



# "TOKENIZING" THE MEDIA INDUSTRY

MILC Project is under the development and supervision of Welt der Wunder TV (World of Wonder TV)

## VISION AND GOAL

Our goal is to set up a state of the art industrial use case with the possibilities of today's blockchain and AI-Tech and to integrate viewers for the first time, giving them the chance to participate across the entire global media value chain. This goal will be achieved through the Media Industry Licensing Content (MILC) platform and the use of the Media Licensing Token (MLT). The MILC Project will solve four important challenges of the global media industry: Global availability of all Video Content, Discovery process for Buyers, Complex licensing for the entire industry and Early feedback from its audience.

## MILC PLATFORM FEATURES



Content Licensing



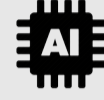
Content Management



Content Marketing



Content Distribution



AI Search Algorithm & automated Translation/ Subtitling.



Governance



Audience Participation



Frame-by-frame Video

## ROAD MAP

### 2017 Q4/ 2018 Q1-Q2

Project Establishment  
Official Whitepaper Release  
Development-start  
Preparation of WdW content for platform usage

### 2018 Q3-Q4

Implementation of the developed technology by WdW and SRF  
Initial version of the MILC Platform ready  
MILC used internally by WdW and SRF

### 2019 Q1-Q4

Development of the MILC platform  
Development of advanced features  
AI implementations  
Automated translation of content

### 2020 Q1-Q4

Development of Official version  
Open Store system development  
Blockchain implementation and optimizations

### 2021 Q1

Open Store UI development  
Implementation of Online trade functionality  
Website and Whitepaper improvements  
Start of fundraising  
Marketing launch

### 2021 Q2

Public Sale (IDO)  
Listing on exchanges  
Expansion of technical staff  
WdW TV will supply the MILC platform with around 20,000 program assets  
Launch of the Official MILC platform

### 2021 Q3-Q4

Launch the MILC platform to non-industry customers  
Enabling Governance for MLT token holders  
Enable producers to distribute parts of their promotion budget (P&A) to MLT token holders

### 2022 Q1-Q4

Launch Event location  
Launch the MILC Marketplace for user-generated content  
Enable advertisers to book space via the MILC platform  
Enable TV-stations to offer and market their own free advertising space

## TOKENOMICS : SALES

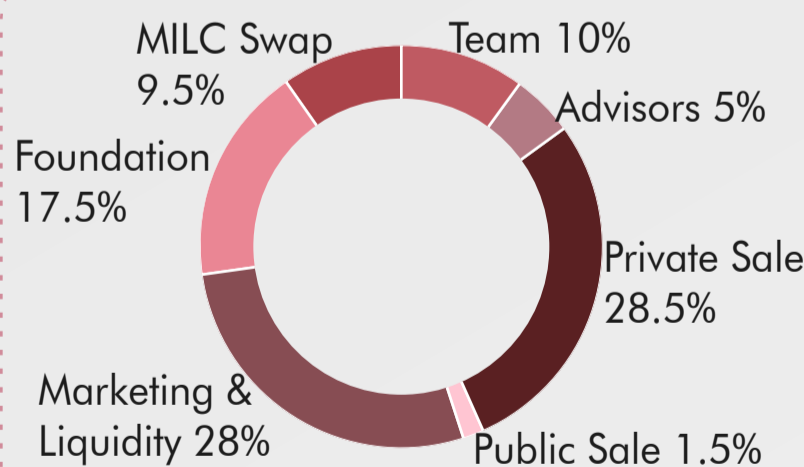
- Total supply : 200M MLT
- Initial circ supply : 33.2M MLT
- Private Sale Price : \$0.075 USD
- Public Sale Price : \$0.09 USD
- Uniswap listing price : \$0.09 USD
- Total amount raised : \$4.5m USD

## TOKENOMICS : VESTING

- Private Sale : 25% TGE, 25% monthly\*
  - Public Sale : 100% on TGE
  - Team : 12 months, then 10% monthly
  - Advisors: 6 months, then 20% monthly
- \*Weekly distribution

## LINKS

- <https://www.milc.global>
- <https://medium.com/@MILC>
- <https://twitter.com/MILCplatform>
- <https://t.me/MILCplatform>



## TOKEN UTILITIES



To obtain a content license, MLT is needed as payment medium to sign the license



MLT holders can participate as investors in the Launchpad projects on the MILC Platform



Community votings/evaluations of early content lead to MLT rewards payouts



To reward token holders and the Community, MILC will launch staking programs to earn interest on their tokens.

## HIGHLIGHTS

- Media Content Library valued by Ernst & Young at €48,000,000 in November 2020
- Nominated for Grimme - Award & German TV Award.
- Won the Bavarian TV Award
- 25 Years of experience. Welt der Wunder - founded in 1996
- 15 Million monthly viewers via TV broadcasting
- 5-10 Million monthly online viewers