

ESTV TOKEN WHITEPAPER

Empowering the Global Esports & Entertainment Ecosystem through
Blockchain innovation

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1. Executive Summary

The **ESTV Token (ESTV)** is the native digital asset powering the **ESTV Super App** and the **ESTV global esports media ecosystem**. ESTV bridges the worlds of **esports, entertainment (K-POP), blockchain, and fan engagement**, creating a seamless, rewarding, and transparent ecosystem for gamers, fans, creators, and brands. Built on scalable and energy-efficient blockchain infrastructure, the ESTV Token enables **real-time rewards, smart-contract-based ad monetization, NFT and digital asset integration**, and **metaverse experiences**, enhancing the value chain for all ecosystem participants.

2. Vision & Mission

Vision:

To become the leading global esports and entertainment (K-POP) blockchain ecosystem that unites fans, creators, and brands under one decentralized, interactive, and rewarding digital experience.

Mission:

- Democratize access to global esports, entertainment (K-POP) content and competitions & live concerts.
 - Enable transparent and fair monetization for players, teams, and content creators.
 - Create real-time, tokenized engagement between fans and their favorite esports stars.
 - Build the ESTV Metaverse for immersive fan participation and digital ownership.
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3. The ESTV Ecosystem

The ESTV ecosystem consists of five interconnected components:

1. **ESTV Super App** – A unified platform for live esports and entertainment (K-POP) streaming, gaming, NFT marketplace, fan engagement, and token-based rewards.
2. **ESTV+ Platform** – Premium subscription, pay-per-view, and on-demand content hub.
3. **ESTV Esports Centers** – Physical and virtual arenas in the U.S., Korea, and Middle East for tournaments and events.
4. **ESTV Metaverse** – Immersive virtual spaces for esports competitions, celebrity meet-ups, and branded activations.

5. **ESTV Token (ESTV)** – The digital currency that powers all transactions and incentives across the ecosystem.
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4. ESTV Token Utility

The ESTV Token serves as the fundamental unit of value across the platform with the following primary utilities:

- **Rewards & Incentives:** Viewers, gamers, and creators earn ESTV for engagement, competition participation, and content contribution.
 - **Payments & Transactions:** Used for in-app purchases, premium subscriptions, NFTs, and event tickets.
 - **Governance:** Token holders can participate in community voting and ecosystem governance decisions.
 - **Advertising Settlement:** Brands and sponsors use ESTV1- tokens for transparent and automated ad transactions via smart contracts.
 - **Staking & Yield:** Token holders can stake ESTV for rewards and access to exclusive content or features.
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5. Tokenomics

Category	Allocation	Vesting Schedule
Private Sale	15%	12-month linear vesting
Public Sale	10%	6-month linear vesting
Ecosystem Rewards	30%	Released monthly over 48 months
Team & Advisors	15%	12-month cliff, 36-month vesting
Partnerships & Growth	10%	Released quarterly
Liquidity & Market Making	10%	As needed for exchange listings
Treasury Reserve	10%	Locked for 24 months

Total Supply: 1,000,000,000 EST Tokens

Token Standard: SPL compatible

Initial Exchange Listing Price: \$0.10 per ESTV

6. Roadmap

Phase 1 – Foundation (2024.04 ~ 2026.01)

- Token smart contract deployment and audits
- Super App beta launch (video + esports integration)
- Private Sale & Strategic Partner Onboarding

Phase 2 – Expansion (2026.01 ~ 2026.04)

- Global exchange listings (Tier 1 & 2 exchanges)
- ESTV NFT Marketplace launch

- Integration with ESTV Esports Centers
- First Metaverse tournament

Phase 3 – Ecosystem Maturity (2026.04 ~)

- Decentralized governance DAO launch
- Cross-chain interoperability
- ESTV DeFi ecosystem and staking platform
- Global esports partnerships and franchise expansion

7. Technology Framework

- **Blockchain Layer:** Solana SPL blockchain (for scalability & low gas fees)
- **Smart Contracts:** Solana (SPL) Chain standard for tokens, Solana blockchain for NFTs
- **Security:** Audited by leading firms for smart contract and app vulnerabilities
- **Data & Analytics:** On-chain user analytics and ad performance verification
- **Integration APIs:** For game developers, advertisers, and esports event organizers

8. Team

- **Eric Yoon - Founder & CEO, ESTV, Inc. & Chairman, ESTV Labs**

Profile:

Eric Yoon is the visionary founder and CEO of **ESTV**, the world's first 24/7 dedicated esports and gaming television network. With over 20 years of experience in global media, digital distribution, and esports, Eric has led ESTV to global distribution across **100+ countries and 50+ platforms**, reaching millions of viewers daily.

Before founding ESTV, Eric held executive positions in major media and technology companies, leading initiatives in digital content, mobile applications, and international broadcasting. He is a recognized leader in the convergence of esports, entertainment, and blockchain innovation — committed to creating equitable ecosystems for gamers and fans worldwide.

- **Kon Park – CEO, ESTV Labs** (Hardware Wallet)

Profile:

- **Kwang Sik Lee - CCO, ESTV Labs**

Profile:

Kwang Sik Lee is a seasoned executive with over 30 years of leadership experience across international community organizations, nonprofit foundations, corporate governance, and industry associations. Proven track record in strategic development, organizational growth, and global partnership engagement, with significant contributions to sports, health & safety, and remodeling sectors.

- **Kwang Chul Lim – CTO, ESTV Labs** (Hardware Wallet)

Profile:

- Legal / Compliance officer (Hardware Wallet)

Profile:

- **Hyun Lee – Director, ESTV Labs** (Hardware Wallet)

Profile:

- **Sung Choon Kang – Director, ESTV Labs**

Profile:

- **Yeo Sup Shin – Senior Staff, ESTV Labs**

Profile:

- Board representative / Strategic partner

Key Expertise:

- Global media distribution & OTT platform development
- Esports event production & monetization strategies
- Blockchain and digital asset integration
- Strategic partnerships and cross-border investment

9. Strategic Partners

Forstmann & Co. / Intermed Networks Inc. (U.S.)

- Contributing payment gateway ecosystem for Crypto to FIAT and FIAT to Crypto.
- Credit card transactions.

Gracenote / Nielsen

- Global metadata and scheduling integration for ESTV linear channels.

ESTV Advisor Board

- Edward “Ed” Fries – Ed Fries created his first video games for the Atari 800 in the early 1980s. He joined Microsoft in 1986 and spent the next ten years as one of the early developers of Excel and Word. In 1996 he left the Office team to pursue his passion for interactive entertainment and created Microsoft Game Studios. Over the next eight years he grew the team from 50 people to over 1,200, published more than 100 games including more than a dozen million+ sellers, co-founded the Xbox project, and made Microsoft one of the leaders in the video game industry.

In 2004, Ed retired as Microsoft Vice President and began working as board member and advisor with entrepreneurs in the video game business as well as serving on the board of many no-profit organizations including the Pacific Science Center and the Smithsonian Art Museum.

- Martin “Marty” Pompadur – Martin is an investor, advisor, and board member of various companies, Nexstar Broadcasting Group and TruTV Media Group.

A selection of previous roles include: ABC, Board of Directors and Ziff Corporation, Former President. Also a Former Advisor to News Corporation, helped acquire News Corporation to the Metromedia Television station Group and wrote the business plan for the start-up of the Fox Television Network. Additionally, served as a Former EVP of News Corporation, President of News Corporation Eastern and Central Europe, and member of News Corporation’s Executive Management Committee.

Global Vice Chairman of Media and Entertainment for Macquarie Capital.

- Kevin Poh – Kevin covered Portfolio Management efforts at Binance Labs across strategic M&A, Labs Ventures, BNB Fund, MVB and Incubation Program.

Prior to Binance, he was an Associate at Monetary Authority of Singapore (MAS). He graduated from the Singapore Management University in Business Management, majoring in Finance.

- Lauren Selig – Lauren is an entrepreneur and executive producer with a 20+ year track record of global impact in Media, Real Estate and Start Ups. Through her self-made production company, Shake and Bake, she has executive produced Award-Winning films like Hacksaw Ridge and Lone Survivor, as well as other films like: Parkland Crawls, American Made and many more. And at the same time through her other company V.A.L.I.S. Studios, she created the Facebook 360 Studio. She

produced Intel's Smithsonian American Virtual Reality experience and she won an Emmy for the first virtual reality summit of Mt. Everest.

TVK24 (Television Korea 24, Inc.)

- Strategic broadcast partner for Asian content distribution and technology infrastructure.

NFL Alumni (U.S.)

- Strategic partner / advisor to ESTV for esports events.

Esports World Cup (Saudi Arabia)

- Professional esports tournament production and content collaboration partner.
- ESTV is an official broadcast partner of EWC.

10. Legal & Compliance

ESTV, Inc. is a U.S.-registered corporation headquartered in **Los Angeles, California**, with international operations in **Korea** and **Middle East**.

All ESTV Token offerings will comply with applicable securities laws and regulatory frameworks in respective jurisdictions.

Smart contract audits, KYC/AML procedures, and token sale registrations will be completed before any public token sale.

11. Conclusion

The ESTV Token represents a major step toward a **decentralized esports media and entertainment future**, where fans, players, and creators are directly rewarded for their participation.

With a strong foundation of industry partnerships, a global audience, and an innovative digital infrastructure, ESTV is uniquely positioned to lead the next wave of esports and entertainment transformation through blockchain technology.

Appendix

Company: ESTV, Inc.

Incorporation: Delaware, U.S.A.

Headquarters: 3435 Wilshire Blvd., Suite 1900, Los Angeles, CA 90010

Website: www.estv.co

Email: partnerships@estv.co