**Your World,
Your Games,
Your**

# Playgroundz

## The Internet of Games

# Table of Contents

# Introduction

A World Built Through Games

- **The Internet of Games**

# The Internet of Games

**The internet of games** is the network of videogames, electronic media, software, consoles, internet devices and personal computers with gamers, software developers, and videogame publishers which enables these subjects to connect and exchange data.

We are a boundless virtual playground where gamers and developers live, explore, discover and connect with everything videogames. We are **the internet of games**.

## Playgroundz is "The Internet of Games"

# Background

The Game Changers

- **About Us**
- **Our Story**
- **Project 'Yellow'**

# About Us

We are a development/publishing studio with over 10 years of videogame and network devel-opment services under our belts. Our teams combined history spans over 100+ years of knowl-edge and experience in the technology space. We have won numerous international awards including the Prestigious **Game of the Year** and **Programmer of the Year** awards from the Korean Government. Our team is dedicated and passionate for Games, Gadgets, Toys, Technol-ogy and of now Blockchain!

### SUPERBEAT: XONiC
2015 Vita Game of the Year Award
ATOMIX.VG

2015 Vita Game of the Year Nomination
PlayStation Lifestyle

2015 Vita Game of the Year Nomination
PlayStation.Blog

2015 Music Game of the Year Nomination
PlayStation.Blog

### DJMAX Portable 3
2010 1st Runner Up
for Best Rhythm Game of the Year
OSV

### DJMAX Technika
2009 Most Popular Game of the Year
Korean Ministry of Art

2009 Arcade Game of the Year
Arcade Heroes

2009 3rd Place Arcade Game of the Decade
Arcade Heroes

### DJMAX Fever
2009 1st Runner Up for Best PSP Music Game
IGN

# Our Story

In 2007 we created, designed, and published a rhythm and music based game called DJMAX Technika with a team of 40 employees.  The game received acclaimed reviews and international awards and created a loyal following from around the world. The Korean government awarded us with the prestigious **Game of the Year** award.

Upon launching we learned about the gaming community and how vast and communal they were once they found other people who enjoyed the same games or had interest in the same genre of games. These gamers were able to find each other through social networking in online forums and YouTube channels.  Gamers love to share and trade tips, secrets, and achievements.

But our biggest discovery was when we realized there lacked a platform to allow these gamers to freely do one of the things they love most, which is buy/sell and trade their old games and rare games or have a system to let their online friends borrow their games.

This is when we first came up with the idea of Playgroundz.  We wanted to create a platform that was easy for the gaming community to buy/sell and trade their games based on a social trust system that utilized the social awareness of the community to ultimately help you make decisions on your transaction and who you transact or make trades with.

Everyone in the gaming community loved the idea and all agreed there was a need for this so we began to design it.

**2009 Most Popular Game of the Year**
Korean Ministry of Art
(Official Korean Government)

**2009 Arcade Game of the Year**
Arcade Heroes

# Project 'Yellow'

We began our journey when the team first conceptualized and identified the project **Yellow** in early 2012. Our goal was to connect users through videogames, toys and geek culture so they may transact with one another without any authority or restrictions so we named the project **Nitty** (Niche + Community). The project was released and we achieved many milestones in our first year.

## Nitty Milestones

**Dec 29**
15,000th Registered Member

**Dec 31**
1st Club to hit 3,000 members

**Nov 1**
1st Club to hit 2,000 members

**Oct 21, 25**
1000th Club
10,000th Registered Member

**Sep 3, 4, 9**
5,000th Registered Member
500th Club
1st Club to hit 1,000 members

**Aug 27**
1st Club to hit 500 members

**Mar 16**
iOS Beta launched

**May 25**
100th Club

**Jun 17**
1,000th Registered Member

nitty 2015

Post anything and everything

Meet and Talk about your hobbies

Sell, Buy and Trade privately

# Videogame Market

2.2 Billion Gamers and Growing

- **Current Overview**
- **Future Outlook**

# Current Overview 1/2

According to Newzoo, in 2017 the videogame industry generated $108.9 billion in game revenues with 2.2 billion gamers spread across the globe. This was an increase of $7.8 billion from the year before. The industry has seen a 5-10% growth year over year for a decade.

## 2017 Global Games Market

### Per Region with Year-on-year Growth Rates

**EUROPE, MIDDLE-EAST & AFRICA**

**$26.2Bn**
+8.0% YoY

24%

**CHINA TOTAL**
**$27.5Bn**

**LATIN AMERICA**

**$4.4Bn**
+13.9% YoY

4%

**2017 TOTAL**
**$108.9Bn**
+7.8% YoY

47%

**ASIA-PACIFIC**

**$51.2Bn**
+9.2% YoY

**NORTH AMERICA**

**$27.0Bn**
+4.0% YoY

25%

**US TOTAL**
**$25.1Bn**
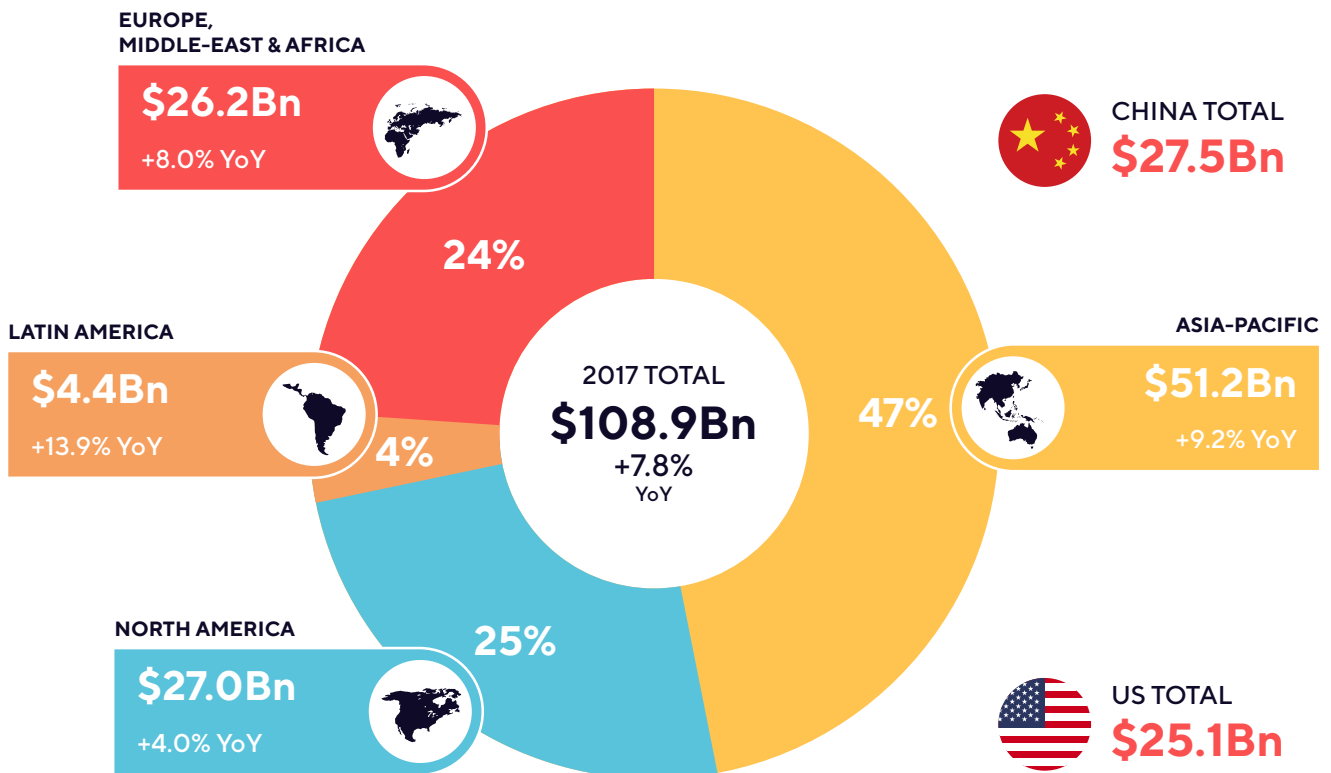
# Current Overview 2/2

According to Newzoo, in 2017 the videogame industry generated $108.9 billion in game revenues with 2.2 billion gamers spread across the globe. This was an increase of $7.8 billion from the year before. The industry has seen a 5–10% growth year over year for a decade.

## 2017 Global Games Market

### Per Device & Segment with Year-on-year Growth Rates



**MOBILE**

**$46.1Bn**

+19.3% YoY

**TABLET GAMES**

**$10.8Bn**

+11.4% YoY

**(SMART) PHONE GAMES**

**$35.3Bn**

+22.0% YoY

**PC**

**$29.4Bn**

−2.6% YoY

**BROWSER PC GAMES**

**$4.5Bn**

−9.3% YoY

**BOXED/DOWNLOADED PC GAMES**

**$24.8Bn**

−1.3% YoY

**CONSOLE**

**$33.5Bn**

+3.6% YoY

2017 TOTAL
**$108.9Bn**
+7.8% YoY

42% · 32% · 10% · 4% · 23% · 27% · 31% · 31%
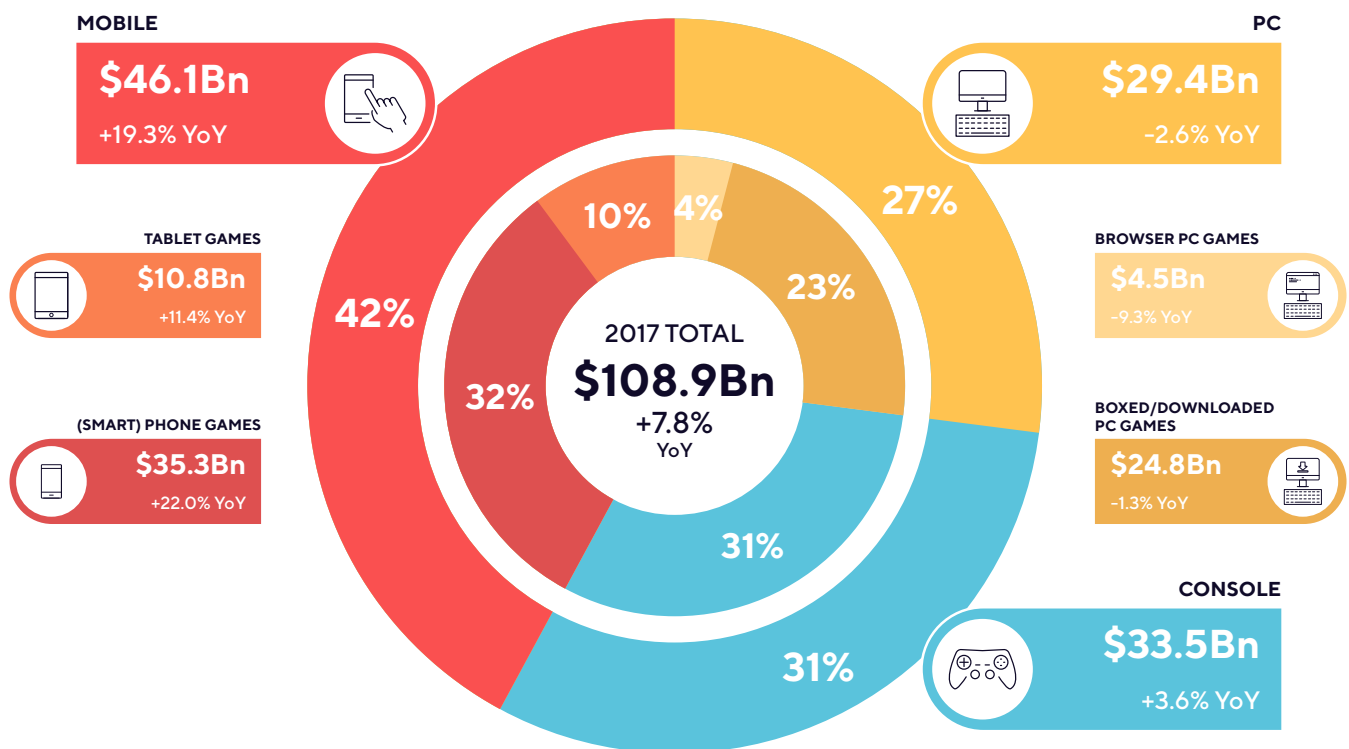
In 2017, mobile games will generate

# $46.1Bn

or **42%** of the global market

# Future Outlook 1/2

The market projections predict a steady growth for the next 3 years.

## 2016 – 2020 Global Games Market

### Forecast Per Segment Toward 2020

TOTAL MARKET

**+6.2%**

CAGR 2016–2020

● Boxed/Downloaded PC   ● Browser PC   ● Console   ● Tablet   ● Smartphone

**$101.1Bn**

- 25%
- 5%
- 32%
- 10%
- 29%

MOBILE **$38.6 Bn**

**$108.9Bn**

- 23%
- 4%
- 31%
- 10%
- 32%

MOBILE **$46.1 Bn**

**$115.8Bn**

- 21%
- 4%
- 30%
- 10%
- 35%

MOBILE **$52.7 Bn**

**$122.7Bn**

- 20%
- 3%
- 28%
- 10%
- 38%

MOBILE **$59.2 Bn**

**$128.5Bn**

- 19%
- 3%
- 28%
- 10%
- 40%

MOBILE **$64.9 Bn**

2016     2017     2018     2019     2020
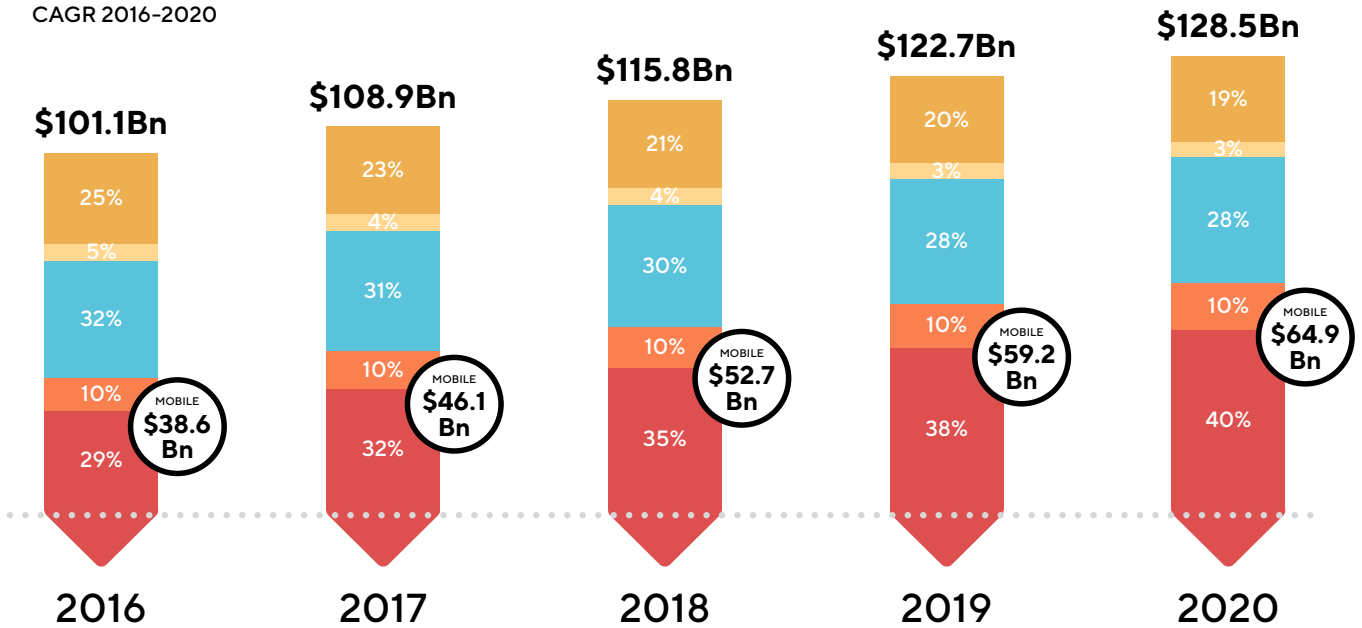
# Future Outlook 2/2

Analysts also speculate that the huge mobile growth in China will help grow the games market even further.

## 2013 – 2020 Chinese Games Market

### Revenues Per Segment 2013 – 2020

● Mobile ● Other

**TOTAL MARKET**

**+13.6%**

CAGR 2016–2020

| Year | Total | Other % | Mobile % | Mobile $Bn |
|------|-------|---------|----------|------------|
| 2013 | $13.8Bn | 83% | 17% | $2.3 Bn |
| 2014 | $18.0Bn | 75% | 25% | $4.5 Bn |
| 2015 | $21.2Bn | 67% | 33% | $7.1 Bn |
| 2016 | $24.6Bn | 54% | 46% | $11.2 Bn |
| 2017 | $27.5Bn | 47% | 53% | $14.6 Bn |
| 2018 | $29.9Bn | 42% | 58% | $17.2 Bn |
| 2019 | $32.0Bn | 39% | 61% | $19.5 Bn |
| 2020 | $33.7Bn | 37% | 63% | $21.3 Bn |
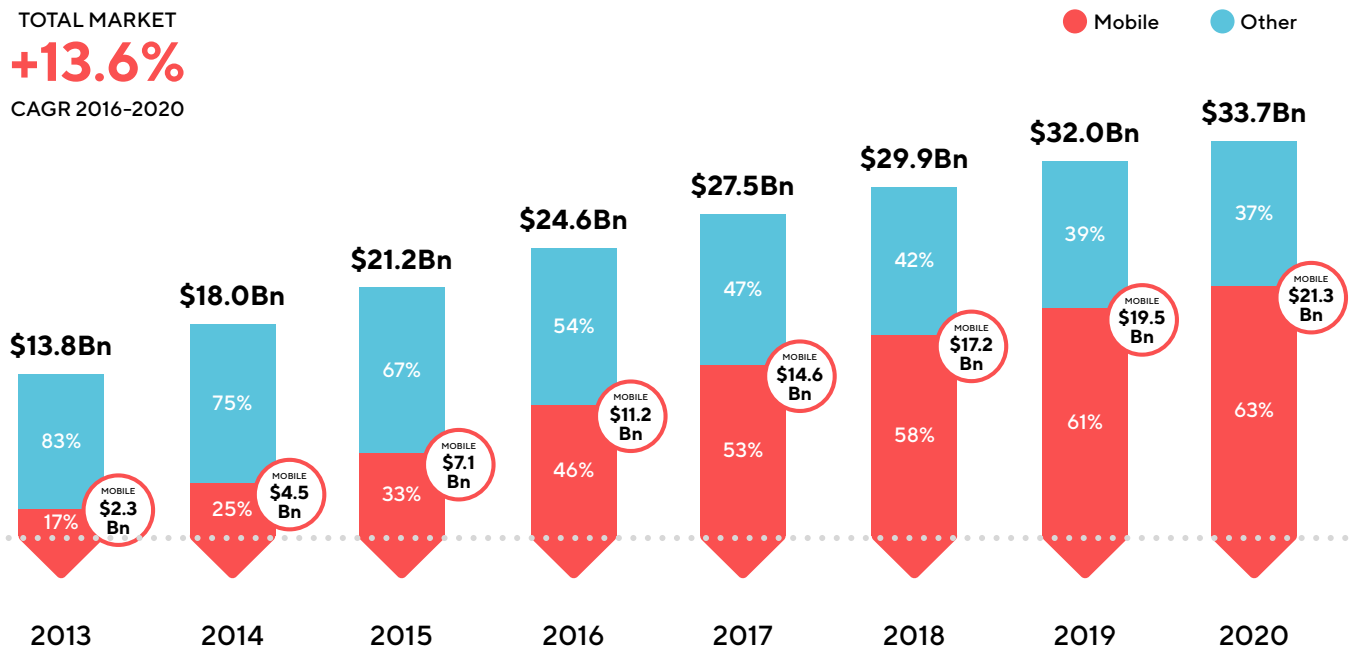
# Problems
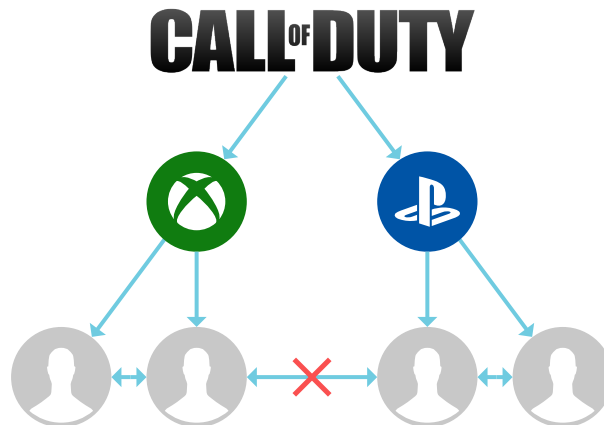
99 Problems & Blockchain Ain't 1

- **Platform**
- **Development**
- **Disconnection**
- **Marketing**
- **Marketplace**

# Platform



The industry is systemized by centralized platforms and corporate publishers that limit and restrict users and their creative freedom to play and own their games. The Platform model creates segregation. Players with the same game but with different consoles can't meet or communicate with each other due to cross-platform restrictions.

# Development
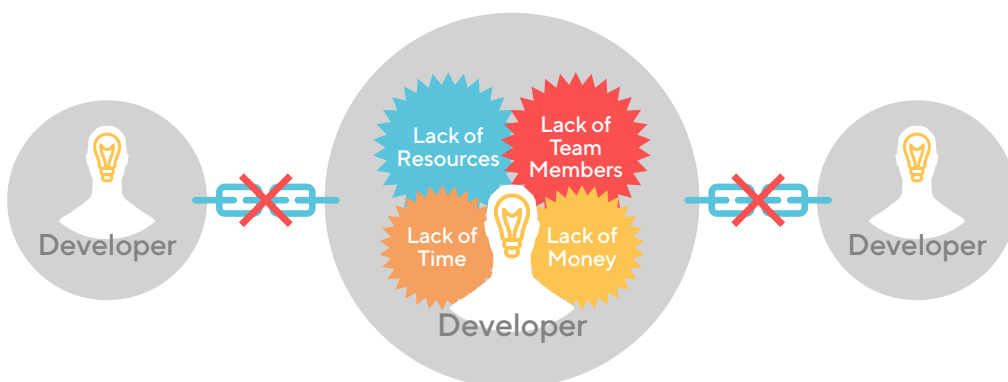


Developers both corporate and indie always lack development resources and members. Developers with different talents and abilities are spread across the globe and need a shared workplace to find and share their resources. Indie developers also lack the proper funding and tools to make their games even greater.

# Disconnection
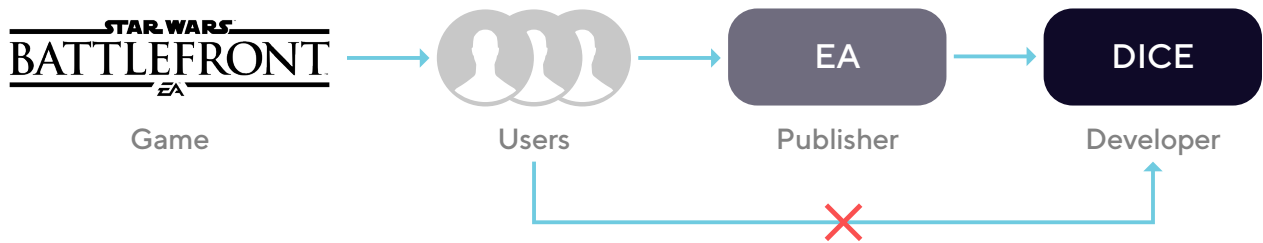


Most developers are disconnected with their users because they have the publisher (a middle-man) in between them. Developers only receive compiled data with publisher influenced notes and they don't know their user's true wants.

An example was most recently seen with Star Wars Battlefront 2. The publisher forced the developers to design the entire game's unlocking mechanics through micro transactions and the fans lashed out during the Beta test. EA wouldn't allow the Developers to talk with the community and recently admitted defeat by making all the micro transactions free. The fans were so upset this ultimately became the most down voted topic on Reddit history.

# Marketing 1/2

This timeline represents past, current and future-forecast worldwide videogame advertising spend from 2010 to 2020. The spending is expected to reach $4.12 billion in 2018 which is up from $2.7 billion in 2010.
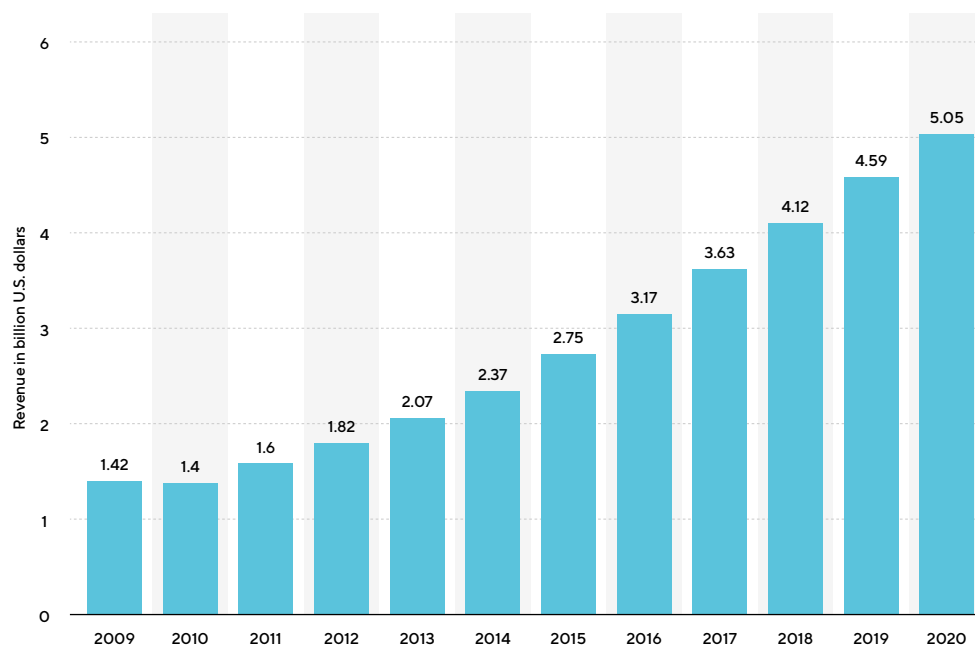


Approximately 35% of the ad spend was on traditional TV commercials while the rest is spread out through various CPI campaigns. 2017 marked the first time digital ad spend finally beat TV. Digital ads are forecasted to grow while TV commercials will remain flat.
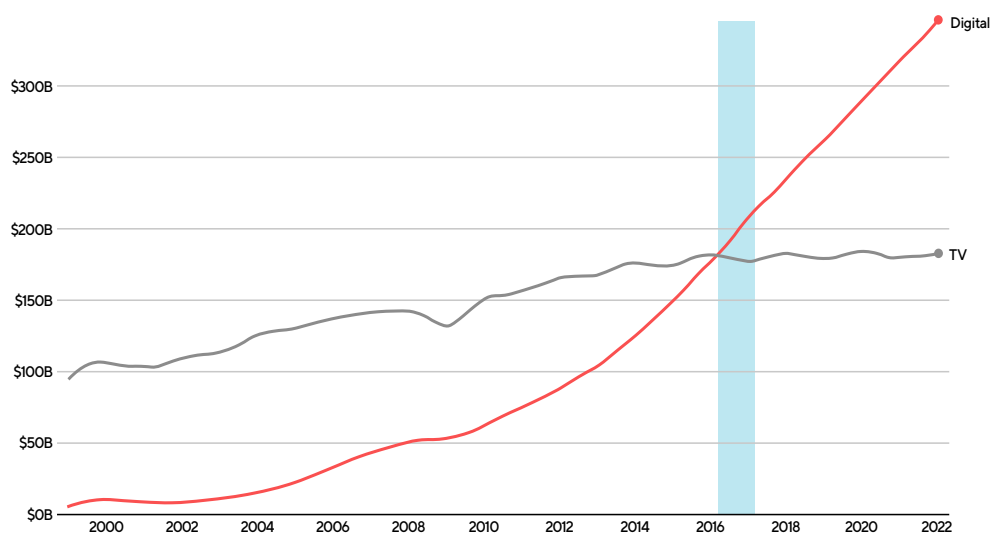
# Marketing 2/2

While the digital ad market continues to grow, the CPI (Cost Per Install) and CPA (Cost Per Action) marketing effect for simple installation is starting to decrease. The marketing costs continue to rise due to the increase in number of downloads required for the top rank visibility, reflecting variables such as user engagement, execution number, and other various changes that occur in the market. Publishers are starting to figure out that CPI and CPA methods are not getting them loyal users.

There is also the issue of data fraud. Nobody knows how much the advertising networks charge you. According to Adloox Audit, in 2017, losses from fraud could make up to $16.4 billion (more than 6.5% of the global internet advertising market)

## Traffic Breakdown

Non-Suspect
66%

At Risk of Fraud
34%

22%
Suspect

12%
High Risk
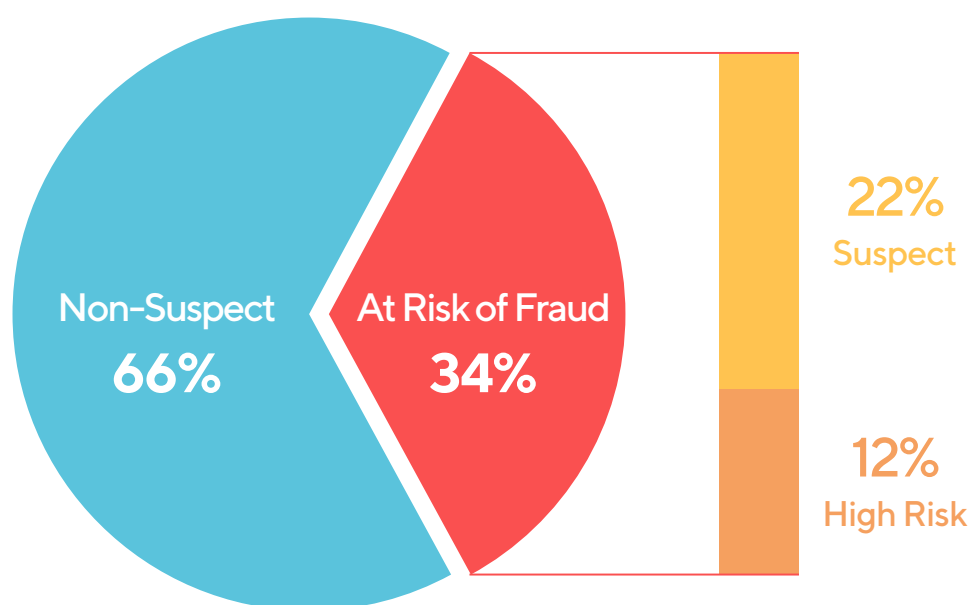
In essence, the publishing dollars are currently being spent on attracting the mass but also acquiring low-quality users that might not have any value or Return on Investment (ROI)

# Marketplace 1/2

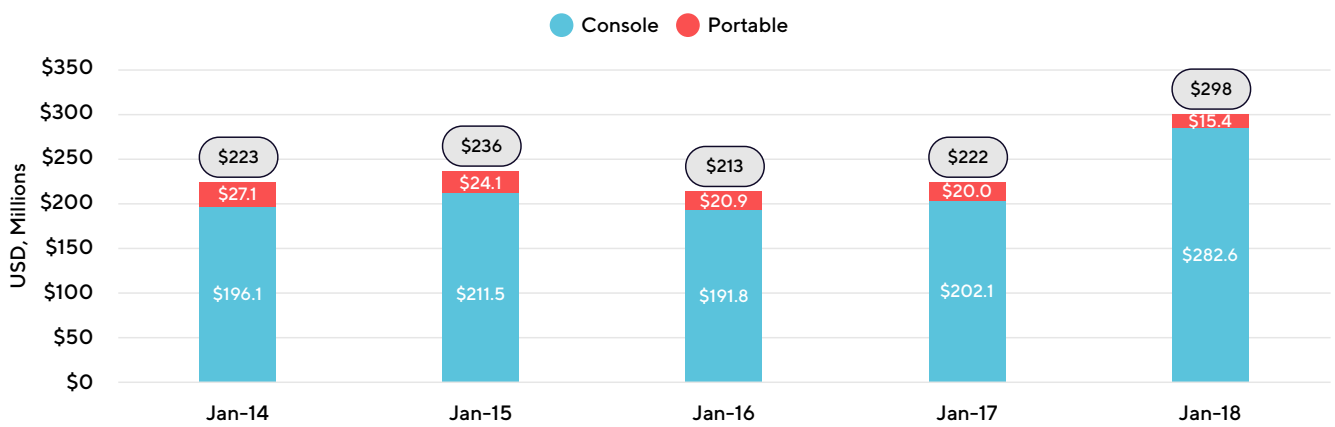These charts show that the physical software market continues to be an important factor for game sales. Secondhand sales were also estimated to be 30+% of the overall physical sales.

## January 2018 Software Spending Trend

Physical software spending grew 34% versus year ago,
the highest January SW growth since 2007 when a 53% gain was posted.

● Console    ● Portable

| Date | Console | Portable | Total |
|------|---------|----------|-------|
| Jan-14 | $196.1 | $27.1 | $223 |
| Jan-15 | $211.5 | $24.1 | $236 |
| Jan-16 | $191.8 | $20.9 | $213 |
| Jan-17 | $202.1 | $20.0 | $222 |
| Jan-18 | $282.6 | $15.4 | $298 |

USD, Millions

## 2017 US Physical Video Game Market Spend Flowchart

**Physical** $12,434m +10%

**Hardware** $4,711m +28%
- **Console** $4,419m +34%
  - PS4 $1,544m −4%
  - Xbox One $1,213m −14%
  - Switch $1,480m
  - All Other Console $182m −35%
- **Portable** $292m −26%

**Software** $4,507m +0%
- **Console** $4,225m +6%
  - PS4 $1,960m +4%
  - Xbox One $1,281m −11%
  - Switch $729m
  - All Other Console $256m −62%
- **Portable** $282m −42%

**Accessories & Gamecards** $3,216m +2%
- Accessories $1,826m −1%
- Gamecards $1,390m +7%
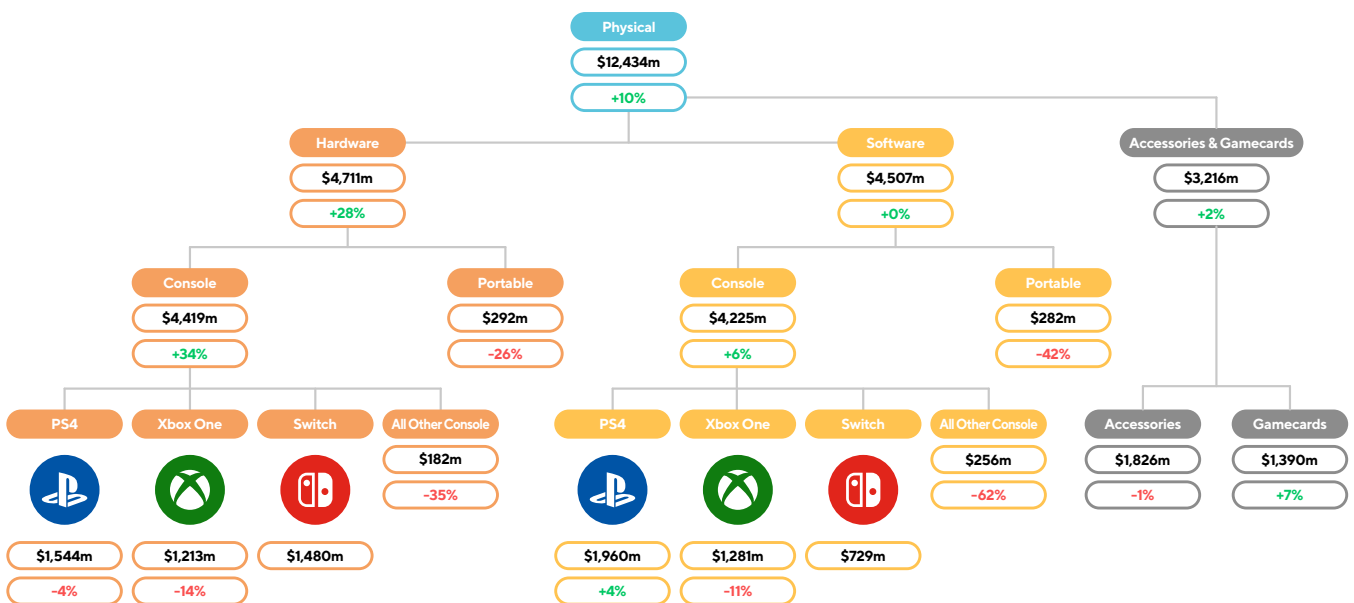
# Marketplace 2/2

In the current marketplace, there are no effective, trusted way for gamers to find, share and transact their goods with each other online for both physical and digital goods.



Retail outlets act as centralized hubs so users transact through with them.

Online platforms connect users but with restrictions and limits.

- Amazon **Restrains** selling **Privileges**
    - Sellers are forced to use generic images for products

- eBay **Restricts** user **Connection** and **Communication**
    - Users can't give each other contact info or messages without screening

- E-commerce **Lacks** **Unique Transaction** systems
    - Users can only buy things and not offer or negotiate like trade and rent

- Craigslist **Doesn't** offer **Protection**
    - The people and merchandise are unreliable

- Retail **Prohibits** **Direct Transactions**
    - Stores act as middlemen and product costs inflate

- **Payment Solutions** like PayPal, Credit Cards **Block Bartering** systems
    - Payment solutions are revolved around currency with set terms

# Value Proposition

Playgroundz

- **Playgroundz System**
- **Key Features & Benefits**
- **Features for Gamers**
- **Features for Developers & Publishers**

# Playgroundz System

Playgroundz consists of an **AI system**, which takes advantage of Big Data and Machine Learning to specifically analyze the traits of users, **Marketplace**, which utilize Blockchain and Smart Contract in order to make Escrows safe and transparent, and **Rewarded Community System**, which is based on loyalty users.

Based on optimized Machine Learning Algorithm, the analyzed data recommends users with new games, matches users automatically with buyer or seller for games, and maximizes marketing effect with the lowest cost by adapting to a better Advertisement System.

The Rewarded Community System gives strong motivation for users' community activities and makes big reciprocal synergy effects via direct communication between users and developers.

# Key Features & Benefits

In Playgroundz, the key features will benefit the gamers, developers and publishers!

**Reward System**
Users get rewarded fairly for their data contributions

**Social Communities**
Allow users to meet, connect and socialize through forums and chats

**Safe Marketplace**
Barter safely with escrow Tokens

**Explorability**
An endless amount of content to explore

**New Discovery**
Find new uses for your games

**Unique Transactions**
Users can barter directly for new transactions like renting and sharing

**Game Database**
Key Information for all videogames

Gamer

Developer

Publisher

Playgroundz

**Better Development**
Directly connecting developers with their users

**Immutable**
Our system creates permanent records for users and the general public

# Features for Gamers 1/4

In Playgroundz, the Gamer is the priority. They can use the system to connect with other gamers and games, as well as find new titles they are looking for while getting rid of their old ones. By being a part of the Playgroundz system the gamers are automatically contributing unique game data and will be rewarded for it. For the gamer, Playgroundz can be seen as a game itself; you act, progress and get rewarded.

## 1. Game Database
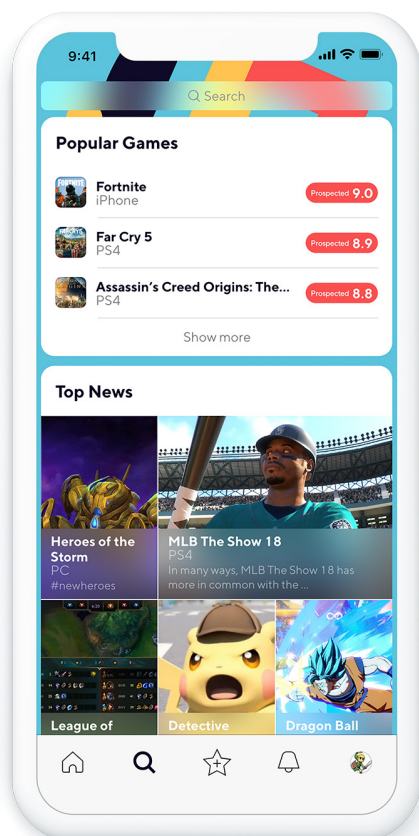


The **Game Database** contains key information for all videogames and platforms. Users can browse the database to find information on every single videogame ever created. The data will include a wide variety of content ranging from simple stuff like package art and release dates to more in-depth information like development history from the developers and stock rarity and ownership to see who all the people who own the game.

# Features for Gamers 2/4

## 2. Game Network
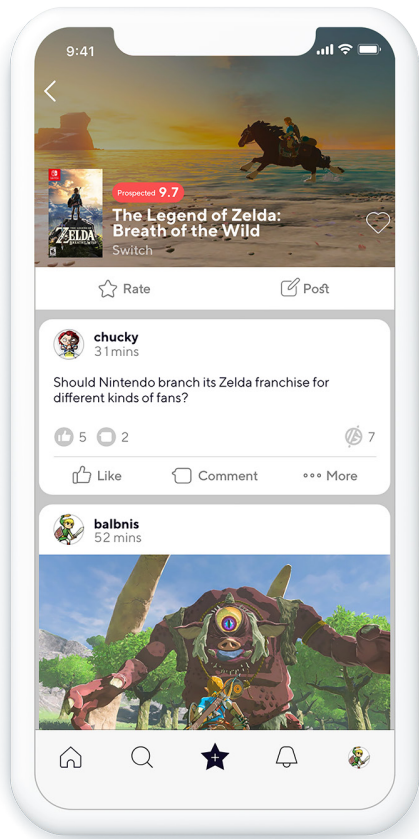


The **Game Network** allows gamers to connect through the game title rather than the console which eliminates the current platform segregation issues. Gamers on different platforms can finally connect!

# Features for Gamers 3/4

## 3. Game Communities and Social Network

Users will be able to meet, connect and socialize for games. The **Social Network** allows all users to communicate publicly or privately.

• Live Chat with all the users on the game page
• Posting news and updates
• Communicate through Public Chats
• Add friends and private message directly with one another

## 4. Game Collection System
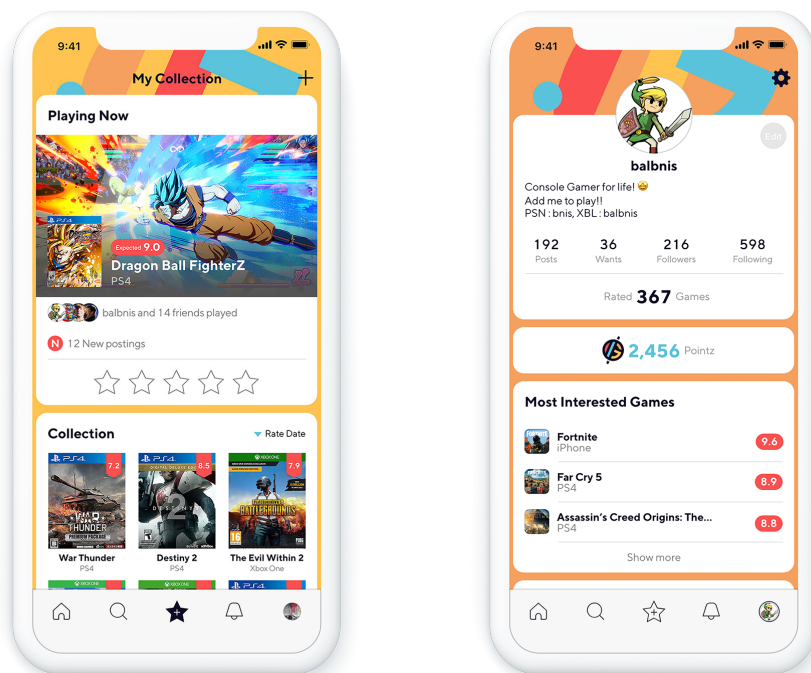


**My Collection** is a virtual display of your entire physical and digital game collection for personal or public viewing. Gamers can now follow games they own, play, want, or have an interest in. Users can tag their physical game by uploading a picture into the database. Playgroundz will also incorporate various platform API's that allow accounting binding for all of the gaming platforms. This new system will help gamers collect and organize their games as well as find new, hidden and rare gems!

# Features for Gamers 4/4

## 5. Smart Game Curation

Our Big Data & Machine Learning AI features a smart game curation system that curates new and unique feeds for the gamers that are not currently available anywhere else.
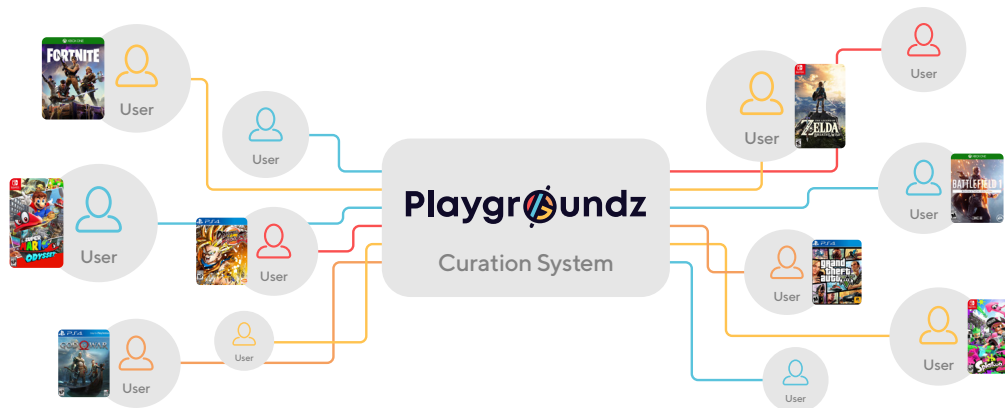


One example of the curation will be **Marketplace** feeds. The curation matches users for games and unique barters they could be looking for.

- Scenario 1 – Find new games that are perfect for you
- Scenario 2 – Find rare gems by networking with others
- Scenario 3 – See what all your friends are playing
- Scenario 4 – Match Making System for easy trades
- Scenario 5 – Live Experience for unique barters like renting

## 6. Escrow System

Users can use IOG Tokens through our **Escrow System** for all transactions including buying, selling, trading and borrowing. The escrow will also provide safety for users to trade digital accounts and items.

# Features for Developers & Publishers 1/3

Playgroundz will create a new development ecosystem by giving developers across the globe the necessary development resources, network and environment to make great games.

## 1. Developers Can Obtain True User Data
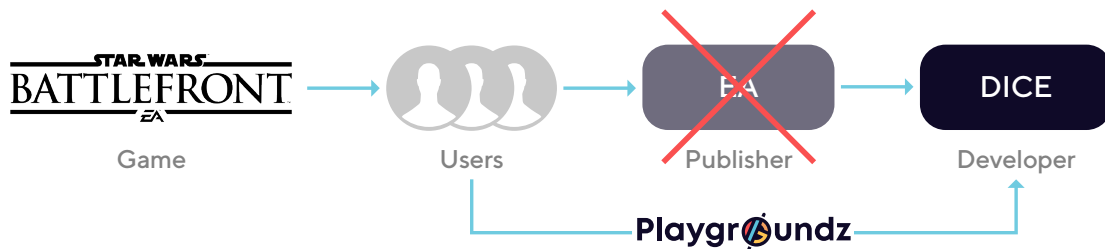


User 1 : Loves FPS, gave up on level 3, plays 30 mins a day, plays with friends, now playing Call of Duty
User 2 : Loves FPS, beat the game, plays 2:30 a day, plays with randoms, now playing Battlefront
User 3 : Hates FPS, beat the game, plays 1 hour a day, plays with friends, now playing Madden

The **Game Database** gives developers the opportunity to access their player base directly and obtain raw play data as well as communication access without any publishers in between them. This gives the developers substantial information to improve their games.

## 2. Asset Sourcing with Smart Contracts



The **Metadata** section features **Asset Sourcing** where programmers, artists, designers, writers, and musicians can all upload their resources and outsource or donate them to others through smart contracts.

# Features for Developers & Publishers 2/3

## 3. Gamers Can Crowdfund New Games, Modes and Features

Both developers and players can come together and use the Playgroundz **Crowdfunding** system to help make new features, modes, and even new games. In fact, a portion of Playgroundz's earned revenue will even **Fund** and **Publish** new projects through a voting system with a portion of the earned revenue.

## 4. AD Transparency with Blockchain

The Playgroundz Ad payment system operates on the basis of Blockchain technology. An automated payment system will use smart contracts to provide maximum transparency and flexibility for advertisers.

### The Playgroundz Advertisement Platform Modules

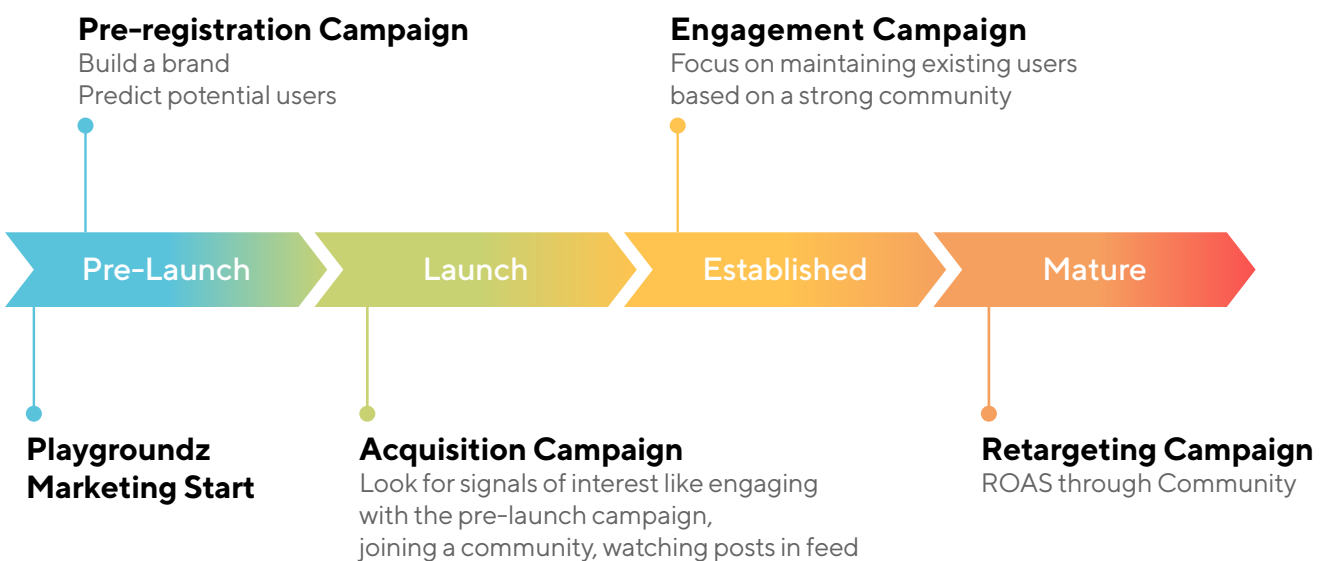| Campaign System | Analysis System | Anti-Fraud System | Statistic System | Security System |
|---|---|---|---|---|

# Features for Developers & Publishers 3/3

## 5. Lifecycle Marketing (Long-term Marketing)

A lot of advertisers are focusing on the first event after install (retention, action, etc.) which gives you a first shot of the user quality, but nothing about long-term engagement.

• We focus on **Lifetime Value (LTV)** and **Return on AD Spend (ROAS)** KPI.
• We provide solutions to reach the right audiences at each stage of the game lifecycle.

**Pre-registration Campaign**
Build a brand
Predict potential users

**Engagement Campaign**
Focus on maintaining existing users
based on a strong community

| Pre-Launch | Launch | Established | Mature |

**Playgroundz
Marketing Start**

**Acquisition Campaign**
Look for signals of interest like engaging
with the pre-launch campaign,
joining a community, watching posts in feed

**Retargeting Campaign**
ROAS through Community

# Playgroundz Technology

Groundbreaking

- **Platform Components**
- **Architecture**
- **Blockchain & Smart Contracts**
- **Scalability**
- **Data Storage**
- **User Privacy & Security**
- **Big Data & Machine Learning**
- **Curation System**

# Platform Components



### Application Layer

**Web APP**
- Wallet
- Core
- Browser

**Mobile APP**
- Wallet
- Core
- Browser
- Biometric Verification

Third Party

RESTful JSON/HTTPS

### Business API Layer

- Service Lambda
- API Gateway
- Development SDK

### Foundation Layer

**Playgroundz Framework**

- Big Data
- AI
- Core
- Identify
- Open API
- Analytics
- Escrow
- Rewards
- Inventory
- Advertise System
- Marketplace System
- Blockchain
- Community System
- Crowdfund System

Tasks Service

Smart Contract — IOG Token → User

# Architecture

Playgroundz is composed of each function being a modularization as a component. Each component uses light mechanism to be created as the minimum unit, performing as a service between each other's communication. This fast architecture quickly enables development and test, thereby providing flexibility in terms of expansion and management of system.

Playgroundz consists of 3 layers.

## 1. Application Layer

Playgroundz perfectly supports web and mobile platform. Based on core framework, and according to each platform, customized framework is structured and adapted with biometrics solution such as face or finger scan.

All applications are easy to utilize with intuitive interface, and user-friendly designs.

## 2. Business API Layer

Through JSON/HTTPS protocol, applications connect with Playgroundz framework. Even if core framework or systems are changed, it sustains the maximum compatibility and minimized the amending work.

Third Party can access the Playgroundz ecosystem through our SDK. The SDK observes security policy reflected upon Playgroundz framework and provides accuracy and flexibility. In Playgroundz, the third party will encourage us to create additional services. Along with users and Investors, it will be a great help in growing the Playgroundz platform.

## 3. Foundation Layer

AKA the core layer of Playgroundz. Modularization components such as AI, utilizing Big Data and Machine Learning, and Escrow, using Smart Contract are driven in the Playgroundz framework.

All necessary policy and algorithms are included in the Playgroundz platform. Also, along with safety, diversity, expandability, security, and function, all requirements will be satisfied.

# Blockchain & Smart Contracts

Blockchain combined with Smart Contract is a core technology which makes the ecosystem of Playgroundz safe and transparent.

Blockchain is dispersed ledger system in millions of computer networks, where each recorded node cannot be erased or changed randomly by the users. Information about Blockchain is encrypted and protected from the third parties.

Smart Contract is a digital contract, and when a certain condition is met, the code is put into effect automatically. When Smart Contract is distributed, the contract terms can't be changed. All transactions that are occurred from the Marketplace and Advertisement System provided by the Playgroundz platform will be distributed via Smart Contract. In Smart Contract, every data is recorded permanently in Blockchain, making all transactions in Playgroundz platform safe and transparent.

## How will Playgroundz Marketplace on a Blockchain work?

All the information for purchased items in Playgroundz Marketplace are given with unique PMIP (Playgroundz Marketplace Item Profile), encrypted and saved in Blockchain.

PMIP consists of diverse information which is item and trackable information. It also consists of digital container which can save numerous records. Internal records in PMIP are saved in timely order. Including hash and time stamp of previous record, it is composed of minor blockchain ledger inside each PMIP.

All transaction history is done safely through Smart Contract. It can be traced or viewed whenever permanently.
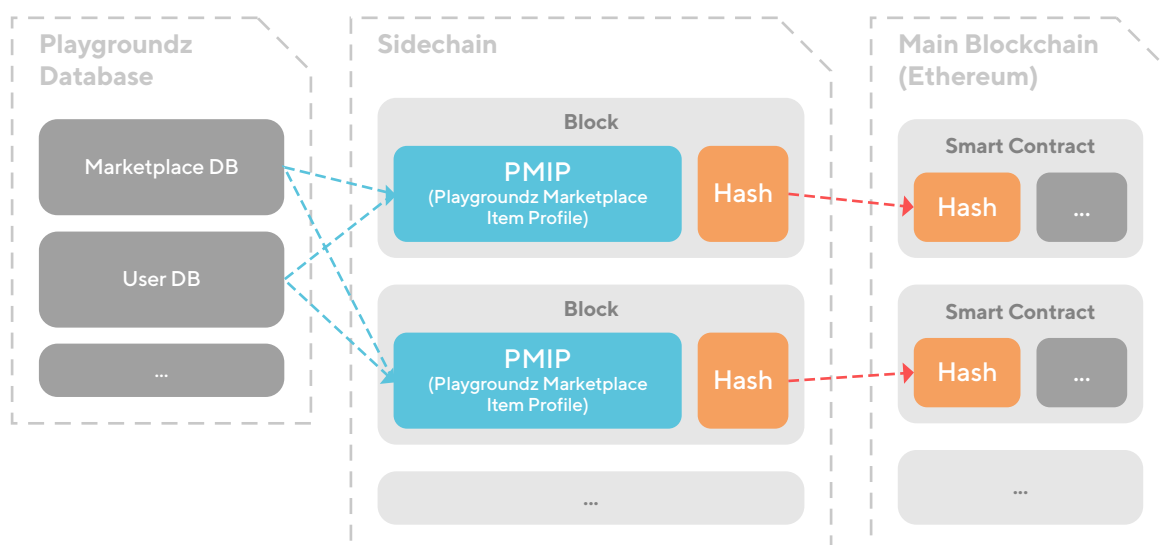
# Scalability

The Playgroundz IOG token is ERC20 compatible and plays an important role in the Playgroundz ecosystem such as Marketplace, Rewarded Community, and Advertisement System. Ethereum is an innovative platform which expanded the possibility of Blockchain. However, compared with the growth of Blockchain, the transaction speed of Ethereum is very slow. There are many problems such as influence of the main chain due to the slow speed of side chain.

Compared with development and growth speed of the Playgroundz platform, if the issues of Ethereum platform are not solved, we are planning to develop EOS, Waves, Quantum or Blockchain platform to relocate. In this case, IOG token will be automatically traded 1:1 with the new coin in the new platform.

# Data Storage

Playgroundz takes advantage of large volumes of data. We seek for dispersed, decentralized spirit without any inspections. However, decentralized and dispersed platforms are being developed and the stability is not certified. Also its function does not fit to the requirement of Playgroundz. In the beginning of development, in order for the convenience of function and development, data is saved and managed with centralized and concentrated form.

When the Playgroundz system is stabilized and the technology is well advanced for the dispersed platform, we are planning to transfer the data to dispersed storage such as IPFS, Swarm, and Bluzelle.

# User Privacy & Security

We think of user's personal information, security and protection as the top priority. We constructed a multi-level security system to block hacking or identity theft problems.

Playgroundz will obey GDPR (General Data Protection Regulation), and protects user's data privacy according to its standard.

# Big Data & Machine Learning

The Playgroundz system utilizes Machine Learning technology for data collection, analysis and anticipation modeling. As Machine Learning platform, Google's TensorFlow is used, big data analysis technology uses text mining based on natural language processing, opinion mining and cluster analysis.

Collecting all traceable activities including user game collection, evaluation, posts, replies, and sharing to analyze patterns and traits. These data are used in all domains of Playgroundz system such as recommendation system, advertisement system, and marketplace matching system. And those who provided data are rewarded with incentives.

## Playgroundz Machine Learning Architecture
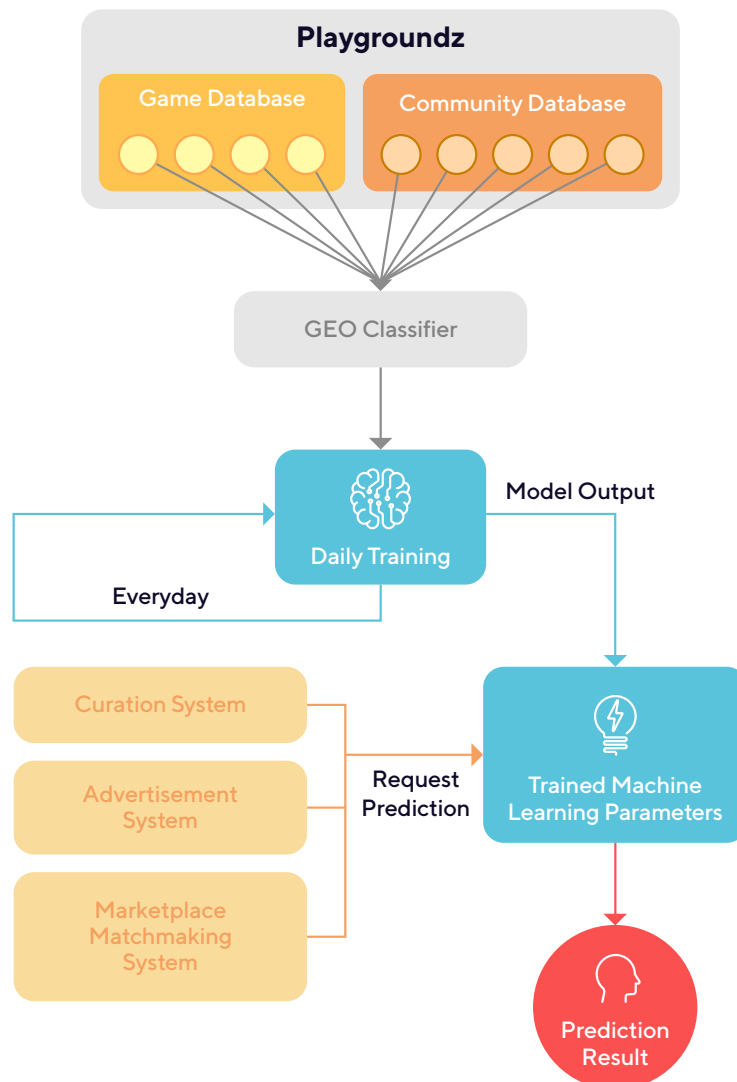


All collected data are not provided to the third party, protected and saved according to personal identity security rules.

# Curation System

The recommendation system in Playgroundz is based upon PG-Metadata that borrows Quantum theory[1] from Netflix. PG-Metadata exceeds the common level of metadata. It records not only objective data of game including the genre, the published date and the production period and so on, but also subjective information of game including the ambience of game (future-oriented or horror), the graphic concept (dreamlike or retro), the complexity of game story (linear, inverted or retrogressive) and the game difficulty, etc. In addition, it even records the time to clear and whether or not a game has the original story of a novel or movie. Conceptually, it records all information about game construction.

The curation system uses Model-based Collaborative Filtering Algorithm. The most important thing is the latent model algorithm. Rather than comparing the similarity of original items, it extracts conclusion by interfering the patterns and causes of preference included in the data via algorithm ways. Through this kind of model, we can enable accurate and reliable recommendations. The core technique of potential pattern interference is developed via algorithms such as Bayesian Network, LDA (Latent Drichlet Allocation).

## Latent Node Example
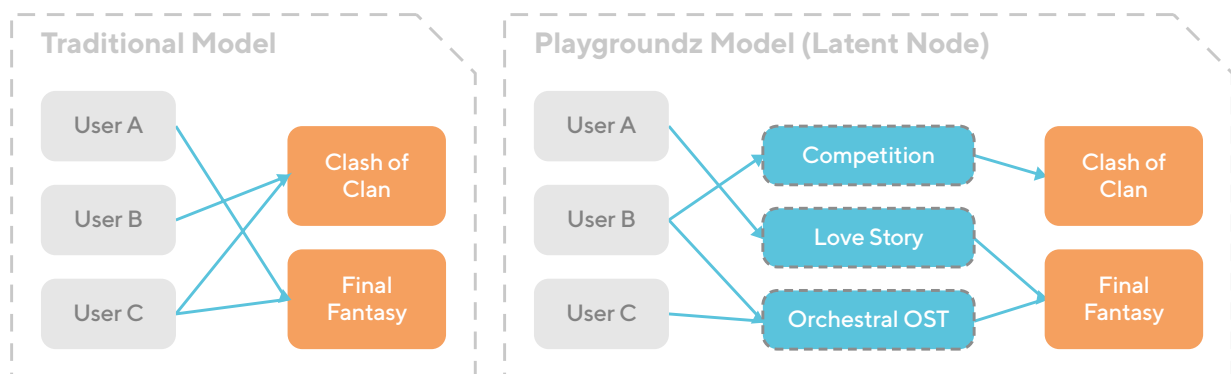


PG-Metadata registered by a user should be agreed by more than a certain number of users. Lastly, it will be registered after the acknowledgement of Playgroundz system. When it is registered successfully, both a registrant and an inspector of the PG-Metadata receive a certain amount of incentive (Pointz). Such an incentive system gives many users a strong motive to participate in building and validating vast game databases actively and voluntarily.

Quantum theory[1] : The project taken the lead in by Todd Yelin of Netflix. When metadata of a movie is written, it makes the metadata filled with necessary information according to about 36-page guidelines. It is the key project of Netflix recommendation system to understand the composition of contents at the quantum level.

# Playgroundz Token

Tokens Were Made for Games

- **IOG Token**
- **Pointz**
- **Business Model**
- **Future Plans**
- **Token Economy**
- **Burn System**

Playgroundz is composed of IOG Token following ERC 20 standard and Pointz available only within the platform. Pointz cannot be sold or bought, and it can be acquired only by activity in the Playgroundz platform. In addition to IOG Token, we run the Pointz system separately. Because it is the minimal device to stabilize market price and control inflation and so on, and it is the essential system to protect IOG Token holders.

# IOG Token

IOG token is the major settlement method in Playgroundz platform. It is utilized in every domain including settlement of advertisement, and incentive systems in marketplace.

It is perfectly compatible with ERC20 standard. It can easily transfer or save in Ethereum Wallet or Playgroundz Wallet just like MyEtherWallet and Metamask. IOG token will not be issued after the Token Sale. Right after the Token Sale, one can attain IOG token only through various activities in Playgroundz platform or many other transactions.

Based on reciprocal communication between user, developers, and publishers, the Playgroundz platform provides an economic system, which enables virtuous cycle of IOG tokens.

# Pointz

We want to see gamers create their own wealth by playing their own games.
The reward system awards users "Pointz" for their data contributions and social activities.

## Pointz through Data Contribution

- New Games: users can request a new game to add to the database (missing, upcoming)
- Metadata: users can contribute missing metadata and information update requests

## Pointz through Social Community

- Content Partners: users can post unique content such as gameplay videos, screenshots, strategy guides, FAQs and trivia.
- Community Activity: users can tag live streams like Twitch, vote for posts, verify content, like and comment on posts.

Pointz is driven by off-chain and it can be converted to IOG Token. The conversion rate is adjusted in real time according to the market situation and Playgroundz Token Pool. Pointz is calculated by fixed conversion rate every week for 4 weeks after a month's grace period, and is finally converted to IOG Token.

# Business Model

Big Data always creates market opportunities and will be a great revenue system for Playgroundz.

Playgroundz's revenue will come from 2 core business models:
• Selling advertising campaigns
• Fees from marketplace transactions
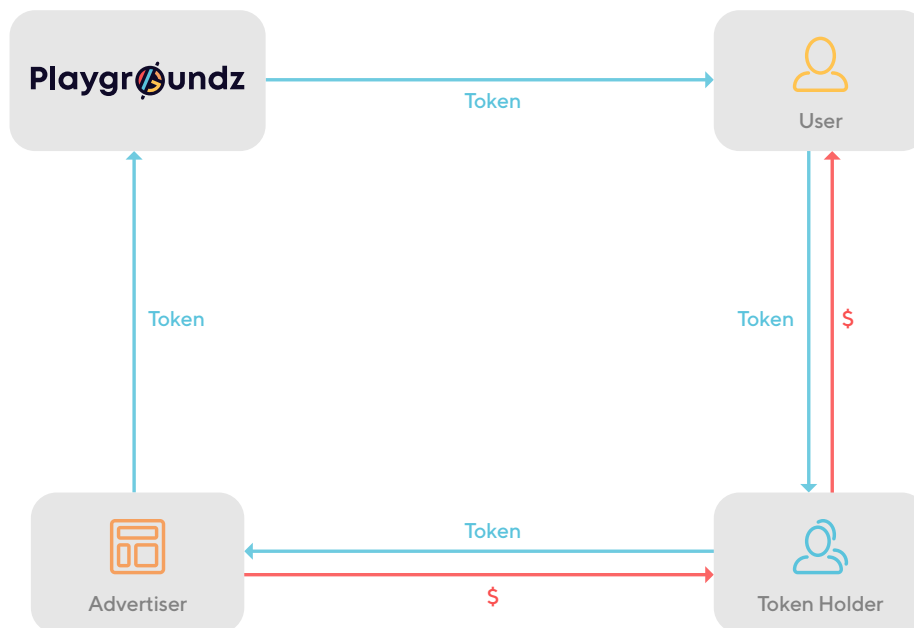
# Future Plans

After first establishing the database and building a community. Playgroundz will develop new revenue models.
• Playgroundz Publishing (Funding new titles)
• Crowdfunding
• Membership Programs
• Game Subscriptions
• Game Streaming

# Token Economy 1/3

The Playgroundz Token economy will go through 3 different phases during its development cycle.
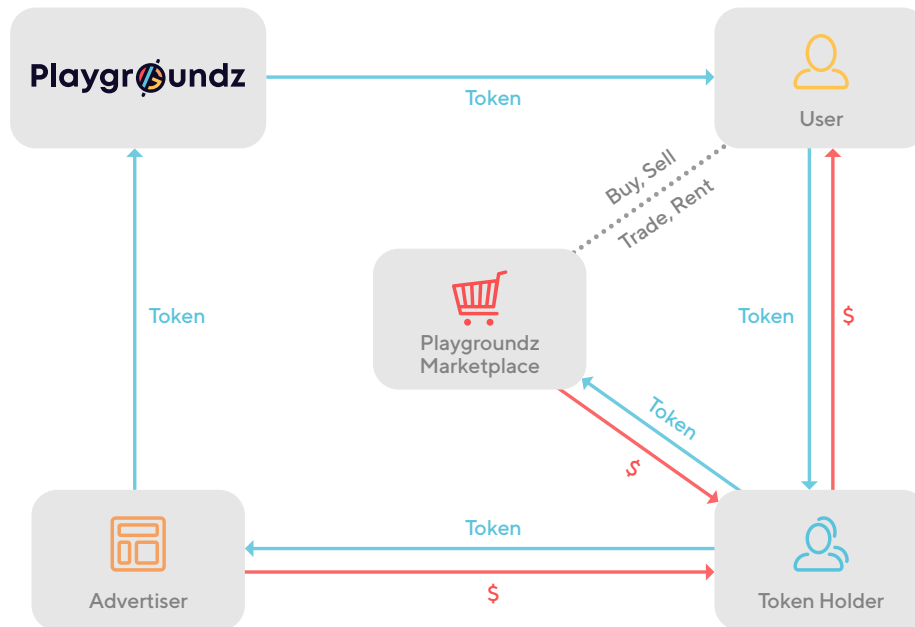
## Phase 1



The first goal is to get users earning Tokens and putting a monetary value to them.

• Users earn tokens through our Pointz system.
• Advertisers can purchase tokens for money.
• Advertisers use the token to purchase Playgroundz curation.
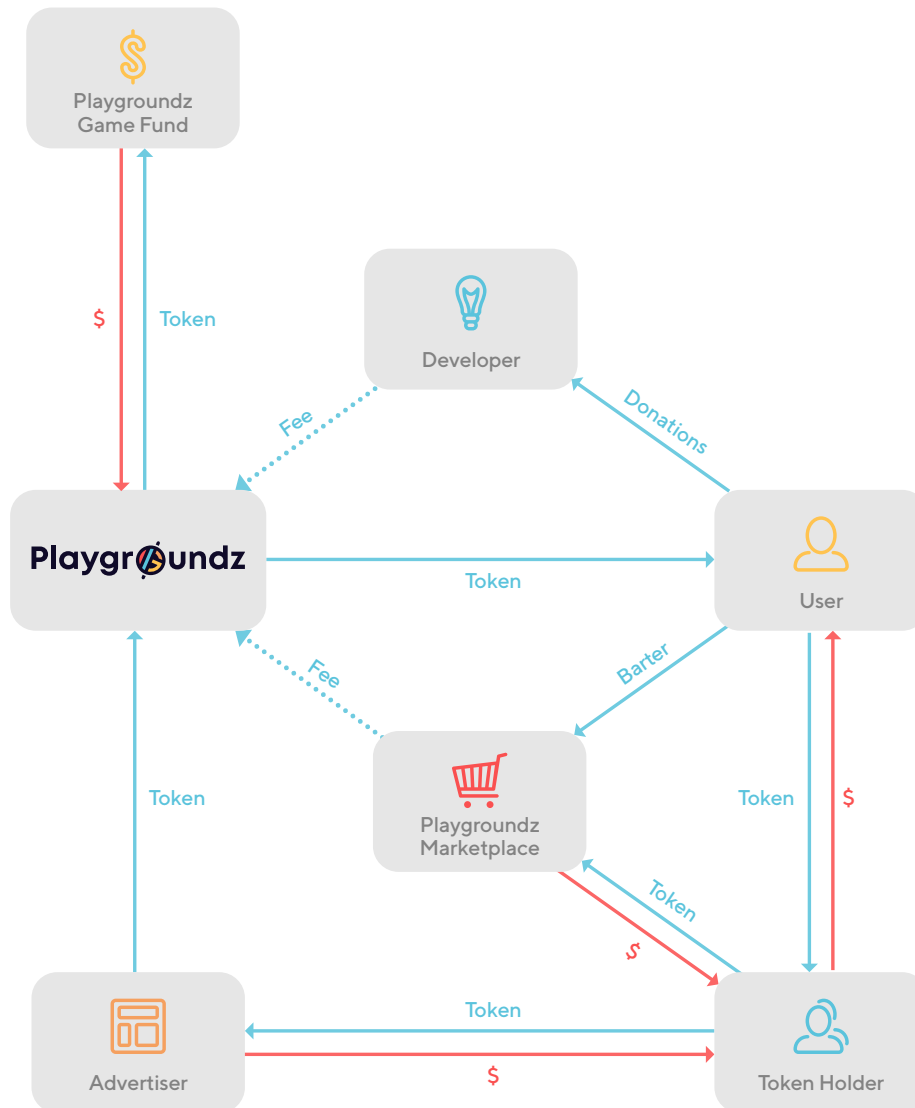
# Token Economy 2/3

## Phase 2



The second phase will allow token holders to use their tokens for marketplace transactions.

• Users can buy sell and trade stuff directly with each other through Blockchain based escrow.
• Playgroundz makes a fee per transaction.

# Token Economy 3/3

## Phase 3



The third phase will introduce another revenue stream.

- Users will be able to transfer tokens for their personal use and purposes such as donations and transactions.
- Playgroundz will feature a Publishing system, where portions of the profits generated will fund new game developments that feature community participation.

# Burn System 1/2

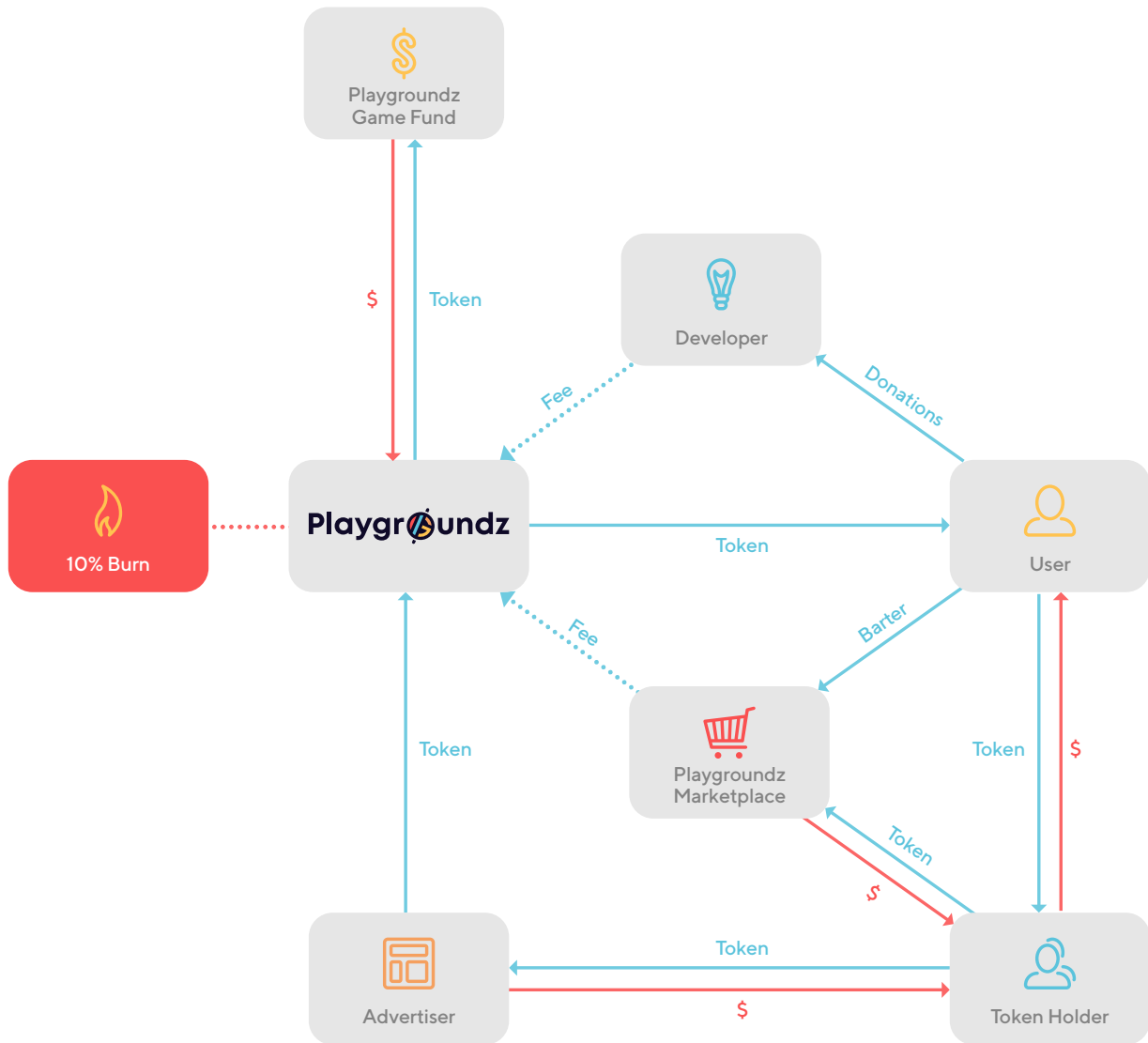To help increase the value of our tokens, we are currently evaluating a burn structure where a portion of the profit will be used to buy out tokens and burn them.

## Phase 1 Burn Model
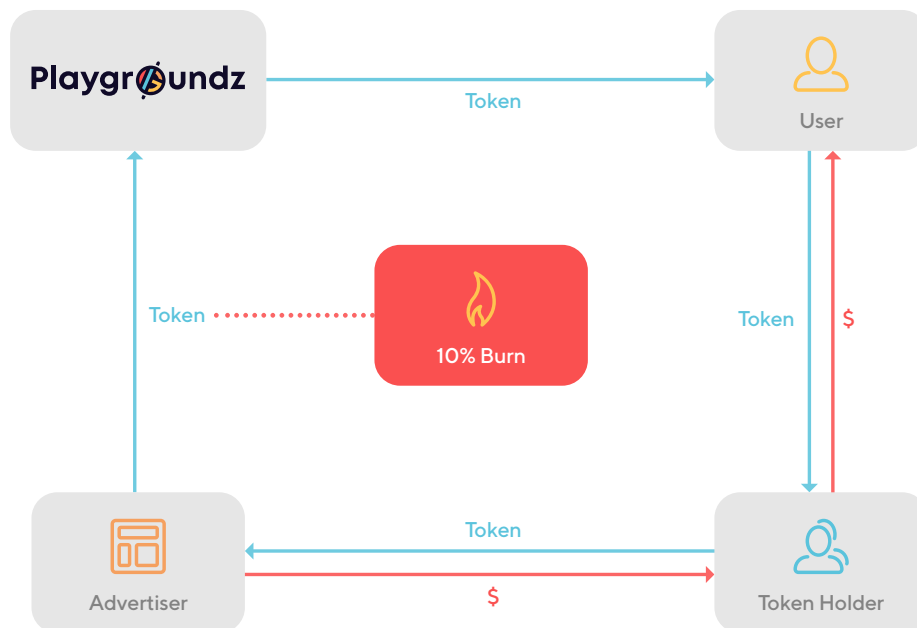
# Burn System 2/2

## Phase 3 Burn Model

# IOG Token Sale

Videogames + Decentralization = The Future of Games

- **Why Videogames?**
- **Why Contribute?**
- **Token Sale**
- **Token Distribution**
- **Use of Proceeds**

# Why Videogames?

With the recent boom of **Blockchain**, various industries have been on the move to adapt and/or rebuild entire business models and infrastructures to somehow incorporate it into their system. Blockchain has become one of the hottest techs of this century and has grown at a rapid rate. Blockchain is revolutionary and without a doubt made a big impact on the world.

A similar thing can be said about videogames. Videogames have almost been around since the beginning of technology itself. The first noted interactive electronic device with various display formats came about in 1947 and has deeply changed and evolved since then.

We believe videogames will be one of the forefront leaders for the Blockchain technology. Throughout the history of technology, the videogame market has always been one of the key elements for its evolution.

• Computer technology first hit mainstream through videogame consoles.
• 3D graphic technology evolved with the arrival of games like Doom.
• Smart phones apps evolved with the arrival of mobile games.
• Oculus accelerated the **virtual reality** space with VR games.
• Videogame AI was the birth of **machine learning**.

Videogames will accelerate, enhance, and help evolve Blockchain!

# Why Contribute?

Simple, Playgroundz belongs to the gamers and the gaming world. Blockchain gives us an opportunity to create a decentralized game world for everyone! We would just be the honored group taking the lead to get this started.

Secondly, because it affects you. Believe it or not, you're a gamer. Videogames have become a part of our lifestyle and whether you're at home on a console or entertaining yourself with your mobile device, you have most likely played a game once in your lifetime.
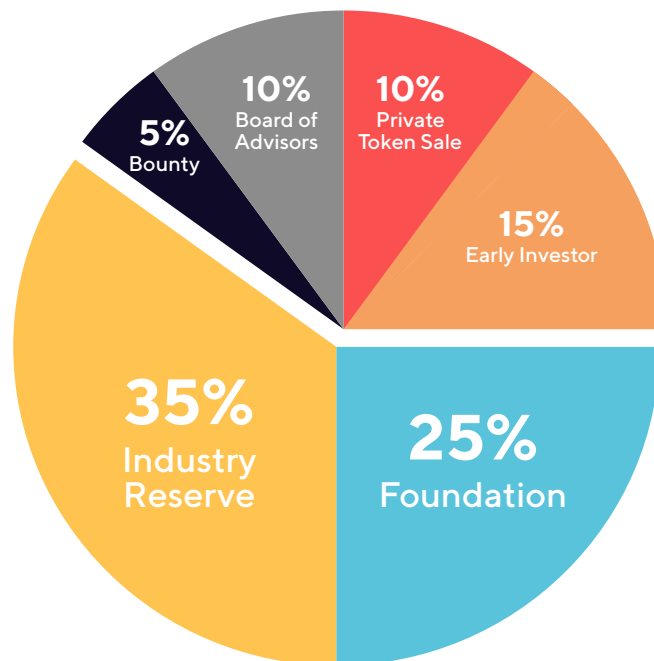
Videogames are the future of entertainment and this is your chance to help mold it.

# Token Sale

## Proposed Structure

- Ticker      **IOG**
- Tokens      **2,200,000,000 IOG**
- Inflation      N/A

- Private pre-sale cap      **220,000,000 IOG**

# Token Distribution



## Locked Structure

- Industry Reserve      **30% Locked (10% Yearly Release)**
- Foundation      **16% Locked (8% Yearly Release)**
- Early Investor      **12.5% Locked (1 Year Release)**
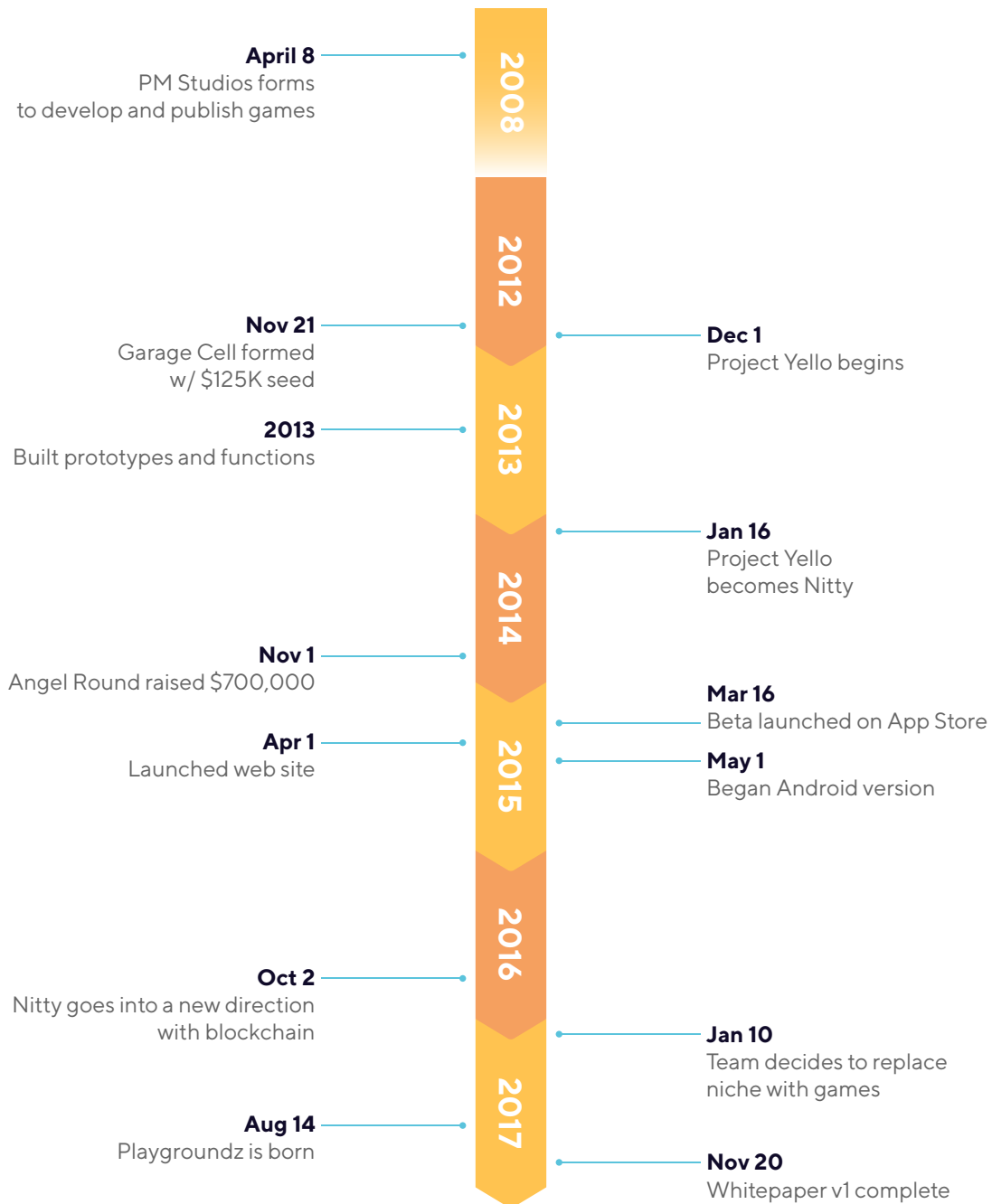- Total      **58.5% Locked**

# Roadmap
The Next Level

- **Accomplished Milestones**
- **The Road Ahead**

# Accomplished Milestones

**2008**

**April 8**
PM Studios forms
to develop and publish games

**2012**

**Nov 21**
Garage Cell formed
w/ $125K seed

**Dec 1**
Project Yello begins

**2013**
Built prototypes and functions

**2013**

**Jan 16**
Project Yello
becomes Nitty

**2014**

**Nov 1**
Angel Round raised $700,000

**Mar 16**
Beta launched on App Store

**Apr 1**
Launched web site

**2015**

**May 1**
Began Android version

**2016**

**Oct 2**
Nitty goes into a new direction
with blockchain

**Jan 10**
Team decides to replace
niche with games

**2017**

**Aug 14**
Playgroundz is born

**Nov 20**
Whitepaper v1 complete

# The Road Ahead

The Playgroundz development budget and milestone schedule.

*Please refer to the excel document **playgroundz_wpattachment***

# Playgroundz Team

Award Winning Game Developers

- **Development Team**
- **Executive & Operation Team**
- **Advisors**

# Development Team

Playgroundz was conceptualized and created by PM Studios, Inc. an established videogame developer/publisher since 2007. Throughout the past decade, PM Studios has created games for numerous platforms which include PlayStation 4, Xbox One, Nintendo Switch, PSP, PS Vita, Arcade, PC Online, iOS and Android. Our most recent hits include Barbie Fashionista for Mat–tel, Superbeat Xonic, Chef Curry with Stephen and Ayesha Curry and Just Skate with Justin Bieber. We recently got some amazing new Blockchain developers to join us as well. The 30+ team members at PM Studios will apply all of their videogame knowledge and connections to develop their most important work to date, Playgroundz!

# Executive & Operation Team 1/2

**Michael Yum**  CEO, Founder
Mike has developed and published over 40 games throughout his 13-year career. He's also a passionate and dedicated gamer with 200+ PSN Platinum trophies and over 2000 physical games in his collection.

**David Hung**  COO
Dave spent 15 years in finance specifically in boutique investment banking handling mergers & acquisitions for private Fortune 500 companies.
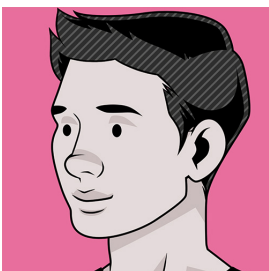
**Peter Jung**  CFO
Peter co-found PM Studios with Michael Yum in 2007. Peter recently sold his other company Crew Knitwear for $50+ million.

**Dongpil Lim**  CTO
Dongpil also known to the gaming world as Feels was the lead programmer for Technika. Dongpil also won the Programmer of the Year award from the Korean Government in 2010.

**Seong-uk Jeon**  Art Director
Seong-uk also known as Panax to the DJMAX fans was the Art Director for the DJMAX Metro Project which includes Technika, Black Square and Clazziquai Edition. Now known simply as Justin, he leads PM Studios' Art Division and oversees all projects as the Art Director.

# Executive & Operation Team 2/2

**Jiho Jeong** System Architect
Jiho previously developed Altools Windows applications during his time at ESTSoft. He was part of the Community System Architecture team for hanafos.com which was one of the most popular portal sites in South Korea. Jiho has also programmed security solutions for one of the largest security companies in the world called Softforum. He is now the Lead Database and Server Architect for PM Studios.

**Hogeun Kang** Operations Director
Hogeun is a rare industry veteran who has experienced all types of videogame cycles and environments which include arcade, console, PC online and mobile. His ability to adapt to new platforms makes him an excellent leader for the next phase for games.

**Sarah Choi** Lead Artist
Sarah has worked on several DJMAX projects and was a lead artist for Technika 2. Her work extends beyond games and has worked as an artist with major brands like Nike and Converse. She is consistently growing as an artist and will bring her amazing abilities to Playgroundz.
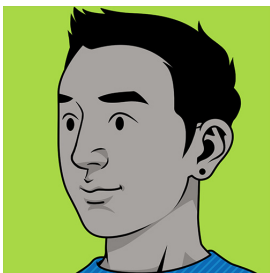
**Steven Yum** Producer and Project Manager
Steven comes from EA Mobile, where he helped create and release numerous titles under EA's most famous brands which include The Sims, Madden, and Command & Conquer. He now works at PM Studios as a Publishing Producer and helps bring developers games to market.

**Federico Perez** Marketing Manager
Federico has been in the industry for five years and leads creative and technical elements of several marketing initiatives including data mining, community management, web collateral development, lead generation, channel partner cultivation, as well as customer platforms and acquisition strategies.

# Advisors 1/2

## Game

**Louie Reyes**
VP at Capcom and
formerly at SEGA and PlayStation

**Greg Essig**
Former Apple Appstore Manager

**Philippe Erwin**
Former VP of Warner Bros
Interactive Group

**Maria Essig**
Google Playstore Manager

# Advisors 2/2

**More to be announced.**

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