

VAYLA : The Future of Decentralized Entertainment & Funding

Empowering Global Fans and Creators through
Web3-Based Participation Models



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VAYLA Foundation

CHAPTER 1 Introduction & Industry Background

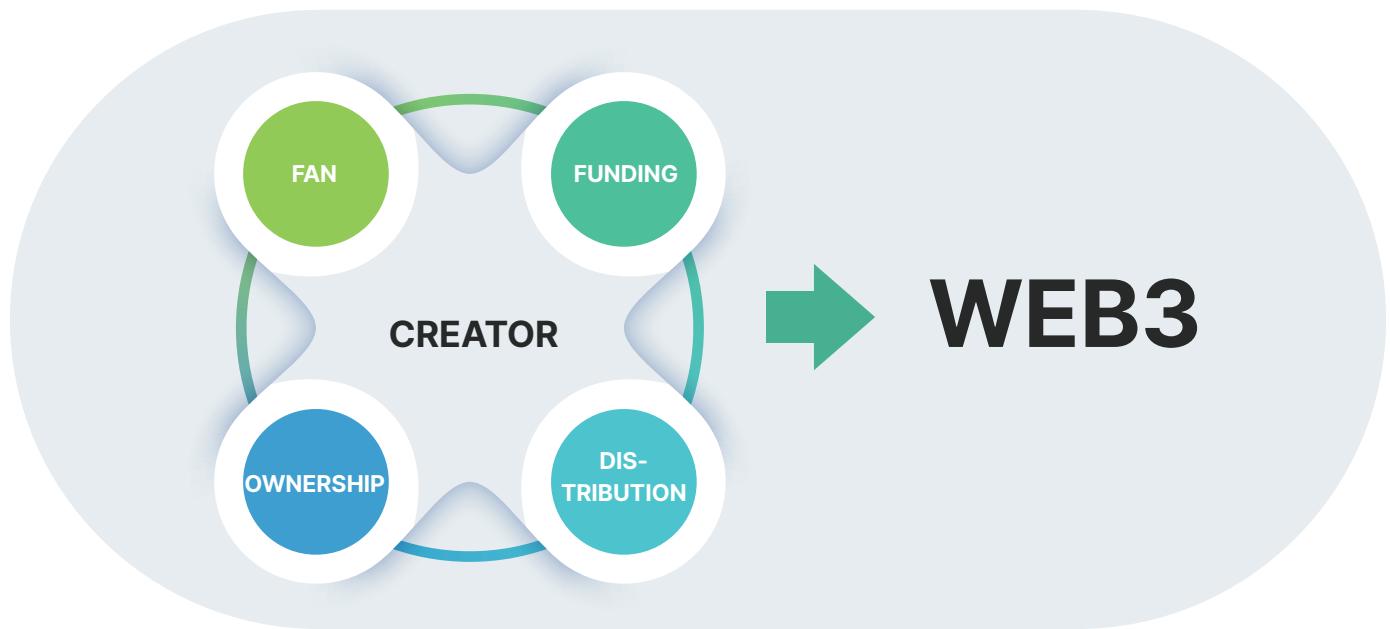
1-1 Introduction

The entertainment and content industries are no longer bound by borders. Today's global digital generation — Gen Z and Gen Alpha — is driving the unification of content ecosystems, where fans from all continents consume, share, and even co-create content in real-time.

From music and drama to creator commerce and virtual fandoms, the boundaries between region, genre, and platform are fading fast. This trend signifies not just cultural globalization, but a fundamental restructuring of the content value chain.

In this landscape of change, Web3 and decentralized technologies are emerging as the infrastructure for the next-generation content economy. With AI, immersive media, and digital ownership becoming key drivers of the 4th Industrial Revolution, there is a growing demand for a transparent, borderless, participatory ecosystem.

According to Goldman Sachs (2024), the creator economy surpassed \$250B in 2023 and is projected to reach \$480B by 2027. Statista (2023) confirms that over 65% of Gen Z consumes cross-border digital content daily



[Content Global Convergence Structure]

1-2 The Rise of Global Convergence in Content

Gen Z and Gen Alpha consume content across borders — from K-pop to Latin music, Asian webtoons to global e-sports. Cultural boundaries are collapsing as fans form decentralized digital communities on their own. The Fourth Industrial Revolution, driven by AI, automation, and immersive tech, is merging content, finance, and identity into a unified structure.

Web3 is not just about decentralized finance — it is the infrastructure for programmable ownership, transparent participation, and fair value distribution across media and culture.

McKinsey's Digital Future Report (2024) highlights how immersive commerce and token-based interaction are reshaping user engagement models. MIT Media Lab (2023) underscores the role of smart contracts in reshaping cultural IP ownership.

| | 2024 | | 2030 | | CAGR |
|---|---|----------|--|----------|--------------|
| Creator Economy |  | \$205.2B |  | \$1.1T+ | 23.3% |
| Brand Licensing |  | \$337.6B |  | \$470.5B | 4.3% |
| Entertainment / Live Performance |  | \$38B |  | \$67.5B+ | 9.8% |
| Fan Engagement |  | \$5.9B |  | \$25.4B | 16.3% |

출처 : Global Market Insights Inc. / Licensinginternational / Financial Times / Global View Research

[Creator Economy Market Growth Graph]

1-3 VAYLA's Role in the New Paradigm

VAYLA is not just a local token project — it is a global, decentralized infrastructure built to power the next evolution of the content economy.

We aim to :

Enable fans and communities to directly participate in content creation and event funding

Empower creators with alternatives to traditional capital/distribution models Offer token-based rewards such as ticket access, exclusive merchandise, and NFT benefits Bridge on-chain incentives with off-chain economic activity

We are not merely tokenizing content. We are rebuilding the entire content funding, production, distribution, and ownership model — from global fan-powered investments to decentralized cultural equity.

As platforms like TikTok and YouTube become global stage-setters, VAYLA seeks to become the infrastructure layer for decentralized fan economies worldwide.

CHAPTER 2 Limitations of the Traditional Industry and Emerging Opportunities

2-1 Structural Challenges in the Traditional Content Industry

The content production and distribution ecosystem has long been dominated by broadcasting networks, distributors, and traditional investors. While these institutions have played a pivotal role in the industry's growth, they now struggle to keep pace with the rapidly evolving demands of a global digital audience.

| Category | Traditional Content Industry | Web3-Based |
|--------------|------------------------------|---------------------------|
| Investment | Conservative, Limited | Fan-Participation, Open |
| Distribution | Post-Production Model | Real-Time, Participatory |
| Revenue | Creator-Centric | Participant-Sharing Model |

1) Conservative Investment Models

Major broadcasters and distributors continue to prioritize established content formats and top-tier stars, leaving little room for newcomers and experimental formats. As a result, innovative and creator-driven content faces significant hurdles in entering the mainstream.

2) Inefficiencies in the Post-Production Distribution Model

Most content is funded and produced before market feedback is available, resulting in high risks upon release. This "post-release exposure" model discourages bold planning and innovation due to the potential for large-scale losses.

Reference: "Global Media Outlook Report 2024" (PwC) 60% of emerging content projects in Asia reported delayed funding or shelving due to market risk concerns.

3) Limited Integration of Global Fandom

The industry's reliance on local ratings KPIs fails to reflect demand from global fanbases. K-content, though globally popular, often lacks fan engagement strategies tailored for international audiences.

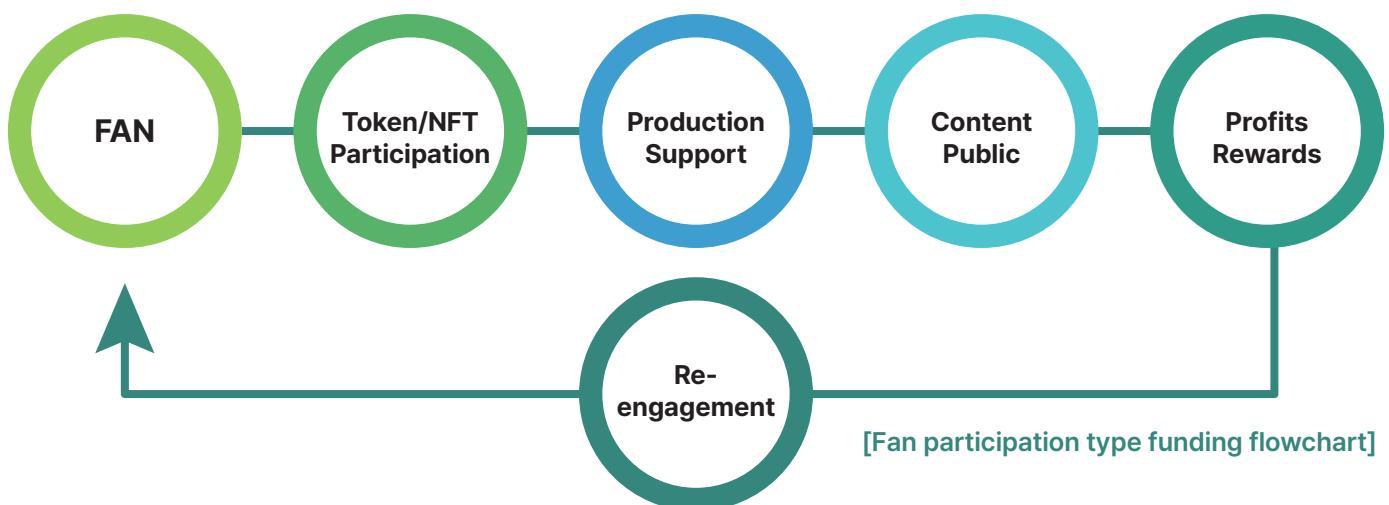
Source: Variety Magazine (Mar 2024) "Despite surging global interest in Korean dramas and webtoons, only 30% of projects incorporate fan interaction strategies."

2-2 Participatory Funding via Web3: A New Possibility

Web3 and decentralized infrastructures present not just a technological trend, but a fundamental shift in content economics. At the heart of this change is the ability for fans to directly participate in content funding and curation.

✓ Fan-Centric Participation

Global users can participate in content development through token purchases or NFTs. This allows fans to become co-owners, not just passive consumers.



✓ Pre-Market Validation

User data collected during participatory funding provides measurable insight into global demand. Creators and broadcasters can craft more accurate production and marketing strategies.

Reference: Deloitte's "Web3 in Media & Entertainment" (2023) Projects using token-based pre-sales reduced marketing costs by 32% on average.

✓ Viral Global Marketing

Participation generates organic global marketing through fan engagement—before content is even released. Broadcasters benefit from reduced promotional costs and expanded global reach.

2-3 Coexistence, Not Competition with Traditional Players

VAYLA does not seek to replace existing broadcasters or distributors. Instead, we aim to build symbiotic relationships that bring data-driven efficiency and audience-centric planning to the industry.

✓ Enhancing Traditional Strengths

Major platforms still hold powerful infrastructure and distribution channels.

VAYLA provides them with real-time data on fan interest, ticket demand, and global trends.

✓ Risk Diversification & Content Incubation

Low-risk participatory funding models support indie creators and experimental projects.

For broadcasters, this means portfolio diversification with reduced upfront risk.

✓ Fair Value Sharing

A portion of revenues from funding or distribution is returned to fans via rewards: tickets, merchandise, or exclusive NFTs. This fosters a sustainable, inclusive content economy.

2-4 VAYLA's Vision: A Collaborative Growth Model

VAYLA introduces a model where creators, broadcasters, distributors, and fans share the value generated by content. This transforms participatory funding into a core component of the next-gen marketing and distribution strategy.

Positioned as a global content testbed, VAYLA offers measurable benefits and fresh revenue streams to traditional media institutions.

Source: Forbes (2024) "Next-gen platforms like VAYLA are breaking barriers, enabling fans to not just watch, but actively shape the future of entertainment."

CHAPTER 3 The Necessity of the VAYLA Token and the Expandability of the Web3 Content Ecosystem

3-1 Evolution of the Web3 Content Ecosystem

The content industry is rapidly shifting toward a consumer-centric structure, driven by advancements in technology and platforms. Blockchain and Web3 models are enabling not just new forms of content consumption but also decentralized planning, funding, marketing, and profit-sharing.

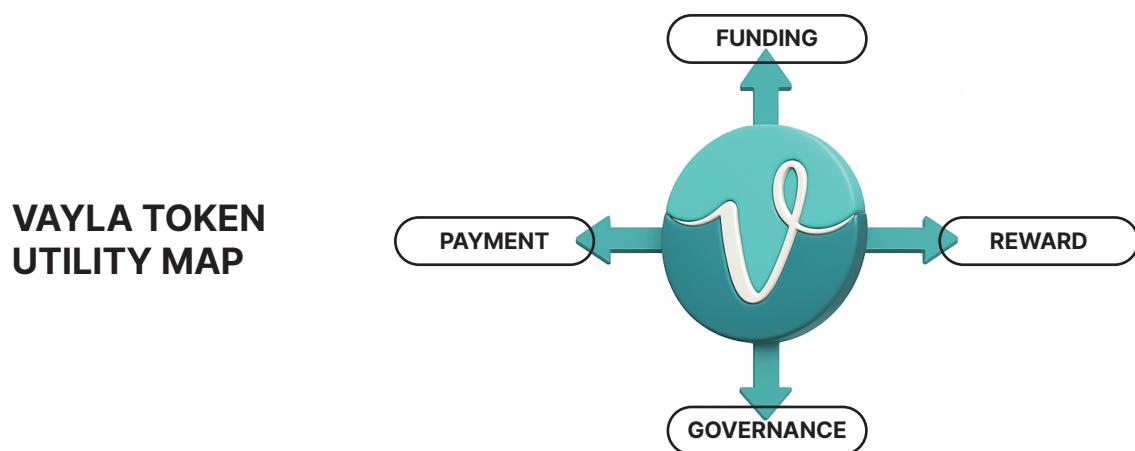
While Web2 models prioritize centralized profit-taking by platforms and distributors, Web3 empowers creators and fans to become key stakeholders via tokens, NFTs, and DAOs.

✓ Example

According to DappRadar Q3 2024 Report, the number of users on Web3 creative platforms exceeded 43 million in 2024 — a 170% increase YoY.

✓ Academic Research

"Web3 and the Creative Economy: A Decentralized Opportunity for Artists" (Harvard Kennedy School, 2023) highlights that decentralized structures provide new growth channels for small creators and fan-driven communities, breaking the monopoly of existing distribution platforms.



3-2 The Real-World Utility of the VAYLA Token

The VAYLA Token serves as more than just a transactional asset. It is the core utility token that powers the VAYLA platform's operations across participation, funding, payments, and rewards.

✓ Key Use Cases

Funding Participation: Fans use VAYLA to support content projects and receive rewards tied to future revenue

✓ Microtransactions

Payments for goods, digital tickets, or exclusive content

✓ Rewards

Distributed to users and creators through platform engagement and campaigns

✓ What Sets VAYLA Apart

Designed primarily for utility, not speculation

Avoids regulatory classification as a security token, which is essential for exchange listings

Research Insight

As per Messari's 2025 Utility Token Ecosystem Outlook, content-related utility tokens now account for 28% of all utility tokens, surpassing gaming and DeFi in transaction volume.

[Source : Messari "2025 Utility Token Ecosystem Outlook"]

3-3 Strategic Collaboration Model: VAYLA as an Ecosystem Connector

VAYLA is not just a funding tool — it acts as a strategic bridge between Web3 projects, token foundations, and the entertainment industry.

1) Token Swaps & Co-Marketing

VAYLA can be exchanged with partner project tokens to co-host campaigns or sponsorships. Similar to how Gate.io sponsored Formula 1, VAYLA can sponsor concerts or broadcasts using entertainment IPs while integrating Web3 partners.

2) DAO-Based Co-Creation

Token holders form DAOs that vote on project topics or creators, transforming fans into participants.

3) Future NFT Collaborations

Potential for co-branded NFT releases with K-pop agencies or entertainment studios (outlined in future roadmap)

Industry Reference

"Web3 Firms Bet Big on Cultural Partnerships, Entering Entertainment Space" — [Forbes Korea, March 12, 2025]

3-4 Solving Web3's "Real World Adoption" Problem

Many Web3 projects struggle to reach real-world users despite having large token reserves and technical resources. VAYLA provides a realistic entry point into mainstream culture via content, fandom, and events.

Partnership Incentives

- Co-investment into IPs or productions
- Cross-community DAO marketing
- Token swaps for mutual liquidity
- Joint ventures in concerts or broadcasts

Statistical Support

According to the Crypto.com Web3 Adoption Survey (2024), 63% of Web3 foundations cited "mainstream adoption" as their biggest challenge.

3-5 Competitive Advantage of the VAYLA Team

- Strong access to existing production & distribution infrastructure
- Partnerships with broadcasters, talent agencies, and fan platforms
- Active investor and marketing networks

 The founding team has real-world experience executing high-profile content projects, which enhances credibility and user acquisition in the Web3 space

CHAPTER 4 VAYLA Token Structure and Distribution

4-1 Legal Advisory and Issuance Structure

The VAYLA Token is issued under a BVI (British Virgin Islands) entity and complies with international regulations governing digital asset issuance and Web3 projects within the BVI jurisdiction.

To preemptively avoid regulatory restrictions in specific countries, including South Korea, all marketing and distribution activities targeting such regions are limited within the whitepaper and platform.

The issuing and management body, VAYLA FOUNDATION (BVI), oversees initial circulation and ecosystem management. All related policies are designed in alignment with international legal consultation and BVI's regulatory environment.

4-2 Total Supply and Distribution Structure

Total Supply : 3,000,000,000 VAYLA

Token Type : Utility Token (ERC-20, with plans for multi-chain expansion)

Blockchain : Polygon (MATIC) initially → Multi-chain structure to follow

Ticker : VYA

| Category | Allocation (%) | Quantity | Notes |
|----------------------------|----------------|-------------|---|
| Team / Advisors | 15% | 450,000,000 | 36-month lock-up, linear release |
| Partnerships / Alliances | 15% | 450,000,000 | For collaborations with content, exchanges, and foundations |
| Ecosystem Operations (Eco) | 20% | 600,000,000 | DAO operations, rewards, platform expansion |
| Community Rewards | 20% | 600,000,000 | Funding participation, content rewards, airdrops |
| Marketing | 15% | 450,000,000 | Listing promotions, influencer campaigns |
| Public Sale | 10% | 300,000,000 | Private + public sale, initial liquidity |
| Reserve (Contingency) | 5% | 150,000,000 | Emergency funds, expansion readiness |

✓ The Ecosystem Operations (Eco) allocation serves as flexible assets for foundation use—applicable for future partnerships, DApp integrations, swaps, and on-chain DAO governance participation.

4-3 Revenue Model and Utility of VAYLA

The VAYLA Token functions not just as a governance tool but as a real utility token directly linked to revenue generation.

✓ Funding Participation Fees

- Users pay platform fees (1–3%) in VAYLA when joining funding campaigns.
- Early participants or holders may receive fee discounts based on tier levels.

Rewards and Staking Incentives

- Tokens are distributed as rewards upon successful project funding.
- Additional bonuses are granted based on content performance and growth (linked to RWA revenue-sharing models).

Content, DApp, and Contributor Rewards

- Tokens are distributed to DAO participants and algorithm contributors (e.g., recommendation systems).

Designed for open-market style curation with shared revenue models.

DeFi Utility (Planned)

- LP staking and DeFi integrations for funding-based liquidity.
- Implementation of mathematically optimized incentive models for sustainable reward distribution.

Summary

VAYLA functions as a utility-driven ecosystem token, directly tied to platform participation, revenue, and rewards—bridging user engagement and decentralized governance with real-world content funding applications.

4-4 Governance Structure and Expansion Plan

Core decision-making within the platform is carried out through an on-chain governance system jointly managed by the community and the foundation.

In the future, ecosystem partner projects will be integrated into the VAYLA ecosystem, engaging through token swaps, marketing sponsorships, joint funding events, and DAO-linked voting mechanisms.

👉 To expand real-world circulation, VAYLA plans to collaborate with other Web3 foundations through on-chain/off-chain co-marketing and token swap strategies.

Example

- Web3 foundations may join as co-sponsors in partner concerts or content projects.
- Token holders from partner foundations can be granted priority access to VAYLA funding campaigns.
- Implementation of cross-chain swaps and joint NFT releases (to be included in the roadmap).

Summary

- VAYLA is a utility token directly connected to the real content funding system.
- Revenue and rewards are tied to platform participation and ecosystem growth.
- Focused on utility-driven adoption rather than passive holding.
- Global expansion will be accelerated through partnerships and token swap strategies with other Web3 projects.

CHAPTER 5 Roadmap & Ecosystem Deployment Strategy

(From Q4 2025 to Q4 2026)

5-1 Project Direction

VAYLA aims to become more than just a digital asset. It is a Web3-based decentralized content ecosystem that connects creators, fans, investors, and distributors.

- Launch of the official content funding platform
- Strategic partnerships with global IPs and entertainment players
- Expansion of user community and DAO governance
- Integration with real-world assets: tickets, merchandise, and collectibles

5-2 Roadmap Overview (2025 Q4 – 2026 Q4)

- Incorporation in Singapore
- Whitepaper and official documents published
- Launch of global communities (X/Twitter, Discord, Telegram, Medium)
- Listing applications and PR campaigns initiated
- Initial partnerships signed (media, content studios)
- December 2025 | Token Generation Event & Listing (Target)
- VAYLA Token (ERC-20) officially issued
- Listing on mid-to-large tier global exchange(s)
- Initial liquidity provision and community-driven marketing
- On-chain AMA sessions and promotional events

Q1 2026

- MVP Launch & Community-First Operation
- MVP of the VAYLA Funding Platform goes live
- Pilot funding campaigns for curated content
- NFT or ticket rewards offered to early supporters
- DAO-based voting mechanism tested
- Initial campaigns launched with small IP partners

Q2 2026

- Full Launch & Ecosystem Activation
- Official launch of the content funding platform
- Expansion into concerts, live events, creator commerce
- Introduction of real-world rewards (tickets, exclusive goods)
- Staking mechanism and reward structures implemented
- Use of VAYLA Token for fee payment across platform

Q3 2026

- Global DAO Expansion & Strategic Collaborations
- DAO nodes activated in key regions (e.g., Korea, Vietnam, Philippines)
- Token swaps and co-marketing with other crypto projects
- Global creator onboarding campaigns
- Offline fan events integrated with on-chain rewards

Q4 2026

- Ecosystem Expansion & Structural Maturity
- Experimental integration of RWA/DeFi components
- Expansion of NFT ticketing and merchandise models
- DAO-led content creation contests
- Co-production initiatives with partner projects
- Governance voting and decentralized operations formalized

5-3 Strategy Summary

- Token launch and exchange listing targeted for December 2025
- Full product launch in early 2026
- VAYLA integrates Web3 content funding + real-world rewards + DAO governance
- Token utility strengthened through fee payment, staking, and ecosystem expansion
- B2B partnerships and cross-token swaps drive adoption and liquidity

CHAPTER 6 TEAM

CEO / Hassan Ibrahim

CoinBene Global - Deputy CEO (2019. 12 ~ 2021. 10)

Tapbit - BD (2024. 09 ~ 2025. 07)

Supreme Finance - CSO (2020. 11 ~ 2022. 04)

JH Fin Tech Consultants Ltd - Director (2017. 04 ~ 2020. 12)

CMO / Steve Cox

Seven Point Marketing - Director / Co-Founder (2021. 01~)

Stuff for chaps Ltd - Managing Director (2017. 02 ~ 2022. 11)

Totally Video - Video Producer / MD (2016. 05 ~ 2022. 11)

Cisco Systems - Creative video producer (2013. 01 ~ 2016. 105)

CTO / Pham Thanh Binh

University of Information Technology

EATLAB - AI/ Machine Learning Engineer (2025. 06 ~ 2025. 08)

STYL Solutions Pte. Ltd - Embedded Software Engineer (2022. 09 ~ 2022. 12)

Glossary

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**THANK
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