What is Piction Protocol

A blockchain-based peer to peer digital contents ecosystem

Why Now

Monopolization by extractive digital contents platforms over resources and access crowds out budding artists. The digital contents industry faces a deep problem of diminishing innovation and creativity as young talents are not given enough spaces to grow, distribute, translate, and showcase their work to the wider global community. Furthermore, the high platform fees reduce the income of these artists and their production sustainability.

What We Want

To disrupt the centralized models of contents monetization, distribution, and ownership dominated by extractive intermediaries.

The largest untapped resource today is the power of the community. Community supporters form an integral part of an artist's success in the industry. They also form a crucial role in helping to fund, translate and distribute an artist's work to different markets. Blockchain can help to reduce the gap between the community and the artist.

In doing so, we return power back to the artists and empower the community.

How It Works

Creators can distribute there works and make money without huge intermediary fee.

Customer can buy digital contents through tokens or money.

Supporters can help turn ideas into reality. The support an artist's production through crowd funding and are rewarded by smart contract based on the profits generated from the sales.

Crowdsourced Translators help to translate an artist's work for a small fee and are also rewarded through a recurring revenue model agreed by the artist when the translated work generate profit. Translated work can then be distributed to overseas foreign communities for a wider reach

Service Providers make digital contents service possible. They host artist's works and enable fiat money payments. Payment makes distributed to service providers who enables digital contents distribution.

Why We Can

We are a team with the experience, industry insights and trust from leading institutions. Piction Protocol is led by Battle Entertainment - a leading digital contents production and distribution platform in Korea and China

BATTLE ENTERTAINMENT

Over

773,000,000+
views accumulated over 3.5 year

Over

18,000,000+
users on our platform

Raised Over

9,000,000+ USD
from Seed funding, Series A and Series B equity funding from leading institutions that trust us in

Smilegate Investment

IDK Industrial Bank of Korea

ktb Network

IMM Investment, Corp.

union INVESTMENT PARTNERS

(주)안강벤처투자

Praise for Piction Protocol

DAVID K. LEE
(Former) CEO, Nexon Japan
(Former) Department Manager, Softbank

The Piction Network team is one that truly understands the problems in today's monopolized digital contents industry. For too long, extractive intermediaries in the content value chain have extracted profits from artists that prevents them from earning sufficient livelihood. What we are seeing today is the stagnation of the contents industry because promising artists do not have sufficient funds to continue creating valuable content. I applaud Piction Network's vision and the team has my full support.

INA JANG
CEO, Smilegate Entertainment & Smilegate Megaport

Having followed Battle Entertainment's growth closely since the beginning, I am confident of the team behind Piction Network. In my years working together with the team, I found them to be extremely hardworking, passionate, mission-driven and not to mention - creative. These traits fused together are ingredients for success. The time today is ripe for disruption, especially with blockchain technology. Piction Network's vision and mission is one that I have been waiting for. I am proud to be part of Piction Network's journey to success.

SHEN RONG
Member of the committee, China Literature and Art Critics Association
Chairman, China Web Literature Writer's Village

In just a few years, we have seen the rise of extractive monopolies in the digital contents industry. The high fees and barriers to entry crowd out aspiring artists who wish to pursue their dreams and career in the contents industry. What we are seeing today is an unfortunate reality where even promising artists second-guess their decisions to enter the contents industry. This is not right and something that should not have even happened. Piction Network, undergirded by blockchain technology seeks to return power to these artists, and in the long term, allow the digital contents industry to once again flourish.

Contact Us
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