

ESTV Tokenomics

1. Token Overview

- **Token Name:** ESTV Token
- **Ticker:** ESTV
- **Blockchain:** Solana (SPL) & BSC (Optional Layer 2 for scalability)
- **Token Type:** Utility & Governance Token
- **Total Supply:** 1,000,000,000 ESTV
- **Decimals:** 9
- **Standard:** Solana SPL (Cross-chain compatibility via bridges)

Purpose:

ESTV Token powers the ESTV ecosystem, enabling content access, in-app purchases, gaming, rewards, advertising incentives, and governance participation. Its utility extends across ESTV Arabia, Super App services, esports tournaments, and digital media initiatives.

2. Token Utility

1. **Access & Premium Features:**
 - Unlock premium ESTV content (VOD, esports live events, exclusive shows).
 - Subscribe to ESTV+ advanced features.
 2. **In-App Purchases & Gaming:**
 - Purchase virtual goods, skins, NFTs, and esports tournament entries.
 - Participate in ESTV gaming competitions with token staking.
 3. **Rewards & Loyalty:**
 - Users earn ESTV Tokens via engagement, watch time, referrals, and participation in challenges.
 - Tokens act as loyalty points for Super App services.
 4. **Advertising & Sponsorship:**
 - Advertisers pay in ESTV Tokens for targeted campaigns.
 - Brands can sponsor tournaments/events using ESTV Tokens.
 5. **Governance & Voting:**
 - Token holders vote on ecosystem upgrades, content curation, and feature prioritization.
 - Voting power proportional to token holdings.
 6. **NFT Marketplace Integration:**
 - ESTV Tokens can mint, trade, and purchase NFTs, esports collectibles, and digital assets.
-

3. Token Allocation

Category	% of Total Supply	Token Amount	Vesting / Release Schedule
Ecosystem & User Rewards	30%	250,000,000	Linear release over 5 years for engagement, staking rewards, and loyalty programs
Founders & Team	15%	150,000,000	12-month cliff, then 36-month linear vesting
Investors & Seed/Private Sale	15%	200,000,000	6-month cliff, then linear release over 24 months
Public Sale / Exchange Listing	10%	150,000,000	Immediate release at TGE (Token Generation Event)
Partnerships & Advisors	10%	100,000,000	6-month cliff, then linear release over 18 months
Marketing & Community Growth	10%	100,000,000	Gradual release for campaigns, airdrops, promotions, and ecosystem adoption
Reserve & Treasury	10%	50,000,000	Locked for 2 years, used for strategic acquisitions or liquidity support

Total Supply: 1,000,000,000 ESTV

4. Token Release Schedule (Vesting & Unlocking)

- **Year 0-1:** Team tokens locked; initial ecosystem rewards released for early adopters and platform liquidity.
- **Year 1-2:** Seed investors begin token unlock; marketing campaigns ramp up with token distribution.
- **Year 2-3:** Team token linear release continues; ecosystem incentives drive engagement and retention.
- **Year 3-5:** Full vesting completed; reserves deployed strategically for liquidity and growth.

Visual Representation: *(to include a token release curve chart in the whitepaper)*

5. Ecosystem Incentives & Staking

- **Staking Rewards:**
 - Users can stake ESTV Tokens to earn passive rewards and exclusive access to premium content/events.
 - APR: 5–15%, adjusted dynamically based on ecosystem growth.

- **NFT & Gaming Rewards:**
 - Participating in tournaments, challenges, and special events provides token rewards.
 - Incentivizes platform adoption and repeat engagement.
 - **Referral & Social Rewards:**
 - Encourage organic user growth through referrals, social sharing, and content creation.
-

6. Governance Mechanism

- **Proposal System:**
 - Token holders propose ecosystem upgrades, new features, and content strategies.
 - **Voting:**
 - Weighted by token holdings; requires quorum for decisions.
 - Voting can include staking-based "locked votes" for higher influence.
 - **Decentralized Advisory:**
 - Community-driven proposals for marketing, partnerships, and esports tournament management.
-

7. Liquidity & Exchange Listing Strategy

- **Initial Liquidity:**
 - ESTV Tokens will be listed on Tier-1 centralized exchanges (CEX) and DEX platforms.
 - Liquidity pool incentives via staking rewards to ensure smooth trading.
 - **Cross-Chain Strategy:**
 - Solana SPL mainnet tokens bridged to BSC, Polygon, and future Layer 2 solutions.
 - **Market Stability:**
 - Treasury reserves used for buybacks and burn mechanisms if necessary to maintain token value.
-

8. Token Burn & Deflationary Measures

- **Burn Mechanisms:**
 - Small % of transaction fees and marketplace transactions will be burned periodically.
 - Encourages scarcity and long-term value.
 - **Deflationary Incentives:**
 - Limited supply ensures token appreciation as ecosystem adoption grows.
-

9. Key Highlights & Investor Benefits

- **Massive Market Potential:** Esports, gaming, K-Entertainment, and OTT media integration.
- **Utility-Driven Token:** Real consumption within the Super App ecosystem.
- **Long-Term Growth Focus:** Structured vesting, reserve management, and strategic incentives.
- **Governance Participation:** Early investors actively shape platform direction.
- **Cross-Border & Multi-Platform:** Designed for global adoption across Middle East, U.S., and Asia markets.