



2023 세계기자대회

WORLD JOURNALISTS CONFERENCE 2023

24(Mon) - 29(Sat) April 2023

Special Session I

-
- Biography
 - Presentation Material



WJC World
Journalists
Conference
2023

2023 세계기자대회

Speaker



CHOI Young Sam

Deputy Minister for Political Affairs
Ministry of Foreign Affairs
Korea

Educational Background

- © Feb. 1990 B.A. in Chinese Language and Literature, Seoul National University, Seoul, Korea
- © Apr. 1998 M.A. in Asia Studies(China), University of Michigan, MI. U.S.A.

Professional Experience

- © Feb. 1990 Passed High Diplomatic Service Examination and Joined the Ministry of Foreign Affairs
- © Jan. 2000 First Secretary, Korean Embassy in the People's Republic of China
- © Jul. 2003 First Secretary, Korean Embassy in the Republic of India
- © Mar. 2006 Counsellor, Korean Embassy in the Kingdom of Thailand
- © Jul. 2007 Director, Northeast Asian Regional Cooperation Division, Northeast Asian Affairs Bureau, Ministry of Foreign Affairs and Trade (MOFAT)
- © Dec. 2009 Director, Northeast Asia Division II, Northeast Asian Affairs Bureau, MOFAT
- © Jul. 2011 Minister-Counsellor and Consul-General, Korean Embassy in the People's Republic of China
- © Feb. 2015 Chief of Situation Center and Deputy Director-General for Policy Planning, Ministry of Foreign Affairs (MOFA)
- © Apr. 2015 Deputy Director-General for the Task Force for UNESCO Affairs, MOFA
- © Mar. 2016 Director-General for Cultural Affairs, MOFA
- © Feb. 2017 Minister, Korean Embassy in the People's Republic of China
- © Oct. 2018 Consul-General, Korean Consulate General in Shanghai, China
- © Nov. 2020 Spokesperson and Deputy Minister for Public Affairs, MOFA
- © Sep. 2022 Deputy Minister for Political Affairs, MOFA



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Speaker



KWON Sonny

PUBLISH, Inc.,
CEO
Korea

Educational Background

- © Tripoli International College (Tripoli, Libya)
- © St. Stithians Boys' College (Johannesburg, South Africa)
- © University of British Columbia (Vancouver, Canada)
- © B.A. IT Olivet University (San Fransisco, United States)

Professional Experience

- © Head of Business Development, IBT Media (New York, United States)
- © CEO, IBTRADE LLC (New York, United States)
- © Publisher, EconoTimes (Seoul, South Korea)
- © Publisher, TokenPost (Seoul, South Korea)
- © Founder & CEO, PUBLISH, Inc. (Seoul, South Korea)

Award-winning Career

- © 'Best Digital Media Startup' award by WAN-IFRA (World Association of Newspapers)

Writing Work

- © PUBLISH Protocol (Whitepaper)

Special Session II

Blockchain-based news ecosystem

We make news non-fungible.

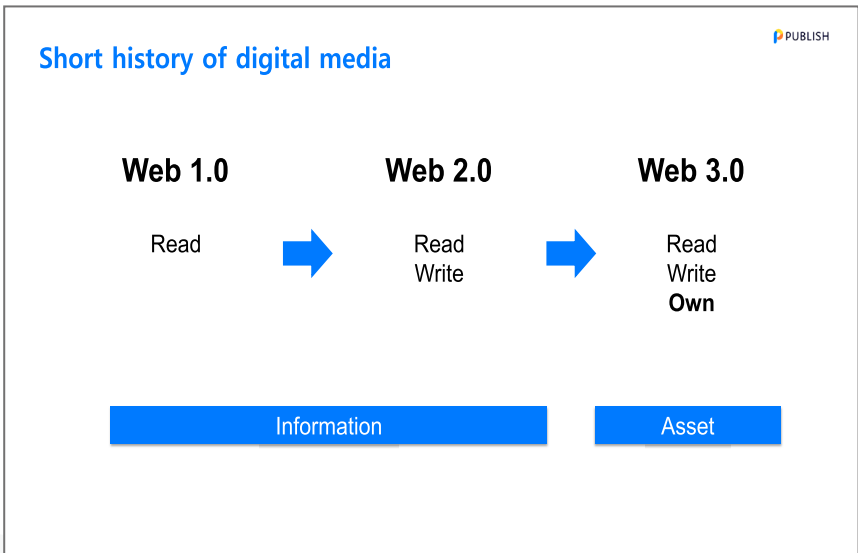
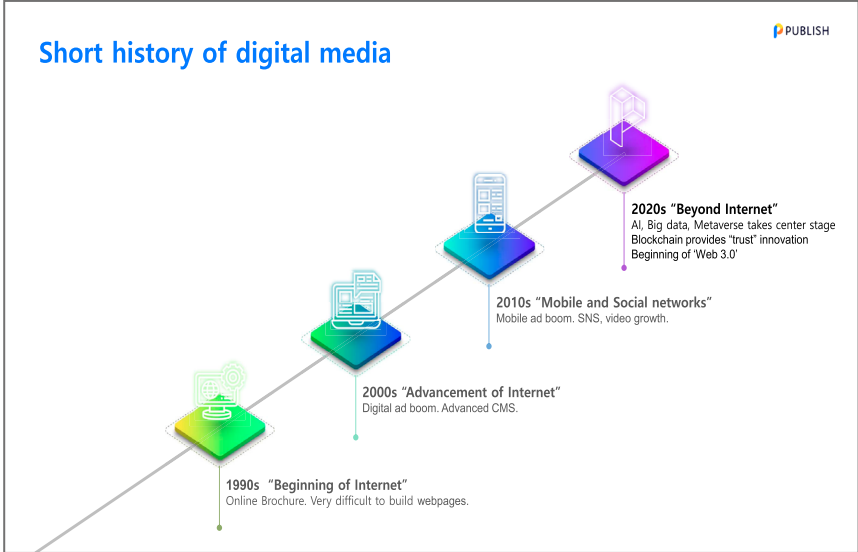
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CONTENTS

- Current news ecosystem
- Limitation & solution
- Use cases
- Roadmap
- About PUBLISH





Special Session II

Short history of digital media

PUBLISH



All media will be tokenized in the next 5 years.

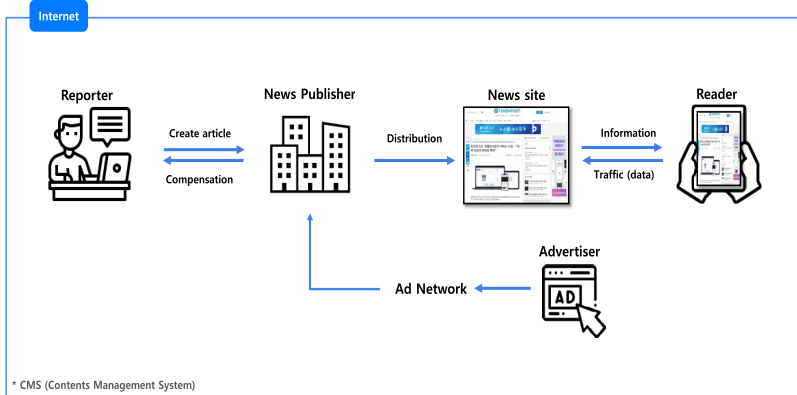
- May 8, 2019, WAN-IFRA 'PUBLISH Asia'

"The future of news lies in adopting cryptocurrency (blockchain) to increase readers' engagement through token reward system and thereby increase advertising revenue."

Current internet-based news ecosystem

PUBLISH

Overall process of digital news production, distribution, consumption on the internet



Limitation & Solution

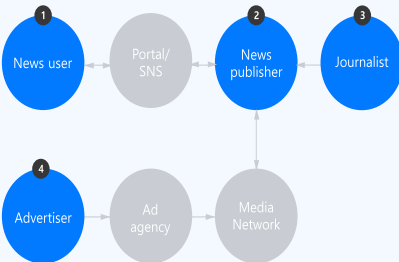
Limitation & Solution

Current news ecosystem's problem & solution

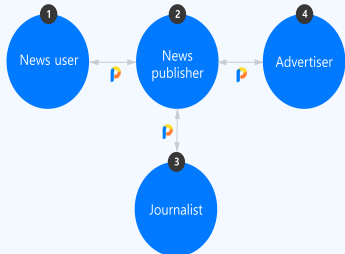
- 1 Fake news exposure, zero compensation for user's data
- 2 Erosion of journalism principles
- 3 Traffic-centered news generation
- 4 Complicated ad distribution and competition

- 1 R&E(Read&Earn) reward, get smart information
- 2 Increase direct visitors, provide financial sustainability
- 3 Journalism-centered news
- 4 Simplified ad distribution

Limitation



Solution

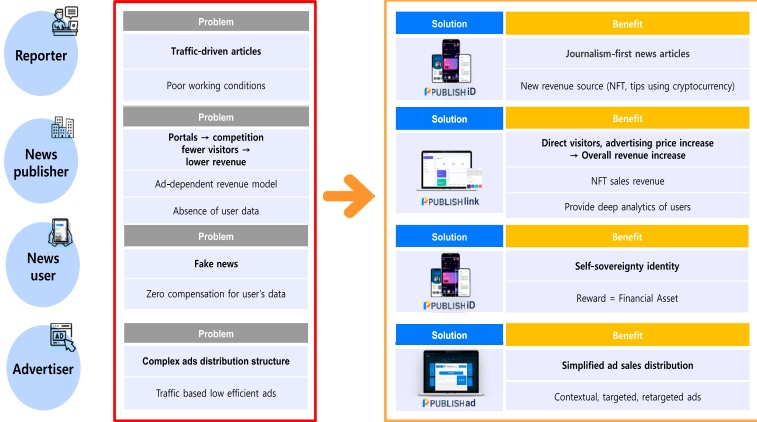


Source: 2020 Newspaper Industry Survey (Korea Press Foundation), Reuters Journalism Institute

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Summary

Sustainable news ecosystem based on blockchain

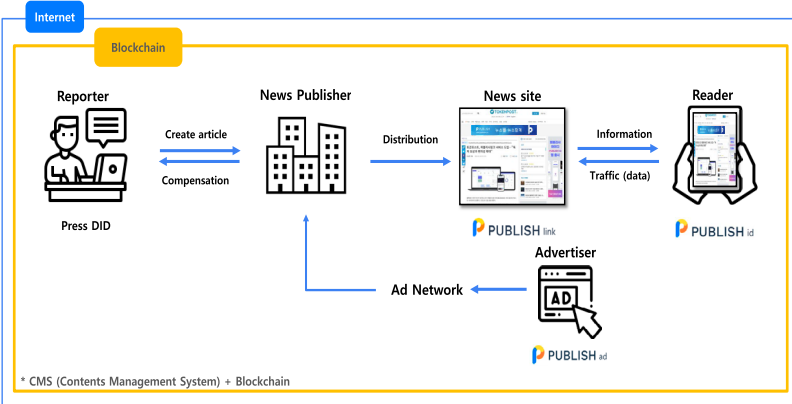


* Fake news: False or misleading information presented as news

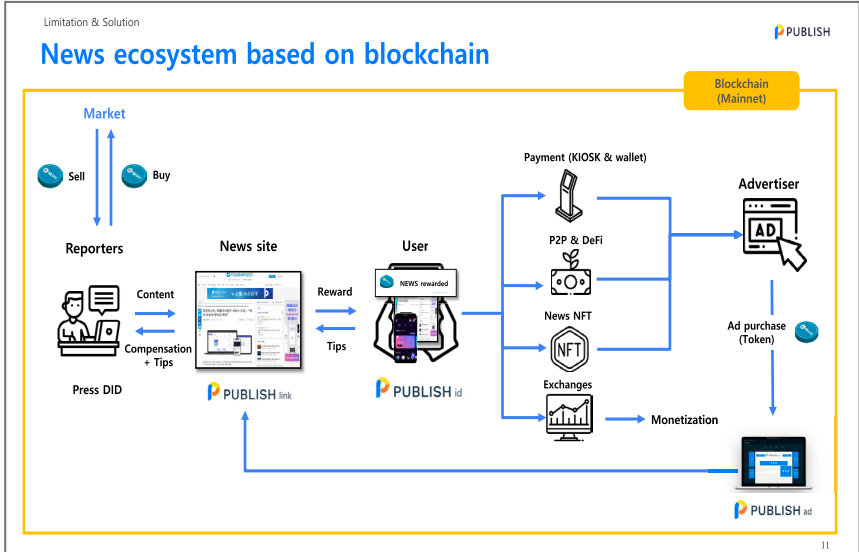
Limitation & Solution

Blockchain-based news ecosystem

Provide efficiency, transparency and sustainability



* CMS (Contents Management System) + Blockchain



Use cases

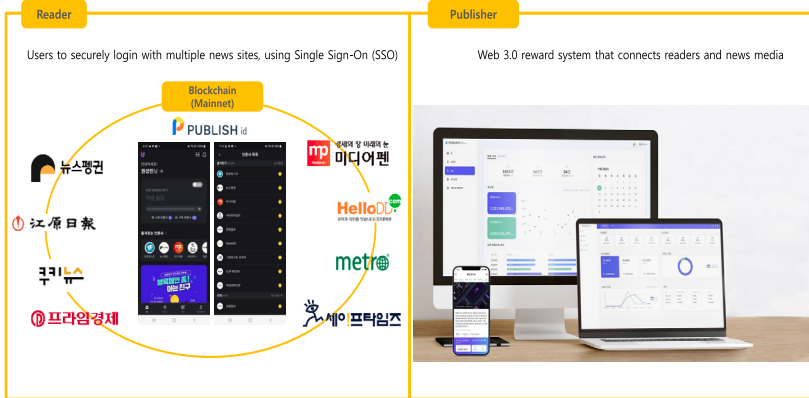
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Use cases

Web 3.0 system for news publishers – PUBLISH.link



64 local news publishers joined alliance for integration (approx. 9.1 million monthly unique visitors)



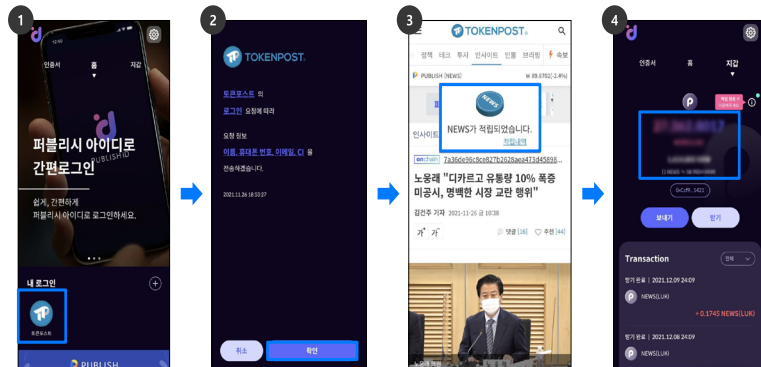
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Use cases

Web 3.0 system for news publishers – PUBLISH.link



Users are rewarded for loyalty.



Users login to publisher news site using PUBLISHID

Consent to using personal information

Earn rewards for every activity

Check activity history and reward

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Use cases

Press DiD (Decentralized Identifier)

The world's first contactless, decentralized identity proof system for journalists

PUBLISH

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Use cases

Press DID (Decentralized Identifier)

The world's first contactless, decentralized identity proof system for journalists

Trust proof

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

Fraud resistant

Credentials are verified against tamper-evident blockchain records.

Easy-to-use

Press DID can be easily transferred, enabling government departments and agencies to do away with time-consuming press credentialing processes

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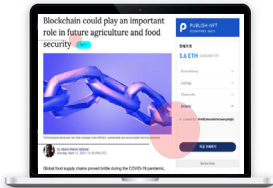
Use cases

PUBLISH

News NFT (Non-Fungible Token)

Publishers can easily mint its own NFTs

Newspaper NFT use cases



Storytelling + Contents + Partnership

-> NFT mint = Membership, Monetization



L.A. Times to release NFT collection marking Rams run to Super Bowl

- Partnered with blockchain tech company
- Sold out almost immediately
- Collectible \$30
- Collectible \$50
- Current average cost \$650



South China Morning Post releases NFTs, featuring news archives from Hong Kong's historical year 1997

- Sold out in 2 hours
- US\$127,000 total worth
- 1,000 "boxes" of NFTs
- Each box costing US\$97

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Use cases

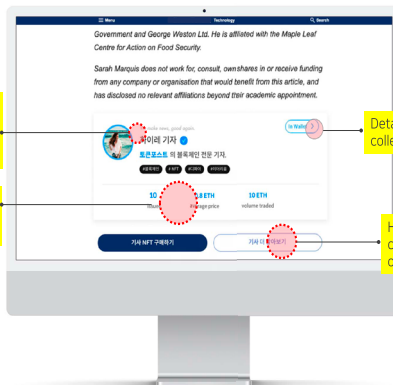
PUBLISH

News NFT (Non-Fungible News)

Concept design showing NFT service within the article page.

The reporter's digital identification (Press DID) appears at the bottom of the article. Reporters can now be verified and trusted.

Real-time update of number of articles, average NFT cost and total transaction volume.



Details to the reporter's NFT collection.

Historical details about corresponding article and NFT over time.

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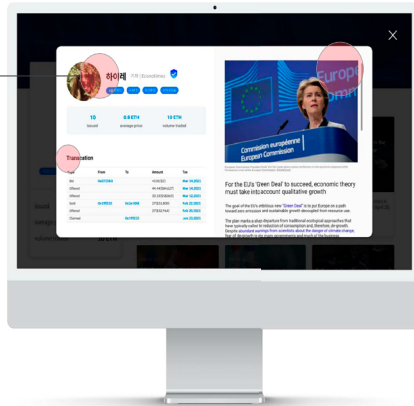
Use cases

News NFT (Non-Fungible News)

Concept design showing NFT service within the article page.



Users can find more details about the publisher, reporter, historical details on prices, transactions, users and trading volumes of the corresponding article NFT.



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Roadmap





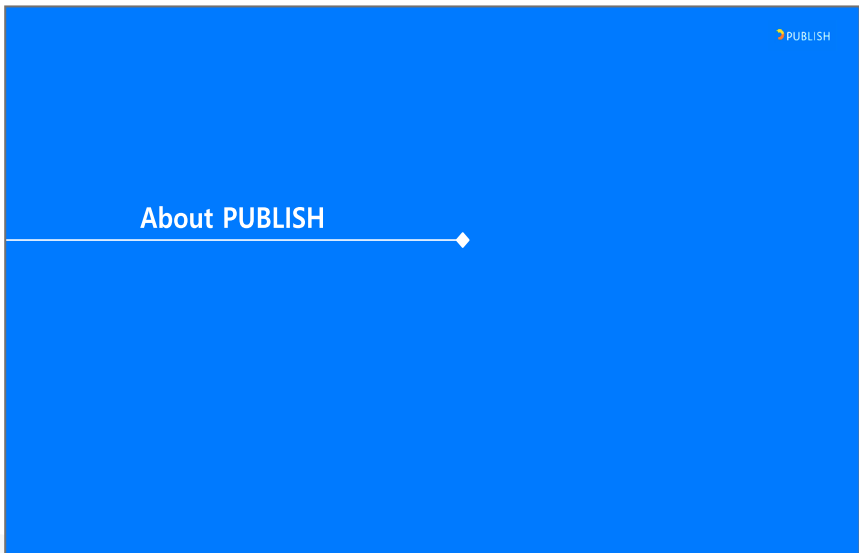
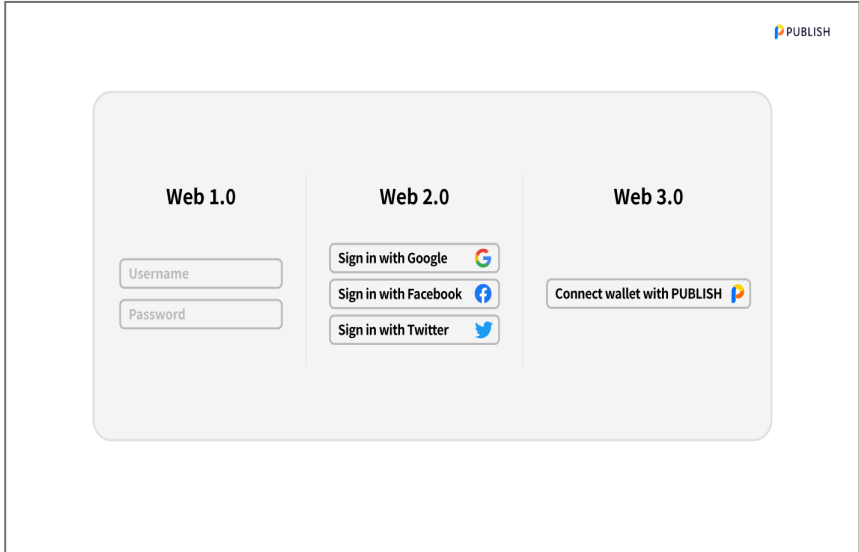
Web 3.0

Web 3.0 is an idea for a new iteration of the **World Wide Web** based on **blockchain technology**, which incorporates **decentralization** and token economics.

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Journalism Journalism is the activity of gathering, assessing, creating, and presenting news and information.

**Journalism
+
Web 3.0** Journalism is the activity of gathering, assessing, creating, presenting and **tokenizing** news and information.



Special Session II

About PUBLISH

PUBLISH, Inc.



Company name	PUBLISH, Inc.
CEO	Sonny Kwon
Location	Seoul, South Korea
Founded	October 2018
Main business	Provide IT service and software for online newspaper companies with blockchain technology
	NFT, DID, DeFi
	B2B / B2C service
	A platform that connects news producers and consumers
	[PUBLISH link] Blockchain Technology API: reward and news notarization
	[PUBLISH id] Decentralized Identifier (DID) platform, crypto wallet, NFT, DeFi
	[PUBLISH mint] NFT platform
	[PUBLISH ai] News recommendation AI

인력 구성

Workforce Composition	Details	Blockchain patent
Total 69 Engineer 31	<p>Total engineers 31</p>	<ul style="list-style-type: none"> Integrated transaction Donation system Content management with fact-checking and search function

Key Elements

Blockchain service	Blockchain platform	DID technology
Contextual, targeting, retargeting ads Provide verified and transparent information	User acquisition/membership through rewards Notarization of news articles	Difficulty using cookie data (Google, Apple) Self-sovereignty, identity, security Use of DID information through rewards

Source: PUBLISH 29

About PUBLISH

Company History



	Alliance	Business/Service	Awards/Certifications	
2023	Blockchain donation platform business MOU Collaborated with NFTSTAR for Korean marketing and NFT donation part (Son Heung-min NFT) Independent media incubation MOU for joint promotion of blockchain-based ESG convergence service	Opened News and Technology Research Institute (PINT) Introduction of blockchain-based Web 3.0 service, PUBLISH link NEWS Pay development and utilization plan introduction	Registered as a regular member of the Association of Personal Information Professionals (KAPP) ISO 9001:2015 (International Standard for Quality Management) ISO 37301:2021 (Compliance Management System) ISO 37001:2016 (Anti-Corruption Management System)	
	2021	MOU Korea Internet Newspaper Association (Creation of Sustainable Media Ecosystem) MOU with Korea Journalists Association (ID-Based Journalists Association membership card issuance) International Federation of Journalists (IFJ) regular meeting speech (ID-Based press ID issuance) MOU (Big data, block-chain development) MOU Internet Newspaper Voluntary Disclosure Organization	Publish Alliance Partners 1st and 2nd release World's first national treasure level NFT issuance (Humminjeongum NFT)	Korea Internet Newspaper Association 2021 Internet Newspaper Press Ethics Grand Prize Excellence Award Credit rating excellent (Solid) BBB
		2020 ~ 2018	MOU with NDSOFT (the largest CMS service company in Korea) (2020) Korea Private Broadcasting Association (KLB) signed a new media platform development contract (2020)	Blockchain-based Internet Newspaper Solution-PUBLISHsoft (CMS) released (2019) (Token reward system, news notarization) Established PUBLIC Co., Ltd. (2018)

Source: PUBLISH 30

Thank you.

