



ARAM 

Video contents trading platform with Blockchain & AI curation



Contents

1. Project Vision
2. Market Analysis
3. Product & Service
4. Service Architecture
5. Competitive advantage
6. Roadmap

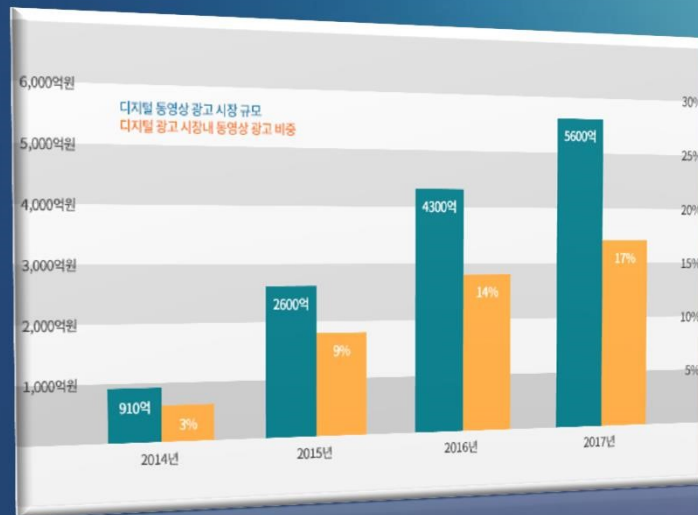
1. Project Vision



Our Vision

ARAM is a decentralized service without a brokerage fee that allows contents creators to directly manage their copyrights and make money through P2P transactions without an agency through blockchain

2. Market Analysis



ARAM is a new market service that revitalizes the trading market for all personal video works, from amateurs to professional, to return the profits from the existing large service platform to content creators.

The domestic online video service market is expected to grow steadily every year, reaching 780 billion won in 2020.

The proportion of video ads in the digital advertising market is increasing. Accordingly, the demand for various video sources is also increasing..

In the existing paid image market, a large platform takes most of the sales revenue, and the selling price of creators' digital sources is also determined by the platform's policy. This limits the autonomy of the individual's profits and sales.

Need for P2P market to induce free trade between individuals and guarantee profitability and sales autonomy

shutterstock

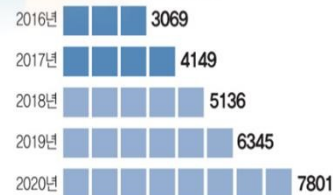
iStock
by Getty Images



UTOIMAGE

국내 온라인 동영상 서비스 시장 규모

단위: 억원, 2018~2020년은 전망치

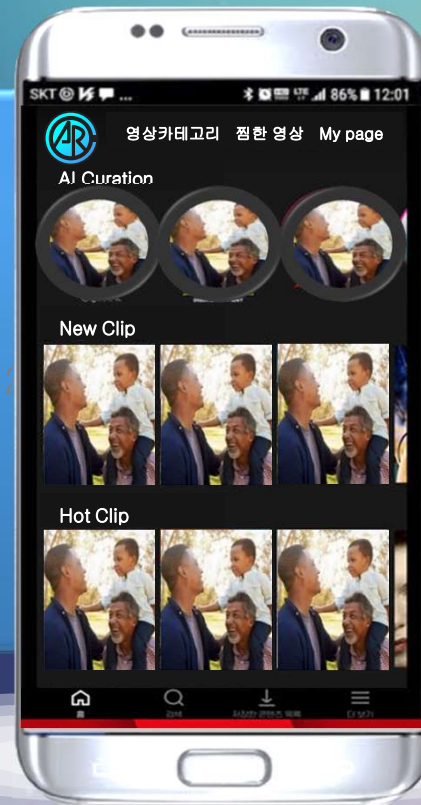


자료: 방송통신위원회

3. Product & Service

Market-type platform where various works of video creators are provided to buyers through AI curation

- Interpersonal trading platform without trading fees
- you can upload directly and post contents on other site using links
- Rewards (tokens) when registering or uploading content
- You can set your own price using token
- Provide curation by user such as optimized exposure and search results through AI

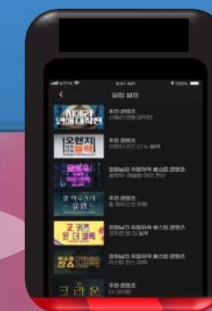
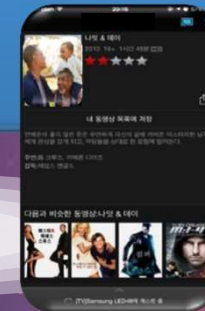


Swap available to WICC

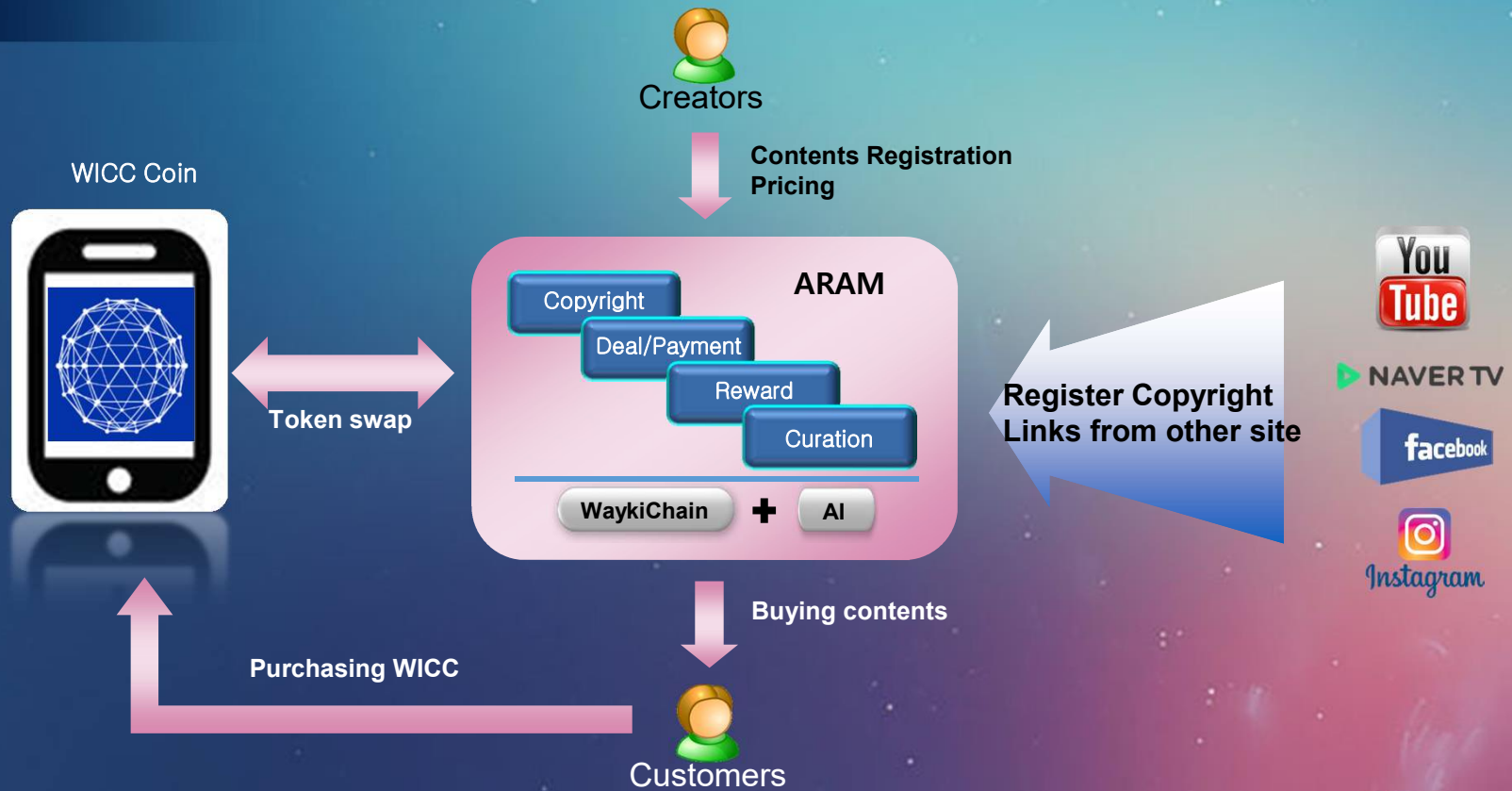
Encashment through token swap

Providing user indicators related to transactions such as sales index and purchasing power

Various Reward (Token) Payment
According to Activity Index



4. Service Architecture



5. Competitive Advantage



Copyright protection

- Copyright management by simply registering on the platform
- Easy sales registration and transaction process



Free transaction fee

- Any seller or buyer can trade without fees
- Decentralized Interpersonal Trading Platform



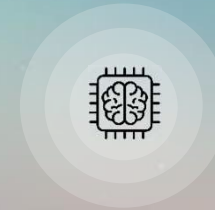
Own pricing policy

- Creators set their own price
- Payment using cryptocurrency
- Free cashing available



Blockchain

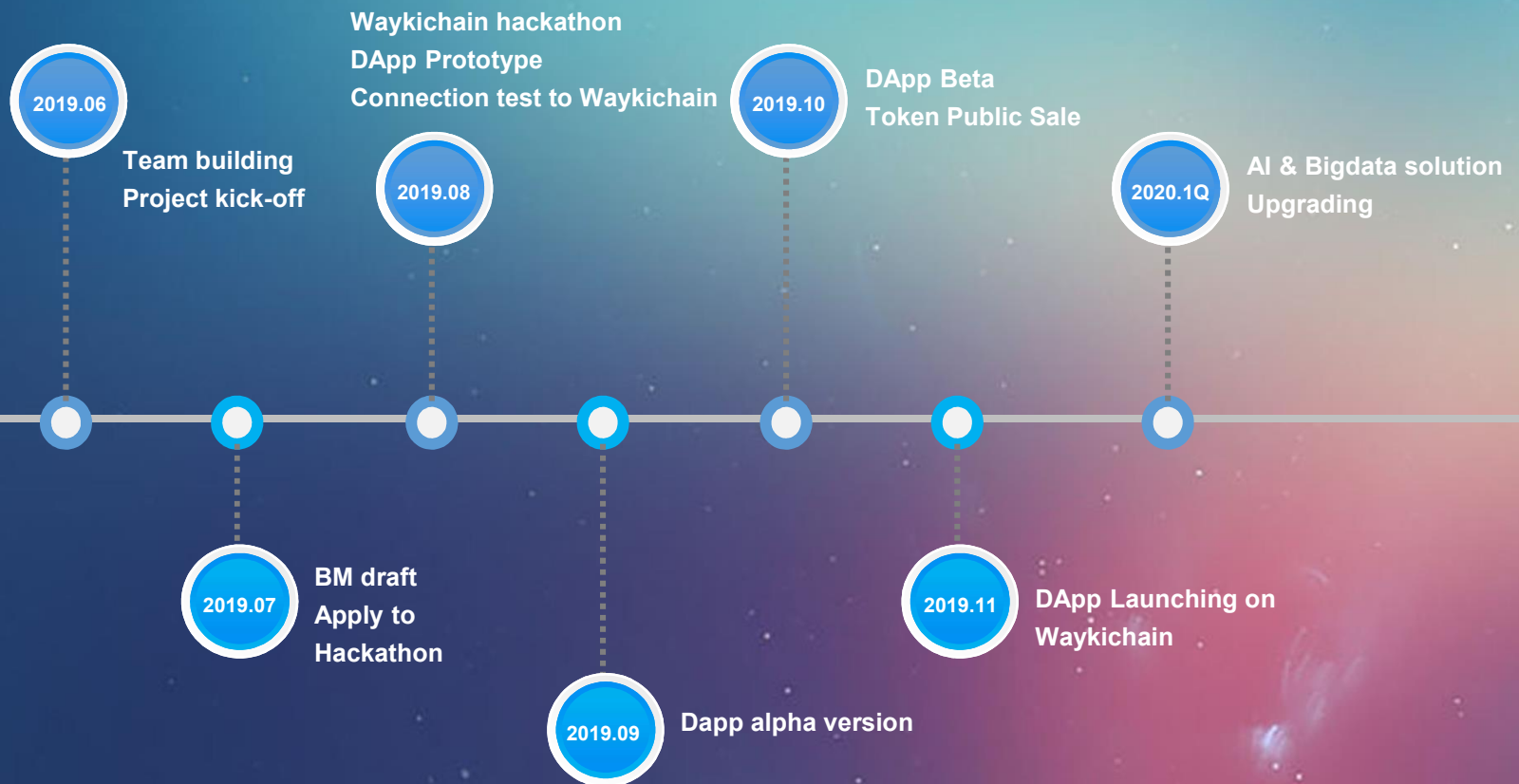
- Transparency
- Stability
- Contents trading without agency



AI & Bigdata

- Providing personalized UX through AI curation
- Providing valuable information by big data analysis

6. Roadmap





Thanks for watching!