AXiaL Entertainment Blockchain

Consumer's rights infringed by ticket scalping meet the most transparent technology, the blockchain.

Project Name

Axial Entertainment Blockchain

$2.88 trillion
Worldwide entertainment Industrial Market Size
Source from : PWC,2018

$17.6 billion
Amount of money Used by ticket touts
Source from : TECHNAVIO,2018

Token Symbol

AXL

61%
Percentage of all ticket Buyers experience touts
Source from : STUBHUB,2017

Market Issue

Usage of illegal·expedient ticketing programs
A small number of individuals or enterprises preoccupy 30~50% of popular concert tickets. They sell tickets illegally/expediently at 5~10 times margin

Damage reduction by price normalization
Consumers wanting to enjoy concerts at normal price are directly damaged by illegal expedient ticket reselling

Consumers are responsible for the damage
Purchasing illegal tickets is prone to fraud of illegal transfer, And consumers take all the loss and responsibility

Necessity to exterminate reselling tickets
Artists also do not want their fans to watch their performance by buying tickets at unreasonable price. , Due to illegal expedient ticketing, all tickets are sold but seats remain empty.

AXL is Reverse ICO based on performance agency and corrects the performance · culture · sports ticket market, currently being exploited due to illegal expedient reselling, through the blockchain technology. We aim to form a clean ticket culture, where all the producers, artists, athletes and customers are able to coexist without having trouble
AXL project aims to become a 'key currency' on global entertainment contents consumption market and recover the ticket market which infringes consumer's right by ticket scalping and touts that sums to amout of around 17.6 billion USD.
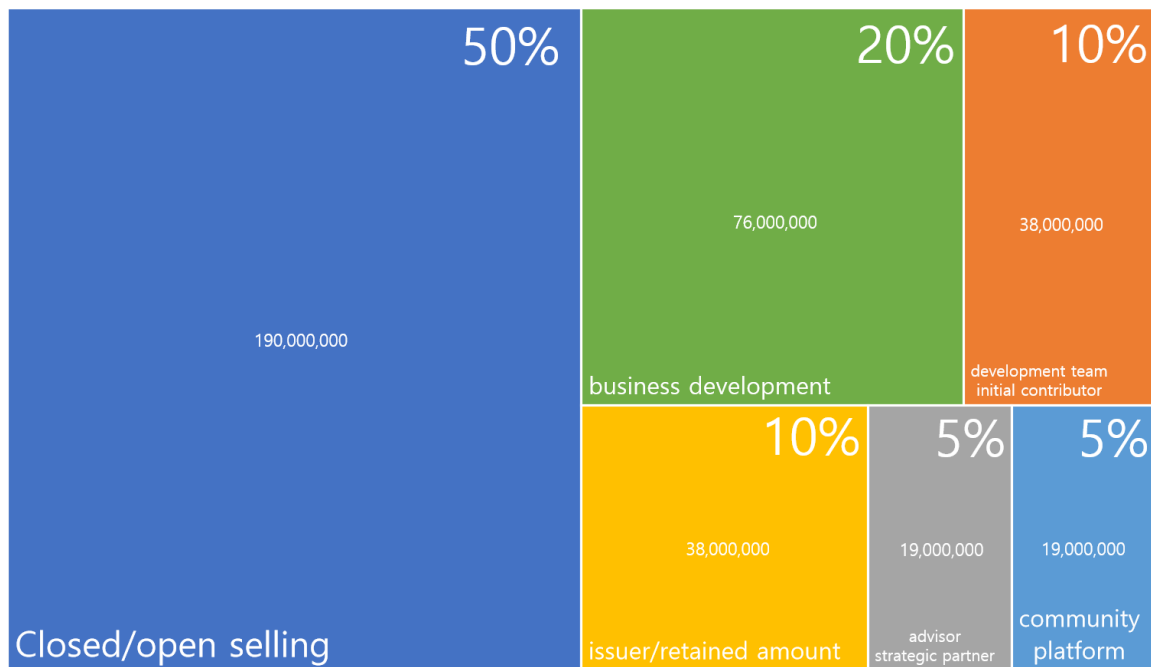
Token Economy
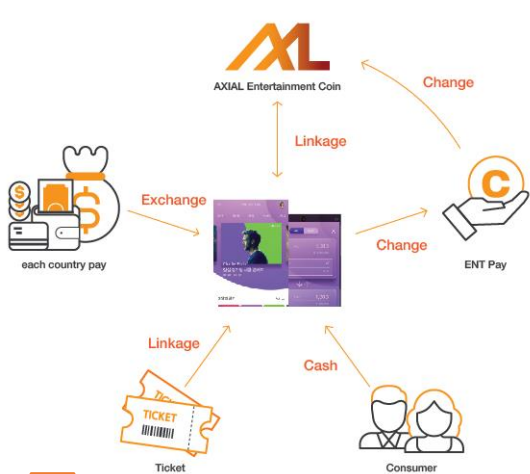
First of all, the end user of the ticket would go through authentication and use the interpay and blockchain processing technology (distributed ledger: secure trust in the transaction and on ownership through the transfer records of crypocurrencies) of the AXL platform which would limit the maximum number of tickets for purchase to 4 tickets per performance, the ticket transaction information would be stored in the TXID of the relevant block, and the time trigger QR code ticket which is issued by the AXL application opens just before the performance time (30 minutes ~ 1 hour prior). We plan to add biometric authentication for additional security and authentication in the future.

Our goal is to transparently disclose the performance Copyrights gained by our parent company and partner agencies through bidding, and the entire distribution process of all the tickets that are created from those Copyrights for which we have total authority through the AXL platform, and also to block secondary scalping at the source through ticket reverse funding (pre-open tickets, planning begins when targets for actual demand are met – open), which is a characteristic unique to the AXL reverse ICO project based on performance and entertainment agencies.
The environment made by AXL shares the added value with the members(node) in the ecosystem to aim for realization of continuous value growth

Token Allocation

50% — 190,000,000 — Closed/open selling	20% — 76,000,000 — business development
	10% — 38,000,000 — development team initial contributor
10% — 38,000,000 — issuer/retained amount	5% — 19,000,000 — advisor strategic partner
	5% — 19,000,000 — community platform

※Total 380,000,000

Strong Points

Perfect security model
By constructing private storage chain that has high fusibility, all channels perform perfect security, covered by cloud proxy layer

Consumer right protection
Based on differentiated technology, provides AXL Wallet Application and prevents unreasonable commission payment

Blockchain smart contract
Transparent transaction proof method that uses smart contract. Prevents unreasonable expenditure of consumers that is caused by illegal/expedient ticket reselling

Machine learning service using big data
To raise the value of AXL, machine learning algorithm is used to apply recommend system that considers users' preference

AXL Wallet Application

AXL is an integrated entertainment platform service that complements existing problems of the entertainment market and provides all services consumers, producers and creators of culture contents market want.

✔ Evolves entertainment market based on clear data uncover
✔ Service cost reduction by integrating payment system
✔ Solutions of existing crowdfunding by using 'AXL Wallet Application'
✔ Use AXL wallet to conveniently purchase contents with simplified procedure
✔ Provides fast transaction speed
✔ Comprehensive entertainment ticketing and save/support facility cost

Team

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PUBLIC EXCHANGE

Roadmap

2018 1Q
- Establishment of ABA LAB, Master Plan Announcement

2018 2Q
- AXL COIN launching
- Conduct Private-Sale
- AXL Wallet Application 1.0 announcement

2018 3Q
- AXL White Paper 1.0 announcement

2018 4Q
- AXL Wallet Application 2.0 announcement
- App function update (Solution complement including FIDO, machine learning, ticketing, security reinforcement)
- Pre-Sale
- ERC-777 MIGRATION
- ICO

2019 1Q
- System stabilization verification
- Enter PAY announcement
- Preparation for Main Net launching

2019 2Q
- Main Net launching (scheduled)