Ziktalk : Web 3.0 Short-form Video Platform

Version 2.5

Abstract

Ziktalk pursues an autonomous community according to Web 3.0[1] that all ecosystem participants possess. In other words, we pursue a Web 3.0 service that grows together with video viewers, creators, operators, and advertisers who have contributed to the growth of the platform.

Ziktalk is a Web 3.0-based short-form video platform that rewards ZIK tokens to users who are associated with social activities within the app including watching or creating videos. This social mining method encourages the ecosystem of Ziktalk to grow and develop. In other words, users can be rewarded for contributing to the growth of the platform and join future app operations based on the philosophy of Web 3.0 [2].

1. Introduction

Problems

According to the rapid growth of the Internet and the proliferation of smart mobile, the network of online social media [3] is being accessed by a number of people. According to 'We Are Social', it is reported that there were 3.8 billion social media users worldwide [4]. In particular, Facebook, YouTube, Instagram, TikTok, and Twitch have emerged as representative platforms for users to share their stories and provide interesting contents. Users of these particular services can be rewarded by monetizing channel accounts or contents according to popularity represented by subscribers and others. *However, the majority of users who have contributed to the growth of the platform including creating and sharing contents are not receiving proper rewards. In this way, existing platforms are not providing immediate and direct rewards to users who have spent their time and effort on digital activities (labor).*

Solutions

Short-form video platforms based on blockchain provide real-time rewards to users who have contributed to revitalizing their own ecosystems and encourage users to actively participate in the network. Ziktalk is a Web 3.0-based short-form video platform that rewards ZIK tokens to users who are associated with social activities within the app including watching videos.[5]

The key to Ziktalk is that compensation and consumption are implemented in one place. Users obtain free ZIK tokens via social activities including registering accounts, inviting friends, and watching videos, and at the same time, they are able to use them for activities in the Ziktalk platform including content consumption.   In this way , the ZIK token is utilized as a tool for measuring the value of digital activity, and this value exchange contributes to the development of the ecosystem of the Ziktalk platform.

2. Define Ecosystem Participants

Users of the platform will be rewarded with ZIK tokens via social activities like watching and creating videos, signing up for membership, and inviting friends.

Video Viewers
Users of the Ziktalk app will be rewarded with ZIK tokens by watching videos on the platform that are uploaded by users

Video Creators
Video creators are able to obtain ZIK tokens by uploading contents to the platform and increasing their followers and views.

Platform Operators
Platform operators will also be associated with diverse activities including system upgrading, operating, and marketing so that the ecosystem can continue to grow and develop.

Advertisers

Advertisers are able to post their advertising videos (product, campaigns, branding, etc.) via the ad system of the Ziktalk app and market them by rewarding viewers for their participation.

   - Advertisers are able to set the number of reward tokens to provide to users who watch their advertising videos. Moreover, they are able to set demographic information including country, age, and gender where the ad will be exposed to execute selective ads to the desired target users.- Viewers will be able to get more Zik tokens amid the competition of advertisers.

3. ZIK Token

What is ZIK Token?

ZIK is a utility token [6] utilized in the Ziktalk ecosystem. ZIK is mined and transmitted based on the variety of social activities of key participants (viewers, creators, operators, advertisers) in the ecosystem.

Token Details

- **Token :** Ziktalk
- **Ticker (Symbol):** ZIK
- **Total Supply Amount :** 1,000,000,000
- **Blockchain:** ERC-20
- **Decimal Number**: 18
- **Contract Address:**
    (ERC20) **0x88303fed02b31db9a9eafb711da9ef4a03e5d3**

4. ZIK Token Compensation Policy

How to distribute compensation
- **Obtaining rewards weighted based on user level**

In Ziktalk, the user level is classified into 0~5 levels. By upgrading their levels, users are able to mine more ZIK within blocks even if they implement the identical tasks. When joining the

platform, the identical level 0 as the bot account is given to the user, and the level must be upgraded to earn more ZIK tokens. These particular systems are designed to inhibit the behavior of bots/spams that hinder the growth of platforms.

Daily Tokens = daily activity point * user level

5. Social Mining Pool

Ziktalk introduces a new way to get ZIK tokens via the concept of social Mining. Below is the ZIK token mining method:

Activity Compensation

In case of watching videos on Ziktalk or posting videos you created on Ziktalk, a ZIK token will be provided as a reward. The total quantity allocated is 300 million.

Sign-up Compensation

In case of creating an account via signing up for Ziktalk, the ZIK token will be rewarded (one-time). The total quantity allocated is 150 million.

Referral Compensation

You are able to get a ZIK token as a reward in case of referring a friend to join Ziktalk. The total quantity allocated is 50 million.

50% of the total supply of ZIK tokens is allocated to social reward pools. (Details of token distribution in the "token distribution" section) If the social reward pool is depleted, community members will be able to mine ZIK by exchanging it in diverse ways.
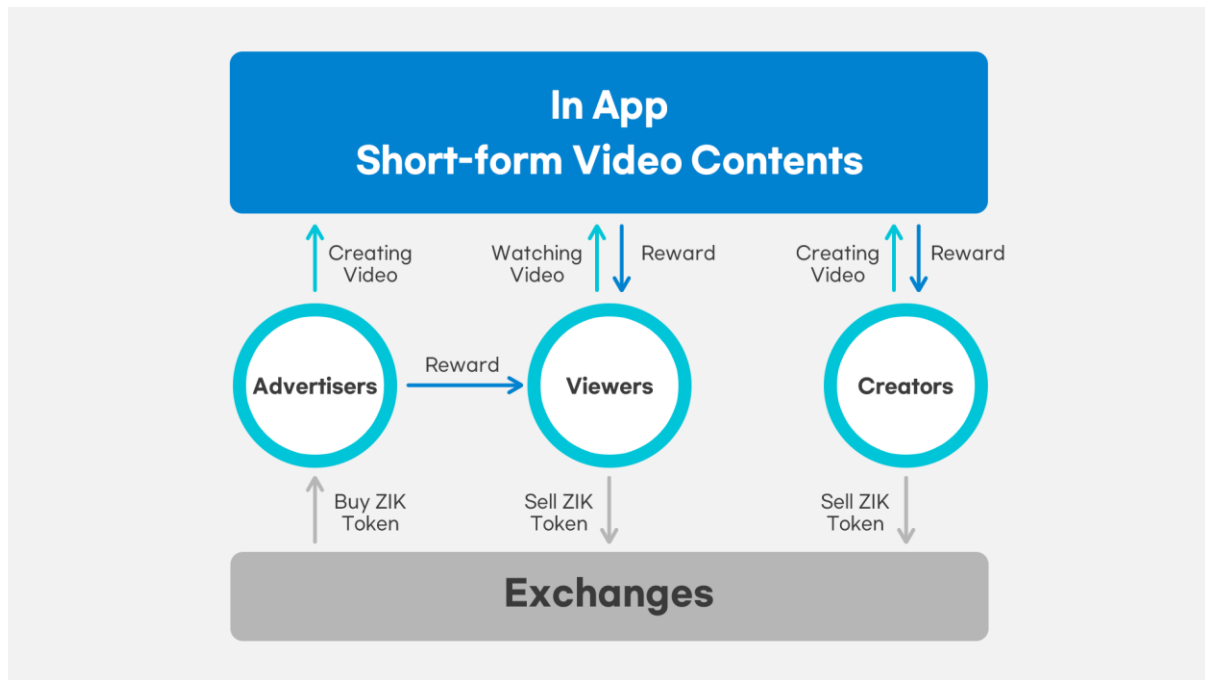
Figure 1. ZIK Token Economy

6. Halving & Social Mining Pool

Halving basically means that the amount of mining compensation is cut in half in case the user doubles. For your information, Bitcoin is applied to a halving every four years, which means people deserve to predict to some extent when it will arrive. Like Bitcoin, Ziktalk has a halving when the number of design users reaches particular conditions. Ziktalk adopted a halving mechanismaccording to user acquisition.

Halving based on User Acquisition: Activity Pool, Sign-up Pool, and Referral Pool are halved in case the number of users doubles.

500 million ZIK tokens are allocated to the social mining pool out of a total of one billion. The following represents "Activity Pool/Sign-up Pool/Referral Pool" based on the halving schedule.

Reward / Users	Activity Pool (ZIK)	Sign-up Pool (ZIK)	Referral Pool (ZIK)	Total
2,000,000	1	5	2.5	
4,000,000	0.5	2.5	1.25	
8,000,000	0.25	1.25	0.625	
16,000,000	0.125	0.625	0.3125	
32,000,000	0.0625	0.3125	0.15625	
64,000,000	0.03125	0.15625	0.078125	
128,000,000	0.015625	0.078125	0.0390625	
256,000,000	0.0078125	0.0390625	0.01953125	
512,000,000	0.00390625	0.01953125	0.009765625	
SubTotal	300,000,000	150,000,000	50,000,000	500,000,000

Each category of social pools can be exhausted early based on the amount of activities the users have.
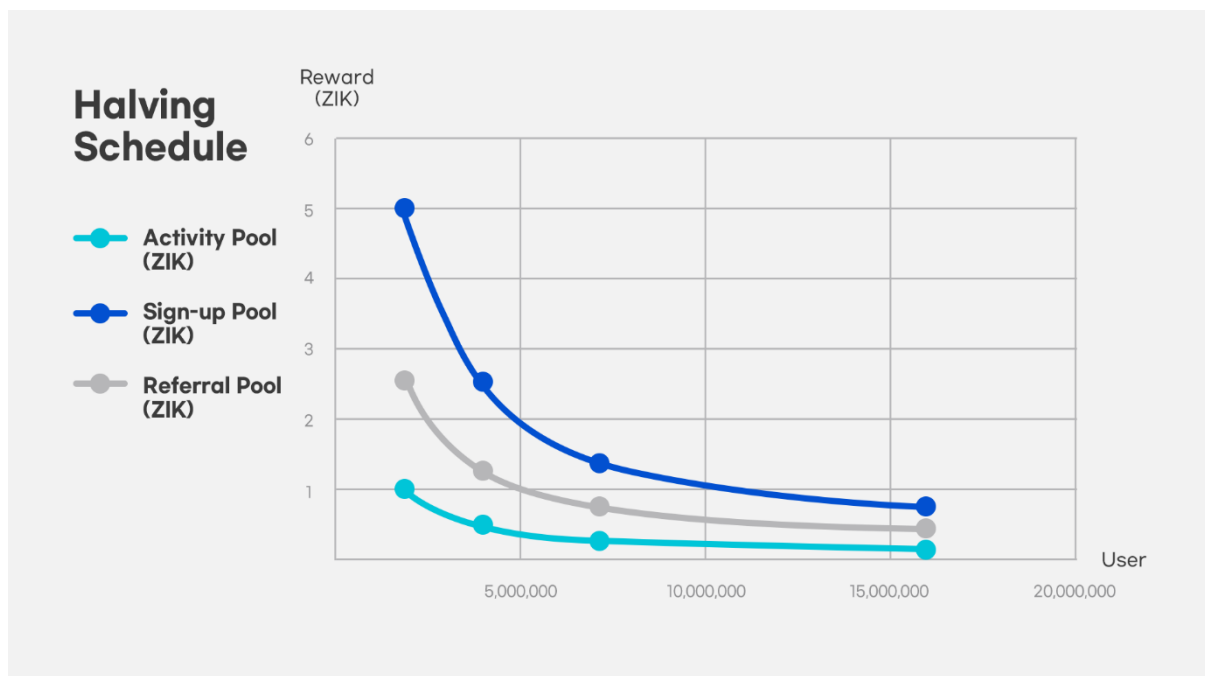

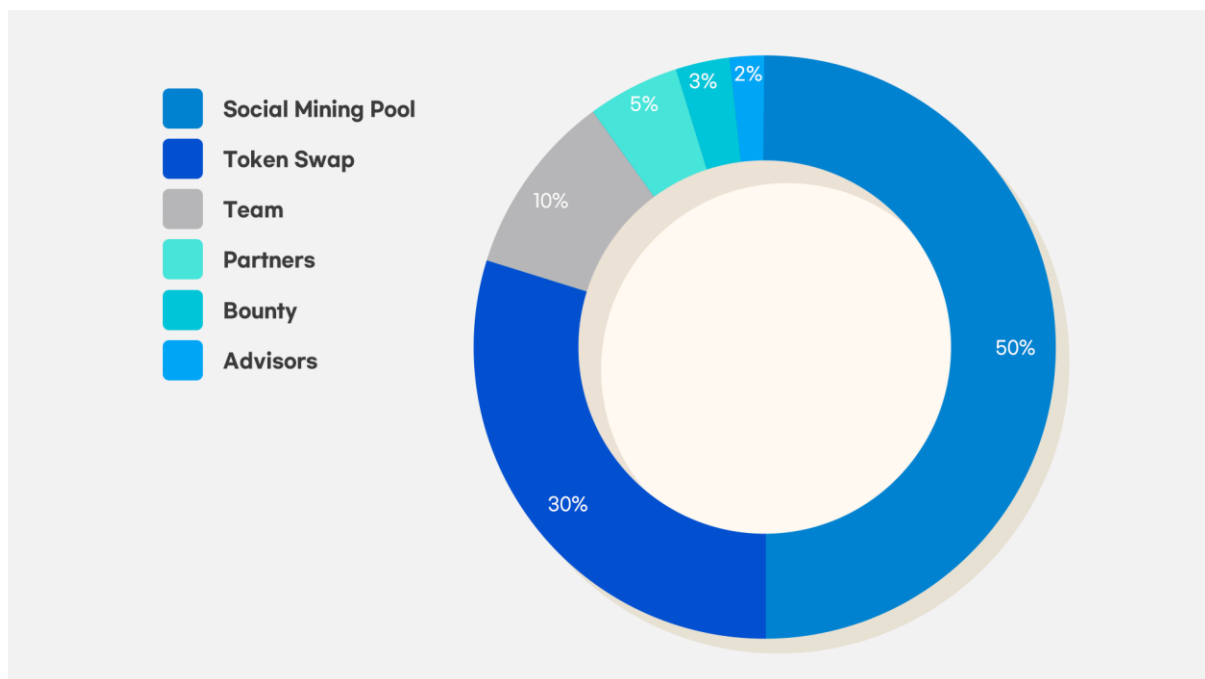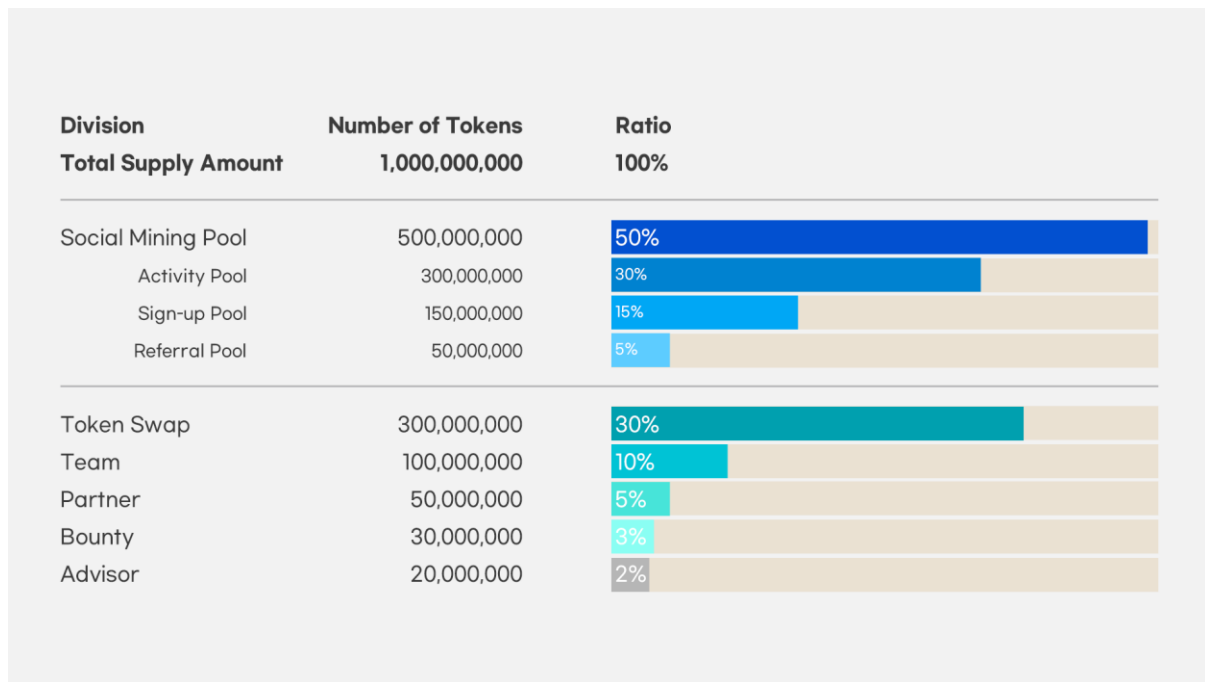
Figure 2. ZIK Token Halving Schedule

7. Token Allocation

Division	Number of Tokens	Ratio
Total Supply Amount	**1,000,000,000**	**100%**
Social Mining Pool	500,000,000	50%
Activity Pool	300,000,000	30%
Sign-up Pool	150,000,000	15%
Referral Pool	50,000,000	5%
Token Swap	300,000,000	30%
Team	100,000,000	10%
Partner	50,000,000	5%
Bounty	30,000,000	3%
Advisor	20,000,000	2%

Figure 3. Details of Token Allocation

Social Mining Pool (50%)

User Compensations for Social Mining

  - Activity Pool : 30%

  - Sign-up Pool : 15%

  - Referral Pool : 5%

Token Swap (30%)

 Luniverse-based ZIK tokens distributed to existing Ziktalk 1.0 (language exchange service) users were exchanged to ERC-20-based ZIK tokens.

Team (10%)

The amount of tokens allocated to the Ziktalk team is utilized for ecosystem growth including platform advancement and marketing.

Lock-up Release Schedule	Lock-up Release Amount
January 2021	10,000,000
January 2022	10,000,000
January 2023	10,000,000
January 2024	10,000,000
January 2025	10,000,000
January 2026	10,000,000
January 2027	10,000,000
January 2028	10,000,000
January 2029	10,000,000
January 2030	10,000,000

Partner (5%)

- It is a token implemented for ecosystem growth including cooperation between companies.

Bounty (3%)

- It is a token implemented for campaigns including airdrops for events to activate the platform.

Advisor (2%)

-It is a token provided to external partners who offer consultation for the growth of the platform.

8. Ziktalk Blockchain and Ledgers

The ZIK token was issued as an Ethereum smart contract according to ERC-20. Ziktalk supports multi-blockchain networks including Polygon, which have the advantage of low transmission fees to improve user experience and scalability.

Reference

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※ Primary Information

The ZIK digital token (hereinafter referred to as "ZIK") is not intended to constitute a unit of securities, business trust or collective investment plan or other regulated products equivalent thereto justified by the Estonian Securities and Futures Act.

ZIK does not grant you ownership or other shares in Ziktalk Oü and its subsidiaries. This given white paper is intended to provide detailed information on the functions of the ZIK Token Economy and ZIK, and does not constitute any types of manual or provided documentation.

According to this given white paper, any opinion or sales advice, suggestions or recommendations of a ZIK purchase suggestion, ZIK or part of its presentation do not compose or form the basis of a contract or investment decision.

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It shall be regulated by all contracts between Ziktalk Oü and you as a recipient or purchaser and by a separate document specifying the terms and conditions of the agreement ('T&C') in relation to the airdrop, sale or purchase of ZIK. In case there is a discrepancy between the T&C and this given white paper, T &C takes precedence. Qualification to receive, purchase, or sell ZIK via digital token exchange must comply with each terms of use.

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