

# WHITE PAPER



# 1. Problems and present condition of E-book Market

Traditional paper books can be expensive and time-consuming to publish. Therefore, no matter how skilled an author might be, it is impossible to publish a paper book from the outset without monetary assistance. E-books help facilitate the entry of these authors into the publications market. Additionally, carrying heavy books around to read is inconvenient for readers, and continuously increasing prices of books leads to cost problems. Because e-books are low in cost and stored on smart devices, they can be easily read by readers anytime and anywhere, thereby innovatively improving the limitations and problems of existing paper books.

As for the e-book that appeared as a supplement to paper books, it was first used in the 1990s, but with the launch of smartphones in the late 2000s, the e-book market has started to grow rapidly. In particular, starting with Amazon 's e-book reader Kindle that was launched in 2007, the e-book market has grown tremendously every year. The share of e-books is already high in the publishing market which includes books. For example, the e-book market share in the US publishing market is over 20 percent and over 10 percent in the UK and Japan.

However, recently a problem has surfaced regarding the growth of the e-book market. While there were a lot of text-oriented e-books in the past, various types of books such as travel books and children's books with many images now appear in the e-book market. But text-based plagiarism checks do not guarantee copyright and rights of the authors of these books. Therefore, the unauthorized copying and distribution of e-books and the price increase of e-books is considered to be the biggest cause of bad news in the market.

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In addition, the declining value of e-book possession and the dominance of conglomerate companies have also reduced the platforms on which e-book authors work, which is also the cause of the e-book market stagnation.

## 2. The Emergence of the ‘AuctorPlace’ Platform

A blockchain has a structure in which blocks containing transactions of various networks are continuously connected. It is a data storage space that provides data invariance and serves as a transaction book that provides the integrity of transaction records. By implementing an e-book platform via introducing blockchain technology into the e-book market, you can realize the following things.

First, an e-book written on a blockchain can have an immutable invariant forever. Therefore, the data, author, and contents of an already stored e-book may be permanently stored and unchanged. Even if someone distorts, plagiarizes, or deletes the contents of a particular e-book, the contents of a particular e-book written on the blockchain are permanently immutable and can be tracked and verified. In addition, you can compare the e-book data written on a blockchain with the contents of the e-book that has been distorted, plagiarized, or deleted to see which data is true. Additionally, e-book data written on a blockchain can be transferred easily, quickly, and securely without incurring cost, at any time, anywhere. At present, ethereum-based tokens pay commission fees for transaction creation on Ethernet networks,

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but advanced blockchains such as IOS do not generate commissions. Thus, electronic books written on blockchains that do not generate commissions can be transferred easily, quickly between sender and receiver without incurring cost at any time, anywhere.

We are proposing the "AuctorPlace" platform in order to improve the problems of the current e-book market and to implement the positive effects of introducing blockchain technology into the e-book market. The "AuctorPlace" platform implements all blockchain technologies that have been developed to the e-book platform, thereby protecting the copyright of e-book authors, increasing the effectiveness of e-book advertisements, maximizing e-book authors' compensation and support, providing a space for users to communicate with authors and exchange opinions with other users, and implementing the expanded production of e-book applications. In particular, the "AuctorPlace" platform introduces an object recognition system so that the plagiarism inspection of various works such as images and graphs and not only the text of the e-book can be performed simultaneously. This develops the e-book market from an adult-centered consumer market into one that can be used by all ages. Furthermore, the "AuctorPlace" platform's object recognition system helps to make existing, but non-electronic books into e-books more easily and comfortably.

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# 1. The Vision of the "AuctorPlace" Platform

## 1) Copyright protection of e-book authors

The "AuctorPlace" platform records all e-book data for users who provide e-book data (hereinafter, authors) on the platform in the blockchain. In addition, according to the provision of e-book data, authors receive compensation in the form of "AuctorPlace" coins. The e-book data recorded on the blockchain has the same invariance and integrity as described above. As a result, authors can safeguard their rights safely forever. Thus, authors can prove and protect the copyright of the e-book that they have published and based on this, can easily create profits for both the author and related industries. The "AuctorPlace" platform is not limited to the existing text plagiarism system, but through the image recognition function, can protect the rights of more authors by analyzing books of various concepts such as children's books.

## 2) Increasing the effectiveness of e-book advertising

Critics can earn "AuctorPlace" coins by leaving a review of the e-book data provided by the author. Therefore, the e-book data provided by the author is exposed to users of the "AuctorPlace" platform, and naturally exposed to the world and advertised by users (hereinafter, critics) who read and critique the e-book data provided on the "AuctorPlace" platform.



A critics commentary is rewarded "AuctorPlace" coin in accordance to the accumulated up-button of pressed by the "AuctorPlace" platform users. The value of the "AuctorPlace" platform can be maximized by accumulating more commentary on e-book data provided by authors and accumulating users' up-buttons.

### **3) Maximizing e-book author compensation and support**

E-book data authors will be separately compensated by "AuctorPlace" coins that correspond to a fixed percentage of the "AuctorPlace" coins that the reviewers receive based on the commentary of the e-book data. This allows e-book data authors to earn revenues directly from their e-books, reducing the distribution and management costs of new authors entering the e-book market or that of the paper book market. As a result, the authors' profits are maximized. In addition, the "AuctorPlace" coin, which is given to authors based on the corresponding fixed percentage to that of the "AuctorPlace" coins the critic receives for their commentary of the e-book data, is accumulated as a reserve fund within the "AuctorPlace" platform. Reserve funds accumulated in the "AuctorPlace" platform are used as funds for "AuctorPlace" platform users and the e-book market.



#### 4) Providing a space for communication with e-book authors and user opinion exchange

E-book data authors, critics, and e-book data readers can all gather in the space provided by the "AuctorPlace" platform to discuss and share opinions. The "AuctorPlace" platform analyzes the e-book data and commentary of the corresponding e-book data and periodically holds a space for users to share their opinion. Users who participate in the public space can receive "AuctorPlace" coins as compensation, readers can directly ask questions to authors, and authors can reply to readers. Additionally, in discussions and competition spaces with specific topics, the user that is able to present the best answer to the topic and wins the competition will receive "AuctorPlace" coins.

#### 5) Expanded production of e-book applications

After the e-book data provider publishes the e-book, "AuctorPlace" platform users can purchase the e-book data with "AuctorPlace" coins. In addition, users who purchase the e-book data can also produce their own applied work with the consent of the author. By providing author's consent, the author can receive "AuctorPlace" coins from the user, and the user, by gaining the opportunity to use the author's e-book data, can generate revenue by creating new works.



## 6) E-book users' data analysis system

By analyzing diverse e-book market demand into data, e-book users will be recommended books of similar genres in the future, so high reuse rates are predicted. Additionally, authors and related industries can more easily grasp the taste of e-book consumers, leading to long-term platform users.

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## 2. System Provided By the "AuctorPlace" Platform for Users

### 1) Plagiarism inspection system using object recognition technology

In order to protect the copyright of e-book authors, the "AuctorPlace" platform is implemented to review the similarities of registered e-books with newly registered books. In electronic representation, problems such as plagiarism are always present. Therefore, this process should be more focused on. Plagiarism inspection is now easy for books of text, but plagiarism inspection for books related to images are not easy to inspect. In order to solve this problem, object recognition is implemented into the "AuctorPlace" platform.

Object recognition refers to the task of classifying and identifying a given inputted image. As the number of images that can be inputted is infinite, advanced technology to implement object recognition system is essential. In the past, technologies such as R-CNN, Faster R-CNN, etc. were used in object recognition systems. These techniques are mainly aimed at finding out which objects are in the image, extracting about 2,000 or more sub-images from the inputted image, cutting and acquiring the parts of existing objects, and through CNN, sorting and categorizing each object.



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Figure 1. R-CNN[1]

[1] <https://towardsdatascience.com/r-cnn-fast-r-cnn-faster-r-cnn-yolo-object-detection-algorithms-36d53571365e>



While Fast R-CNN, which is an improvement of the R-CNN technology described above, combines all the images and object proposals into one and has it pass through the CNN process which otherwise had to pass through each Region proposal, Faster R-CNN solves the bottleneck that was the problem of Fast R-CNN's region proposal by using Region Proposal Networks (RPN).

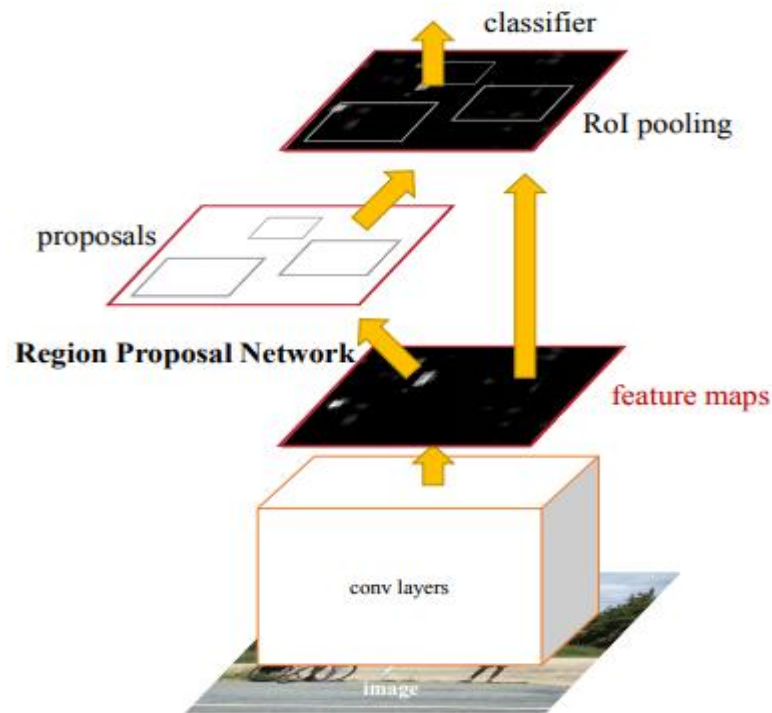


Figure 2. Faster R-CNN

[2] <https://arxiv.org/pdf/1506.01497.pdf>



Since the object recognition system on the "AuctorPlace" platform cannot recognize small image data entered in a book, it uses Mask R-CNN technology that is able to detect image data in small increments in order to process image data. The Mask R-CNN, which will be run on the "AuctorPlace" platform, is formed of the Mask at the top of the CNN and the Faster R-CNN as a branch to create a binary mask that determines if the data is part of a certain image.

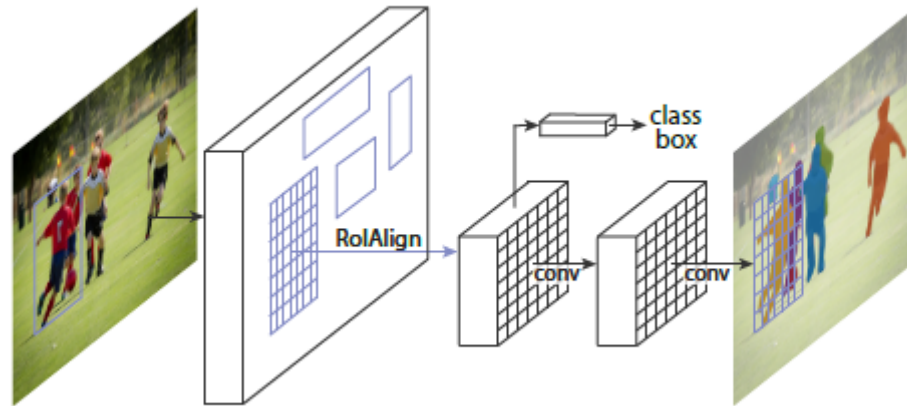


Figure 3. Mask RCNN .[3]

In other words, through the combination of Faster R-CNN and Mask as a branch, Mask R-CNN technology is more sophisticated than any object recognition system and can be used for near perfect analysis as below, and is able to compare and analyze any existing book images and texts.



Figure 4. result of Mask R-CNN[3]

[3] He, Kaiming, et al. "Mask r-cnn." Computer Vision (ICCV), 2017 IEEE



## 2) Easy e-book production, distribution, and sharing system using the 'WYSIWYG; What You See Is What You Get' method

Based on the WYSIWYG method and according to the Drag & Drop, the "AuctorPlace" platform provides authoring tools for designing e-books by linking various graphics and multimedia platforms (YouTube, SNS, audio) without requiring coding. Through it, the "AuctorPlace" platform transcends existing stationary e-books and creates an interactive user environment. It also provides different design templates for each e-book concept, allowing authors to design books by combining various designs. As a result, authors can easily design and write e-books without the help of a publisher. In addition, the "AuctorPlace" platform provides tools that make it easy to set up complex mathematical symbols and Greek symbols, making it easy for authors to create e-books related to various theses and math texts.

## 3) Automatic translation solution system using A.I technology

The "AuctorPlace" platform provides automated translation AI solutions using NMT (Neural Machine Translation). As a result, authors can provide e-books in a variety of languages. Additionally, authors can write an e-book in one language and easily translate the e-book into another language and provide it to readers. NMT is based on the RNN encoder-decoders translation model. According to the NMT, initial preparation of a pair of training data in Korean and English is required.



After enough training data has been acquired, it becomes possible to enter whole sentences into the RNN deep learning algorithm.

The algorithm explained above encodes (codes) the input (Korean sentence) as a whole, and then decodes (makes into a sentence) the code to generate an output (English sentence). You can measure the "distance" between the correct and incorrect answer by comparing the correct answer with the generated English sentence. By repeatedly inputting numerous training data, you can narrow the distance between the output and the correct answer. The algorithm can successfully translate a whole sentence that is inputted if it can capture not only the meaning of each word but also the relationship between the words and between the phrases. By resolving on which area to focus on through the Attention Mechanism, the "AuctorPlace" AI automatic translation solution can solve this problem. Attention Mechanism is a concept that allows algorithms to learn which subjects are important in a given task. For example, if the algorithm focuses on the wrong area, the algorithm can be taught that the quality has deteriorated.

The Attention Mechanism uses attention-specific vectors. In attention-specific vectors,  $n$  of  $H(t)$  and  $m$  of  $Z(t-1)$  are generated from the encoder and decoder respectively. The associated score of each context vector  $n$  of  $H(t)$  is calculated from the previous hidden state of the decoder,  $m$  of  $Z(t-1)$  and from the previous symbol  $m$  of  $Y(t-1)$ . These scores are calculated by the following equation and become  $\alpha(m,n)(t,i)$ , the attention weights.

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$$\alpha_{t,i} = \frac{\exp(e_{t,i})}{\sum_{j=1}^{T_x} \exp(e_{t,j})},$$

With such attention weights, the time-dependent context vector is computed by the weighted sum of the original context vector  $C(m, n)(t)$ .

$$e_{t,i}^{m,n} = f_{\text{score}} \left( \tilde{\mathbf{h}}_t^n, \tilde{\mathbf{z}}_{t-1}^m, \tilde{\mathbf{y}}_{t-1}^m \right)$$

These scores can be used to determine which areas are important. The quality of translations can be improved by intensively training in such areas.

	Size	Single	Single+DF	Multi
En→Fi	100k	5.06/3.96	4.98/3.99	6.2/ <b>5.17</b>
	200k	7.1/6.16	7.21/6.17	8.84/ <b>7.53</b>
	400k	9.11/7.85	9.31/8.18	11.09/ <b>9.98</b>
	800k	11.08/9.96	11.59/10.15	12.73/ <b>11.28</b>
De→En	210k	14.27/13.2	14.65/13.88	16.96/ <b>16.26</b>
	420k	18.32/17.32	18.51/17.62	19.81/ <b>19.63</b>
	840k	21/19.93	21.69/20.75	22.17/ <b>21.93</b>
	1.68m	23.38/23.01	23.33/22.86	23.86/ <b>23.52</b>
En→De	210k	11.44/11.57	11.71/11.16	12.63/ <b>12.68</b>
	420k	14.28/14.25	14.88/15.05	15.01/ <b>15.67</b>
	840k	17.09/17.44	17.21/17.88	17.33/ <b>18.14</b>
	1.68m	19.09/19.6	19.36/20.13	19.23/ <b>20.59</b>

Figure 5. result of attention mechanism

Reference: <https://arxiv.org/pdf/1601.01073.pdf>





#### 4) Vetting system such as automatic sorting, grammar correction, etc.

The "AuctorPlace" platform checks and automatically corrects words and grammar utilizing a state-of-the-art AI technology, recurrent and convolutional neural sequence to sequence models. It uses the CCEAD model to train the language model and run spell checks. A large number of sentences are inputted as a training set, and each sentence is assigned a context label that classifies the intent of the underlying sentence. Each time a grammar is assigned, the evaluation metric is scored. If the CER (Character Error Rate) is high, the penalty of  $r(c)$  is imposed to reduce the gap between the correct and incorrect answers.

$$r_c = \begin{cases} 1 & \text{if } p_{cer} \leq o_{cer} \\ e\left(\frac{p_{cer}}{o_{cer}}\right)e^{(1-e^{P_{Sc}})} & \text{if } p_{cer} > o_{cer} \end{cases}$$

$r$ : penalty,  $P(cer)$ : CER of model predicted value,  $O(cer)$ : CER of input value,  $P(Sc)$ : Conditional Probability of context label  $C$

The evaluation measure is obtained by cross entropy of the predicted value of the model. If the smooth version of the CER measured value is represented by  $S(cer)$ , it is obtained as follows.

$$s_{CER} = r_c \times H_{S_c}.$$



Accurate grammar check and correction become possible by training the language model until the CER value is less than a certain value.

<i>Model</i>	<i>Inputs</i>	<i>Prediction</i>
Google Search	'I toks you silky'	' i told you silky'
	' lease stnd p'	' please stand p'
	'sh ws s fnyy'	' she was funny'
	'i hatttttte yyyoooouuuuu'	' i hatttttte yyyoooouuu'
	'tlk t y frnd'	'talk t y frnd'
	'dont yello at me'	don't yell at me'
	'yello world'	'yellow world'
	' i prefer yello tops'	'i prefer yellow tops
	'ths i extrmley hrd'	'this i extremely hard'
CCEAD (Ours)	'hes is rel slw'	'hes is real slow'
	'I toks you silky'	' i told you silly'
	' lease stnd p'	' please stand up'
	'sh ws s fnyy'	' she was so funny'
	'i hatttttte yyyoooouuuuu'	' i hate you'
	'tlk t y frnd'	'talk to my friend'
	'dont yello at me'	don't yell at me'
	'yello world'	'hello world'
	' i prefer yello tops'	'i prefer yellow tops
	'ths i extrmley hrd'	'this is extremely hard'
	'hes is rel slw'	'he's is real slow'

Figure 6. result of CCEAD model

Reference: <https://arxiv.org/pdf/1709.06429.pdf>

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## 5) Digitization system of paper books through the PDF Editor System

The "AuctorPlace" platform provides a working system that makes it easy to convert existing offline books into e-books through the PDF Editor System. When one leaves their offline book at the print shop and turns it into a PDF file, it will be registered on the blockchain network through the "AuctorPlace" platform and converted into an editable e-book format. This makes it easier for existing offline books to enter the e-book market.

## 6) Anti-piracy and illegal distribution prevention system

The "AuctorPlace" platform compares and analyzes the contents of existing e-books registered on the blockchain network with newly registered e-books through the AI plagiarism prevention system and checks for plagiarism. The "AuctorPlace" platform has implemented a plagiarism prevention system by adopting machine learning technology and natural language processing technology.

## 7) Assistance system for the visually impaired using TTS (Text To Speech) technology

The "AuctorPlace" platform provides assistance tools for the visually impaired through the TTS system. This system enables the visually impaired to listen to the text in the spoken language so that the visually impaired can read books.



The book will have audio voice features that can be converted into MP3, stored and carried around, allowing the visually impaired to listen to audio children's books, audio novels, etc. anywhere like one can a podcast.

The "AuctorPlace" platform implements the TTS system by applying WaveNet technology developed by Google DeepMind. WaveNet maintains alignment by using causal convolutions and predicts the next future timesteps that do not depend on timestep  $t$ . When creating the model, predictions keep their order. After each sample is predicted, it is fed back into the network again to predict the next sample. It boasts a higher performance than traditional RNNs.

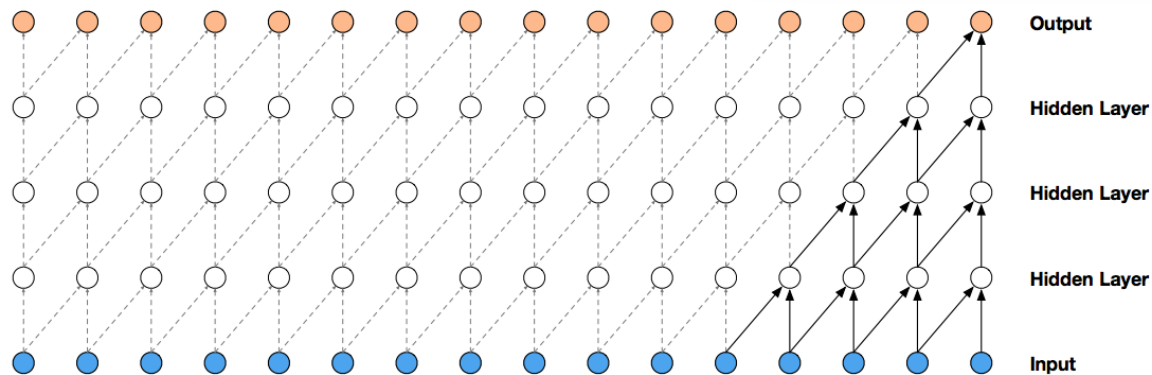


Figure 7. Visualization of a stack of causal convolutional layers



The audio samples use softmax distribution which allows for easier and more flexible arbitrary modeling of categorical distribution. When input  $h$  is given, WaveNets will model the conditional distribution  $p(\mathbf{x}|\mathbf{h})$  according to the following formula.

$$p(\mathbf{x}) = \prod_{t=1}^T p(x_t | x_1, \dots, x_{t-1})$$

Time series using transposed convolutional networks are mapped to a new time series, and the following activation unit will be used.

$$\mathbf{z} = \tanh(W_{f,k} * \mathbf{x} + V_{f,k} * \mathbf{y}) \odot \sigma(W_{g,k} * \mathbf{x} + V_{g,k} * \mathbf{y}) :$$

The TTS system implemented through WaveNet shows 50% better performance than conventional models such as the LSTM\_RNN parametric method and the HMM-driven concatenative method.

reference: <https://arxiv.org/pdf/1609.03499.pdf>



## 8) E-book recommendation system for subscribers

The "AuctorPlace" platform uses the Pearson Correlation Coefficient based Collaborative Filtering (PCC) to derive preference information from many users and automatically predicts users' interests and suggests recommendations accordingly. The PCC item-based value prediction measures the similarity through the following equation.

$$Sim(u, v) = 1 - \frac{\sqrt{\sum_{i \in I} \left( \frac{r_{u,i} - r_{u,min}}{r_{u,max} - r_{u,min}} - \frac{r_{v,i} - r_{v,min}}{r_{v,max} - r_{v,min}} \right)^2}}{\sqrt{|I|}}$$

The "AuctorPlace" platform compares and analyzes the number of up buttons pressed by the user and the content they mainly subscribe to and recommends the book that most closely matches the user's taste.

Reference: <https://ieeexplore-ieee-org.ezproxy1.lib.asu.edu/stamp/stamp.jsp?tp=&arnumber=8389990>

## 9) Compensation system regarding the use of the "AuctorPlace" platform (up button, commentary, critique, share, referral)

The "AuctorPlace" platform is equipped with an appropriate compensation system in order to create an ecosystem that benefits both authors and subscribers.



Each time a user presses the up button of the author they like, the author and subscribers receive compensation of a fixed percentage, and of the commentaries and critiques written, the ones that the author selects will also be rewarded through AUCT coins. Also, subscribers can share their favorite e-book through SNS platforms and can receive AUCT coins according to the rate of inflow through the link they shared. As a result, viral marketing naturally occurs and the author's e-books can be subscribed to and read on various SNS platforms and not simply on the "AuctorPlace" platform. Thus, authors and critics can increase their compensation by increasing subscriptions, receiving more up buttons, while subscribers can increase their compensation by pushing up buttons, writing reviews and critiques, or through referrals such as sharing the e-book on SNS platforms.

## **10) Communication system between authors and readers**

All authors will have a personal online study space which becomes a space where they can communicate with their fans. The authors earn a fixed amount of AUCT coins when fans press the up button or subscribe to their book. Depending on the number of fans, the rate of AUCT coin compensation the author receives will increase. In addition, fans can sponsor their favorite authors with AUCT coins and increase the value of the AUCT coin as 1% of the sponsored AUCT coin will be automatically incinerated.



## **11) P2P compensation system excluding intermediary involvement**

The "AuctorPlace" platform can revolutionize the existing publishing market as an intermediary-free blockchain system. Existing publishers have a 5% to 10% rate of income, and every time a book is sold, the author only earns 5 to 10% of the book volume. The "AuctorPlace" platform converts all book income into AUCT coins and pays the author directly. Subscribers can earn AUCT coins which can be used to purchase e-books or to sponsor authors through various activities within the "AuctorPlace" platform. Through this, the "AuctorPlace" platform can relieve unnecessary marketing costs and existing unreasonable publishing market systems.

## **12) System for entering other services using e-book summary technology**

The "AuctorPlace" platform will provide the world's first online video production system based on books. It combines basic movie templates with WYSIWYG editor and enables authors to create 2 to 5 minute videos like a movie trailer using their contents. The "AuctorPlace" platform uses artificial intelligence techniques in each book's table of contents to match the table of contents and corresponding keywords in order to extract important texts and images from each chapter. This is combined with sentences that are frequently scrapped by subscribers. Based on these, an automated video frame is completed which the author can then edit and complete.





Through this, the "AuctorPlace" platform allows e-books to go beyond simple text and allows it to enter into the video platform. Educational books can also be used as educational videos.

Reference: <https://www.youtube.com/watch?v=L1iy3J9AF7A>

In this regard, reading an average of 8.3 books a year, modern people feel tired of reading long books. The "AuctorPlace" platform provides a summary system that summarizes e-books. Users can set the compression ratio that summarizes the contents, such as summarizing the book into one line, three lines, five lines, or one page, and the "AuctorPlace" platform summarizes the contents of the e-book with AI auto extraction technology.

The automatic summary technique is implemented by selecting keywords from the titles and lead sentences of the book's contents and creating a graph to evaluate the centrality of the link. The lead sentence and the selected supplementary sentence form the summary which is ultimately provided to the subscriber.

The Attention Mechanism described above is used to determine which part of the sentence should be focused on. A word is represented as a number through the process of word vectorization, and each word appears as a single point of a very high dimensional space.





Figure. 8 Keyword networks composed of the word-based influence intervals

Through the keyword connection generating model, words with similar expressions are located relatively close in this space while different expressions are located further from each other. When a word appears, a ruling interval of  $2N$  is formed, and when the word appears again within the range of  $N$  words from the next word immediately following the ruling section, the number of the word is extended by  $2N$  excluding the extent that overlaps with the existing ruling section. You can use this model to capture the different importance between words and reflect the keywords in a graph.

Reference: [http://kiise.or.kr/e\\_journal/2017/2/JOK/pdf/04.pdf](http://kiise.or.kr/e_journal/2017/2/JOK/pdf/04.pdf)



### III. Conclusion

As we have seen, the "AuctorPlace" platform allows e-book authors to make money without going through a publisher, thereby lowering the barriers to entry for new authors, ensuring the rights of authors forever, facilitating the sharing of excellent e-books among readers through commentaries and compensating those who write the commentaries, allowing a space for the author's critics and readers to coexist, and focuses on making it possible for e-books to be applied to new works and generate profits. To implement this, the "AuctorPlace" platform will provide various systems as described above for users, and will enable "AuctorPlace" coins to be utilized within the "AuctorPlace" platform to create value for everyone that participates in the platform. The coins can be used to buy e-book data and will be distributed to e-book data authors, critics, etc., and its value can be recognized by exchanging it in the coin market.

We promise to contribute in creating a healthy e-book market by implementing a continuously developing e-book platform based on the "AuctorPlace" platform and "AuctorPlace" coin.

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