategy. By focusing on these factors, MEXRAI's created content enhances brand awareness and facilitates better communication with the target audience.

Technical and Design Analyses

MEXRAI handles all content creation, except for establishing virtual studio infrastructure and creating the metaverse environment, with its own resources. MEXRAI collaborates with founding partners such as Vatansever Informatics Inc., Multiversera Technology Investments Inc., Cerebrum Tech, and other metaverse solution providers. As mentioned on Wikipedia (https://en.wikipedia.org/wiki/Metaverse), the metaverse project in Turkey, where the intersection between the real world and the Multiverse, or the "Multiverse Age," is designed, integrating with

other universes, is initiated by the domestic metaverse project Multiversera Technology Investments Inc. and the R&D studies of the Turkish-German University. Relevant news:
https://www.aa.com.tr/tr/bilim-teknoloji/-alternatif-sanal-dunya-metaverse-yeni-bir-yasamin-kapilarini-aralayacak/2634584

Market

In the first half of 2022, media and advertising investments in Turkey reached 17.107 billion TL. According to the Media and Advertising Investments Report for the first half of 2022 in Turkey, media investments were announced as 12.766 billion TL, and advertising investments were 4.341 billion TL. For detailed information, visit: https://bit.ly/3ChmF2Q (Source: http://rd.org.tr/haber/2022-yilinin-ilk-yariyilinda-medya-ve-reklam-yatirimlari-17-milyar-107-milyon-tlye-ulasti)

Note: In 2021, media and advertising investments in Turkey reached 22.811 billion TL. The 2021 Media and Advertising Investments Report for Turkey reveals that media investments were 16.953 billion TL, and advertising investments were announced as 5.858 billion TL. (Source: http://rd.org.tr/haber/2021-yili-medya-ve-reklam-yatirimlari-22-milyar-811-milyon-tlye-ulasti)

Organized media investments in Turkey were declared as 17.107 billion TL, and total (organized + direct) media sector investments were announced as 25.269 billion TL.

TV advertising investments increased by 61%

TV advertising investments reached the fastest growth rate ever recorded in history, increasing by 61% compared to the same period last year in the first half of 2022. Television investments reported as 5.434 billion TL constitute 42.6% of Media and Advertising Sector investments.

In parallel with the rapid increase in the overall market, investments in many sectors also increased. Especially, the e-commerce category continued its rapid rise in recent years.

42% of digital media investments come from digital partners, 58% from direct purchases

In digital media investments, the organized advertising sector (digital partners) constitutes 42% of the total digital investment, while direct purchases, including small and medium-sized enterprises, constitute 58%.

Digital media investments were reported as 14.073 billion in total, with digital partners contributing 5.911 billion and direct purchases 8.162 billion.

In Turkey, comparing digital advertising investments in the first half of 2022, covering January-June, with the investments in the first half of 2021, there is a 78% growth, reaching 14.073 billion TL.

Video investments, which showed a growth performance higher than the general growth in 2021 with a 123% increase, reached a share of 34.3%.

Social media investments account for a 43% share of the total. It is important to note that growth should not be compared as there is a difference in the definition of social media investments between the first 6 months of 2021 and the first 6 months of 2022.

ChatGPT Market Assessment

The size of the advertising market in Turkey and worldwide continues to grow rapidly, following an increasing trend every year. The advertising sector in Turkey has shown rapid growth in recent years, reaching an approximate size of 20 billion TL in 2021. Globally, the advertising market size was approximately 725 billion dollars in 2021.

The distribution of the advertising market in Turkey focuses on three main areas: TV, press, and internet advertising. The distribution in 2021 was as follows:

- TV advertisements: 51.4%
- Press advertisements: 7.9%
- Internet advertisements: 40.7%

Global distribution of the advertising market:

- TV advertisements: 31.3%
- Press advertisements: 10.6%
- Internet advertisements: 58.1%

Digital advertising continues to grow rapidly in recent years. Predictions about the future of the advertising market converge on the consensus that digitization and internet advertising will continue to grow. Factors such as the increasing use of the internet and social media, the proliferation of mobile devices, and consumer orientation towards online shopping support internet advertising. The use of technologies such as artificial intelligence and machine learning is expected to increase efficiency and effectiveness in the advertising sector, allowing for more targeted advertisements. While traditional advertising areas such as TV and press ads will maintain their presence, a shift towards digitization and internet advertising is anticipated.

The results of the advertising market for 2022 have not been officially announced yet. However, continuous growth and an increasing share of digital advertising are expected. According to eMarketer's estimates for 2022, global advertising expenditures are projected to increase by 11.9%, reaching 793 billion dollars. The share of digital advertising expenditures is expected to be 58.5%. The growth rate of the digital advertising market will surpass the growth rate of traditional media expenditures. The share of press advertising, equivalent to 26.4% of television advertising expenditures and 11.8% of other traditional media expenditures, will continue to decline.

Note: Information about the distribution and trends of the advertising market was obtained from various sources, including international market research companies, advertising agencies, media companies, industry associations, news sources, and reports. Prominent sources among these include:

- eMarketer: A leading research company in digital marketing and media, eMarketer publishes comprehensive research on the distribution, trends, and forecasts of the advertising market.
- Zenith: Advertising agency Zenith publishes reports on media expenditures and advertising market trends.
- Nielsen: Nielsen, specializing in media measurement and research, provides data on the distribution of the advertising market and consumer behaviors.
- IAB: IAB, setting standards for the digital advertising industry and conducting research, provides data on trends in the digital advertising market.
- Mediametrie: A France-based media measurement company, Mediametrie provides data on television, radio, and internet advertising expenditures.

Competition

The digital publishing sector is a rapidly growing and evolving industry in Turkey and worldwide in recent years. There are many domestic content producers operating in the digital publishing sector in Turkey. However, MEXRAI does not have a directly identified competitor in Turkey or globally that operates in the same scope and features, regularly conducting live broadcasts. Indirectly,

competitors can be assessed as television channels, websites, social media channels, and influencers producing live broadcasts or content in the fields of technology, entrepreneurship, and economics.

Companies and personalities such as Webrazzi, ShiftDelete, egirişim, BTCHaber, Baris Ozcan, and Orkun Isitmak have a wide following and hold a competitive position in the industry by offering quality content. Globally, examples of digital publishing producers include TechCrunch TV, CNBC, Bloomberg TV, TED Talks, and Inc. Magazine.

Due to its distinctive features that set it apart from competitors, it is not accurate to create a direct comparison table with other companies and names. MEXRAI aims to stand out in competition with the following unique features that are not present in other competitors outside of TV:

- Live broadcast schedule every day from 19:00 to 24:00, presenting MEXRAI's original productions to viewers with reruns during the remaining time.
- Conducting live broadcasts and discussion programs with expert guests in the fields of technology, entrepreneurship, and economics, producing original, quality, and rich content with scripted productions.
- Providing opportunities for collaborations and guest appearances within MEXRAI for rival content producers.
- Collaborating with or hosting content producers from technology parks, technology transfer offices, incubation centers, universities and university student clubs, non-governmental organizations (NGOs) and communities, angel investment networks.

Target Audience
- All institutions and companies related to technology, entrepreneurship, and the economy.
- Anyone interested in the subjects of technology, entrepreneurship, and the economy.

Collaboration
MEXRAI plans to implement a direct communication and collaboration strategy with the following stakeholders to reach its customer and viewer target audience:

- Social media influencers
- TV producers and programmers
- Technology parks, technology transfer offices, and incubation centers
- Universities and university student clubs
- Non-governmental organizations (NGOs) and communities
- Technology companies, cryptocurrency exchanges, stock brokerage firms
- Relevant public institutions and ministries
- Angel investment networks, investment funds, VCs (venture capitalists)
- Co-working spaces

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