



Media Union Whitepaper

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1 About the status of blockchain

1.1 Blockchain background

The worldwide economic crisis caused by the US subprime mortgage in 2008 allowed Nakamoto to reflect on the exploitation and oppression of the monopoly of the world. He published the Bitcoin white paper in the same year and created an anarchic encrypted number based on peer-to-peer network. currency. For the first time, human beings can store their own assets. Since the birth of Bitcoin, it has been recognized by various traditional economists for 129 deaths, and its value has increased by tens of thousands of times. At the beginning of Bitcoin design, the trade off between security and capacity was considered, that is, the capacity was sacrificed to meet network security, which is why a transaction now takes more than one hour to confirm.

Bitcoin magazine editor Vitalik Buterin began another journey of blockchain upgrades in 2015, bringing human cognition to a whole new era. The abstraction of the scripting language in Bitcoin is upgraded to a smart contract, and the DAO (Decentralized Autonomous Organization) based on this has become the prototype of the future Internet company, which has given birth to a pass-through economy era. However, Ethereum based on the workload proof mechanism also has performance problems. An

Ethereum game cryptokitty can make the whole network paralyzed.

Only the people of rich countries can own most of the world's computers. For example, 75% of computers are distributed in the top 20 countries. 178 The country shared a total of 25% of the world's computers. India has directly entered the era of mobile Internet, and mobile banking has replaced traditional banks in Africa. Blockchain 1.0-2.0 Focus on providing blockchain services in a PC Internet environment. However, 90% of mobile phone users are not well involved in this digital currency revolution. The blockchain economy of mobile internet, the scalability problem of blockchain seriously damages the spread of distributed economy derived from Bitcoin and Ethereum. The size and speed of the block is fundamentally a bottleneck in the blockchain, and now mainstream solutions, directed acyclic graphs (DAGs) and lightning networks, and tiering.

With support for small and micro payments on mobile phones, Media Union naturally pushes the decentralized blockchain economy to mobile internet. Content, social, etc. App access to the news chain makes it easy to use the news chain's main chain to instantly confirm and transfer fees, payments, and other services. It can also be used to tokenize traditional points or issue new digital assets.

1.2 Blockchain media status

In 2018, the blockchain and related industries are accelerating, and the world is running into the “blockchain economy era”. More mature applications will emerge on a global scale. Blockchain media advertising quotes are chaotic, and the charges are uneven. At this moment, the blockchain media is facing huge opportunities and tests.

Blockchain technology has brought about a tremendous change in the digital economy era. The birth of blockchain marks the beginning of human beings to build a truly trustworthy Internet. By combing the rise and development of the blockchain, it can be found that the blockchain attracts attention in that it can establish reliable trust between peers in the network, so that the value transfer process removes the interference of the intermediary, not only public information but also privacy. Co-decision and protection of individual rights, this mechanism increases the efficiency of value interaction and reduces costs.

From the economic point of view, this new value interaction paradigm created by the blockchain is based on “weak centralization”, but this does not mean that the various “centres” in the traditional society have completely disappeared, and there will be a large number of future blockchains. The "multi-center" system

is dominated by Media Union, alliance chain, private chain or hybrid chain. The blockchain will further improve the efficiency of the "center" and reduce its considerable cost.

From a technical point of view, we believe that the blockchain is a technical system that is maintained by multiple parties, stores data in a blockchain structure, uses cryptography to ensure transmission and access security, and enables data to be consistently stored, cannot be tampered with, and cannot be denied. . This technology has brought unlimited imagination to the world. The global interest in blockchain continues to heat up. The world's major economies have begun to study blockchain technology and development trends from the national strategic level.

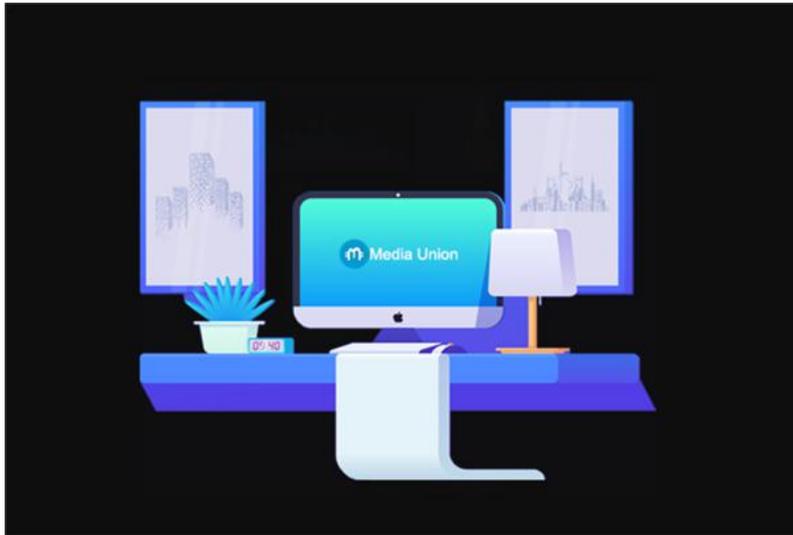
2 About Media Union

2.1 Introduction to Media Union

Media Union is a blockchain project sponsored by the Blockchain Media Lab, supported by FIAM, which uses data integration of big data and blockchain technologies to build a reasonable content creation and effective communication system, as well as with various content platforms (Including, not limited to, major media websites, APPs, and self-media, etc.), to establish a partnership, to evaluate the value of the producer's content traffic,

and to assign the corresponding Media Union Token.

In turn, Media Union Token is used in various content platforms to stimulate the production of high-quality content and user activity, and to increase the forward flow of traffic between platforms.



Media Union's use of each content platform stimulates the generation of high-quality content and user activity, increasing the flow of positive traffic between platforms. To evaluate the advertising value of producer content traffic and distribute the corresponding Media Union Token (MEUN).

Media Union has stipulated a total of 2.1 billion copies of Media Union Token (MEUN) and promised never to issue additional shares.

- Total issue: 2,100,000,000 pieces
- Issue price: 1 ETH=1000 MEUN

2.2 Media Union goal

2.2.1 Global blockchain media integration

Media Union integrates the blockchain industry-wide media to integrate media to enable media to interact with resources and add value. Media Union uses a combination of all-media tools to pinpoint target groups and use stereoscopic, multi-layered communication skills to build, integrate and maintain a good relationship between brands and customers. In this new type of advertising, media technology is maximized and media value is maximized.

2.2.2 Blockchain advertising customization

Media Union sorts out the global blockchain media, optimizes its advertising resources, and keeps up with hot events for marketing, providing customized services to advertisers. Help the blockchain project to carry out high-quality and rapid growth and branding in the industry. Make your project the most cost effective and gain your project. Help the blockchain project to carry out high-quality and rapid growth and branding in the industry. Make your project the most cost effective and gain your project.

2.3 Media Union application scenario

Based on the Media Union blockchain base platform, the application of blockchain technology can cover many fields of currency, finance, economy and society. From the point of view of the application value of blockchain, we summarize the application

direction of Media Union blockchain, which is divided into: community reward, transaction clearing, network socialization, community creation, media cooperation, advertising investment, brand creation, content announcement, etc. Eight categories, the specific scene overview is as follows:

2.3.1 Community reward

Media Union Token can be used as a community reward. In the relationship between information producers and information consumers, the introduction of distributed trust system from multiple perspectives can build a better interaction between the two. The community is different from the liberalization of social networks, and Media Union Token is fundamental to the survival of the community.

2.3.2 Transaction clearing

The open and transparent nature of the blockchain eliminates information asymmetry in crowdfunding, investment, and subsequent use of funds, reducing people's trust costs. Based on the programmable interface provided by Media Union Token, smart contracts can be built in the crowdfunding asset release, and the transaction clearing and special funds for funds can be truly used, so that investors have no worries.



2.3.3 Social networking

Through Media Union Token, we establish a network of relationships between people on the Media Union platform, build a network group, show the new form and characteristics of everyone, and integrate into a new social group in the era of network globalization.

2.3.4 Community creation

Media Union Token can be applied for community creation. Because community creation has better liquidity, crowdfunding supporters can quickly and simply transfer the proceeds of crowdfunding to other people on Media Union. The center is completed in a peer-to-peer format and the business is completed through a Media Union Token secured transaction.

2.3.5 media cooperation

Based on Media Union's privilege of confirmation, billing, and transfer, Media Union applications are perfect for media

collaboration.

2.3.6 Advertising investment

Media Union Token is a value-added investment, reducing the extravagance of advertising costs, allowing the cost of advertising investment to be used in the "blade", so that every penny of the enterprise can be effective, and recycling resources to get the maximum value.

2.3.7 Brand creation

Media Union can also be used as a basis for brand creation. After the creator has registered the blockchain copyright, the work is determined.

2.3.8 Content announcement

Based on Media Union, blockchain technology can be used to stamp time stamps to prove the creation and release time of original works, while ensuring the authority and reliability of the deposit time. The use of blockchain copyright as evidence of appeal can greatly improve the success rate of appeals, and meet the needs of content announcement and scene protection.

2.4 Media Union advantage

2.4.1 Focus on blockchain

Media Union is demonstrating itself as a third-generation decentralized blockchain technology designed to make

peer-to-peer payments using a fully decentralized open source protocol.

MEUN is a frictionless point-to-point payment protocol that combines the technical aspects of Bitcoin and Ethereum in an innovative network platform.



2.4.2 business use

Not only does Media Union reduce labor costs, it also serves customers faster, and users can use menu editing tools and powerful marketing tools to ensure a better average bill value.

2.4.3 Top team

The core members of the company are mainly graduated from Tsinghua University, the University of Pennsylvania, Columbia University and other foreign famous universities. They have worked in Microsoft China, DNV China, Oracle, Honeywell and Internet startups in social networking and e-commerce.

We are committed to researching and exploring the application

of blockchains in the news and content platforms. The Media Union team brings together thought leaders and passionate creators in the industry and technology to bring the most direct seamless connectivity to users around the world. The value of digital content creation investment.

2.4.4 Multi-sector multi-scenario coverage

MEUN is a highly liquid token option that not only has a professional and rich program team, but also helps clients resist exchange speculation and achieve a transparent and transparent investment. At the same time, MEUN is still covering multiple industries and multiple scenes, so that the blockchain can help the development of the physical industry.

Media Union naturally pushes the decentralized blockchain economy to mobile connectivity. Content, Social, etc. Access to Media Union makes it easy to use Media Union's main chain to instantly confirm and transfer-free transfers, payments, and other services. You can also tokenize traditional points or issue new digital assets.



2.4.5 Intelligent anti-cheating

Media Union also has anti-cheat mechanisms including, but not limited to, mobile phone number detection, weighted real-time evaluation system and FACE ID verification. MEUN is mainly used to prevent malicious users from illegally acquiring tokens after simulating user operations through robots. Once the Spread Chain Foundation determines that there is a malicious user who is cheating, it will permanently cancel the account and extract the MEUN from its account.

2.4.6 privacy protection

The average user passes the wallet authorization platform supported by Media Union and authorizes the platform agent to use its permissions. This permission can be used to perform cross-site logins, content publishing, and annotation operations.

2.4.7 Market first advantage

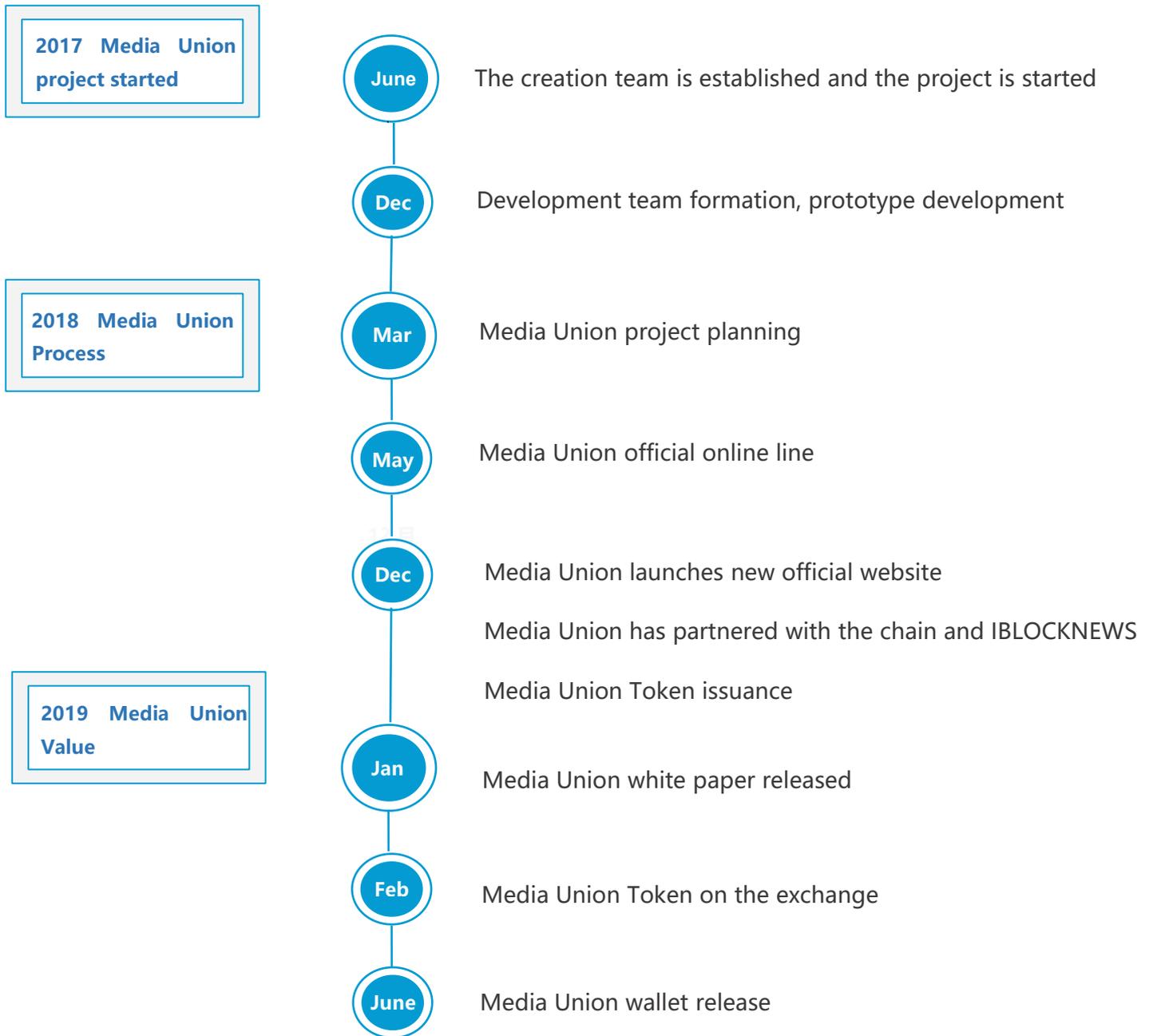
The MEUN project has certain market first-mover advantages.

At the same time, relying on the gradual landing experience of blockchain technology can mobilize the numerous resources of shareholders, the successful practice of quality projects can bring word of mouth and reputation to the platform, thus gaining the recognition and continuous attention of investors, bringing enough for community construction. Confidence.

2.4.8 data storage

In the MEUN usage scenario, the user's various consumption & behaviors on the platform are recorded. The blockchain is equivalent to a distributed ledger, which has a copy on all nodes. If the book is too large, the storage capacity of the node will be challenged, and the synchronization speed of each node will be more severely reduced. This makes the blockchain unsuitable for storing file data itself. Therefore, we store this part of the data outside the blockchain, and store the consumption & behavior storage information in the corresponding block on the Media Union with the hash function to encrypt and time stamp.

2.5 Media Union time planning



2.6 Media Union Mission and Vision

We hope to make a contribution to the blockchain and virtual networks, so that the public can enjoy the value and potential of the blockchain and cryptocurrency.

In order to further expand the era of network data, to drive the innovation of users and investment models, and to issue meun with the concept of innovation, not only can the innovative thinking of users and investment users be promoted, but also the redistribution of wealth in the eyes of people.

The purpose of building meun is to create a user-oriented, secure use of cryptocurrency and application platforms to rationally distribute self-wealth. On top of the build platform, we are committed to building new user experiences and realizing the value of Media Union.



In the future, we are working hard to build and generate revenue from anyone who builds privacy-based applications on the news link building platform. This will enable meun to accommodate

a large number of real and useful services, providing people with unprecedented freedom and everyday practicality.

3 Media Union Token

3.1 Media Union Token Value

As mentioned in the previous section of the white paper, Media Union Token will be used to stimulate quality content and user activity across content platforms to increase forward traffic between platforms.

Media Union Token is an added value of content creation and effective communication system. In addition to being freely circulated in the market, it also has collectible value. Media Union Token seeks industry hardships, innovative financial models, and a huge return on investors through a combination of links and content.

3.1.1 Safety

Security issues have always been the most sensitive part of online transactions. Media Union Token has the technical characteristics of blockchain. As a cryptocurrency, Media Union Token ensures a certain security mechanism. At the same time, Media Union Token defense, code multi-audit and security program scanning.

3.1.2 privacy

As a cryptocurrency using blockchain technology, Media Union Token has certain privacy protection. In the blockchain technology, the information is transmitted according to the asymmetric digital encryption technology such as public key and private key to realize mutual trust between the two parties. In a specific implementation process, after encrypting one key pair information in a public or private key pair, only another key can be used to unlock the process. Moreover, after one of the secret keys is disclosed, another undisclosed key cannot be measured based on the public key disclosed.

3.1.3 One-stop service

As a one-stop cryptocurrency, Media Union Token will do its best to meet the needs of users once they have entered the service site.

3.1.4 Decentralization

The Media Union Token has a decentralized feature that does not require the intervention or participation of a third party or individual; the Media Union Token is not issued by the legal currency as a cryptocurrency, nor does it accept the currency controlled by the central bank. Users can directly interface with each other rather than by acting as a central control system called an intermediate role. Therefore, it is faster and more cost effective.

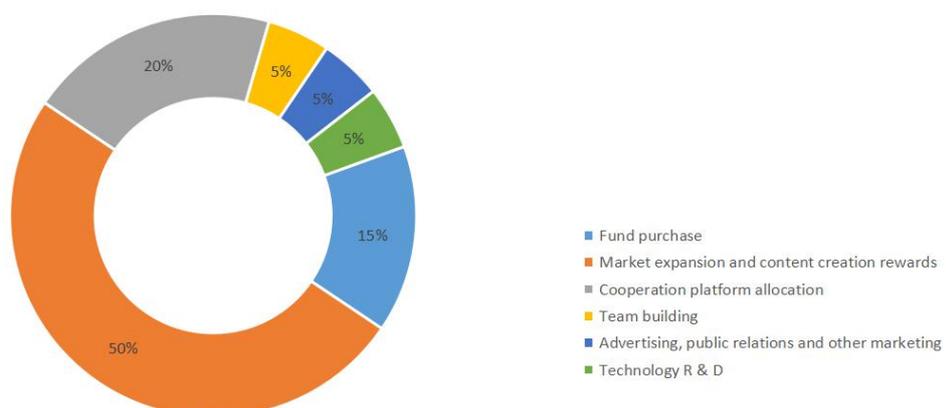
3.1.5 Media research laboratory

The Media Research Laboratory is committed to the development of the latest computer technology, and the research and development content is at the forefront of technological inventions, which can be said to be based on conceptual products. Innovative research in media research laboratories can focus on four aspects: humanism, cross-cutting, originality, and openness. Media Union, as a media research laboratory, develops value-added cryptocurrencies with content-creating and effective communication systems, and is also characterized by innovative research in media research laboratories.

3.2 Media Union Token (MEUN) distribution

- Fund purchase 15%
- Market expansion and content creation rewards 50%
- Cooperation platform allocation 20%
- Team building 5%
- Advertising, public relations and other marketing 5%
- Technology R & D 5%

Distribution plan



3.3 Lock and reward for Media Union Token(MEUN)

The Media Union Token (MEUN) lock-up period is four years and is released on a yearly basis until all releases are completed.

Media Union's partner media will be the first to benefit and enjoy the annual Media Union Token (MEUN) support and rewards.

4 About Media Union Partner Media

4.1 Media Union Partner Media



ChainWhy

ChainWhy is a professional blockchain digital currency assessment community platform



iBlockNews

Blockchain information and blockchain technology sharing platform



Blockchain xiaoyaozi

Well-known Internet information blogger headline article author Weibo signed from the media

4.2 Cooperative media rights

4.2.1 The total amount of rights enjoyed by the cooperative media is: 420 million pieces Media Union Token (MEUN).

4.2.2 The Media Union partner media receives 1 million Media Union Token (MEUN) awards each year, starting with the second

month of the partnership.

4.2.3 Cooperative media can participate in Media Union's monthly premium media selection event. For example, the quality media selected will receive 1 million Media Union Token (MEUN), 500,000 Media Union Token (MEUN), and 100,000 Media Union Token (MEUN) rewards.

4.2.4 Authors of collaborative media can participate in Media Union's premium blockchain author selection campaign and receive Media Union token rewards.

4.3 Cooperative media obligation

4.3.1 The cooperative media needs to maintain the liquidity of MEUN on its platform, and MEUN users can use MEUN to purchase corresponding services and advertisements in their media.

4.3.2 The cooperative media should actively create the high-quality content of the blockchain media, so as not to be rumored or to be rumored.

4.3.3 Cooperative media are required to hang the Media Union icon and must not revoke the icon for no reason.

5 About the Media Union team

Media Union is a user-centric blockchain startup team. Partners, core executives and investment teams are comprised of

seniors from domestic and foreign listed companies, venture capital, investment banking, and internet finance. The meun team has rich e-commerce, media advertising, marketing and promotion experience and technical advantages. It has participated in the community construction and operation of several famous blockchain projects such as grapefruit (EOS) and small ant (NEO). It also involves digital currency futures. Investment in hedging, quantification, and mining.

The core members are mainly graduated from Tsinghua University, the University of Pennsylvania, Columbia University and other foreign famous universities. They have worked in Microsoft China, DNV China, Oracle, Honeywell and Internet startups in social networking and e-commerce. We are committed to researching and exploring the application of the blockchain in the news and content platforms. The meun team brings together thought leaders and passionate creators in the industry and technology to bring the most direct seamless connectivity to users around the world. The value of digital content creation investment.

6 Disclaimer and risk assessment

The purpose of this White Paper is to introduce the easy-to-buy currency project to the public. The information provided in this document is not complete and does not imply contractual

obligations. Its purpose is to provide potential and easy-to-buy currency holders with important and detailed information so that they can learn more about the company and may engage in any form of participation, or invest, or collect, or use the e-commerce currency. Decided information supply.

No part of this White Paper shall be construed as a prospectus for any type of offering or investment quote. This initial value of the e-commerce currency is not expected to be quoted for securities sold or purchased in any jurisdiction. If you are not sure if you are eligible to participate in ICO and purchase e-commerce, please contact a professional legal, financial, tax or other consultant.

This document does not consider any legislative or regulatory actions designed to protect the jurisdiction of investors during the preparation period and is not regulated by these regulations.

Some of the statements, calculations, and financial indicators in this White Paper are preliminary information that is predictive. They are based on known and unknown risk factors and uncertainties, so actual conditions and results may differ significantly from the following calculations and results, which are derived directly or indirectly from preliminary predictions.

Media Union

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