



 PUBLISH

We make news
non-fungible.

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We make news good again

About us

Our mission is to
restore a healthy news media ecosystem
and lead the way for global media innovation

We strive to foster a media ecosystem in which
a multitude of independent digital news media
organizations can co-exist and flourish.

Company roadmap

2024

- Prepare PUBLISH open-source platform (one-person media)
- List NEWS token on additional local/global exchanges
- Apply for Virtual Asset Service Provider (VASP) licenses
- Release beta release of PUBLISH fact (fact-checking system)
- Beta release of PUBLISH DAO platform
- List NEWS token on additional local/global exchanges
- Release beta of PUBLISH STO platform
- Release beta of NEWS SWAP station
- List NEWS token on additional local/global exchanges
- Expand to Southeast Asia
- Reach 10 million NEWS token holders
- Reach 1,000 Alliance member-organizations
- List NEWS token on additional local/global exchanges

2023

- Used NEWS token as reward at commercial bank-affiliated fintech company
- PUBLISH News and Technology Research Institute (PINT)'s "2022 Perception Survey of IT Professionals in the Press" report published
- PUBLISH News and Technology Research Institute (PINT) report on "Analysis of digital news usage traffic in Korea" published
- Release beta of PUBLISH link
- Listed NEWS token on Bithumb (local exchange)
- Listed NEWS token on global exchanges
- Developed PUBLISH STO platform
- Developed PUBLISH DAO platform
- PUBLISH News and Technology Research Institute (PINT) report on "Challenge towards blockchain ecosystem" published
- PUBLISH News and Technology Research Institute (PINT) report on 'The next ecosystem after the portal' published.
- Implemented "Tip-off NFT Campaign" for tokenizing articles
- Showcased Korea Journalists Association's press DID at the 2023 World Journalists Conference
- Signed MOA between Mongolian media outlets and journalists for press DIDs and PUBLISH link integration
- Released PUBLISH chat
- Commenced development of PUBLISH survey platform
- Commenced development of PUBLISH advertising platform
- Released beta of PUBLISH chat (comment reward solution)
- Listed of NEWS on LBank (global exchange)
- Listed of NEWS on CoinTR (global exchange)
- Listed of NEWS on BingX (global exchange)
- Release beta of News Thomas Web3-powered news aggregation app
- Commence development of PUBLISH consortium chain
- Commence development of PUBLISH fact (Fact-checking system)
- Commence development of NEWS swap platform
- Integrate big data and AI technology across service portfolio
- List NEWS token on additional local/global exchanges
- Launch PUBLISH consortium chain
- Release beta of PUBLISH advertising platform
- Release beta PUBLISH survey platform
- Release Mongolian Journalists press DID
- List NEWS token on Mongolian and local/global exchanges
- Reach 1 million NEWS token holder milestone
- Reach 100 alliance member-organization milestone

2022

- Launched 'PUBLISH News and Technology Research Institute' (PINT)
- Joined launching of Korea Center for Investigative Journalism, 'Newstapa Journalism School'
- Sign strategic partnership with 'YFUND', Peer-to-peer (P2P) investment platform
- Start integrating PUBLISH link into PUBLISH Alliance members
- Acquire 'Quality Management System Certificate' (ISO 9001:2015)
- Acquire 'Compliance Management System Certificate' (ISO 37301:2021)
- Acquire 'Anti-Corruption Management System Certificate' (ISO 37001:2016)
- Invest into 'LINCRUX', Korean kiosk company
- Invest into 'Space Ade', office space solution company
- Invest into 'Space Ade', Peer-to-peer (P2P) investment platform
- Signed strategic partnership with 'World Vision' non-profit organization
- Signed strategic partnership with 'JTBC' broadcasting company
- Commenced development of PUBLISH mint
- Commenced development of PUBLISH chat
- Listed NEWS token on Gopax (local exchange)
- Signed strategic partnership with 'Lambda 256'
- Launched of PUBLISH mint
- Received investment from META CANVAS (Web 3.0 Venture Builder Company)
- Surpassed 30,000 PUBLISH iD users
- Surpassed 100,000 NEWS token holders
- Signed strategic partnership with the 'Mongolian Journalists Association' and 'Mongolian Web Association'
- Implemented compensation policy program for media professionals
- Minted first news NFT via PUBLISH mint: Endangered species NFTs
- Received equity investment from Chosun Ilbo (South Korea's #1 media outlet)
- Surpass 350,000 NEWS token holders

2021

- Signed NDsoft M&A agreement
- Received equity investment from JHL Capital (blockchain-specialized private equity firm)
- Awarded 'BBB' rating by Xangle Credibility Ratings
- Released PUBLISH wallet 1.1
- Lead the National Treasure "Hunminjeongeum Haerye" NFT Project
- PUBLISH chain alpha version launch
- PUBLISH iD alpha launch
- Invested in 'Eventing', local merchants' promotion application
- Sign strategic partnership with 'Journalists Association of Korea'
- Sign strategic partnership with Korea Internet Newspaper Association
- International Federation of Journalists Session Presentation: blockchain-based media ecosystem
- PUBLISH Alliance 1st Partner Announcement
- PUBLISH Alliance 2nd Partner Announcement
- PUBLISH link beta launch
- Won "Non-Fungible Token (NFT)" category award at 2021 TADS Awards

2020

- Launched PUBLISH exchange PoC
- Released PUBLISH soft 1.4
- Received "Venture" certification
- Rename 'TokenPost Coin' to 'NEWS KRW' on TokenPost
- Select as a media start-up supported by the Korea Press Foundation
- Select as a recipient of the Ministry of Science and ICT's "K-Global Accelerator Cultivation Program"
- Launch in-house media innovation lab 'PUBLISH Lab'
- Sign strategic partnership with 'NDSoft', Korea's #1 CMS provider
- Award "Fact-checking, searching, and managing content via block chain" patent
- Participation in the Singapore Exhibition, CTA2020 Online Exhibition Booth
- Develop a new media platform for Korea's Local Broadcasting Association
- Establish Singapore branch, PUBLISH Soft Pte. Ltd

2019

- PUBLISH Protocol Beta Test launch
- PUBLISH soft alpha version launch, starts sales
- Conducts NEWS token IEO
- Released beta of NEWS 3.0 PUBLISH soft and commenced sales drive
- Updates bug bounty
- PUBLISH wallet android version launch
- Conduct world's first 'news blockchain notarization' test on TokenPost
- Released PUBLISH soft 1.0
- Sets up in-house research department
- Awarded 'Best Digital Media Startup' by WAN-IFRA
- Received equity investment from Venture Square (emerging tech-focused accelerator)

2018

Incorporate PUBLISH, Inc. in Seoul, South Korea PUBLISH whitepaper 1.0

Company information

Company name

PUBLISH, Inc.

Business areas

Systems integration

Digital media software development

Blockchain-based content management solutions

Address

Seoul 5F, 17, Seonyu-ro 49-gil, Yeongdeungpo-gu, Seoul, South Korea
2F, 12, Sejong-daero 12-gil, Jung-gu, Seoul, South Korea

Jeju 25-4, Aran 12-gil, Jeju-si, Jeju-do, South Korea

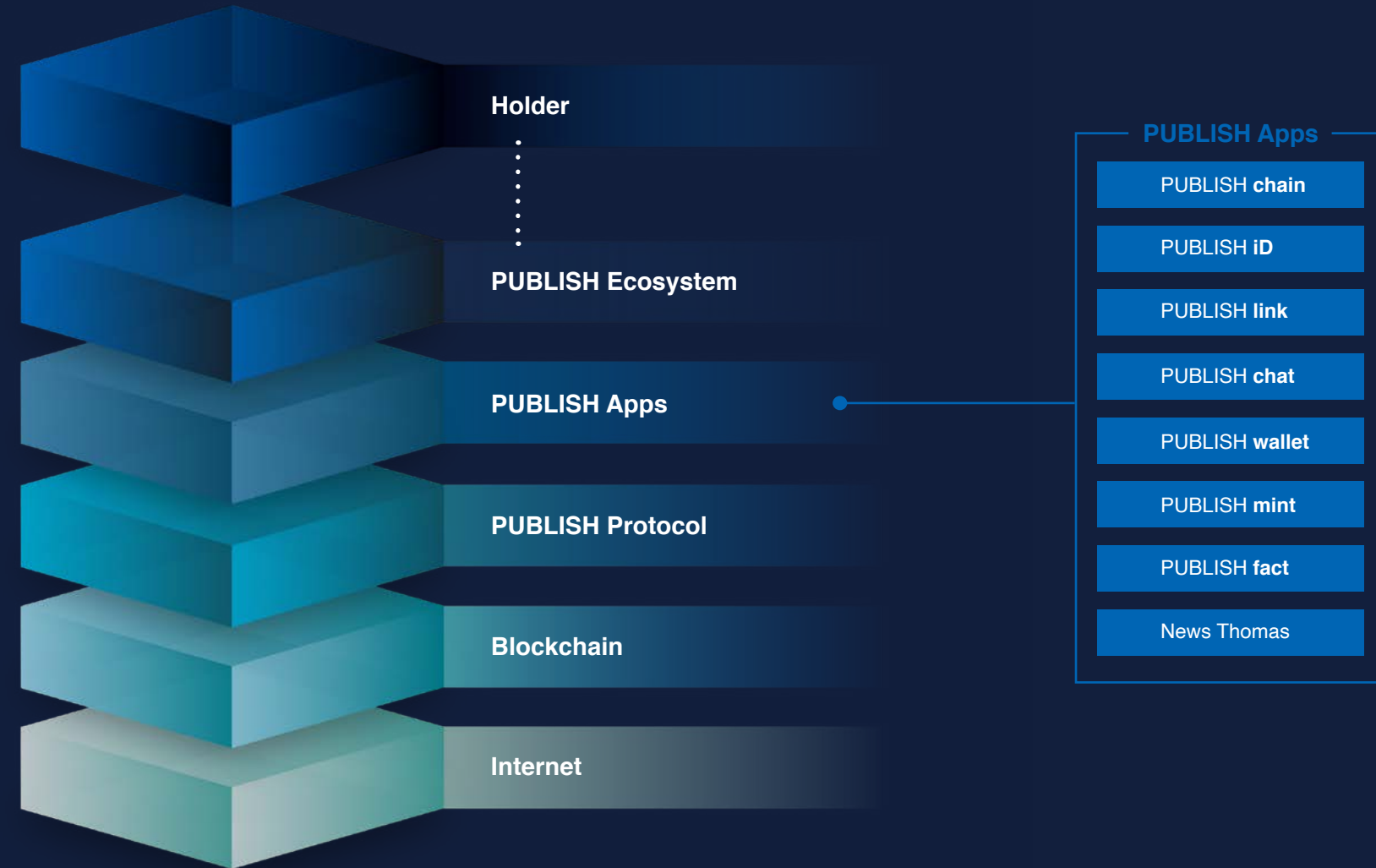
Busan 2, Surim-ro 71beon-gil, Geumjeong-gu, Busan, South Korea

Singapore Fraser street #05-25,
Duo Tower, Singapore 189352

Bengaluru A block, 2nd Floor,
Dayananda Sagar University Kudlu Gate.
Hongasandra Village Begur Hobli,
Hosur Road, Bengaluru, Karnataka 560068, India

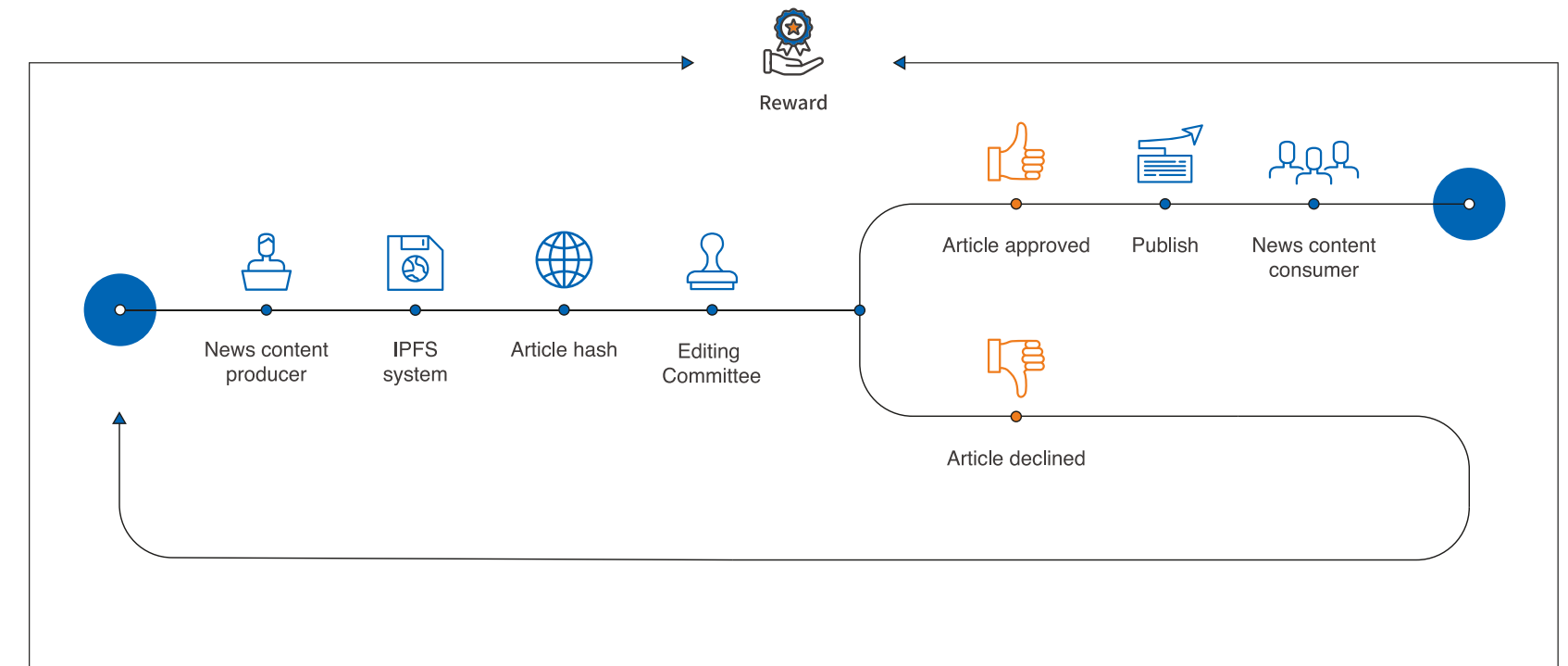


PUBLISH overview



PUBLISH Protocol

A blockchain media protocol and ecosystem designed to increase reader engagement through token rewards, payments, staking, and NFTs.



Problem

The news media industry is characterized by declining news credibility and digital news revenues



Competition from online substitutes

Publishers face strong competition from technologically advanced social media platforms and portal sites.



Erosion of journalistic principles

As publishers struggle to make ends meet, factchecking and investigative journalism is shunned in favour of producing more content in less time.



Clickbait and misinformation

The prevalence of clickbait news, compounded by the lack of fact-checking, has resulted in lower levels of trust and engagement.



Newspaper closures

Increased competition and lower levels of engagement have resulted in declining newspaper revenues and newspaper closures.

Solution

PUBLISH Apps, our answer to a news media industry in crisis



PUBLISH chain

Consortium blockchain for the media industry



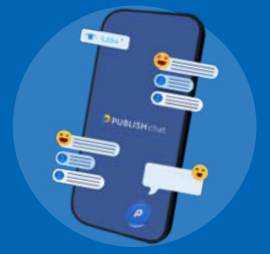
PUBLISH iD

Self-sovereign identity solution



PUBLISH link

Web3 based reward widget (API)



PUBLISH chat

Comment reward widget enhances community



PUBLISH wallet

Dedicated cryptocurrency wallet for NEWS token



PUBLISH mint

Marketplace for literary NFTs



PUBLISH fact

Blockchain-based fact-checking using swarm intelligence



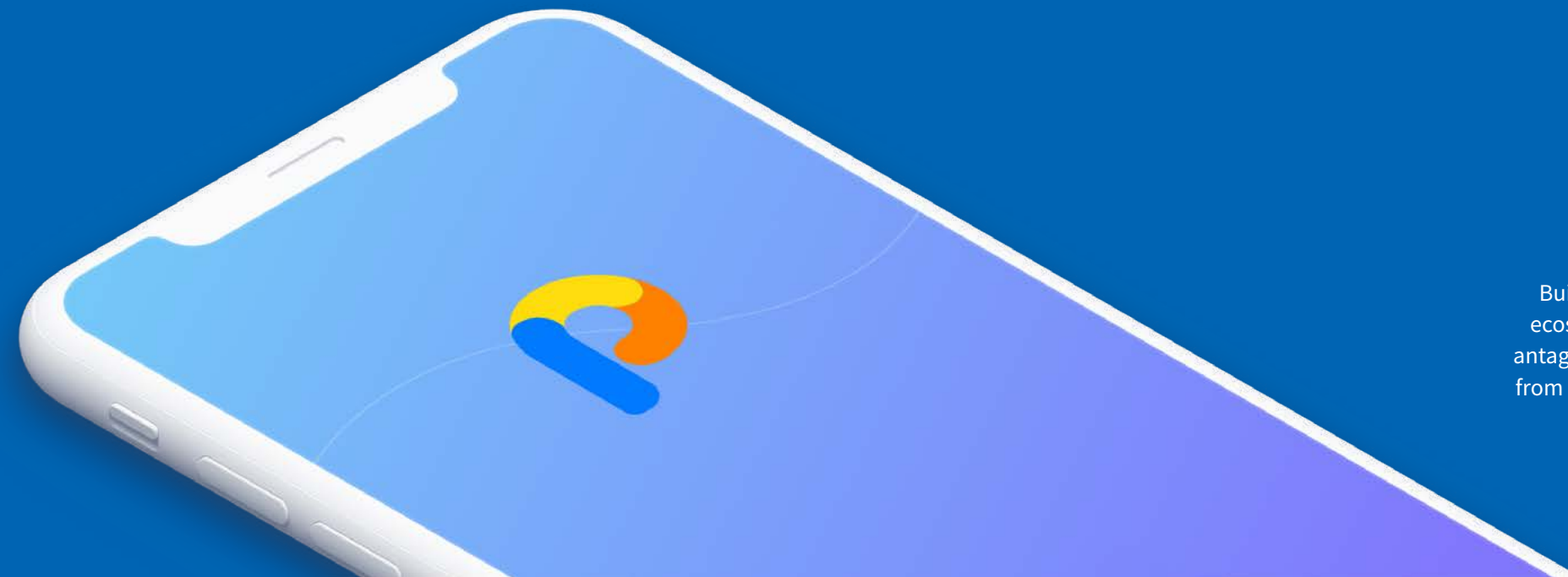
News Thomas

Web3 based news application for news publishers

PUBLISH Apps

Innovating and

restoring news



More diversity

Building a decentralized news ecosystem in which diverse and antagonistic views can coexist, free from manipulation and censorship



Better journalism

Developing a token reward system that promotes the pursuit of truth



More financial sustainability

Reinforcing the triangle relationship between publishers, readers, and advertisers through token economics

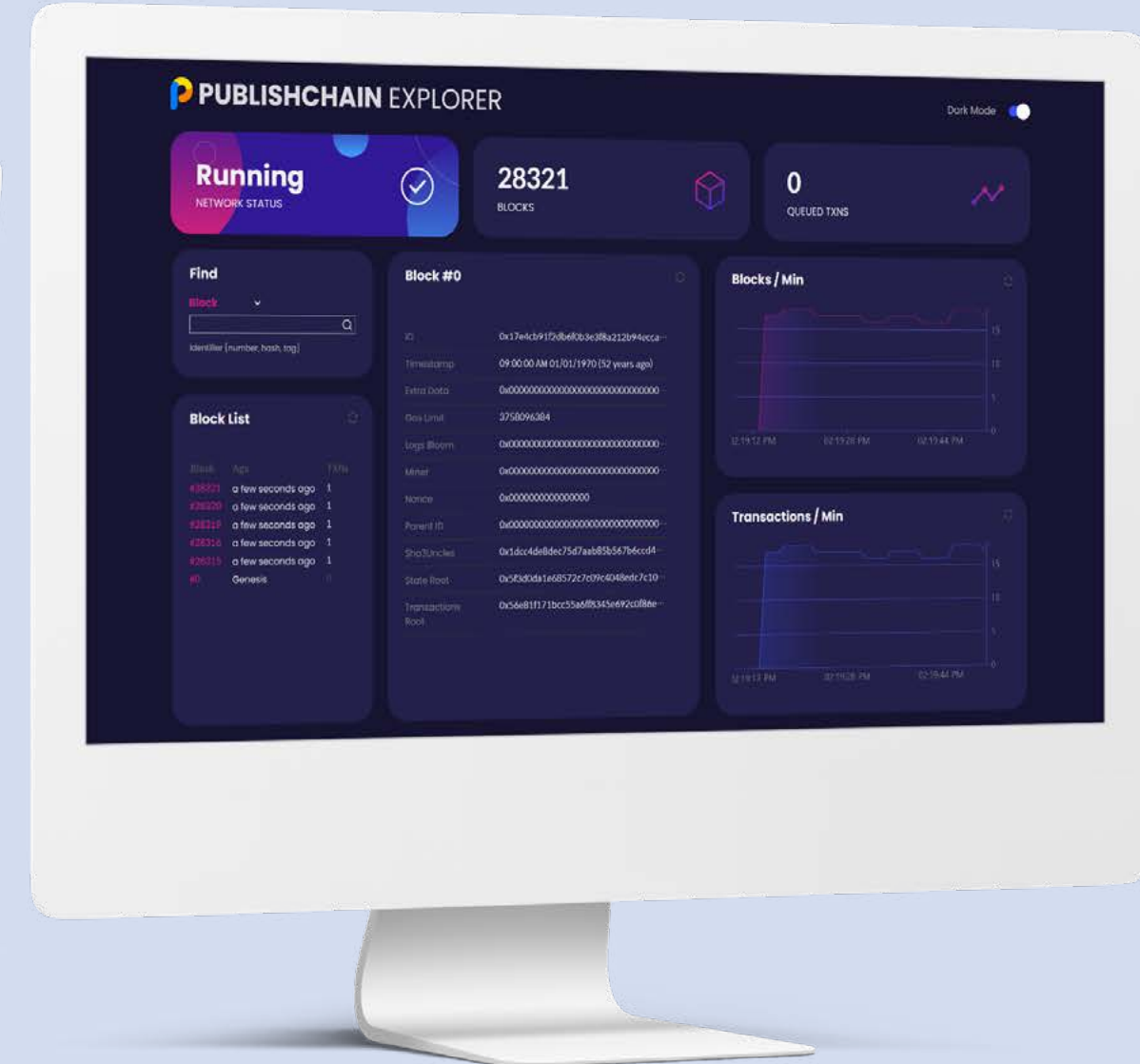
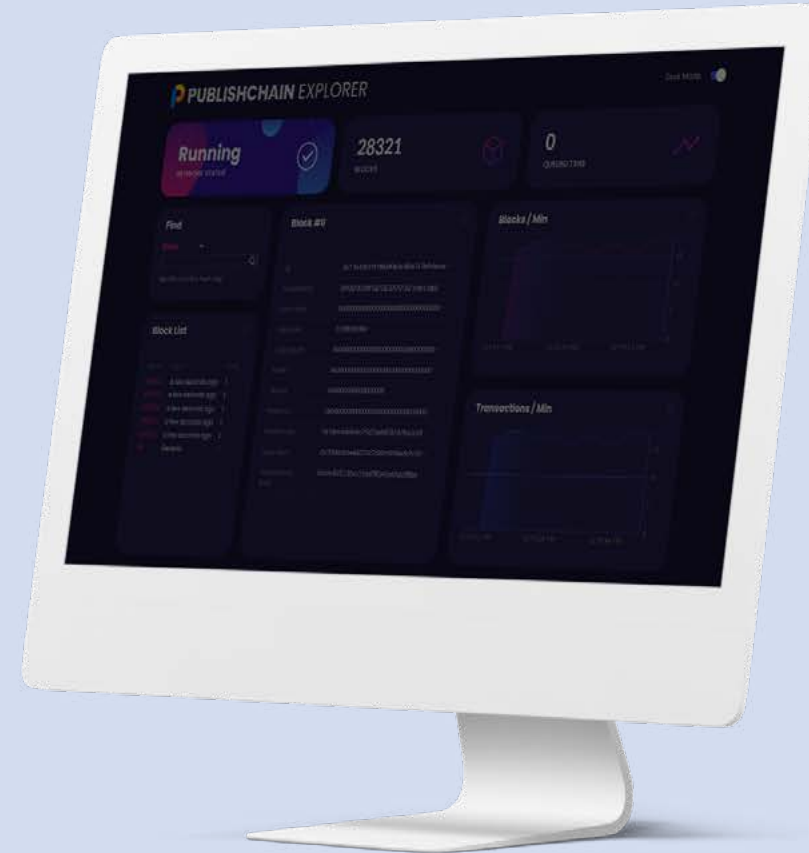
PUBLISH chain

Consortium blockchain for the media industry

Powered by a high-performance
blockchain consensus algorithm

Audit blockchain transactions with ease
using our native blockchain explorer

Interoperable with other DID platforms
and applications



PUBLISH ID

Self-sovereign identity solution giving users control over their own verifiable credentials



Trusted and secure

Provides proof-of-ownership, proof-of-authenticity, and proof-of-integrity



Protects against fraud

Equipped with biometric two-factor authentication (2FA) including iris and fingerprint recognition



Easy to use

Access all of your DIDs from the convenience of a single account

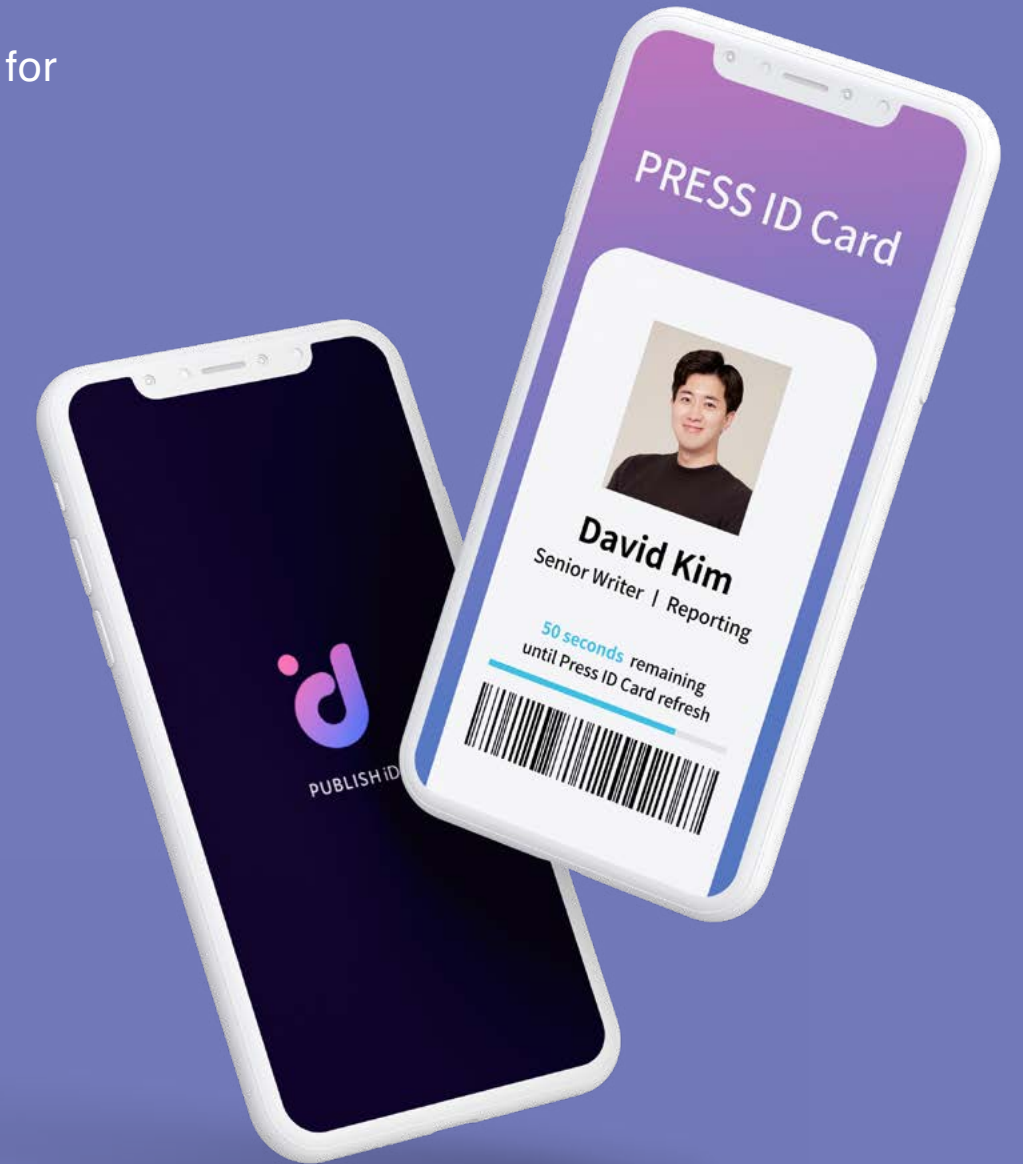
Preparing media professionals for a new world of journalism

Feature 1

PUBLISH PRESS ID

Legitimacy
for writers

Authenticity
for readers



PUBLISH ID

Feature 2 Mobile certification

Mobile certification

Securely and conveniently access your DID documents, such as national IDs, employee DIDs, and student DIDs in a single mobile application

Certificate management

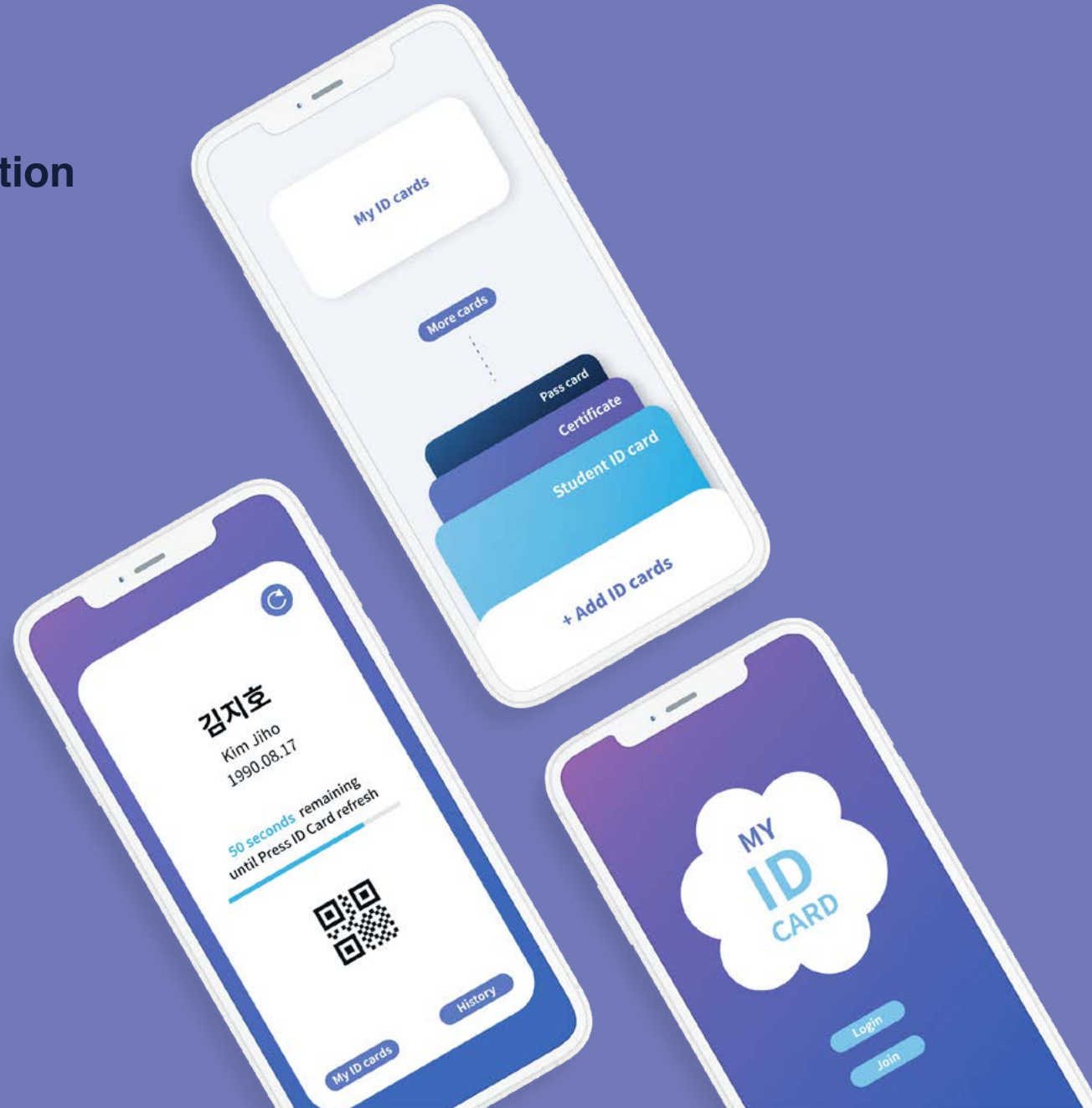
Request the issuance of DIDs from DID controllers, such as governments, employers, and educational establishments

Versatile

Based on W3C standards, PUBLISHid integrates seamlessly with other DID services and infrastructure designed for interoperability

Visitor pass

Can be used as a visitor pass



Feature 3 Super ID



Single-pass ID login through open authentication service



One-time identity, data masking, pairwise DID application for privacy security



Easy to use, all-in-one ID management



PUBLISH link

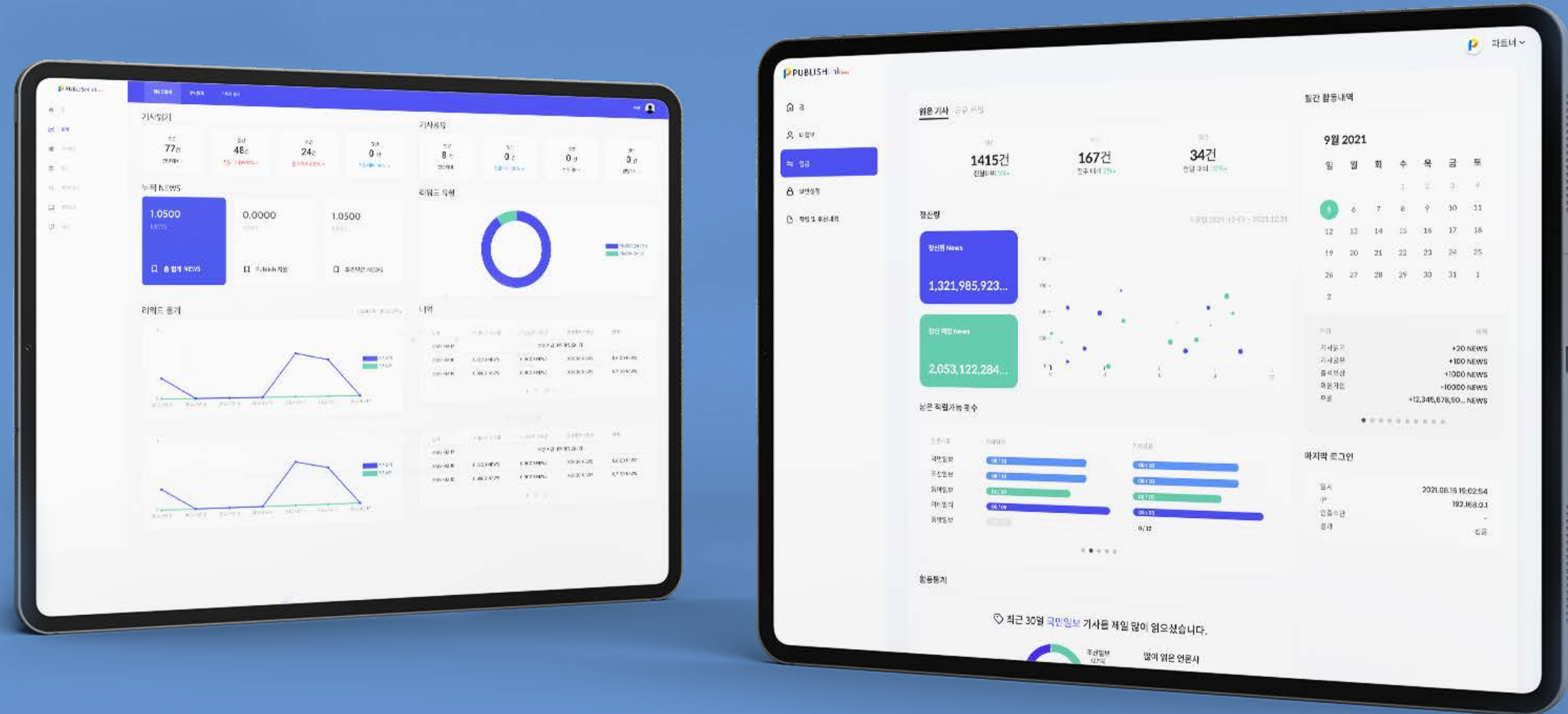
Web3 reward widget (API)

Earn rewards by reading and sharing interesting news articles

Reward a variety of reader actions in
cryptocurrency

Easy-to-integrate widget

Data dashboard allowing readers and news media organizations to view token reward history and manage tokens



PUBLISH link

Web3 reward widget (API)

Earn rewards by reading and sharing interesting news articles



Read and earn

Earn NEWS tokens for reading and sharing news articles.



Make donations

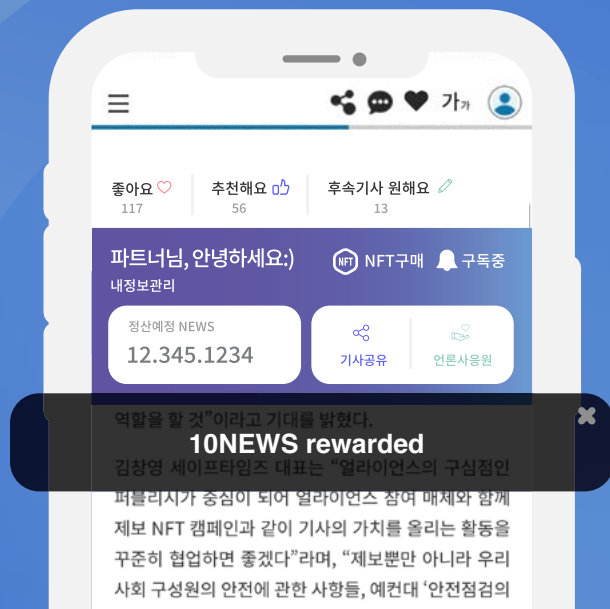
Support your favorites news providers by making a donation in NEWS tokens.



Comment and earn

Earn NEWS tokens for leaving comments and comment replies.

Web3 rewards for readers



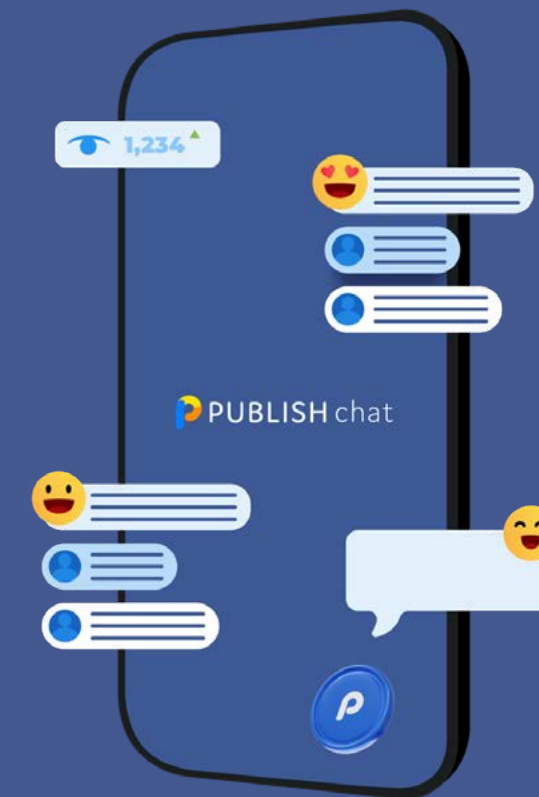
PUBLISH chat

Foster a sense of community between readers and media

Write Comment Reply Comment

NEWS rewarded for commenting on articles

Web3 rewards based on reader activities



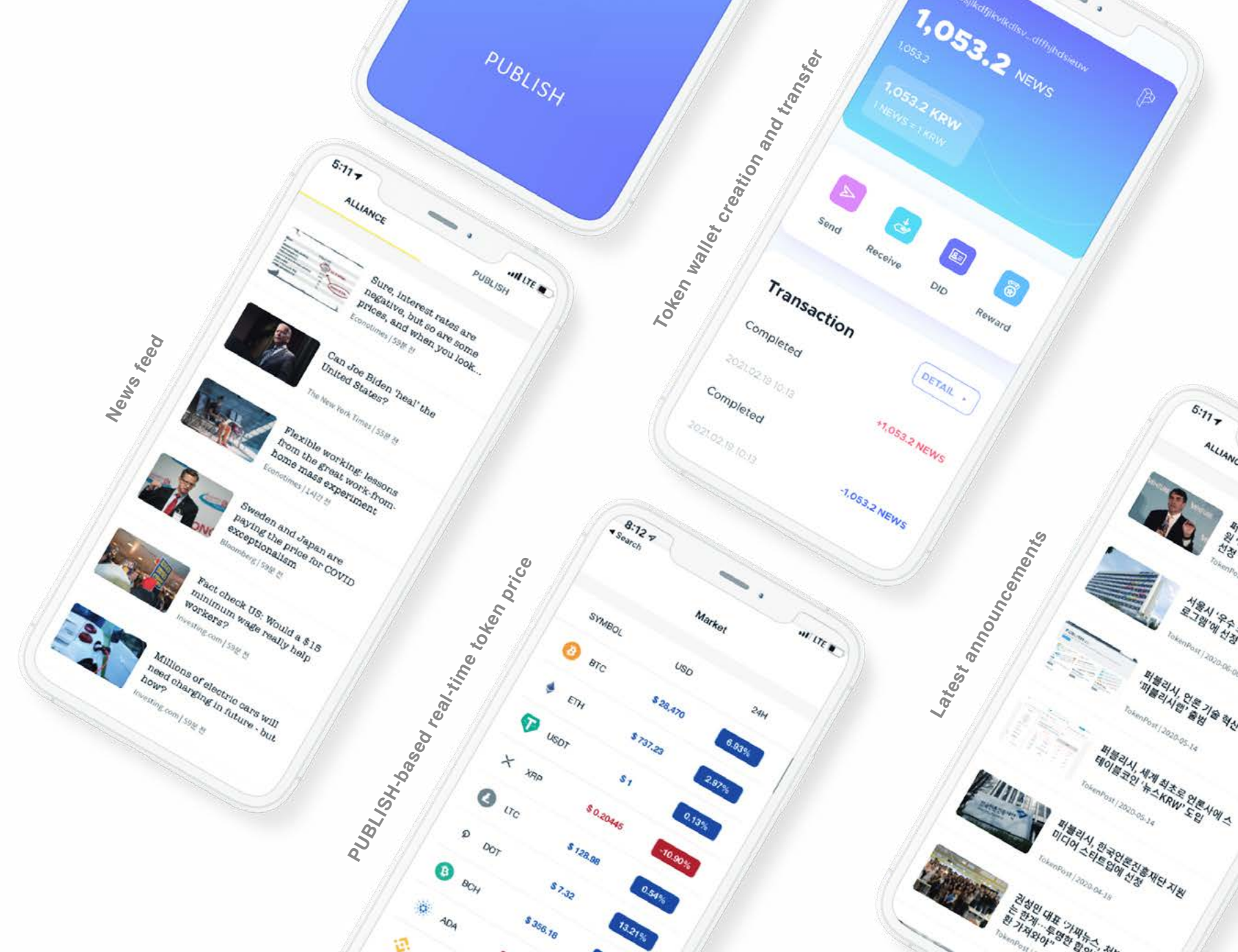
PUBLISH wallet

Dedicated cryptocurrency wallet for NEWS token

Send and receive NEWS token

Secured with biometric 2FA

Intuitive, easy-to-use user interface



PUBLISH mint

Marketplace for literary NFTs

Discover and collect digital representations
of literary works

Create and sell your NFTs with ease

Protect your copyright



PUBLISH

Fostering a healthy news
media ecosystem through
PUBLISH Protocol-based tokens

PUBLISH fact

Leveraging blockchain technology and swarm intelligence to verify news

Proprietary factchecking system

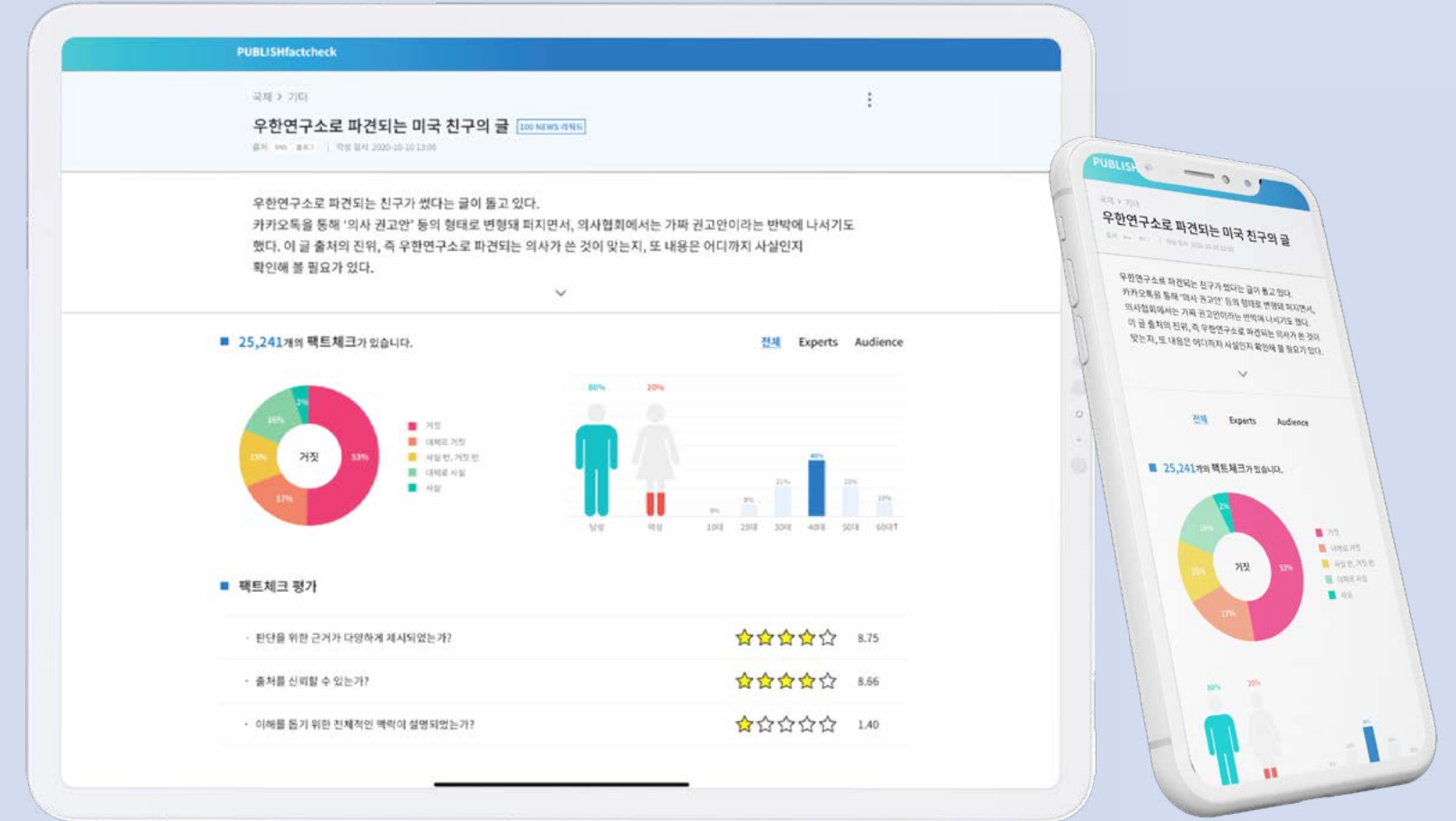
Patented system and method for factchecking and managing content on the blockchain

Blockchain notarization

Proves the authenticity and provenance of articles and factchecks

Incentivized factchecking

Factcheckers and rewarded in tokens for factchecking news content



News Thomas

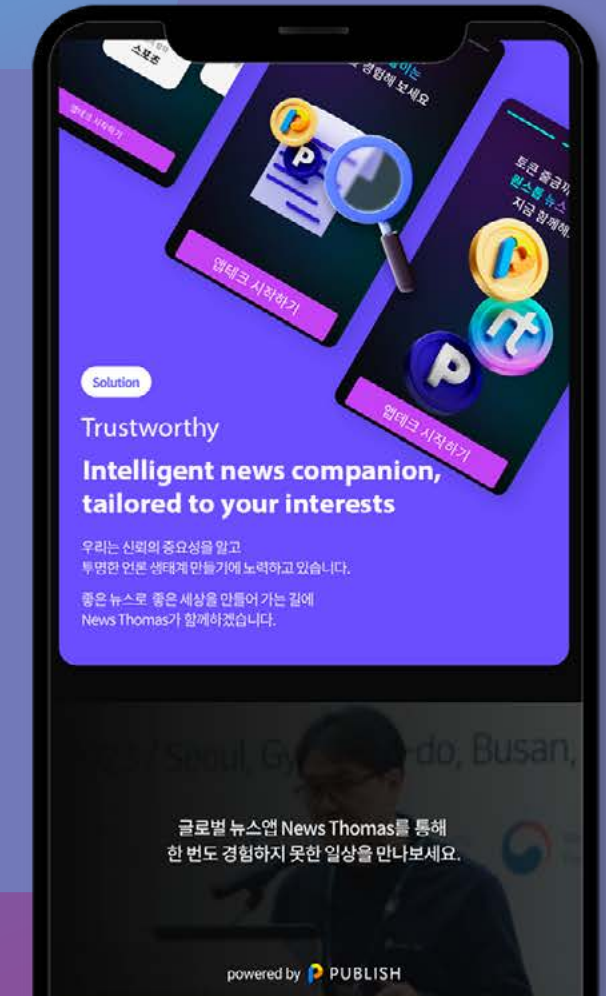
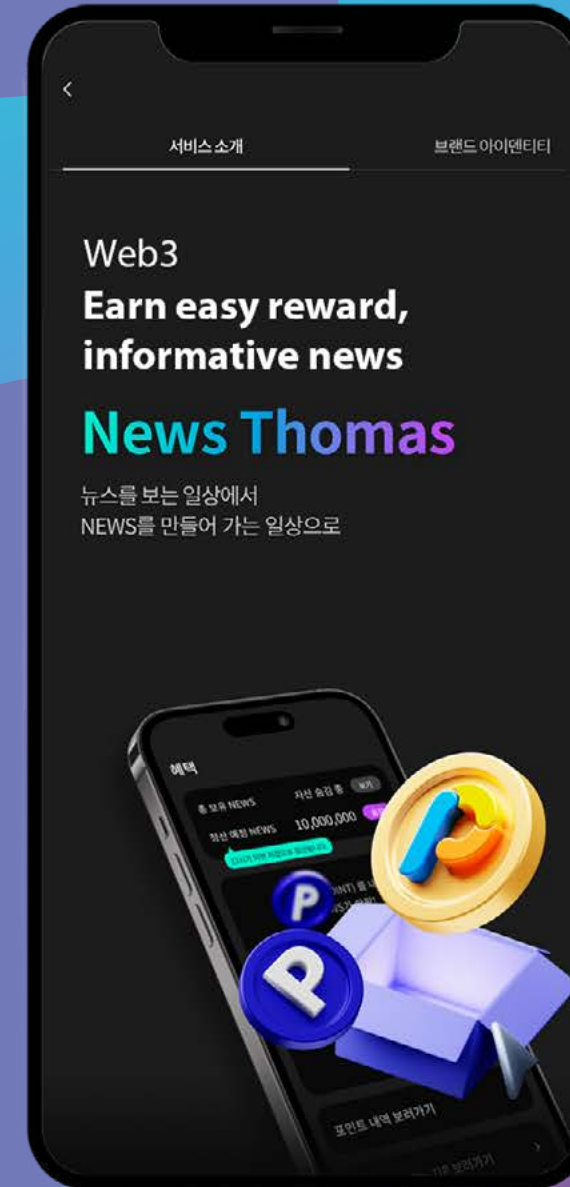
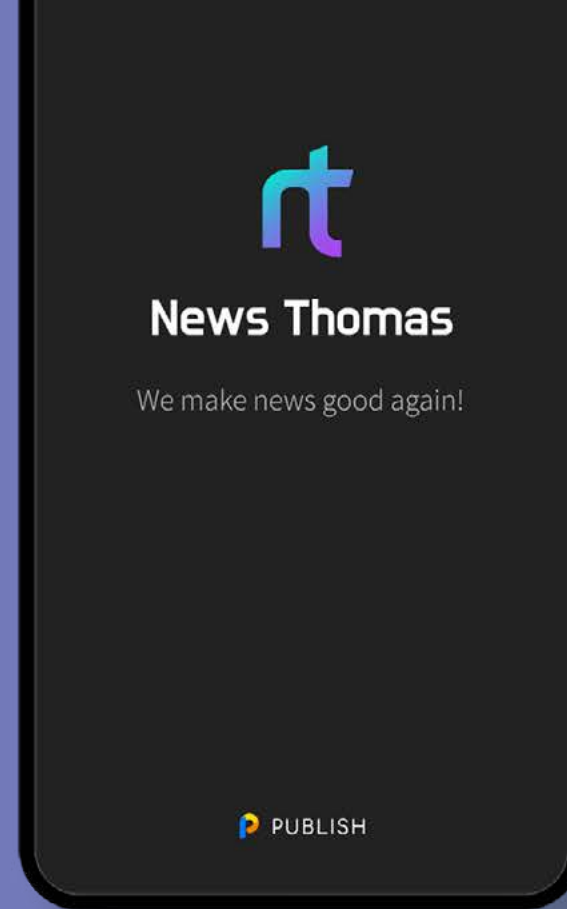
AI-powered news aggregation app with Web3 rewards

Intelligent news companion, tailored to your interests

Earn reward points and convert them to NEWS tokens

Spend reward points and buy NFTs

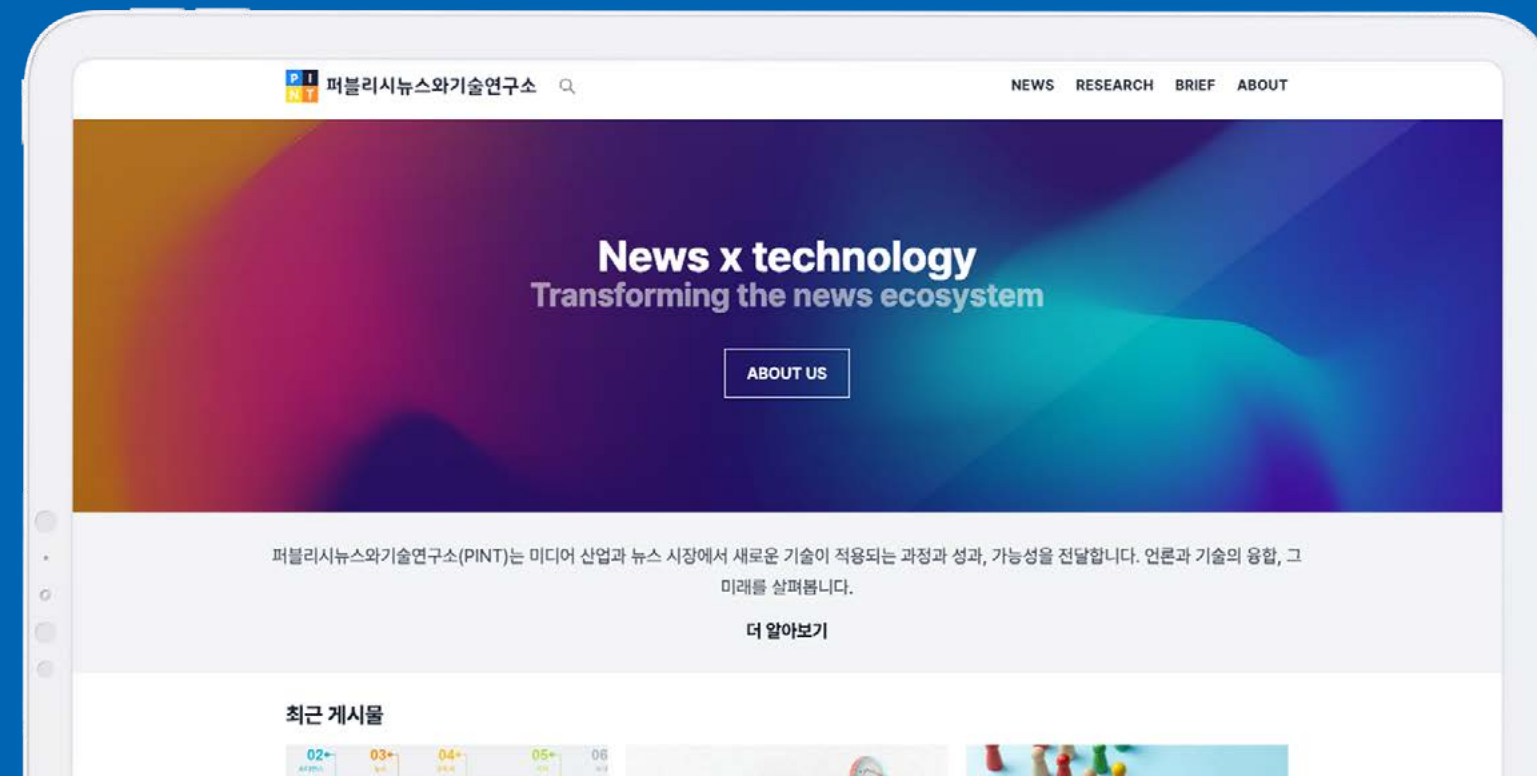
Easy-to-use, informative, trustworthy



PUBLISH Institute for News and Technology (PINT)

In-house media innovation lab

In-house media innovation research institute dedicated exploring the use of cutting-edge technologies to increase reader engagement, combat misinformation, and identify strategies for revenue growth within the news industry.



Mission & Vision

Mission

To spearhead innovation in the news media industry by conducting pioneering research at the intersection of technology and journalism, delivering world-class education that embraces cutting-edge technological advancements, and shaping effective policy to navigate the evolving landscape of digital media.

Education

- Pre-journalist training
- In-service journalist retraining
- News media entrepreneurship courses
- Training for non-journalist media professionals (e.g., media policy managers)

Policy Initiative

News and technology forum, serving as a platform for experts to come together, exchange ideas, and share knowledge related to policies.

Vision

To position ourselves as a leading institute in journalism research, education, and policy, driving positive change and shaping the future of the news industry.

Research focus

- News and technology convergence, future journalism, and media ecosystem transformation.
- Education
- Media policy
- State of journalism and news readers

Network

- Research network
- Education network

PUBLISH Strategy

- Business
- Policy

PUBLISH Alliance

Key members of PUBLISH Alliance

Media, associations, public sector, private sector

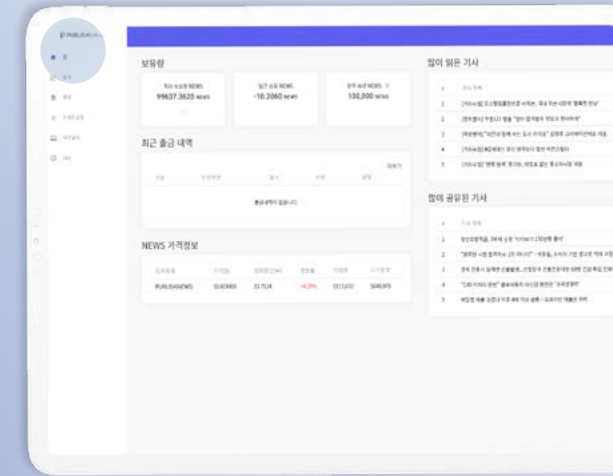
Increase reader engagement and loyalty

Single sign-on (SSO) for all Alliance media outlets

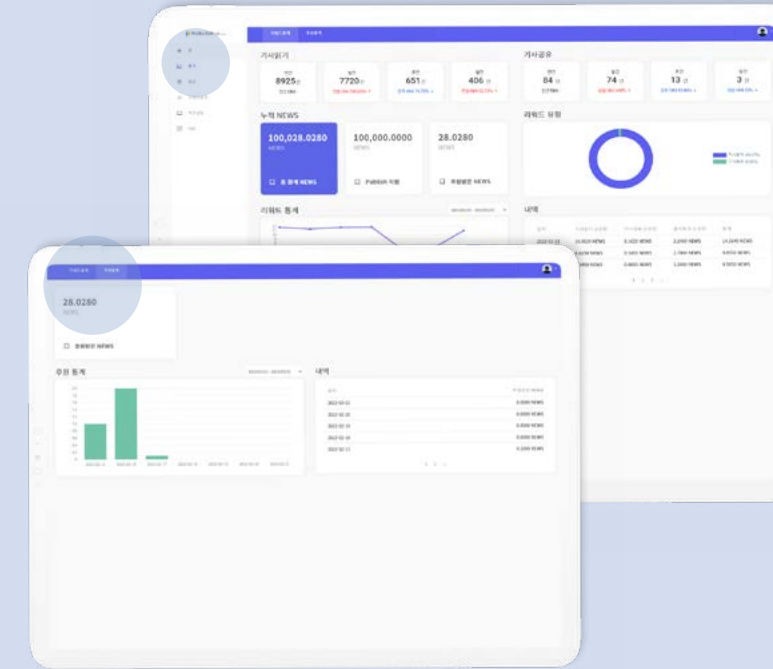
Gain insights from user activity statistics



publishalliance.org



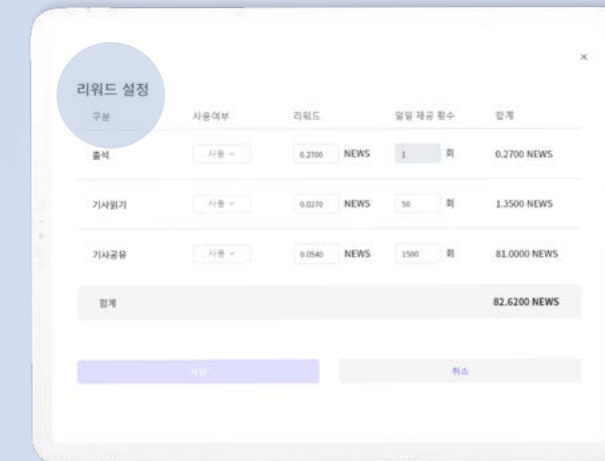
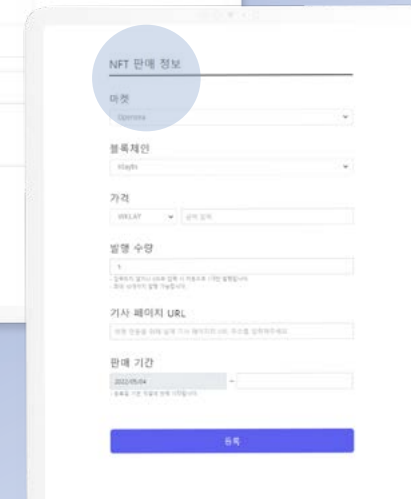
Admin page



Statistics page



NFT registration page



Rewards settings page

Contact us

Email

info@publishinc.io

Phone

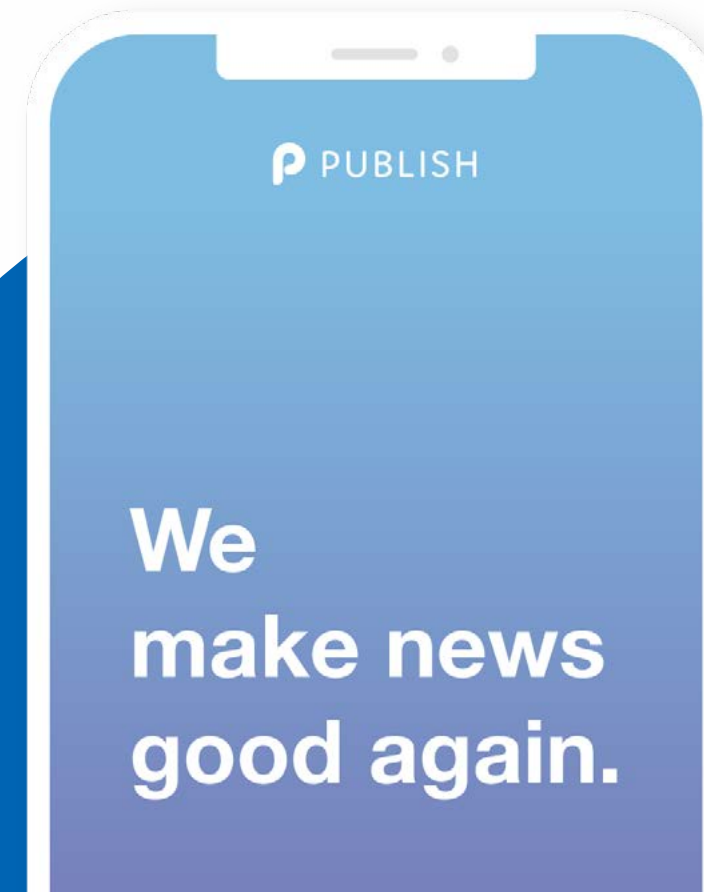
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