

**International Publishers
Block Chain Platform (IPBP)**



**Tokenomics in the
Publishing Industry**





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Boodio 2022





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BOODIO COIN (BODI)

International Publishers Block Chain Platform (IPBP)

White Paper Versiyon 1.5 27.12.2021

TOKENOMICS IN THE PUBLISHING INDUSTRY

Block Chain Economy in Printing,
E-book and Audiobook Industries





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Tokenomics in the Publishing Industry

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Who are in the Boodio Developer Team?

- Mehmet Arslantunalı : Founder
<https://l24.im/cqh0UJB>
- Ömer Gökhan Kuyucu : Co-Founder
<https://l24.im/sbvz3g8>
- Dr. Onur Baran Çağlar : IT Consultant & Partner
<https://l24.im/cbn4>
- Dinçer Karaca : Block Chain Advisor and Solutions Partner - NextGen A.Ş.
<https://l24.im/STd>
- Cemil Şinasi Türün : Block Chain & Crypto Asset Advisor
<https://l24.im/BoGW9>
- İsmail Hakkı Polat : Block Chain & Crypto Asset Advisor
<https://l24.im/LuS>
- Serhat Bekdemir : Crypto Asset Manager & Partner
<https://l24.im/wWLVs>
- İbrahim Özer : Escort / Peran Investor & Partner
<https://l24.im/lSKDcV>
- Hüseyin Karslıoğlu : Sistem Global / SGlobe & Partner
<https://l24.im/u0p2zG>
- Murat Yıldırım : CTO & Partner
- Nurçin Çavdar : Brand Manager
- Atakan Kelleci : Content Manager
- Ceren Seferoğlu : Sound Technician
- Merve Özdemir : Corporate Finance
- Gülşen Akay : Accounting
- Zülal Bakacak : Graphics Designer

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Virgöl Dijital Yayıncılık ve Prodüksiyon Anonim Şirketi

Address : Vişnezade, Vişnezade Mah. Süleyman Seba Cad. No:79, Virgöl
Dijital Valideçeşme, 34357 Beşiktaş /İstanbul

Web : www.boodio.app

Email: : iletisim@boodio.app

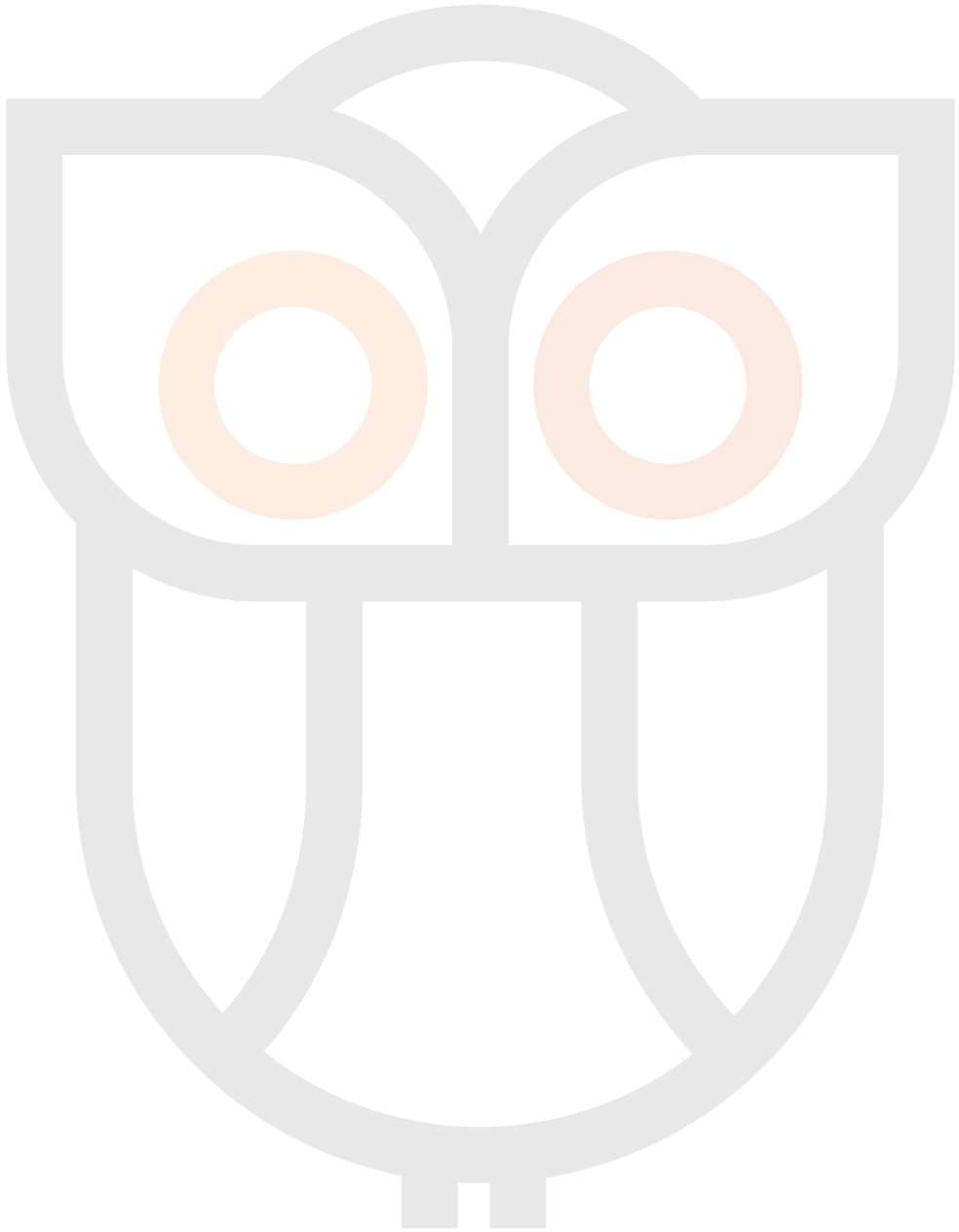




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INTRODUCTION

We've first witnessed the digital transformation in the publishing industry several years ago, with e-books and audiobooks. During the first years after the emergence of digital book formats, those who wondered whether this was the end of printed books finally found their definitive answer: Despite increasing sales for digital books, the parallel increase in printed books showed that readers prefer a hybrid reading habit. The number of printed titles and sales increased each passing year while sales of digital books also increased in geometric increments.

“The Subscription Model” Replacing Single Sales

While digital books reached consumers with individual sales during the first years after the emergence of digital books, introduction of mobile market platforms as well as ‘monthly subscription fees’ on customers’ side, became the new way to reach content in the last few years. A common feature of these applications was the fact that the payment methods they utilize were simple, they were user-friendly, and both powerful and rich in content.

Traditional Publishers Still Have a “Resistance to Digital Books”

Publishing companies, which still drive most of their monthly turnover from printed books and maintain their leadership in the sector, are resisting “digital transformation”. Their reasons for this resistance is actually pretty clear: digital book platforms being closed, unregulated platforms, their monthly revenue being still high on traditional, printed books, and the fact that first decision makers were from a different generation, not familiar with the digital world.

Purpose of Boodio Block Chain & BODI Coin as an Innovation

With Boodio block chain, which will be implemented this year and its derivative **BODI Coin** infrastructure, our aim is:

- To create a decentralized content provider channel in the publishing sector, 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 block chain infrastructure;
- To open the way for digital booksellers with books in ePUB, PDF and newly developed formats used with NFB technology, and to make book contents accessible at minimum fees with help from our GSM and media partners;
- 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 Boodio block chain;
- To be the “Financial Technology Company of the Broadcasting Sector” in every new country we operate and with every new book publisher that will join us, along with our digital asset investors.

How was BOODIO Born?

The “Boodio” brand is a combination of words ‘book’ and ‘audio’. With its “owl” logo, which symbolizes wisdom and transformation, is an AI supported digital book platform which offers its readers a subscription with alternative payments systems and enable them to earn by mining while reading. It is a “**block chain based**” digital book platform which enabled publishers and investors earn “**Boodio Coin (BODI)**”.

We want to establish a platform that helps its publishers and readers earn crypto assets in the “**crypto economy**”, while enabling access to discovering, learning, sharing experiences everywhere for an affordable price to users with a sense of curiosity by reading, writing and listening.

At the end of this project, which we have been working on for a long time, our primary goal is to contribute to content creation and distribution in the publishing industry.

In light of the latest research, our hope is to establish ourselves as an R&D center for the future of our industry as well as technology development. Utilizing **Boodio block chain and BODI Coin infrastructure**, we plan to work together with our investors in this digital asset market (or coin economy), which is expected to have a worth of **110 billion dollars** in the foreseeable future. Together with the **BODI Coin**, the Boodio brand will become the most important project of the digital asset economy in the publishing industry.

On behalf of the Boodio Team,

Mehmet Arslantunali

Founder



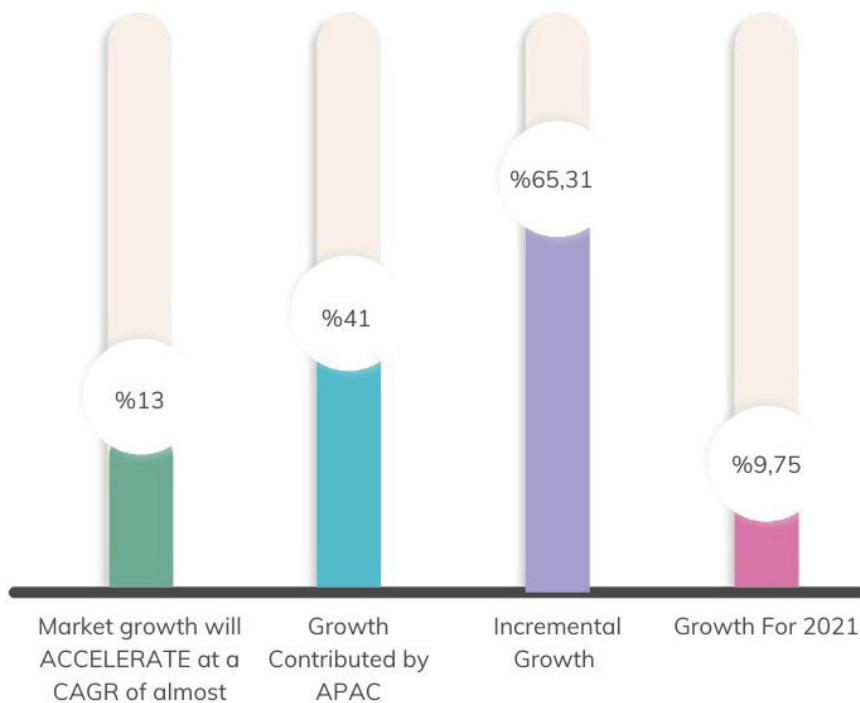


Publishing Industry

The global publishing industry is worth approximately 110 billion dollars, considering last year's figures. When we add increased digital content sales without **ISBN** (content without label) in the last ten years, we can see that the publishing industry boasts a total worth **150 billion dollars**.

In addition, according to the 2021-2025 Digital Publishing Market Forecast and Analysis Report, the market is expected to have an annual growth rate of 9.75% in 2021.

Global Digital Publishing Market 2021-2025



The publishing industry, which follows a dispersed and decentralized production process where no single publisher ever has a share of more than 2.5 percent, utilizes a completely different model than traditional distribution channels. Distributor commission rates up to a minimum of 50 and a maximum of 80 percent from book sales create a financial burden on publishers, which





are basically also content producers. Returns, printing, personnel and printing costs result in low profit margins for publishers and inability to allocate sufficient resources to 21st-century sales channels such as digital transformation which require innovation.

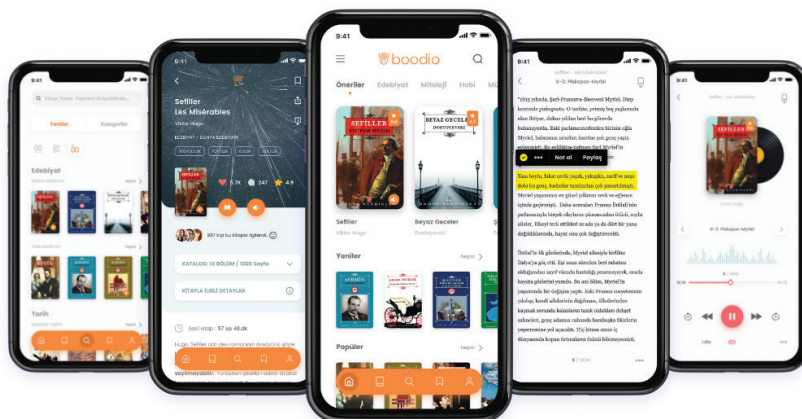
Today, rapidly and globally increasing digital book sales constitute **25 percent** of total books market.

While digital transformation in publishing industry seems inevitable, the **biggest problem for publishers** who still make most of their turnover from traditional channels is the “**book exposition problem**” due to small number of shelves in bookstores and large number of books produced.

Small and medium-scale publishers, overwhelmed by the big publishers, cannot find a chance to sell their books because they cannot display enough of their books on shelves.

But can medium and small-scale publishers utilize the strengths of “Digital Asset Economy” to finance their publications?

Yes, they can. With the “**BODI Coin Support Package**”, which will be announced for medium and small-scale publishers, Boodio will give a gift of **1,000 (a thousand) to 10,000 (ten thousand) BODI Coins** to publishers who provide content to Boodio e-book and audiobook platform, regardless of country, city and language. This way, we plan to use the financial support we get from our investors and users for supporting publishers to create more and high quality content, as well as for making this content available to users at a reasonable cost.



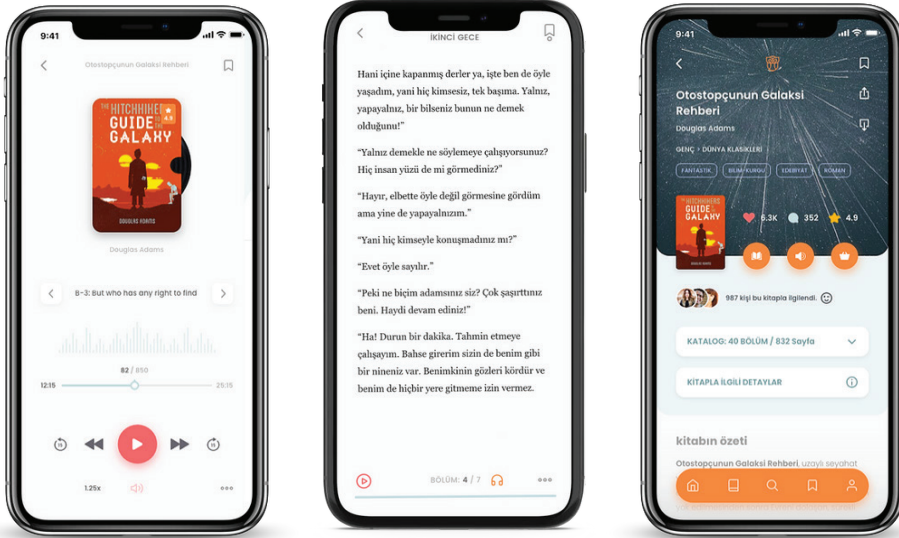


What is Boodio?

Introducing a different world to readers when our reading habits are radically changed, **Boodio's aim is to globalize local content with minimum fees.**

Besides being an alternative way to access books with its rich content and its useful interface that can be switched to “**listening while reading**” or “**reading while listening**”, and as a platform which **enables its readers to earn digital assets while consuming content**, Boodio is a real “**game changer**”.

In addition to being an e-book and audiobook platform, Boodio intends to bring a fresh perspective and new user experience to written/oral education, cultural broadcasting and entertainment sector with educational materials, articles, non-printed content, and podcasts.



Along with many user-friendly features influenced by classic book reading experience such as online / offline listening features, 3 different reading modes that users can set according to their preferences, detailed author and publisher screens, note-taking features and sharing them on social media platforms, our application also features a functional user interface which allows users to switch from “reading mode to listening mode”. Boodio app is available on Google PlayStore and Apple App Store.





Two different innovations that come with Boodio hybrid reading experience are;

- AI Book Reading Assistant
- AI Book Translation Assistant.

Boodio aims to bring thousands of titles to the audiobook industry by the end of the year, with the artificial intelligence-based book reading assistant developed by the company to help bibliophiles find more options in audiobooks. The ever-learning artificial intelligence, and the book reading assistant will be used primarily for dubbing academic papers with a book reading assistant.

Is it possible to become a digital book platform where readers earn while consuming content.

The platform is already operating in Turkey with a subscription model and a monthly fee of \$2.5. With “**BODI Coin**”, which will be announced this year, readers will be able to earn **BODI Coins** in proportion to the number of **e-books** they read and **audiobooks** they listen to. These **BODI Coins** users earned can then be used for subscription transactions.

Our Goal is to Bring Local Content to Global Marketplace

While Boodio can translate works in **123** different languages with its artificial intelligence book translation assistant, it will be **vocalizing these works, which have been translated into 123 different languages** with **TTS** technology, with the artificial intelligence book reading assistant. As a result, local content becomes global.



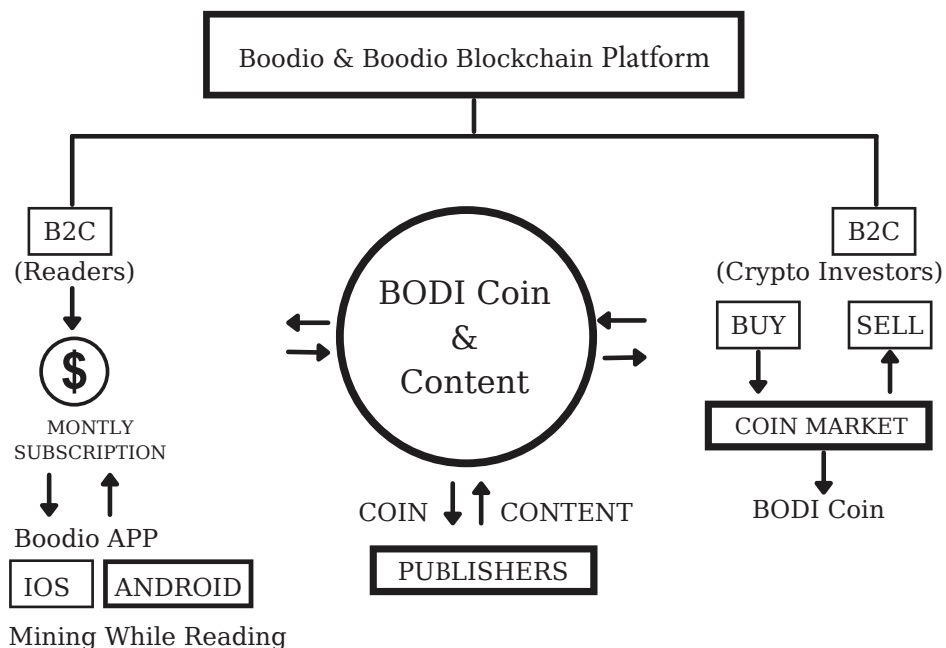


What is the International Publishers Block Chain Platform (IPBP)?

We decided to name the **DECENTRALIZED** publishing platform, powered by artificial intelligence (AI), which takes its financial power and technical flexibility from **BODI Coin** “**International Publishers block chain Platform (IPBP)**”, where all publishers, regardless of country, can participate.

This system provides all publishers a completely transparent rights management system on the block chain. From the moment they join in the publishing network, all users get a share of revenue of their content. They will also be empowered by digital asset (BODI) investors to produce more content.

The “Welcome Bonus”, created for publishers and paid with **BODI Coins** provides financial support to the publisher network. Then, using artificial intelligence, digitalization of local content, support for translation into different languages, and conversion of translated book titles into audio files (audiobooks) in translated language show that this system is a unique content network as well as “**content access network**”.





What problems will Boodio Platform and BODI Coin solve?

With Boodio application's own block chain system and its own digital asset **BODI Coin**, our aim is to establish a **decentralized** content platform to increase the efficiency of digital channels in production and use of content. We hope to eliminate the sales commission rates in printed books, e-books and audiobooks (which can go up to 60%), to establish a collection mechanism of less than 1 minute for publishers who sell their products on a 120-day consignment and then with a 120-day deferred check, to provide a transparent rights management system for preventing pirated content sales, to create extra income to authors and publishers by enabling the opportunity to earn alt tokens, and to bring the concept of book collection to the digital world by facilitating creation of NFB ePub, PDF, audiobooks and other formats.

Is a publishing method funded by readers with digital assets possible?

Investors of digital assets (Coins) will be able to donate on behalf of the content to be listed in the title or the publisher with a certain fund created within the platform with smart contract produced on the block chain. **Books funded by the "BODI Coin" donations from digital asset investors will only meet with their readers at Boodio.**

In the new system, each **BODI Coin** funded by digital asset investors will be transferred to the account of the relevant publisher before the publication date and the books will be presented to the readers.

Is it possible to convert copyright royalties into digital assets?

Royalties stemming from subscription fees received from readers will be paid to publishers as **BODI Coins**. With **BODI Coin**, which we expect to gain value as it is used over time, and the total coin volume we hope to reach (mirroring the current size of digital books in the publishing industry), will enable medium and small-scale publishers to successfully enter the digital asset economy. This way, Boodio, the **Decentralized** post-finance (DeFi) system, will turn into a decentralized content distribution system as well as a finance platform specific to the publishing industry.





Accessibility via GSM and media partners and corporate collaborations...

With support from our GSM and media partners in the countries in which we operate, we will reach more readers and make books of any format accessible at minimum costs. In addition, revenues to be obtained from all monthly subscription sales and/or the sales of printed books, NFB ePub, PDF, audiobooks and other formats to be produced in the Boodio application will be converted to '**BODI Coin**' through the 'digital wallet' that will be included in the application, no matter what currency the original transaction is made with. With our digital wallet, every transaction instantly gets converted into **BODI Coin** and our GSM partners act as our strategic partners to reach more users in the region they operate.

What does BODI Coin do?

We can define **BODI Coin** as the digital asset of the Boodio system. It is a crypto asset with its own block chain as well as its own framework infrastructure that offers value to its investors. In addition to being a potential revenue source for everyone in the system, it will be an "**earning tool**" where publishers receive royalties, books are funded with digital assets, readers earn as they consume content, and investors will create more income as the expanding content as the number of countries where **BODI Coins** are accepted increase.

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How Many BODI Coins will be Supplied?

The amount of **BODI Coins** to be supplied (ICO) will be equal to 5% of total volume of books in the country. The value of Turkish book market is currently **\$1 Billion**. When the total value (350 million dollars annually) of free books distributed by the government is subtracted, the real book market value is 600 million dollars, and based on 5 percent of this figure, a **25 million dollars** worth of **BODI Coin** will be offered to the market.

BODI Coin was pre-mined and produced by **100 million units**, all of which are limited, and will be distributed as determined in the supply system roadmap.





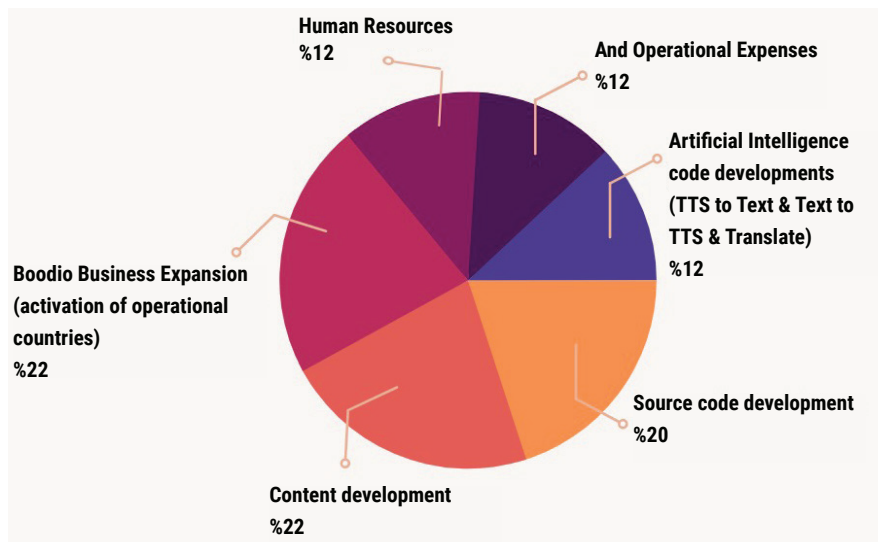
How and When will BODI Coin be Supplied?

Using USD as a FIAT base, **BODI Coin** will be supplied at an advantageous “**pre-sale**” price on the planned date of **17.02.2022**, and on a designated **Trading Platform**. Coins will be transferred to the new **BODI Coin** hot wallet accounts opened on the **Crypto Trading Platform** with the pricing determined on the pre-demand announcement date.

How will collected investments be used?

Collected investments will be user for;

- Source code development
- Content development
- Boodio Business Expansion (activation of operational countries)
- Artificial Intelligence code developments (TTS to Text & Text to TTS & Translate)
- Human Resources
- And Operational Expenses.

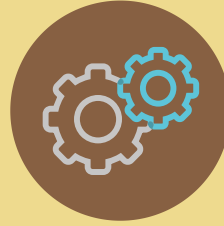




What is Boodio Road Map?

2020

Q1 Boodio Şirket kuruluşu
Q1 Set-up
QII Ar-Ge
QII Ar-Ge



2021



QIV Borning of The Brand
Ocak 2021 Beta Live
Q1 Test
QII The Bug
Q2 First Raund VC
Q3 Boodio APP Lansman
QIV BODI Coin Duyuru

2022

Q1 BODI Coin ön Satış
QII BODI Coin Arz
QII Boodio Global Açılım Ar-Ge
& BODI Coin Yayınevi Telif
Model I ve
QIV Boodio Global & NFB
Lansman





Independent Block Chain Infrastructure

Technically, Boodio is a standalone block chain. 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, Boodio's core technical and business functions require independence and originality. **BODI** 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, Boodio has chosen to have an independent block chain.

Smart Contracts and Block Chain Bridge

The first widely used Smart Contract platform is Ethereum. Thus, Boodio block chain 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 block chain 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 block chains to work together securely. In order for Boodio to connect to Ethereum and other networks in such a harmonious way, cross-chain block chain 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 block chain. ICO, minting and trading will be possible based on ERC-721 with front-end applications in the decentralized Boodio 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 block chain, 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. Boodio will also ensure that content ownership can be verified by distributing the generated NFB content files over IPFS.

High-Performance Processing Capacity

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

Low Cost Transactions

Transaction fees for tokens created with Boodio Token Creation Service for transactions made on Boodio 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.

Micro Payment Support

Micro payments are essential for the industry's business model. While micro payment channels allow two parties to make secure and regular low-value payments with no fees for each payment, Boodio will be able to use the Payment Channels model, one of its design models for instant block chain transactions.





Total Procurement & Pre-Sales

A total of **100 million** pre-issued **BODI Coin** digital assets will be offered initially. 10% of the total ICU will be put on pre-sale on a Crypto Trading Platform located in Turkey on the scheduled date of **May 2022**. While it hasn't been clarified yet, the pre-sale price for **BODI** will be USD 0.65. The selling price range to be determined in June 2022 will be between **USD 0.95 and 1 dollars**.

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

ICO Roadmap

Our first goal on our roadmap is to be listed on at least one foreign crypto exchange, apart from a crypto trading platform in Turkey, until 2022. BODI then will take its place on the US and Chinese crypto exchanges in 2023.

May 2022	Pre-Sale 20%	USD 0.65
June 2022	15%	USD 0.95
December 2022	15%	
August 2023	5%	
December 2023	15%	
August 2024	5%	
December 2024	15%	
August 2025	10%	

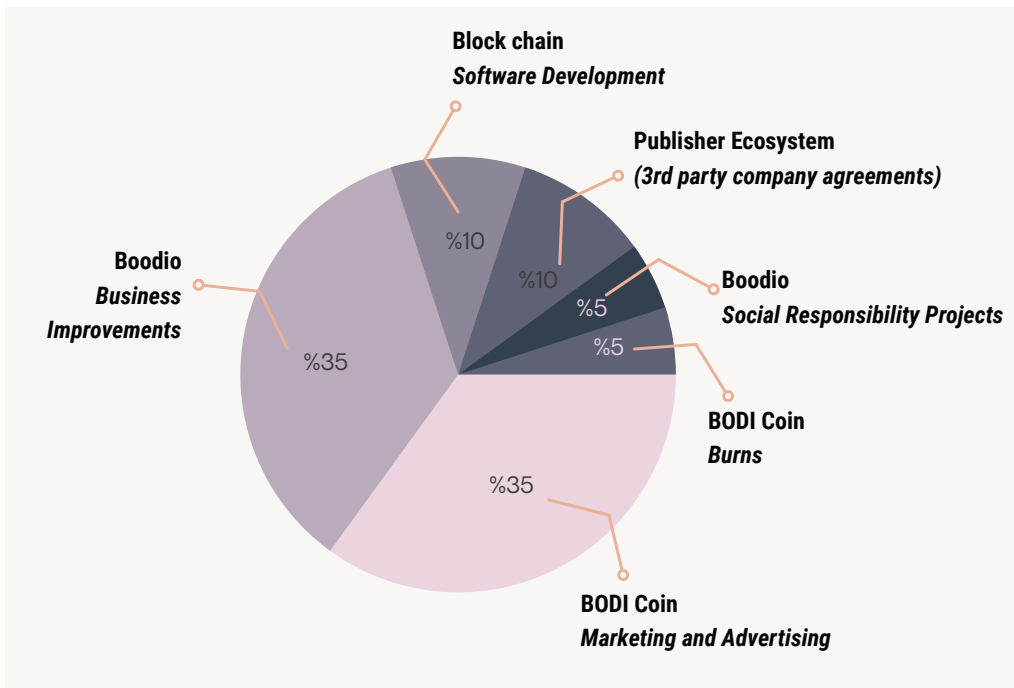




BODI Coin Supply Management

BODI Coin, which will start to be traded on a Trading Platform in Turkey in February 2022, will be offered for pre-sales in a volume of 10% of the cryptocurrency itself. The total supply management of **BODI Coin**, for which the opening price is only USD 0.95, and with a possible high-demand launch after the pre-sale, is currently planned at the following rates;

- 35% for Boodio Business Improvements
- 35% for Marketing and Advertising
- 10% for Block chain Software Development
- 10% for Publisher Ecosystem (3rd party company agreements)
- 5% for Burns
- 5% for Social Responsibility Projects





What Will Be the Capabilities of BODI Coin?

The purpose of **BODI Coin** is to give ownership of the created title to the creator. The goal here is;

1. To enable the author to determine which commercial model to use: free, one-time fee, fee per transaction, subscription...
2. To allow the author to receive direct and immediate payment from the buyer (the reader).
3. All transactions are transparent and registered.
4. Distribution of the content/book is not subject to geographical or distribution-related restrictions.
5. Community-based arbitration resolves copyright violations.

The created title can be in the form of an e-book, audiobook, or video book.

All formats can be printed as NFBs, especially downloadable formats for which e-books are best suited. More suitable formats for streaming can also be issued.

Metaverse Book Store

After **BODI Coin** has been in circulation and people start to use it in Boodio Platform, there will be some changes not only in the operation but also in the visual structure of the network. First, together with the introduction of the “**Metaverse**” infrastructure supported by virtual reality, we aim to operate on this world by opening the “**Metaverse Book Store**” store in the near future. In this new store infrastructure, which will attract educational institutions in particular, people will be able to issue transactions with NFBs created under **BODI Coin** not only with the purchase but also with the rental model.





BODI Coin Protocol Components;

1. Coins

- A. Bodi Network owns the platform token
- B. Works with the 3rd party stable coins
- C. Author Tokens
- D. NFBs

2. Storage

- A. Decentralized storage
- B. Notebook for sharing content/book 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.





The Boodio Team

Mehmet Arslantunali

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.

Ömer Gökhan Kuyucu

He started his corporate career at Netaş/Nortel Networks. He then worked at Cisco and joined the founding team of Oxygen, which was later acquired by Vodafone. He worked in various managerial positions at Vodafone for many years. He then served as the manager of Albtelcom commercial units. Currently co-founder of Boodio block chain.

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 Boodio block chain.

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 block chain and Crypto Assets with NextGen AŞ, of which he is the founder, is a block chain Consultant and Solution Partner in the Boodio team.





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You can access at any time current version of the Term, on the web site of Boodio.





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Final Word to the Publishing House, Our Readers and Investors;

In order to render more accessible, by means of token economy, a block chain based digital book experience established based on the values of curiosity, accessibility, time and technology; we shall jointly build **a new digital book renaissance**, where we use the power of artificial intelligence for universalization of content and where content acquired by each of the stakeholders and crypto asset economy exist jointly. As Boodio, our target is to share the excitement of the reader to discover a new book, to introduce publishing industry to crypto investor and to create extra copyrights, by token economy, for the publishing houses.

Boodio Team



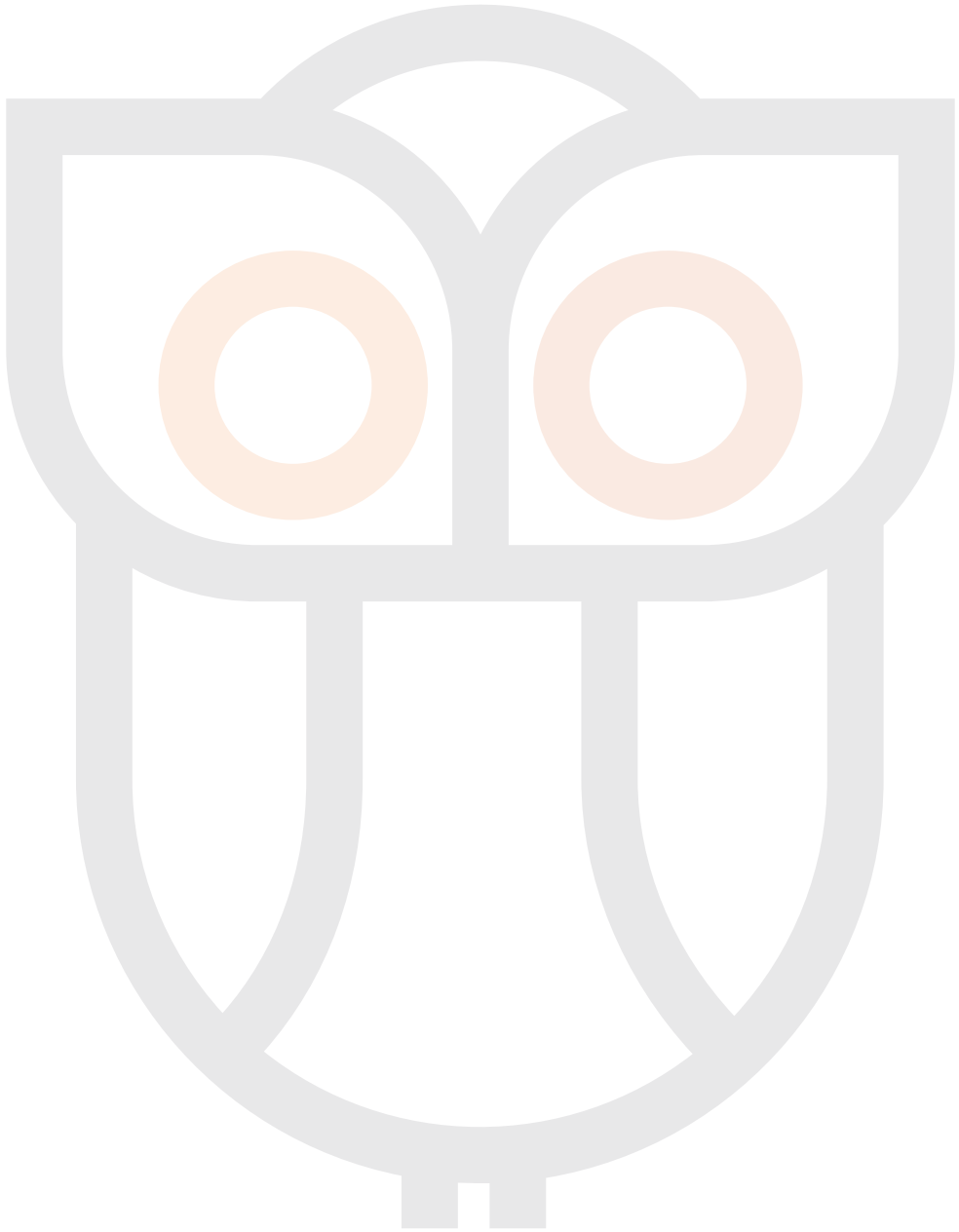


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Boodio 2022





Purpose of Boodio Block Chain & BODI Coin as an Innovation

With Boodio block chain, which will be implemented this year and its derivative **BODI Coin** infrastructure, our aim is:

- To create a decentralized content provider channel in the publishing sector, 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 block chain infrastructure;
- To open the way for digital booksellers with books in ePUB, PDF and newly developed formats used with NFB technology, and to make book contents accessible at minimum fees with help from our GSM and media partners;
- 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 Boodio block chain;
- To be the “Financial Technology Company of the Broadcasting Sector” in every new country we operate and with every new book publisher that will join us, along with our digital asset investors.



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