

# MaggToken



Utility For Life



**Tokenomics**  
of Magazine Publishing

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## Tokenomics of Magazine Publishing

WHITE PAPER

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## **MagToken**

### **Tokenomics of Magazine Publishing**

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### **Who are in the MagToken Developer Team?**

- **Mehmet Arslantunalı:** Founder
- **Nevzat Çalışkan:** Co-Founder
- **Büşra Eldener:** Co-Founder
- **Tunç Erkan:** Co-Founder
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## Introduction

### Changing dynamics in the publishing industry

#### The impact of digital transformation and technological advances on the publishing sector

The fact that access to information is very fast and costless today with social media and news websites has negatively affected sales in magazine and book publishing. While the publishing sector experienced this transformation with revenue losses in the web 2.0 period, the doors of a new era are opening with web 3.0. Publishing is shape shifting with web 3.0 where new revenue models and alternative revenues emerge on the blockchain in magazine and book publishing. Digital transformation and technological advances open brand new doors to publishing sector.

#### Change of user habits and new consumption models

While printed publications are still at the forefront in terms of prestige and credibility in the magazine and publishing industry, the increase in the number of methods for readers to have free access to content, the high commission rates of distribution channels and the cost burden of printed materials have brought about the necessity for publications to generate revenue through social media and websites. With Web 3.0, the NFT market has become one of the new models of content consumption. In an NFT market of thirty billion dollars, moving the content of magazine publishing on the blockchain and meeting with consumers points to a period when magazine content will experience a golden age again with new revenue models...

#### Tokenomics and Importance of NFTs

##### Use cases and advantages of Tokenomics in the publishing industry

High commission rates in distribution of magazines, long payment terms, Personal Data consent obligation from users and financing challenges as the four main issues to be eliminated in magazine publishing sector via transferring content on blockchain creates alternative revenue models for publishers; thanks to emerging opportunities with Web 3.0 ecosystem.

While a fashion shoot in a magazine has a chance to be published in the printed media with 7-8 frames, each frame taken in a fashion shoot, each outfit worn by celebrities becomes a marketable product on the blockchain as a digital asset.

##### The role of NFTs in digital asset ownership and exchange

Since ownership of digital assets on the blockchain is determined on the day of a transaction on a blockchain as an immutable token, 'readers own exclusive content'. With Magg Token to achieve a web 3.0 publishing ecosystem is one of the most important goals where readers will be able to share owned exclusive content on their social media accounts, receive certain discounts and utilities via these digital assets, and resell owned NFTs.



## Purpose of NFBChain and MAGG Token as an Innovation

### What is the purpose of NFBChain?

**With NFBChain, which will be implemented this year our aim is:**

- To create a decentralized content provider channel in the publishing sector including magazine publishing, eliminating high commission rates in the printed book, e-book and audiobook industry (which are up to 80 percent currently);
- To reduce collection maturities (which can be up to 240 days with 120 day payment period given to companies after the 120-day consignment period) to 1 minute;
- To establish a transparent rights management system by creating value-added revenue for publishers and authors with the opportunity to generate “tokens” on their own blockchain infrastructure;
- To open the way for digital publishers with content in ePUB, PDF and newly developed formats used with NFB technology, and to make publishing contents accessible to investors/readers with a win-win approach;
- To enable popularization of “fixed price globally” policy, which is one of the main goals in the publishing industry, using the stable token to be produced on NFB blockchain;
- To be the “Financial Technology Company of the Publishing Sector” in every new country we operate and with every new publisher that will join us, along with our digital asset investors. The NFBChain idea emerged as a solution to the high commission rates, long terms, high costs and variable prices encountered not only in magazine publishing but in all areas of publishing.



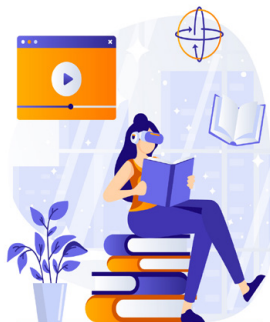


## NFBChain and Magg Token

With partnership of Group Medya and NFBChain , Magg Token which will be produced only on NFBChain is a pioneering approach to digital transformation and the creation of alternative revenue models in the field of magazine publishing. Group Medya brings all its printed and digital publications to token economy.

MAGG Token, the first token to be published under the NFBChain, targets the magazine ecosystem, focusing on content that has not been published in magazine publishing with the idea of 'unique intellectual magazines' or content that is prepared in a certain number and will be offered for sale on the personalized blockchain.

Not only content but also certain user experiences will be available in NFB form to the investors. Initially designed for NFBs created from the exclusive content of Group Medya Magazines (Fortune, Marie Claire, Instyle, Trendsetter), Magg Token will have the ability to provide special experiences to its holders with "utility for life" on NFBChain.





## Shaping a Brand Culture

### Creating and Sharing Brand Culture

#### **Identifying and spreading brand values on Web 3.0;**

magazine publishers working together with advertisers on the blockchain Creating alternative revenue models by identifying and sharing brand values in the web 3.0 environment through the publication of NFT-NFB collections.

#### **Brands encouraging interaction and participation with communities;**

advertisers and magazine publishers' one-way communication efforts in print media are being replaced by the web 3.0 environment, to make it a dual-channel medium that generates alternative revenue models for everyone and to grow the community volume.

### Strategies to Increase Brand Loyalty

#### **Loyalty programs and reward systems;**

magazine publishers producing and launching NFT-NFB collections together with advertisers in the web 3.0 environment, giving the produced collections free of charge to a certain spending audience, attracting audiences who have never consumed before into the community and using collections in sustainability efforts.

#### **Improving the customer experience and personalization;**

determining the new generation's understanding of consumption and determining the type and category of content they consume in the web 3.0 environment and redesigning the magazine content accordingly to offer a brand new customer experience.



## NFT Market and Brands

**The idea of a public blockchain-based version that is not Internet-centric;** As the world moves towards Web 3.0 - the idea of a non-internet-centric and public blockchain-based version - brands and marketing teams are looking for new channels to shape and share their brand culture and drive brand loyalty. At the top of these new methods is the use of cutting-edge technologies and tools such as virtual reality and Non-Fungible Tokens (NFTs).

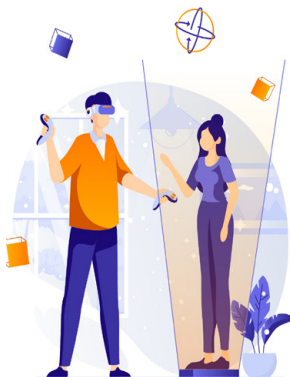
**Utilization of blockchain technology in the NFT market;** We aim to increase brand awareness of brands with our publications, build brand loyalty, create communities on web 3.0, capture the new generation, offer customer loyalty by offering unique experiences and special products, and create brand new forest areas within the framework of social responsibility projects and our sustainability policy.

**Use of the latest technological developments and tools in the search for new channels;**

- Integration of NFTs with social media, virtual reality and other platforms
- Advanced technologies increase the discoverability of NFTs

**The potential and benefits of NFTs for brand**

- Brands deliver unique experiences through NFTs
- Increasing brand awareness by using NFTs in marketing strategies





## **MAGG Token Advantages: Utility for Life**

### **Access to journal subscriptions with tokens**

MAGG Token holders get digital access to magazines  
Subscribe to magazines with Magg Token



### **Participation of MAGG Token holders in special events**

Entry to Group Medya summits with tokens  
Participation in private meetings with business people  
Participation in Fortune C Level events

### **Access to prestigious conferences and meetings**

Chance to attend the Fortune 500 Awards Ceremony  
Access to Fortune Newsletter by Alan Murrey  
A chance to participate in the Fortune Brainstorms in America

### **The earn-as-you-read tokenomics model**

MAGG Token holders can earn tokens by reading magazines  
Reward system for reading magazines

### **Opportunity to support philanthropic activities with tokens**

MAGG Token holders contribute to philanthropic projects  
Special donation campaigns and incentives





### **Selection of celebrity couples for the Valentine's Day cover**

MAGG Token holders' right to vote for celebrity couples

Accessing and contributing to the special cover

### **Interaction and chat opportunities with celebrities**

MAGG Token holders have private conversations with celebrities

Opportunity to ask questions and get answers

The right to meet our cover girl on Zoom to meet her and ask her questions

### **Chance to win outfits worn by celebrities**

MAGG Token holders add celebrity outfits to their collection

Exclusive fashion and style deals

### **Opportunity to attend special nights attended by celebrities**

MAGG Token holders participate in celebrity events

VIP guest privileges

### **Opportunity to participate in special fashion shoots**

MAGG Token holders participate in fashion shoots with celebrities

Style consulting and fashion experiences

### **The right to have a magazine printed with your photo on the cover**

MAGG Token holders get a special cover with their own photo

Personalized journals and memoirs





### **Special discounts and advantages**

- Meeting with designers, visits to workshops, talks and interviews
- Meeting and coming together with influencers, producing content
- A chance for websites to write about specific content as a reward,
- The right to experience a tasting menu at restaurants
- The right to win a Spa or stay experience in hotels
- Styling Session- Going shopping with our fashion director and personalized styling with the pieces she will choose
- Beauty Session- Meet with our beauty editor to discover new products and trends. Opportunity to meet with hair and makeup artists and experience hair and makeup
- Beauty Box - a chance to win a beauty box with the best beauty products of the year as part of InStyle Best Beauty Buys
- Access to an archive of foreign and local past issues
- Vehicle driving experience
- The chance to receive the 3 most important daily news in the areas of interest that he/she determines

### **Back Stage unreleased content meets the user as NFB**

- Magg Token holders have discounts on NFBs of unpublished cover photo shoots





## MAGG Token & Brand Collaborations

### Special experience opportunities for token holders

MAGG Token holders experience exclusive interactions with brands

First experiences and privileges

Loyalty programs and brand communities

Special loyalty programs for MAGG Token holders

Community building and brand loyalty

## NFBChain and MAGG Token Details

### Independent Blockchain Infrastructure

Technically, NFB Blockchain is a standalone blockchain. Due to business requirements such as cheap, fast, efficient consensus algorithms, advanced smart contracts to be created in its own network, high compatibility with NFBs and IPFS protocol, NFB Market Place's core technical and business functions require independence and originality. NFB Coin doesn't strive to be a coin of other networks, but rather it aims to be the mainstream coin of the publishing industry, emphasizing its unique features, making everything simpler and in line with industry standards. Thus, NFB Market Place has chosen to have an independent blockchain.

### Smart Contracts and Blockchain Bridge

The first widely used Smart Contract platform is Ethereum. Thus, NFB Market Place blockchain has chosen to be compatible with the existing Ethereum architecture to take advantage of this mature ecosystem, libraries and developer communities of Ethereum. This will allow most Decentralized applications, ecosystem components and tools to run with minimal or no changes. This feature also facilitates cross-chain interoperability, which is vitally important to develop and expand.

A blockchain bridge is a link which allows tokens and/or data to be transferred from one chain to another. Both chains can have different protocols, rules and governance models. However, the bridge provides a harmonious way for both blockchains to work together securely. In order for NFB Blockchain to connect to Ethereum and other networks in such a harmonious way, cross-chain blockchain bridges will be developed.



## **Non-fungible Books; NFBs with ePub support created from NFT infrastructure**

Every identity and copy of a product in the publishing industry can become an NFB on the blockchain. ICO, minting and trading will be possible based on ERC-721 with front-end applications in the decentralized NFB Market Place network.

This way, publishers and authors will be able to create NFBs by producing limited edition books, cover designs of cult magazines and books, specially produced posters and magazines, and all kinds of audio files and video content.



With the technical infrastructure to be provided in ePub format for the first time under a blockchain, we will create the NFB (non-fungible Books) ecosystem. In this way, it will be possible to create a sustainable royalty income from the secondary sales of the unique books published in limited numbers, and therefore it will be possible to create a brand new ecosystem in the global publishing industry.

## **File Storage**

IPFS is a protocol for storing and sharing data in distributed file systems. NFB Market Place will also ensure that content ownership can be verified by distributing the generated NFB content files over IPFS.



## **High-Performance Processing Capacity**

The NFB Market Place Token Service will offer the opportunity to process hundreds of transactions per second with block times which can be completed in 15 seconds.



## **Easy Token Creation**

Thanks to the NFB Market Place Token Creation Service, NFB Market Place enables publishers, authors or artists to easily create their tokens with the features they want using NFB Market Place's advanced frontend software without any limitations on NFB Market Place MainNet.

## **Low Cost Transactions**

Transaction fees for tokens created with NFB Market Place Token Creation Service for transactions made on NFB Market Place MainNet will be less than USD 0.01. Low transaction fees provides significant advantages in high-volume usage scenarios such as payments, other financial transactions or in-app purchases.





## **NFBChain & MAGG Token Protocol Components**

### **1. Coins**

- A- NFBChain owns the platform token
- B- Works with third party stable coins
- C- Author tokens
- D- NFB
- E- Alt tokens (MAGG Token and future tokens)



### **2. Storage**

- A- Decentralized storage
- B- Notebook for sharing content/book/magazine and metadata
- C- Content encryption

### **3. Discovery**

- A- Protocol for users to query metadata efficiently
- B- User app with wallet



### **4. Management**

- A- Decentralized management
- B- Stakeholders contribute to protocol changes and development.

## **What Will be the Capabilities of Magg Token?**

The purpose of MAGG Token can be summarized as magazine publishers offering special experiences and products to their readers through token ownership (Utility for Life) and magazine publishing providing user-specific products/services through brand collaborations with other sectors and mediating community participation for social responsibility projects. In doing so, the aim is to create alternative sources of income/advantage for the benefit of all stakeholders. MAGG Token goals will be realized with the participation of all stakeholders on a transparent platform



## MAGG Token Road Map



### August 2024

- Magg Token presale
- Utility detail design
- Brand collaboration meetings



### 2024 Q4

Magg Token order book opening at Crypto Trade Exchange Platform



### 2025 Q1

- MagToken infrastructure implementation
- Utilities going live
- Brand collaboration



## MAGG Token Supply Management

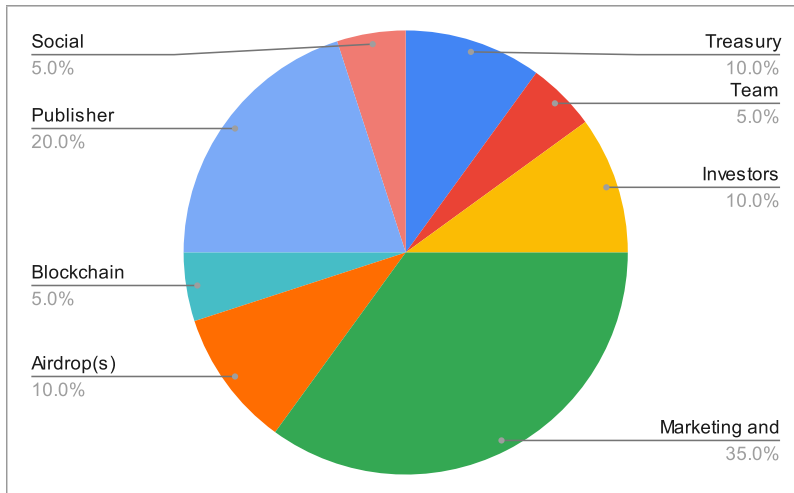
### Total supply and presales

A total of 1 billion pre-issued Magg Token digital assets will be offered. 12 % of the total ICU will be put on pre-sale on a Crypto Trading Platform in 2024.

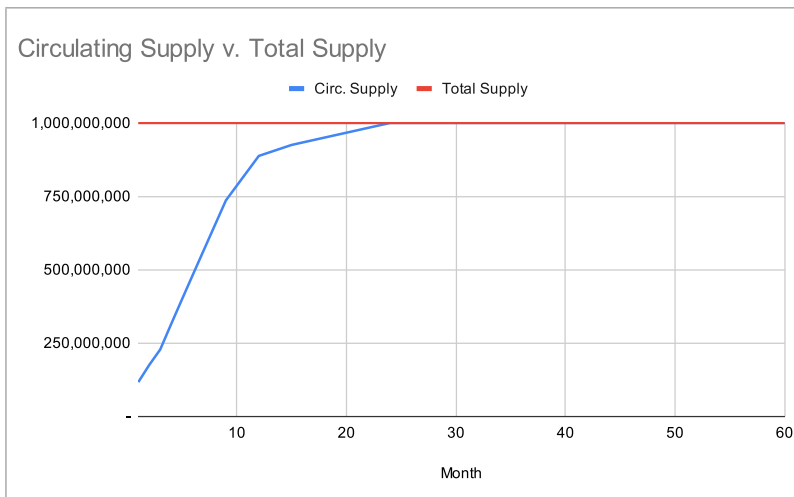
We aim to be listed on at least one DEX along with European and American Crypto Exchange markets when regular sales begin.

### Magg Token Tokenomics Details

#### Token Distribution

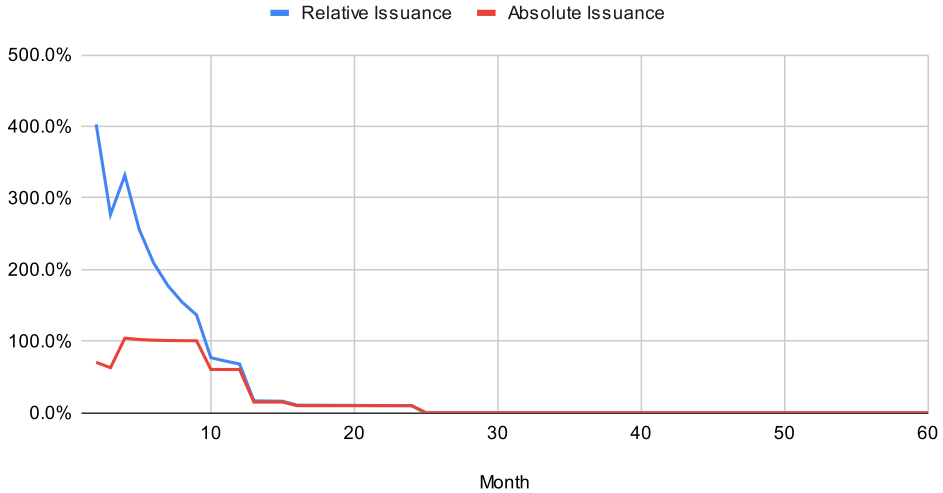


#### Circulating Supply v. Total Supply & Issuance Rates





## Relative v. Absolute Issuance Rate



### Token Distribution + Vesting Schedule Inputs

Total Token Supply:

1,000,000,000

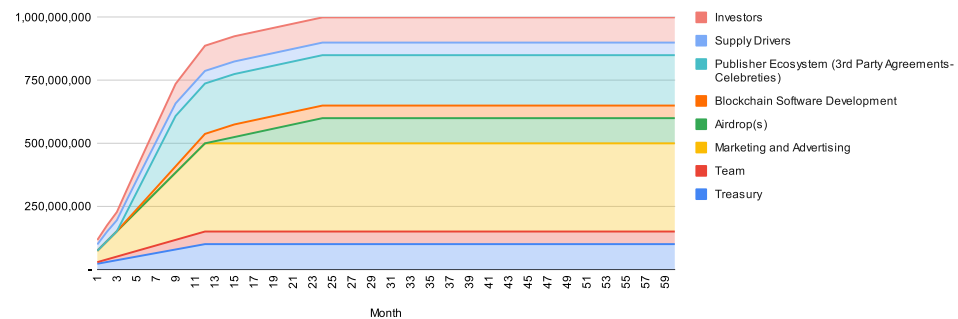
Category	Locked Period (Months)	Vesting Period (Months)	% Allocation	Total # of Tokens	% Unlocked at Genesis (TGE)	# of Tokens	
						at Genesis	Released
Treasury	0.0	12.0	10%	100,000,000	15%	15,000,000	85,000,000
Team	0.0	12.0	5%	50,000,000	5%	2,500,000	47,500,000
Investors	0.0	12.0	10%	100,000,000	10%	10,000,000	90,000,000
Marketing and Advertising	0.0	12.0	35%	350,000,000	5%	17,500,000	332,500,000
Airdrop(s)	12.0	12.0	10%	100,000,000	0%	-	100,000,000
Blockchain Software Development	3.0	12.0	5%	50,000,000	0%	-	50,000,000
Publisher Ecosystem (3rd Party Agreements-Celebrities)	3.0	6.0	20%	200,000,000	0%	-	200,000,000
Social Responsibility Projects	6.0	6.0	5%	50,000,000	0%	-	50,000,000
<b>Total</b>			<b>100%</b>	<b>1,000,000,000</b>	<b>4.71%</b>	<b>45,000,000</b>	<b>955,000,000</b>

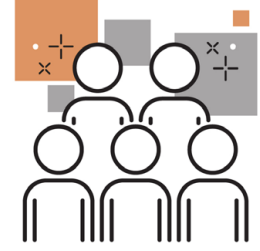
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### Cumulative Emissions Chart

#### Cumulative Emissions by Holder





## Magg Token Team

### Mehmet Arslantunalı

He served as a Member of the Board of Directors and Vice Chairman of the Executive Board in one of the largest educational institutions in the EMEA Region. He implemented e-book, audiobook and e-learning platforms for operators and brands. Publisher of the books titled “Block Chain, Bitcoin and Digital Currencies”. The biggest IT Publisher in the region for 25 years.

### Nevzat Çalışkan

Magg Token Co-Founder Nevzat Çalışkan has vast experience in magazine publishing and broadcasting sector for 30+ years and is the founder of Group Medya (Publisher of Fortune Turkey, Marie Claire, Instyle and many more).

### Büşra Eldener

She is a Project Management, Business Process Management and Trade Finance professional with 14 years of experience in Banking, Construction and IT sectors within multinational teams in Turkey, Netherlands and Romania in various managerial roles. Currently undertaking project management of various projects on NFB Blockchain Platform.

### Dr. Onur Baran Çağlar

Academician and administrator Dr. Onur Baran Çağlar was in management positions in Turkey’s first ISP (Internet Service Provider), Turkey’s first content, game, entertainment, sports and e-commerce portal companies, Turkey’s first mobile / GSM operator, VAS (Value Added Services) and 3rd party ecosystem, Turkey’s most innovative and Innovative Bank, and Turkey’s first e-money company. He still carries out senior management duties in Turkey’s fastest, dynamic and innovative group that develops financial technology, products and services, particularly in the insurance field. He is currently the IT Consultant of NFB blockchain.

### Dinçer Karaca

Karaca, who has been a manager and writer on both the written and visual sides of the information media for many years, prepared and presented Turkey’s first and only technology production on national channels, “Silicon Valley”, which is currently on the Bloomberg HT channel. Continuing his studies as an academician at Okan University’s New Media Department, Karaca also taught Digital Economy Management in the MBA Program at Bahçeşehir University. Karaca, who provides consultancy and training services to many companies on blockchain and Crypto Assets with NextGen AŞ, of which he is the founder, is a block chain Consultant and Solution Partner in the NFB Market Place team.



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