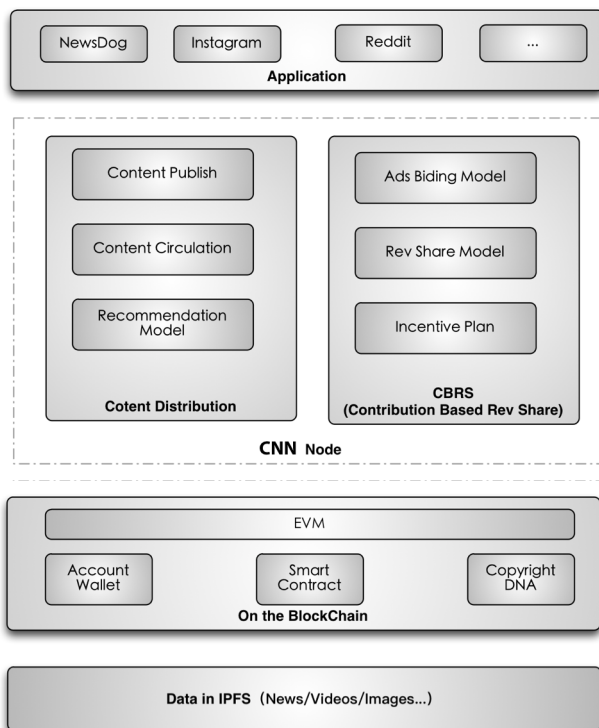


The Mission of CNN

Build the world's largest blockchain-based content ecosystem:

- Smooth circulation of high-quality content among communities
- Revenue sharing between all contributing parties, including users, writers, and recommendation nodes
- Efficient user acquisition and incentive model

The CNN Protocol



CNN Advantages

1. Huge potential of global digital content industry

- Huge market size: over 224.8 billion USD globally
- Huge user base: over 400 million in China, over 500 million in India (est.)

2. Strategic partnership with top content community

- NewsDog, the NO.1 content app in India, will be the first application on CNN

3. Top-tier team and advisors

- Prof. Shoucheng Zhang serves as Chief Advisor
- Top talents from Google, Snap, Tencent, Alibaba and Goldman Sachs

CNN Modules

1. Content Production

- Copyright protection utilizing distributed ledger
- Originality incentive through CBRS
- Fake content detection and voting mechanism

2. Content Circulation

- High-quality content circulation based on repost incentive

3. Recommendation

- Decentralized updates of the content's popularity score
- Decentralized updates of user features with centralized recommendation

4. Contribution Based Revenue Share (CBRS)

- Sharing revenue with all contributing parties, including users, writers, and recommendation nodes

5. Incentive Program

- Multi-level invitation chain ensures the effectiveness
- Decentralized CNN-based reward keeps efficiency

6. Reward Mechanism

- Real-time and point-to-point

NewsDog – The First Community based on CNN



NO.1 news app in India



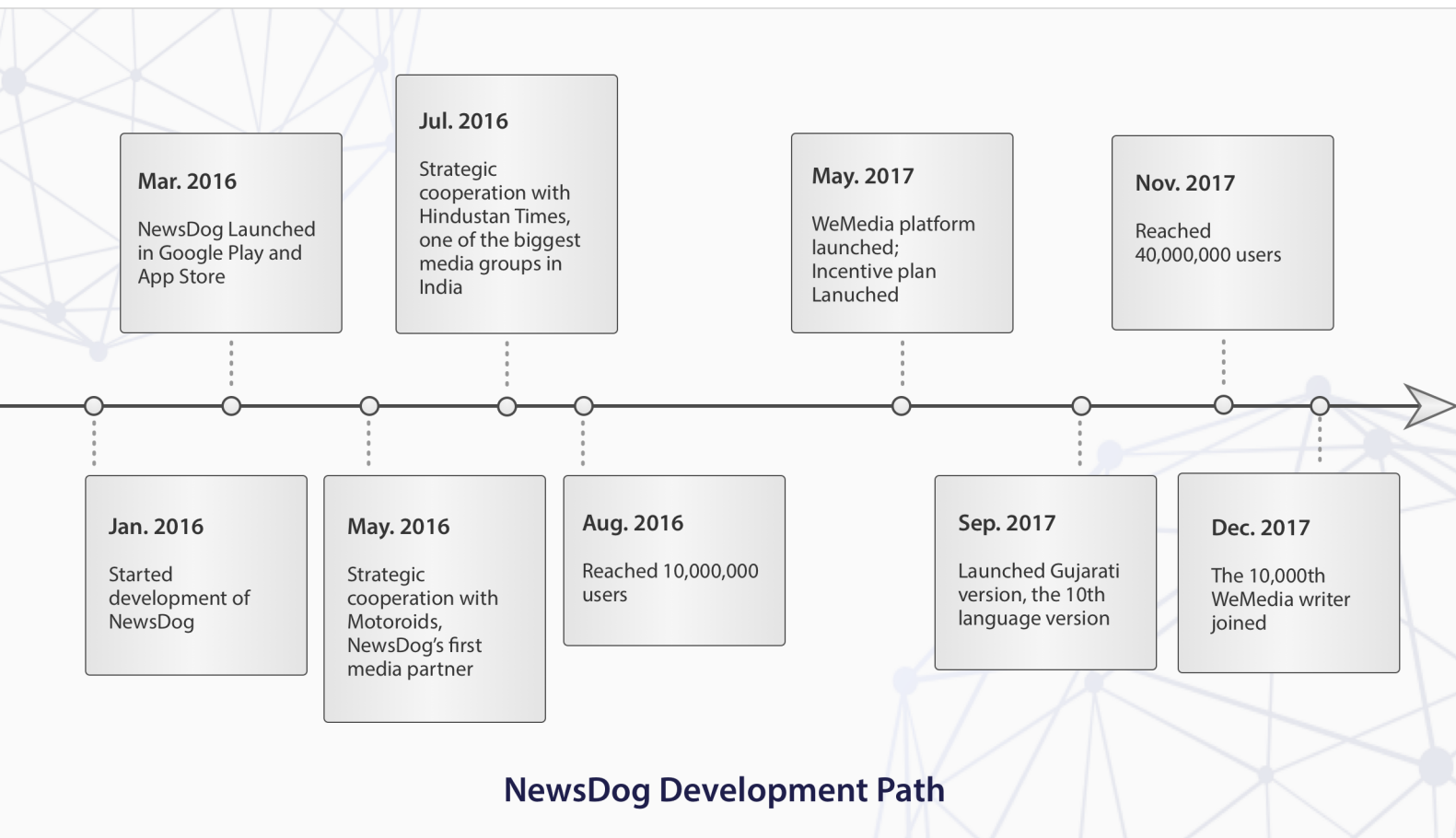
More than **40 million** users



15,000+ Wemedia partners



Thousands of media partners



CNN Team

CNN team is an experienced startup team led by a successful serial entrepreneur. The team consists of top researchers, engineers and marketing experts who worked for Google, Snap, Tencent, Alibaba, Baidu, Goldman Sachs, etc. Our advisors are world-renowned professors, such as Prof. Shoucheng Zhang from Stanford University and Prof. Jianqing Fan from Princeton University, as well as experienced blockchain investors and blockchain projects founders.