



MML WHITE PAPER

METAMEDIALAND



Introduction

MML (MetaMediaLand) tokens serve as the backbone of economic activities within MetaLand, an innovative virtual music world designed to revolutionize how users interact with music and artists. These tokens facilitate a wide array of transactions, including music purchases, gifting, and item acquisitions, thereby providing a seamless and engaging experience for all users. Through the use of MML tokens, users can immerse themselves in a dynamic ecosystem where they can listen to their favorite artists, buy exclusive merchandise, and share personal photos and video galleries. The integration of MML tokens within MetaLand creates a synergistic environment where both music artists and fans can thrive. Artists have the opportunity to connect with their audience in novel ways, while fans can show their support and appreciation through economic activities enabled by MML. This integration supports the "Sing to Earn" model, allowing users to engage in music-related activities that not only provide entertainment but also economic rewards.

MetaLand offers a range of features designed to enhance user engagement and foster a vibrant community. The platform includes live broadcasting channels where users can subscribe to and enjoy various live events such as karaoke, performances, and personal hobby broadcasts. Additionally, MetaLand provides public and private galleries where users can share photos, videos, goods, and sponsorships, creating a personalized and community-driven space. MetaLand aims to create a comprehensive and interactive virtual space where music lovers can connect, share, and grow together. The platform not only offers entertainment but also meaningful interactions and economic activities supported by the MML token ecosystem. MetaLand's vision is to become the premier destination for global music enthusiasts, providing a vibrant community where users can engage in a variety of activities, support their favorite artists, and benefit from the economic opportunities provided by the MML tokens.



Purpose and Vision of MML

The purpose of MML (MetaMediaLand) tokens is to create a vibrant economic ecosystem within the MetaLand virtual music world. MML tokens enable users to engage in various transactions such as music purchases, gifting, and item acquisitions, fostering a seamless and interactive experience. By integrating MML tokens, MetaLand empowers music artists and fans to connect and participate in "Sing to Earn" activities, enhancing engagement and monetization opportunities.

The vision of MML is to establish MetaLand as the premier virtual music platform globally. By leveraging MML tokens, MetaLand aims to create a dynamic, user-driven community where music lovers can interact, share, and support their favorite artists. Through innovative features and economic incentives, MetaLand seeks to transform the way people experience and engage with music, making it a central hub for music enthusiasts worldwide.

Business Plan

Live Music Community Platform

Goals and Objectives:

- Increase user base rapidly by offering engaging music-related activities.
- Enhance user engagement through interactive features and economic incentives.
- Foster a vibrant community where artists and fans can connect and thrive.

Vision for "MetaLand":

- To become the world's most popular music platform, offering a unique and immersive virtual music experience.
- Provide a space where users can enjoy live karaoke, performances, and personal broadcasts, while also supporting their favorite artists through MML tokens.



Target Audience



Demographics:

- Music enthusiasts of all ages, with a focus on tech-savvy millennials and Gen Z.
- Artists seeking new ways to engage with their audience and monetize their music.
- Fans who want to support their favorite artists and participate in an interactive music community.

Market Potential:

- Rapid growth in virtual entertainment and music streaming markets.
- High demand for interactive and immersive music experiences.
- Increasing adoption of blockchain technology and digital currencies in mainstream applications.

Revenue Streams

Membership Fees:

- Monthly, semi-annual, and annual membership plans priced at \$10, \$55, and \$100 respectively, payable in MML tokens.

Item Purchases:

- Users can buy various items such as mobile vouchers, gallery access, and identity customization using MML tokens.

Cash Rewards and Gifts:

- Point-based gifts and cash rewards based on user engagement and level achievements.
- Purchase of heart cones and other gift items, with cash returns linked to user levels, ranging from 30% to 70%.

MetaLand Service Plan

Service Introduction

Overview of MetaLand Services:

MetaLand is a comprehensive music platform offering interactive karaoke and live music broadcasting services. Users can enjoy real-time performances, participate in live broadcasts, and engage with the community through various interactive features.

Membership and User Benefits:

Members gain access to exclusive content, personalized galleries, and enhanced interaction opportunities with their favorite artists. Membership plans are available on a monthly, semi-annual, and annual basis, providing flexibility and value for all users.

Key Features

Karaoke and Music Broadcasting:

- Users can participate in live karaoke sessions, sing along to their favorite songs, and broadcast their performances to a global audience.
- High-quality audio and video streaming ensure an immersive and engaging experience.

Live Performances and Interactive Features:

- Artists can host live performances, interact with fans in real-time, and receive support through MML token-based gifts.
- Interactive features such as live chat, requests, and audience engagement tools enhance the overall experience.



MML Token Utilization

Monthly Membership	\$10 (10 MML tokens)
Semi-Annual Membership	\$55 (55 MML tokens)
Annual Membership	\$100 (100 MML tokens)

Item Purchases and Services:

Mobile Voucher	\$10/month (10 MML tokens)
Gallery Access	\$10/month (10 MML tokens)
ID/Nickname Change	\$50/month (50 MML tokens)

Imposition Use Model

Point Items and Level Grades:

Levels:

Sprouts, Fruits, Silver Coins, Gold Coins, Rubies, Diamonds, Crown, Royal, Emperor

Points:

Roses, Bouquets, Luck, Fighting, Success

MML tokens are used to purchase point items, enhancing user levels and engagement

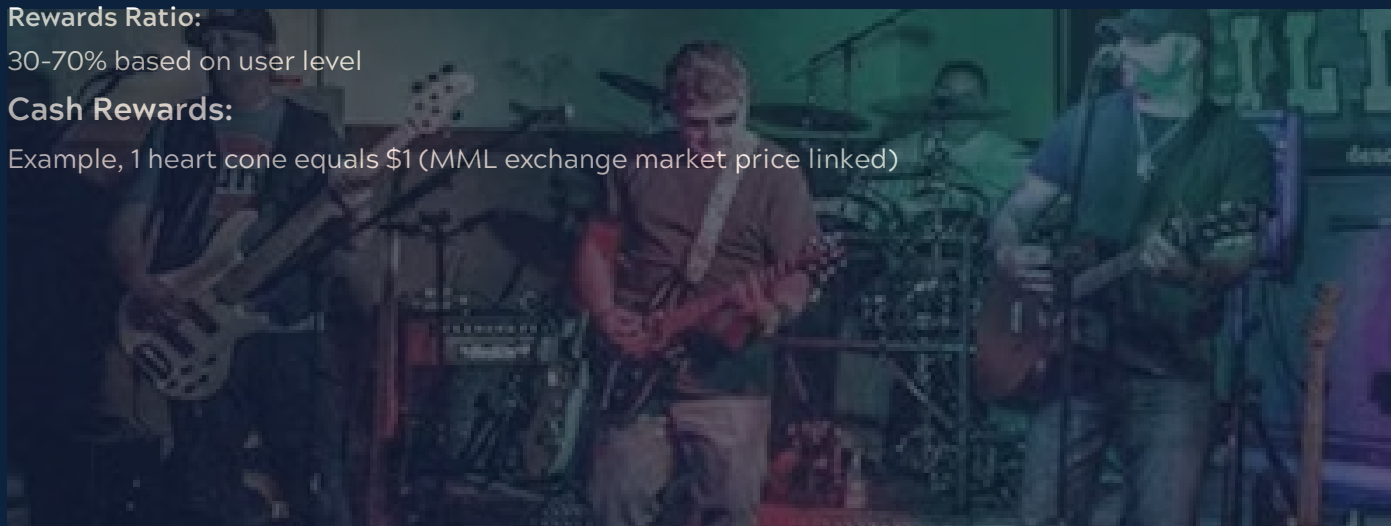
Cash Rewards and Ratios:

Rewards Ratio:

30-70% based on user level

Cash Rewards:

Example, 1 heart cone equals \$1 (MML exchange market price linked)



Tokenomics

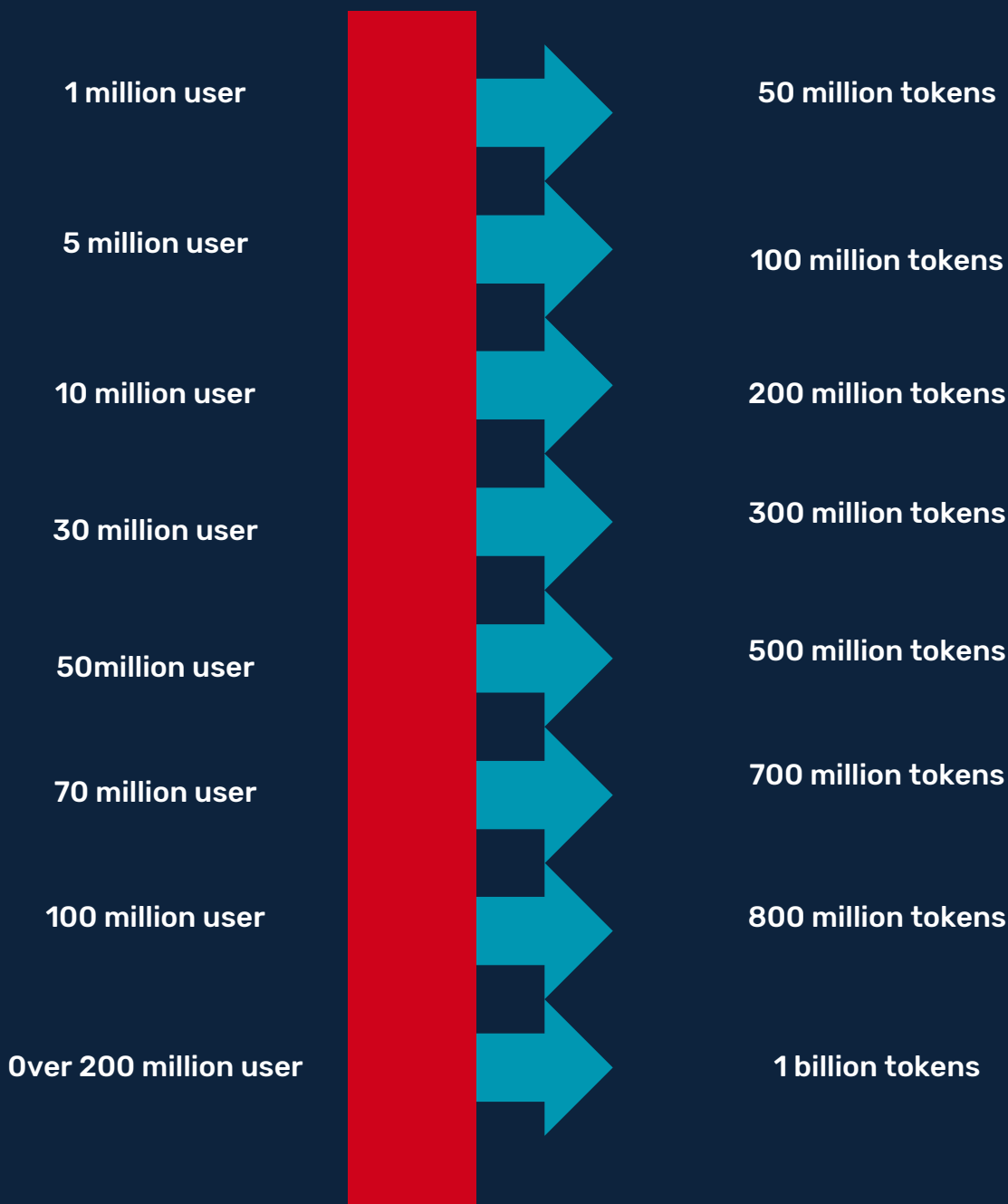
Supply and Distribution

Total Supply of MML Tokens:

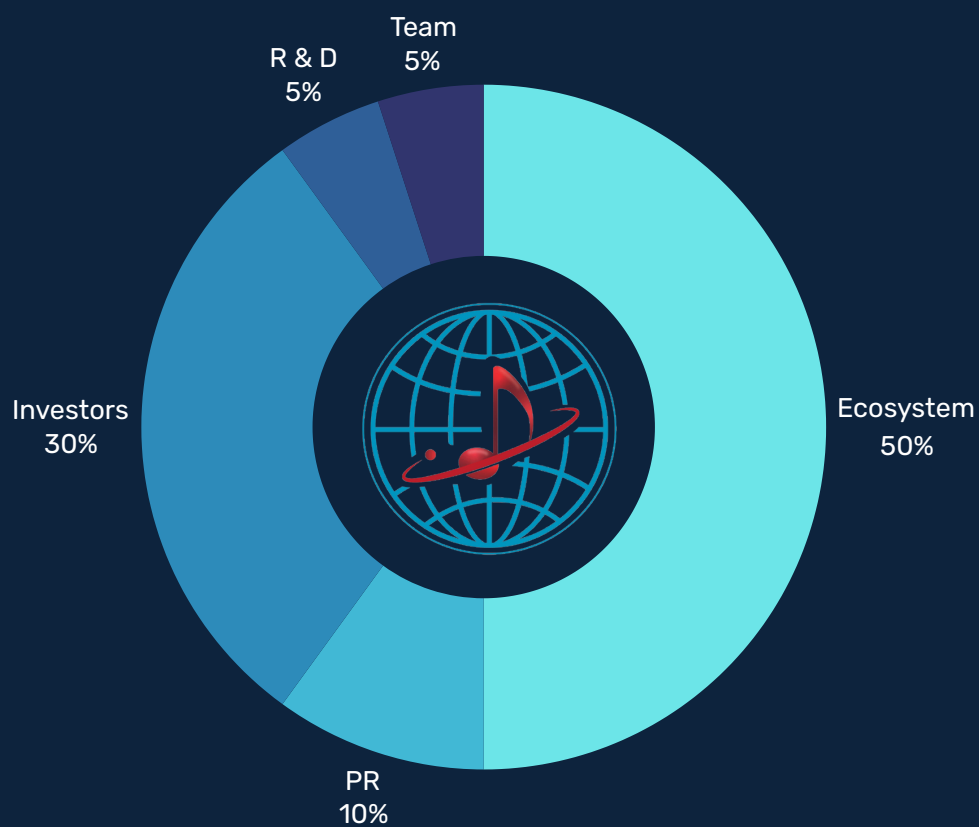
The total supply of MML tokens is capped at 1 billion tokens.

Distribution Based on User Growth

MML tokens are introduced into the market in correlation with the growth of MetaLand's user base. The distribution schedule is as follows:



Token Allocation



Technical Architecture

Platform Infrastructure

Overview of Technical Components:

- High-performance servers
- Scalable cloud infrastructure
- Advanced content delivery network (CDN)

Security Measures and Data Protection:

- End-to-end encryption
- Multi-factor authentication
- Regular security audits and compliance checks

Blockchain Integration

Use of Blockchain Technology:

- Secure, transparent transactions
- Smart contracts for automated processes

Benefits and Efficiencies:

- Enhanced security and trust
- Reduced transaction costs
- Improved operational efficiency



Future Plans

Expansion Strategies:

- **Geographic Expansion:**

Target new markets and regions for user acquisition and market penetration. This includes identifying key demographics and cultural trends to tailor our offerings accordingly.

- **Vertical Integration:**

Explore opportunities for vertical integration within the music industry. This could involve partnerships with artists, record labels, and event organizers to offer exclusive content and experiences to our users.

Globalization Efforts:

- **Localization:**

Adapt platform content and services to cater to diverse cultural and linguistic preferences. This includes translating platform interfaces, content, and communications into multiple languages

- **Strategic Partnerships:**

Forge alliances with global brands and industry leaders to drive international growth and market expansion. This could involve co-marketing initiatives, joint ventures, and cross-promotional activities to increase brand visibility and reach new audiences.





Financial Projections

Revenue Forecast

Projections Based on User Growth and Engagement:

- Revenue projections are based on projected user growth and engagement metrics.
- Increased user activity, membership sign-ups, and transactions drive revenue growth over time.

Expected Revenue from Different Streams:

Membership Fees:

- Projected revenue from monthly, semi-annual, and annual membership plans.

Item Purchases:

- Anticipated revenue from the sale of various items and services within the platform.

Cash Rewards and Gifts:

- Expected revenue from point items, cash rewards, and gift purchases.

Budget Allocation

Allocation of Funds for Development and Operations:

Development:

- Funds allocated for platform development, technical infrastructure, and product enhancement.

Operations:

- Budget for day-to-day operations, including salaries, overhead expenses, and administrative costs.

Security:

- Investment in security measures, data protection, and compliance initiatives.

Marketing and Expansion Budget:

Marketing:

- Allocation for marketing campaigns, user acquisition strategies, and promotional activities to drive platform awareness and engagement.

Expansion:

- Funds reserved for market expansion, geographic expansion, and strategic partnerships to fuel growth and market penetration.



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