



AURA-UGOT

Transcending Time and Space:
Connecting All Things

WHITE PAPER

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1. Overview of UGOT and the Aura Platform

1.1 The Birth and Necessity of UGOT

UGOT = OTT (Over-the-Top) Service + User-Generated Content (UGC)

UGOT (User-Generated Content + Over-the-Top) represents a new content ecosystem that combines the advantages of traditional Over-the-Top (OTT) services and User-Generated Content (UGC). While OTT platforms are driven by professional creators, UGC has democratized the content market by enabling users to create and consume content directly. By combining these two models, UGOT proposes an innovative content platform where users can participate as both creators and investors. Addressing the shortcomings of the OTT and UGC systems (limited production budgets, inconsistent content quality, etc.), UGOT lowers the barriers to content creation and provides opportunities to expand the participation from fandoms surrounding popular content like K-Culture. Aura has built an ecosystem that integrates this UGOT concept with blockchain technology, ensuring transparent and fair management of content creation and profit distribution.

1.2 Aura Platform Overview

Aura is a blockchain-based content platform built upon the UGOT concept. It provides a system where both users and creators participate in the content creation and investment process, sharing in the profits generated from successful content. The Aura coin serves as the central currency for platform transactions and rewards, and all processes are managed transparently and securely using blockchain technology.

Key Features of the Aura Platform

Success Factor 1 UGOT Content Delivery

Provides content that combines user-generated content and OTT formats.

Success Factor 2 Transparent Blockchain-Based Ecosystem

All fund flows and profit distributions are recorded on the blockchain, ensuring transparency and reliability.

Success Factor 3 AI-Powered Personalized Recommendations

Provides personalized content recommendations based on user data to maximize user experience.

1. Overview of UGOT and the Aura Platform

1.3 The Structure of UGOT (UGC + OTT)

UGOT is a new model that combines the OTT platform system and UGC content, allowing users to participate in content creation and distribution while generating economic profits. While traditional OTT platforms primarily feature content from professional creators, UGOT enables anyone to create content and offers a user-based investment model that provides content creators with opportunities to secure more funding.

1.3.1 Innovative Elements of UGOT



Democratization of Content Creation

Users can directly participate in content creation and receive funding through Aura coins.

Blurring the Lines Between Users and Creators

The distinction between content creation and consumption is dissolved, allowing users to become both content investors and creators.

Opportunities for Profit Generation

Through UGOT, users can share in the profits generated from the success of the content they invest in.

1. Overview of UGOT and the Aura Platform

1.3.2 UGOT's Ecosystem Structure



UGC Creator Compensation

The UGC content creators who have reached influencer levels of popularity are rewarded with Aura coins based on views, viewer ratings (good and bad), and the number of followers. This is an important mechanism for maintaining an ecosystem that allows actively engaged creators on the platform to continue creating content.

OTT Content Funding and Creation

New coins are issued to OTT content creators to raise funds through crowdfunding. This funding is used to produce OTT content and for paid screenings. When the content generates revenue, the profits are distributed to the investors and creators who participated in the funding according to the profit-sharing ratio.

Fan Investment

Aura coins are also used by fans to invest in their favorite creators. Fans can provide direct sponsorship to the creators they support, which enables these creators to generate additional revenue. This interaction between fans and creators plays a crucial role in enhancing content production. Unlike other platforms where support ends with donations, this form of content investment rewards fan participation with returns.

2. Blockchain and Content Investment

2.1 The Role of Blockchain Technology

Blockchain is the core technology of the Aura platform, managing all content creation, transactions, and profit distribution in a transparent and trustworthy manner. Content investment and profit distribution are automated and conducted transparently through smart contracts. Blockchain provides immutable records, thereby establishing an ecosystem based on trust between creators and investors.

Key Advantages of Blockchain Technology



Advantage 1

Immutability

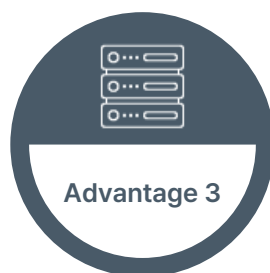
All transaction records are stored on the blockchain, ensuring reliability as they cannot be altered or tampered with.



Advantage 2

Transparent Revenue Distribution

For successful content, revenue is automatically distributed through a smart contract, and the entire process is recorded on the blockchain, making it accessible for anyone to verify.



Advantage 3

Decentralization

It operates on a decentralized network rather than a central server, maximizing data security and stability.

2.2 Integrating K-Culture and UGOT

Aura is a platform created in Korea, the home of K-Culture. By combining K-Culture content with the UGOT model, it offers an innovative platform where global fans can directly participate in the creation and consumption of content. K-content such as K-pop, K-dramas, and webtoons are highly popular worldwide, and Aura provides an opportunity for global fans to directly invest in the production of this content. Consequently, this positions Aura as a driving force to promote the spread of K-Culture and increase fan engagement in the content creation process.

2. Blockchain and Content Investment

Synergy from Combining K-Culture and UGOT

03

Global Dissemination

Through the UGOT model, K-content can spread more quickly and efficiently in the global market.

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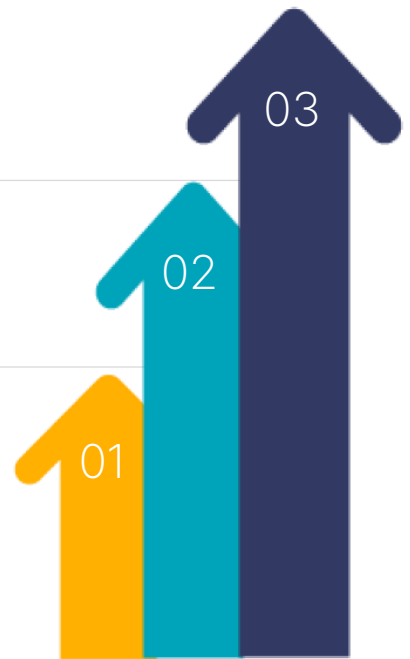
Increased Content Diversity

Through the UGOT model, K-content can spread more quickly and efficiently in the global market.

01

Enhanced Fan Participation

Through the UGOT model, K-content can spread more quickly and efficiently in the global market.



2.3 Content Investment through Aura Coin

The Aura platform offers a model that allows users to directly invest in content creation using Aura coins. This enables users to fund the content they prefer, and when the content generates revenue, the profits are automatically distributed to them.

Direct Investment Opportunity

- Users can directly invest in the content they are interested in, providing content creators with more opportunities to secure funding.

Revenue Distribution

- When the content generates revenue, investors receive their share of the profits automatically through a smart contract, based on their investment amount.

Investment Diversity

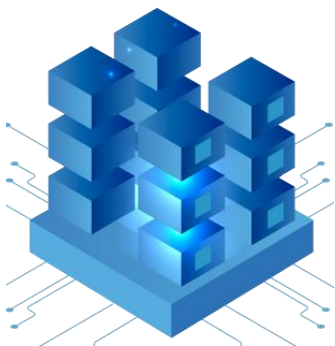
- People can invest in various types of content, including webtoons, independent films, and K-pop projects. This enhances the diversity and quality of the content.

3. Profit Distribution and the Role of the Coin

3.1 Transparent and Automated Profit Distribution

Aura automates the entire revenue distribution process through smart contracts and ensures transparent transactions via blockchain. Content creators and investors receive their profits accordingly based on pre-established smart contract conditions when revenue is generated.

Key Advantages of the Revenue Distribution System



Automated Revenue Distribution

When the content generates revenue, profits are automatically distributed according to pre-established conditions.

Guaranteed Transparency

All transaction records and revenue distributions are recorded on the blockchain, allowing for real-time verification. This strengthens trust between users and investors.

Fairness

Profits are distributed automatically through smart contracts, preventing issues related to unfair distribution.

3.2 The Role of the Aura Coin

Aura coins serve as the core currency within the platform, performing various functions such as content creation, investment, revenue distribution, advertising revenue, and reward systems. Both content creators and investors can use Aura coins to facilitate transactions smoothly within the platform, providing a unified currency system for global users.

Content Investment

- Users can invest in content creation using Aura coins.

Revenue Distribution

- When the content generates revenue, profits are automatically distributed through Aura coins.

Reward System

- Users can earn Aura coins by writing reviews, sharing content, and participating in community activities on the platform.

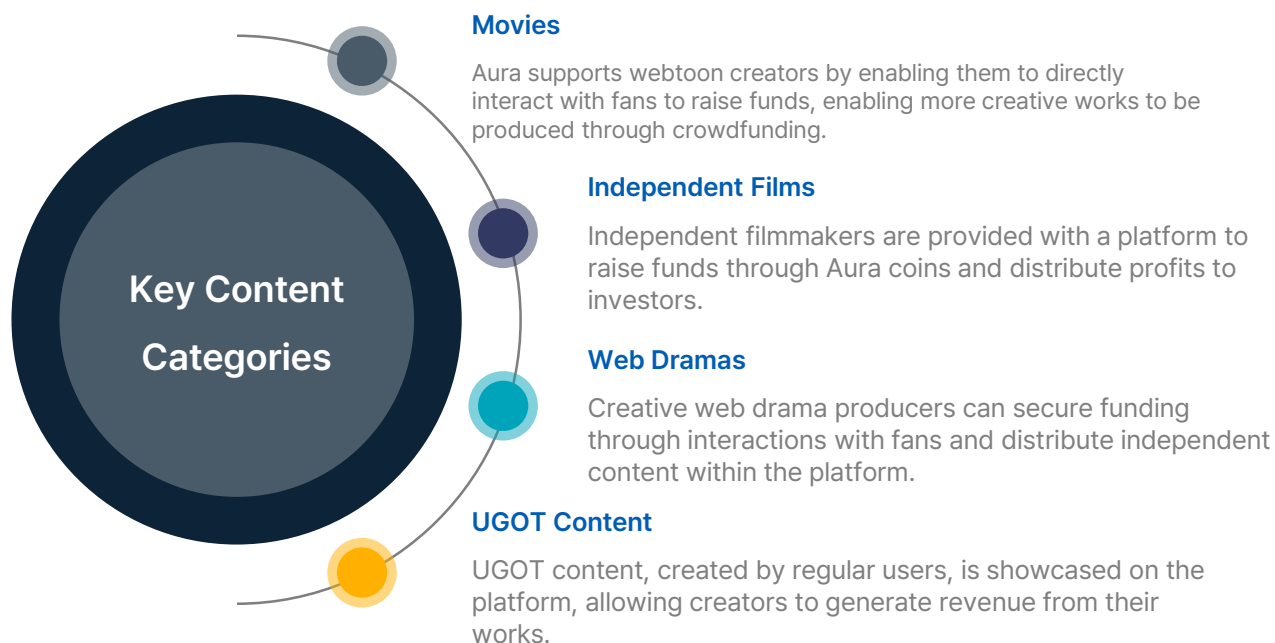
4. Content Ecosystem and AI Technology

Global Transactions

- Aura coins serve as a unified currency that enables global users to transact easily within the platform.

4.1 Main Content

Aura maximizes the diversity of the content ecosystem by offering both professionally produced content, such as webtoons, independent films, and web dramas, alongside UGOT content. In particular, K-content enjoys high popularity worldwide, and the Aura platform provides an opportunity to connect it on an even broader scope with global fans.



4.2 UGOT Content and the K-Investment Model

Aura offers a direct investment model for K-Culture content, such as K-pop and K-dramas. Fans can use Aura coins to invest in their favorite artists or dramas, and in the event that it generates revenue, profits are automatically distributed to them. This transforms fans from mere consumers into active investors.

4. Content Ecosystem and AI Technology

Investing in K-Pop

- Fans can invest in K-pop artists' albums, concerts, and music videos through the Aura platform. This represents a new way for fans to actively participate in content creation and share in the profits when the projects generate revenue.

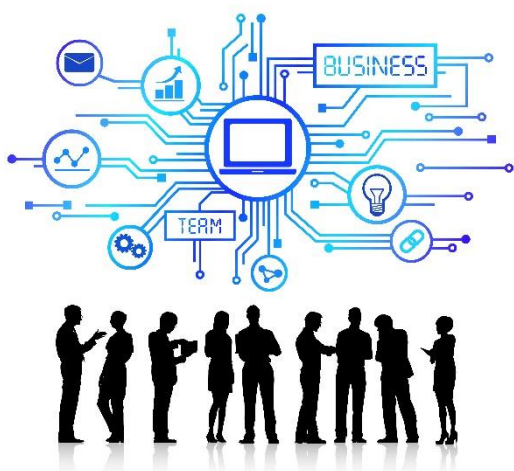
Investing in K-Dramas

- Aura provides global fans with the opportunity to directly invest in the production of K-dramas, allowing investors to receive profit shares if the drama generates revenue. This not only expands the K-drama industry but also increases fan participation.

4.3 Coexistence of User-Generated Content and Professionally Produced Content

The Aura platform provides an environment where user-generated content (UGC) and professionally produced content coexist. This maximizes the diversity of content creation and consumption, offering users the opportunity to sell or generate revenue from the content they create themselves.

4.3.1 Key Features



Professionally Produced Content (OTT)

The platform provides funding opportunities for professional creators, ensuring transparent revenue distribution through smart contracts when the content generates revenue.

4. Content Ecosystem and AI Technology

User-Generated Content (UGC)

Regular users can upload their created content to the platform, allowing them to generate advertising revenue or subscription income.



4.4 Connecting MCNs with the Logistics Industry

The Aura platform collaborates with Multi-Channel Networks (MCNs) to assist content creators in producing their own merchandise and products, which can be shipped to global fans. This enables content creators to further expand their brands and strengthen their connections with fans.

Advantages of MCN and Logistics Integration

Immediate Delivery

Aura provides a logistics system that facilitates the rapid delivery of the products that are sold to fans in real time.

Global Logistics Support

Aura supports the distribution of merchandise targeted at global fans, enabling them to purchase their favorite content's goods anytime, anywhere.

4. Content Ecosystem and AI Technology

4.5 AI-Powered Personalized Content Recommendations Based on Big Data

Aura operates an AI-driven recommendation system based on user reviews and viewing history. This allows users to receive personalized content suggestions tailored to their preferences, serving as a crucial element in maximizing the user experience.



Personalized Content Recommendations

Using AI technology, Aura analyzes user data such as viewing history, reviews, and likes to provide refined, tailored content recommendations.

Utilizing Big Data

Aura leverages big data analysis based on user activity, incorporating these insights into content planning and marketing strategies.

5. Platform Success Potential and Future Vision

5.1 Aura Platform's Potential for Success

The Aura platform has strong potential to drive innovation in content creation and consumption through the integration of the UGOT model and blockchain technology. In particular, the consolidation of K-Culture content with UGOT content strengthens the connection between fans and creators worldwide, while transparent profit distribution and an AI-driven personalized recommendation system maximize the platform's chances of success.

Success Factor 1 Transparent Blockchain- Based Ecosystem



Through blockchain technology, all transactions and profit distributions are conducted transparently and fairly, building trust among users.

Success Factor 2 AI Personalized Recommendation System



By providing personalized content recommendations based on user data, the platform can maximize user experience and satisfaction.

Success Factor 3 Integration with Global K-Culture Content



Aura focuses on global expansion centered around K-Culture content, including K-pop, K-dramas, and webtoons, encouraging active participation from fans.

5.2 Successful Cases of Blockchain and AI

Aura adopts proven blockchain and AI technologies to build a content ecosystem based on the UGOT model. Successful platforms like Steemit, YouTube, and Kickstarter have leveraged blockchain and AI technologies to innovate content creation and revenue generation, and Aura sets a new standard for the content ecosystem based on these foundations.

5. Platform Success Potential and Future Vision



Steemit

Through a blockchain-based reward system, it successfully operates a model where users create content and receive compensation for it.



Kickstarter

It has established itself as a platform where creators can raise funds through crowdfunding, enabling the execution of new projects.



Youtube

The AI recommendation system provides personalized content to users, driving innovation in content consumption and revenue generation.

5.3 Connecting Meta Search Engines with Existing OTT Platforms

Aura offers a meta-search engine that allows users to search for and compare K-content and UGOT content from existing OTT platforms all in one place. This feature enables users to easily explore content available across various OTT platforms and select their preferred options within the Aura platform.

5.3.1 Key Features of the Meta-Search Engine

OTT Integrated Search

- Users can search for and compare content offered by multiple OTT platforms all in one place through Aura.

Customized Search Recommendations

- Combined with Aura's AI technology, the meta-search engine recommends content tailored to users' preferences, maximizing user experience.

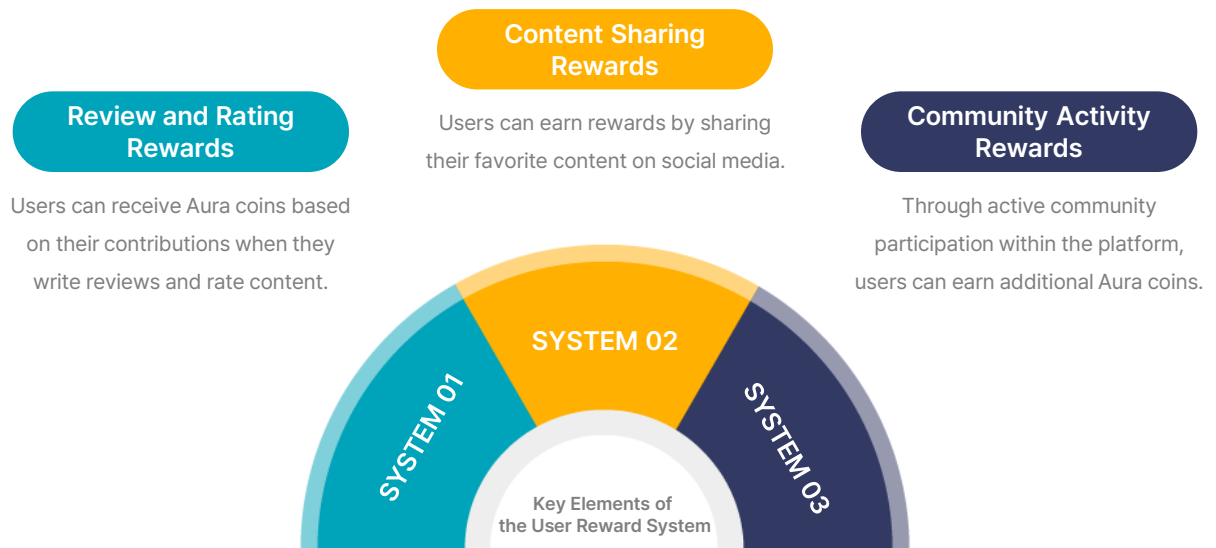
Content Comparison

- Users can compare content available on various platforms and have options for subscription or rental.

5. Platform Success Potential and Future Vision

5.4 User Participation Reward System

Aura operates a reward system to enhance user participation on the platform. Users can earn Aura coins based on activities such as writing content reviews, sharing content, and engaging in community activities, which helps to increase platform engagement and user satisfaction.



5.5 Data Security and Transparency

Aura utilizes blockchain technology to manage all data transparently and securely. All financial transactions, investment activities, and profit distributions are recorded as immutable records, ensuring the integrity of the data.

5. Platform Success Potential and Future Vision

Immutable Transaction Records

All financial flows and investment histories are recorded on the blockchain, allowing anyone to verify them, and in turn, ensuring transparent management.

Decentralized Security

The Aura platform manages data through a decentralized network, minimizing the risks of hacking and data breaches.

Privacy Protection

Aura ensures the safe protection of user personal information through an encrypted data management system.



5.6 Future Vision and Expansion Plans

Aura plans to further expand the UGOT platform by integrating innovative technologies such as VR/AR content and interactive content. This will provide users with new content experiences and position Aura as a leading player in the global content market.

5.6.1 Expansion Plans

Support for VR/AR Content

- Aura will provide users with a more immersive experience through virtual reality (VR) and augmented reality (AR) content.

Expansion of Interactive Content

- By offering interactive content that allows users to engage directly with the material, Aura will introduce new ways of consuming content.

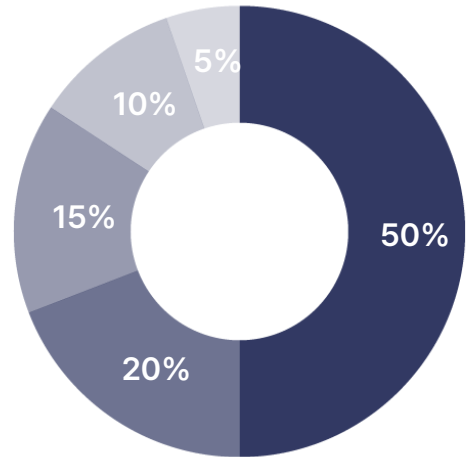
Global Partnerships

- Aura aims to collaborate with various global content producers and OTT platforms to encourage more users to participate in the Aura ecosystem.

5. Platform Success Potential and Future Vision

5.7 Coin Distribution Structure

- Rewards for Content Creators and Investors - 50%
- Platform Development and Maintenance - 20%
- Marketing and Community Expansion - 15%
- Operations and Management Team - 10%
- Emergency Reserve - 5%



Rewards for Content Creators and Investors

- 50% of the coins will be distributed as rewards for investments in content creation and projects. This structure ensures that creators and investors who are active on the platform receive compensation proportional to their contributions to content creation.

Platform Development and Maintenance

- 20% is allocated for the technical development, maintenance, and addition of new features to the platform. This supports the continuous evolution of the platform, enabling it to provide a better experience for users.

Marketing and Community Expansion

- 15% is designated for global expansion and marketing activities of the platform. These resources will be used to promote the Aura platform worldwide and grow the user and investor community.

Operations and Management Team

- 10% is allocated for the operational costs and rewards for the Aura team. This helps the team focus on the operation and management of the platform, as well as maintaining the human resources needed for technological growth.

Emergency Reserve

- 5% of the coins are set aside as an emergency reserve to respond to unforeseen market fluctuations or crises. This plays a crucial role in ensuring the platform's stability and sustainability.

5. Platform Success Potential and Future Vision

5.8 Conclusion

Aura is an innovative platform that combines the UGOT (User-Generated Content + OTT) model, blockchain technology, and K-Culture content. Aura offers a transparent and legitimate content ecosystem to users worldwide, providing a new system where both content creators and investors can share profits.

Key elements that maximize the potential for success of the Aura platform include automated revenue distribution based on smart contracts, an AI-driven personalized recommendation system, and the integration of K-content. Aura is ready to establish itself as a leader in the future content market, offering new experiences and opportunities for both users and creators.

UGOT goes beyond simple content consumption, opening a new ecosystem where users become both creators and leaders of content. No longer will only professionals drive the content market now, you have the opportunity to create content, invest in it, and generate profits as a result. With the transparency of blockchain technology and the AI personalized recommendation system, the Aura platform empowers you to become a god of content and change the world.

6. Other Legal Disclaimers

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