

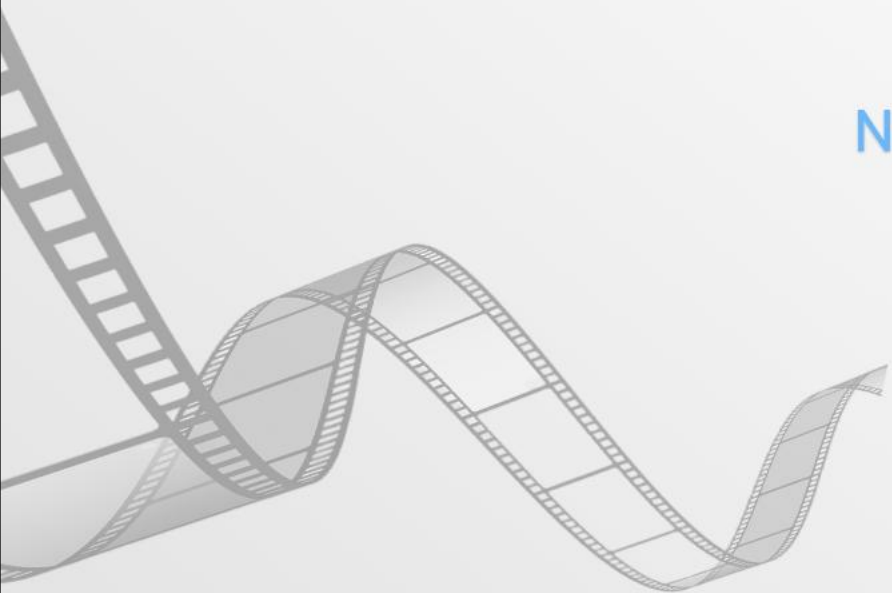
MNG



MNG



No borders, new horizons





Overview

Preface

With the advent of the digital age, the global film and television industry is undergoing a transformation. MNG Media Investment Co., Ltd., headquartered in Denver, Colorado, USA, as a subsidiary of MediaNews Group, has been dedicated to promoting innovation and development in the film and television industry since its official launch on March 20, 2022.

The MNG Film and Television Service Platform embodies our new concept and vision for the film industry. As a comprehensive media company integrating film and television investment, copyright agency, media release, planning and promotion, and marketing distribution, we uphold a belief in the dream of cinema. We have built a blockchain technology-driven AI intelligent film and television service platform, committed to providing a more fair, transparent, and efficient communication and cooperation platform for the global film market.

In this white paper, we will delve into the core concepts, business models, technical architecture, and our strategic plans for expansion in the African film market and global cooperation. Through a detailed analysis of the company's development process, business scope, and future vision, we hope to present readers with a comprehensive and clear picture, demonstrating how MNG is leading the trend of transformation in the film industry in the digital age.

Film and Television Investment Data Analysis:

Looking back over the past five years of film and television industry data, we have witnessed a remarkable growth. According to the Global Film and Television Industry Report, from 2019 to 2023, the global film and television industry's compound annual growth rate reached 8.3%, contributing a considerable market share to the entire entertainment industry. This not only reflects the continued demand for film and television entertainment in the digital age but also demonstrates the immense potential of the film industry globally.

In the first half of 2023, with the gradual recovery of the global economy, investment in the film and television industry showed signs of recovery. According to statistical data, in the first six months of 2023, the total global investment in film and television was approximately \$58 billion, an increase of 8.7% compared to the previous year. Among them, the investment in the North American market accounted for the highest proportion, approximately 45%; followed by the Asia-Pacific region, accounting for 25%.

Market Analysis:

1. North American Market

As the most mature market in the film and television industry, the North American region maintained its leading position in film and television investment in 2023, with a year-on-year growth of 6.2%. Major funds were invested in large-scale Hollywood films and original series onstreaming platforms.





2. Mainland Chinese Market

Benefiting from domestic economic recovery and increased cinema attendance, investment in mainland Chinese film and television surged by 15.3% in the first half of 2023. Network series and film production accounted for over 70% of the investment.

3. European Market

Film and television investment in major developed European countries remained stable with a slight increase of around 5% in countries such as the UK, France, and Germany.

4. Emerging Asia-Pacific Markets

Emerging markets in the Asia-Pacific region such as South Korea and India continued to attract attention with their film and television content exported to Europe and the United States, attracting a significant influx of foreign investment with a total investment soaring by 35%.

Investment Trends in Sub-Fields:

- Film Production Investment saw a slight decline, primarily focused on major IPs and large-scale productions.
- Streaming Content Investment was booming, with major streaming platforms increasing investment in original series.
- Animated films and series gained attention, with investment in related content growing by over 20%.
- Documentary films also gradually gained favor from investors.

Explanation of the Huge Investment Potential in the African Film Industry:

It is particularly noteworthy that the African region, as an emerging market, is experiencing tremendous investment potential in its film and television industry. According to the latest data, the African film and television industry has steadily increased at an average annual growth rate since 2018, reaching 10.5% in 2023. This marks Africa as one of the fastest-growing film markets globally, providing investors with vast development prospects.

In the first half of 2023, total investment in the African film and television industry was approximately \$1.2 billion, with a year-on-year growth of 6.5%. Although the investment scale is relatively small, the growth rate exceeds the global average, indicating that the potential of the African market is gradually being tapped into.

Key Investment Countries:

South Africa: As the most developed country in the African film and television industry, it attracted approximately \$380 million in investment in the first half of 2023, accounting for 31.7% of total African investment.



Nigeria: Its "Nollywood" film industry has rapidly developed, with investments of \$230 million in the first half of the year, growing by 15%.

Kenya: The central position of East Africa in the film and television industry is gradually becoming prominent, with investments of \$180 million in the first half of the year, a significant increase of 22%.

Egypt: A major exporter of Middle Eastern film content, attracted investments of \$160 million in the first half of 2023.

Key Investment Areas:

1. Film Production: Accounting for the highest proportion, approximately 50% of investment flows into film shooting and production.
 2. Television Drama Production: Accounting for about 25%, mainly focusing on soap operas and urban dramas.
 3. Animated Films: Children's animated films and educational animations are favored by capital, with investment growing rapidly.
 4. Post-production and Infrastructure Construction: Also a hotspot for investment in recent years.
- Main Investors:

- Local Enterprises and Private Investors
- International Film Companies and Distributors
- African Regional Investment Funds
- Foreign Governments and Non-profit Organizations

Development Trends and Potential:

With population dividends, increasing consumer levels, and enhanced confidence in local culture, the potential of the African film and television market is receiving more attention. Cheap labor, emerging urban economies, and rich story materials are also attracting more investment. However, inadequate infrastructure and imperfect policies and regulations remain development bottlenecks. Overall, Africa is expected to become a new hot spot for global film and television investment.

MNG Film & Video Service Platform Development Plan 2024-2030:

The MNG Film & TV Service Platform will further develop this market with great potential. By working closely with African film and television companies, producers, and local creators, MNG plans to increase its investment in the African film industry from 2024-2030. By 2026, MNG is expected to achieve significant business results in the African market, providing more opportunities for local creators and realizing a win-win situation for all parties.

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1. Project Introduction and Vision

1.1 Overview of the MNG Film and Television Service Platform

MNG Media Investment Co., Ltd., a subsidiary of MediaNews Group in the United States, is headquartered in Denver, Colorado. Our core concept is to leverage blockchain technology and artificial intelligence to drive innovation and development in the film industry. The MNG Film and Television Service Platform was officially launched on March 20, 2022, aiming to build a global film ecosystem and provide a more fair, transparent, and efficient cooperation platform for creators, audiences, and various sectors of the industry.

1.1.1 Company Background and Development History

MNG Media Investment Co., Ltd. has rich experience in the film and television industry and outstanding technological capabilities. Since its establishment, we have actively responded to industry changes and have always been committed to improving the efficiency and sustainability of the film industry. Over the years, the company has gradually emerged as an important participant in the field of film innovation.

1.1.2 Vision and Mission of MNG

The vision of MNG is to become a leader and innovator in the film industry. We are committed to using advanced digital technology and innovative business models to provide filmmakers with broader development opportunities and to create a more diverse and personalized viewing experience for audiences. We believe that every film has unique value, and through open cooperation and fair opportunities, the unlimited potential of the film industry can be unleashed.

1.2 Social Value of the Film Industry

1. Economic Value

The film industry is a vast chain of industries, including film production, distribution, exhibition, and more, which can create a large number of job opportunities and drive the development of related industries. Successful films have the potential to generate substantial box office revenue and also boost sales of peripheral products, making significant contributions to national economic development.

2. Cultural Communication Value

Film is an important cultural carrier and expression. Through films, one can showcase the history, culture, values, and lifestyles of a country or nation, promoting cultural exchanges and mutual learning. Excellent films can also promote positive energy and convey humanistic care, contributing to the construction of social civilization.





3. Educational and Inspirational Value

Many excellent films contain profound philosophical thoughts and unique aesthetic experiences, helping audiences gain enlightenment, cultivate sentiments, and develop artistic appreciation. Therefore, films also play a role in cultivating the public's humanistic literacy, guiding social values, and inspiring wisdom.

4. Social Influence Value

Film art has a strong infectiousness and penetrability. Outstanding works can provoke widespread thinking and discussion in society. Films that reflect real-life situations can also voice criticism and awaken social consciousness, becoming a driving force for social progress.

5. Entertainment and Relaxation Value

In the fast-paced modern life, people need reasonable relaxation and leisure methods. As a popular form of entertainment, films can not only satisfy people's spiritual and cultural needs but also help relieve work and life pressure and promote physical and mental health.

1.2.1 Cultural and Entertainment Functions of Films

As an art form, films not only convey culture and ideas but also provide a platform for entertainment and emotional communication for people. They carry the collective memory of humanity and are a medium for cultural inheritance and exchange. Through films, audiences can experience various emotions and delve into life and societal issues.

1. Cultural Inheritance and Exchange

Films are important carriers for recording and presenting human civilization. Through films, we can understand the history, customs, values, and beliefs of different countries and nations, promoting exchanges and mutual learning between different cultures. Excellent film works can reflect the spirit of an era and become an important part of cultural traditions.

2. Enlightenment of Thought and Value Shaping

Excellent film works often contain profound philosophical thoughts and value concepts. Through plot settings, character destinies, etc., films can enlighten audiences' understanding and reflection on life, influence their values and worldviews, and guide correct attitudes towards life and social awareness.

3. Artistic Aesthetic Experience

Films integrate various artistic elements such as images, sound, and storyline, making them a comprehensive art form. Excellent film works can bring audiences strong visual and auditory impacts and aesthetic experiences, stimulate imagination, and cultivate artistic appreciation.

4. Entertainment, Relaxation, and Emotional Comfort

In addition to cultural connotations, the most direct function of films is entertainment and relaxation. Audiences can temporarily escape from the pressures of work and life through watching films and gain spiritual relaxation. Some inspirational and family-themed films can also provide emotional solace and spiritual comfort.



5. Social Reflection and Critique

Outstanding films, through specific themes and artistic techniques, can reflect social reality, provoke thinking and criticism on social issues, and play a certain social responsibility and supervisory role.

1.2.2 Economic and Employment Impact of the Film Industry

1. Economic Benefits

The film industry chain is long, including film production, distribution, exhibition, derivative product development, etc. A successful film can create considerable boxoffice revenue and drive the growth of related industries, forming a certain economic multiplier effect.

The total economic output directly created by the entire film industry usually accounts for about 1-2% of a country's GDP. For example, in 2022, the total revenue of the Hollywood film industry reached \$61.9 billion. The film industry in many developed countries is also an important economic growth point.

2. Employment Opportunities

The film industry provides a large number of job opportunities for society, requiring a wide range of professional talents from film production to distribution and exhibition. This includes directors, actors, producers, screenwriters, art designers, special effects personnel, etc.

Taking the United States as an example, the direct employment in the film and television industry reached 421,000 people in 2022. Considering related industries, the total employment in this industry exceeds 2.5 million. In some developing countries, the film industry has also become a new industry that absorbs a large number of young people.

3. Foreign Trade and Tourism Benefits

Successful films help enhance a country's cultural soft power and overall image, attracting more foreign tourists and promoting the development of local tourism industry. At the same time, the export of excellent films can also create considerable copyright revenue.

4. Related Industry Promotion

The film industry can drive the development of various related industries such as advertising, entertainment, retail, and technology. For example, film promotion generates demand for advertising, and successful films can also promote the sales of derivative products and game development.

5. Regional Economic Prosperity

Film production bases often bring economic vitality to the region, promoting the construction of related supporting facilities and services, forming certain agglomeration effects and radiation effects.





1.3 Film and Television Transformation in the Digital Age

The rapid development of digital technology has brought profound changes to the film and television industry:

1. Transformation of Production Mode

Digital technology has greatly improved the efficiency of film production and reduced production costs. Digital shooting, 3D animation, virtual special effects, etc., make the visual effects of films more stunning and realistic. Remote collaboration, cloud storage, etc., also make film production more flexible and efficient.

2. Diversification of Distribution Channels

Traditional cinema screenings can no longer meet the needs of audiences. Various new media distribution channels are emerging in the digital age. Internet video platforms, mobile apps, etc., are reshaping content distribution patterns, making content consumption more autonomous and fragmented.

3. Innovation in Revenue Models

Traditional box office revenue and distribution sales channels are single. In the digital age, films can generate revenue through various models such as pay-per

-view, membership fees, embedded advertising, new media distribution, and IP development, making the commercial prospects broader.

4. Upgrade of Viewing Experience

The viewing experience in cinemas has been enhanced, such as IMAX, 4D, 3D immersive experiences. New hardware devices such as home theater systems, VR headsets, etc., also provide immersive experiences for personal viewing. In addition, interactive films allow audiences to participate in decision-making, shifting from passive to active engagement.

5. Accelerated Content Innovation

The viewing experience in cinemas has been enhanced, such as IMAX, 4D, 3D immersive experiences. New hardware devices such as home theater systems, VR headsets, etc., also provide immersive experiences for personal viewing. In addition, interactive films allow audiences to participate in decision-making, shifting from passive to active engagement.

6. Deepening Cultural Exchange

The cross-regional dissemination of new media platforms breaks geographical barriers, allowing global audiences to easily access content from different cultures, thereby promoting understanding and exchange between different cultures. While enjoying Hollywood blockbusters, people can also experience the charm of Korean and Bollywood cultures.

The digital age brings new development opportunities to the film industry, and the industry



ecosystem is being reshaped. High-quality content and innovative business models will be the key to future competition in the film industry.

1.3.1 Digital Trends in the Global Film Industry

With the continuous development and popularization of digital technology, the global film industry is undergoing profound digital transformation, mainly manifested in the following trends:

1. Digitalization of Production Processes

More and more digital technologies are being used in the shooting, post-production, and other processes of film and television works, such as digital cameras, 3D animation rendering, virtual special effects, cloud collaboration, etc. Digitalization makes the production process more efficient and can achieve better visual effects.

2. Online Distribution Channels

Traditional cinema screenings and television broadcasts are gradually being replaced by new media online distribution. Platforms like Netflix, Hulu, Tencent Video, etc., have become the main content distribution channels, and viewing habits are shifting towards on-demand streaming.

3. Networked Revenue Models

In addition to box office and copyright sales revenue, film and television works are beginning to rely on new online revenue models such as membership fees, pay-per-view fees, embedded advertising, and IP development. The sources of commercial profits are more diversified.

4. Intelligentization of Viewing Experiences

Both traditional cinemas and home viewing have been upgraded. On the one hand, immersive experience cinemas such as IMAX and 4DX are rising; on the other hand, home theater systems, VR headsets, etc., make personal viewing more immersive.

5. Diversification of Content Forms

To cater to the online environment, film and television content forms are innovating. New forms such as short video series, interactive selection dramas, etc., are emerging, and traditional genres such as feature films and documentaries are also evolving.

6. Acceleration of Global Communication

The Internet breaks geographical boundaries, and high-quality content can be instantly disseminated globally. Streaming platforms like Netflix allow films and TV shows from around the world to compete in the same space. Cultural differences are gradually diminishing, making it easier to appreciate exotic cultures.





1.3.2 Positioning of the MNG Film and Television Service Platform in the Digital Age

The MNG Film and Television Service Platform is positioned to promote the digital upgrade and intelligent development of the film industry in the digital age. By introducing advanced blockchain technology and artificial intelligence, we are committed to building an open, fair, and efficient platform to provide filmmakers and audiences with new experiences and opportunities.

1. Integration of Innovative Technologies

MNG applies advanced digital technology to various aspects of the film industry, including creation, production, distribution, and audience interaction. By using blockchain technology to ensure content transparency and property rights protection, and the application of artificial intelligence to optimize content recommendations and user experience, we make the entire film ecosystem more intelligent and efficient.

2. Providing Personalized Experiences

The MNG Film and Television Service Platform focuses on users, committed to providing personalized viewing experiences. Through data analysis and intelligent algorithms, we can understand users' preferences and recommend films that are more in line with their tastes. This not only enriches users' entertainment choices but also promotes the diversified development of the film market.

3. Building a Global Cooperation Network

In the digital age, MNG establishes global partnerships and closely cooperates with major film and television companies, technology enterprises, and creators. This not only provides broader resources and technical support for film production but also expands the diversity of films on the platform, promoting the integration and innovation of the global film market.

4. Promoting Industry Upgrading

As a pioneer in the digital age, the MNG Film and Television Service Platform is committed to promoting the overall upgrading of the entire film industry. Through digital processes and intelligent services, we help make every aspect of filmmaking more efficient and transparent, enabling the industry to move towards a more competitive future in the digital wave.





2. Film and Television Investment Data Analysis

2.1 Global Film Industry Growth Trends

In recent years, the global film industry has maintained a strong growth trend, mainly reflected in the following aspects:

1. Continuous Increase in Overall Output Value

According to authoritative statistics, the total output value of the global film industry was approximately \$2.6 trillion in 2022, an increase of nearly 40% compared to 2017. This is mainly due to the continuous rise in boxoffice revenue and the rapid emergence of new formats such as streaming media.

2. Emerging Market Potential Unleashed

Traditional film markets such as North America and Europe have maintained steady growth, but emerging markets in Asia Pacific, Latin America, and the Middle East and Africa have grown rapidly, becoming important growth engines. For example, China's film box office exceeded \$10 billion in 2022.

3. Strong Demand for Content Consumption

With the improvement of the global economy and disposable income levels, people's demand for film and television entertainment consumption is increasing day by day. Especially, the younger generation has a strong interest in new channels such as short videos and online video on demand, driving industry growth.

4. Technological Empowerment and Innovation Upgrade

Emerging technologies such as digitization and artificial intelligence have injected new vitality into the film and television industry. More advanced production methods, diverse viewing experiences, and innovative consumption models have promoted the continuous upgrade of the entire industry chain.

5. Increased Investment from Capital

The promising prospects of the film industry are favored by capital. In 2022, global film companies raised over \$30 billion through IPOs, with new funds continuously entering the industry, driving rapid development.

6. Mergers and Acquisitions Promoting Integration

To seize the market, large companies in the industry frequently engage in mergers and acquisitions. Cases such as Disney's acquisition of Fox and Amazon's acquisition of MGM have consolidated high-quality resources and increased market concentration.





2.1.1 Data Analysis of the Global Film Industry in the Past Five Years

Continuous Increase in Overall Output Value: According to statistics, from 2018 to 2022, the total output value of the global film industry increased from approximately \$1.9 trillion to \$2.5 trillion, with an average annual growth rate of around 5%, maintaining a good growth trend.

North America Still Dominates: North America remains the largest film market globally, with a total output value of \$11 trillion in 2022, accounting for nearly 50%. Hollywood film companies continue to expand their global influence.

Rapid Rise of Emerging Markets: Emerging markets such as Asia Pacific, Latin America, and the Middle East and Africa have experienced the most rapid growth in recent years, accounting for over 30% of the total output value in 2022. Countries like China, India, and South Korea have become important growth engines.

High-speed Development of Streaming Media Business: Traditional cinema box office and television revenue growth have slowed down, but streaming media video-on-demand services have experienced explosive growth, with an average annual growth rate of over 20%, becoming a new industry hotspot.

Industry Consolidation Accelerates: With capital pouring in, large film companies are constantly engaging in mergers and acquisitions, gradually increasing market concentration. Leading enterprises such as Disney and Netflix are rapidly expanding in scale.

Technological Empowerment and Innovation Upgrade: New technologies such as virtual/augmented reality, 4K/8K ultra-high definition, and artificial intelligence are constantly being applied in the film and television field, driving continuous upgrades in production, distribution, and viewing experiences.

2.1.2 The Impact of the Digital Age on the Film and Television Industry

The digital age has brought about tremendous changes and influences on the film and television industry, specifically manifested in the following aspects:

Transformation of Production Modes: Digital technology significantly improves the efficiency of film production and reduces production costs. New technologies such as digital photography, 3D animation, virtual special effects, and cloud collaboration make the visual effects of films more stunning and the production process more flexible and efficient.

Diversification of Distribution Channels: Traditional cinema screenings and television broadcasts are no longer able to meet the demands of digital age audiences. Emerging channels such as internet streaming platforms and mobile apps reshape content distribution patterns. Consumption tends to be more personalized and fragmented.



Innovative Revenue Models: In addition to box office and copyright sales revenue, film and television works are beginning to rely on new online revenue models such as subscription fees, video-on-demand fees, embedded advertising, and IP development, expanding the commercial prospects.

Upgrade of Viewing Experiences: On one hand, cinema viewing experiences are enhanced with formats like IMAX and 4DX; on the other hand, home theaters and VR glasses allow for immersive personal viewing. Interactive content also transitions audiences from passive to active engagement.

Diversification of Content Forms: To cater to the online environment, new content forms such as short video series and interactive selection dramas continue to emerge. Traditional film genres such as movies and series are also evolving in terms of themes and styles.

Acceleration of Global Communication: The internet breaks geographical barriers, enabling high-quality content to spread globally rapidly. Local content competes with foreign language works on the same platform, narrowing cultural differences and making exotic cultures less unfamiliar.

Analysis of User Behavior Data: Digitalization provides film companies with a wealth of data on user preferences and viewing habits, facilitating insights into audience demands and more precise production, distribution, and marketing of content.

The digital age is comprehensively reshaping the ecosystem of the film and television industry, affecting production, distribution, marketing, and business models. Industry enterprises need to actively embrace these changes to gain a competitive advantage in the new era.

2.2 The Rise of the African Film Market

The African film market has shown a clear upward trend in recent years, attracting increasing attention and investment. Here are some key factors contributing to the rise of the African film market:

Cultural Diversity and Indigenous Stories: Africa possesses rich and diverse cultural traditions and indigenous stories. Filmmakers are beginning to focus more on exploring and showcasing these unique cultural elements. By presenting Africa's unique stories and way of life, films gain more recognition on the international stage.

Advancement of Digital Technology: The widespread adoption of digital technology has propelled the rapid development of the African film industry. More convenient production processes, digital distribution channels, and the rise of online viewing platforms allow African films to reach a wider audience and spread globally.



Government Support and Funding Injection: Governments in some African countries are realizing the positive impact of the film industry on cultural promotion and economic development. Therefore, they are taking measures to support film production. Injection of funds and policy advocacy provide more development opportunities for African cinema.

Recognition at International Film Festivals and Awards: African films have won important awards at international film festivals, garnering international recognition for African filmmakers and producers. This international recognition not only enhances the reputation of African cinema but also attracts more international cooperation and investment.

Diversification of Platforms and Market Expansion: With the advent of the digital age, the African film market is rising on multiple platforms, including online streaming, television channels, and cinemas. This enables African films to gain wider exposure on different channels, driving further market expansion.

The rise of the African film market is evident in the exploration of cultural value, technological application, government support, and international recognition, creating favorable conditions for the sustainable

development of the African film industry.

2.2.1 Current Status and Potential of the African Film Industry

The African film industry is currently in a stage of vigorous development, exhibiting a series of positive phenomena while also harboring tremendous potential. Here is a comprehensive analysis of the current status and potential of the African film industry:

Current Status:

Showcasing Cultural Diversity: Africa's vast territory and rich cultural traditions provide abundant subject matter and story backgrounds for film productions. In recent years, more African directors have begun integrating local cultural elements into their films, presenting unique and captivating stories.

Popularization of Digital Technology: The popularity of digital technology has promoted the convenience of production processes and provided a wider platform for film dissemination. The rise of online streaming services has enabled African films to reach a global audience.

International Recognition and Award Honors: Some African films have won important awards at international film festivals, gaining international recognition. This not only enhances the reputation of African filmmakers and producers but also attracts more international cooperation and investment opportunities.



Government Support and Industry Policies: Governments in some African countries have begun to recognize the importance of the film industry and have introduced supportive policies and funding to promote industry development.

Potential:

Growth of the Local Market: Africa has a large local audience, especially among the younger population. By meeting the demand for local culture and stories, the African film industry is expected to achieve larger-scale growth in the local market.

Expansion into the International Market: With increasing international interest in African culture, African films have the potential to gain more attention in the international market. Cross-border cooperation and exports will become new drivers of the African film industry.

Talent Cultivation and Technological Innovation: Investment in talent cultivation and technological innovation will drive the long-term development of the African film industry. Cultivating more professional talents and mastering advanced production technologies will inject new vitality into the industry.

Digital Innovation and Cross-industry Cooperation: Utilizing digital technology and innovative means such as virtual reality (VR) and augmented reality (AR), the film industry can cooperate with other industries to create more possibilities.

While facing the challenges of the digital age, the African film industry actively embraces opportunities. Its unique culture, vast local market, and evolving digital technology create broad prospects for its future development.

International Recognition and Award Honors: Some African films have won important awards at international film festivals, gaining international recognition. This not only enhances the reputation of African filmmakers and producers but also attracts more international cooperation and investment opportunities.

2.2.2 Strategic Planning of MNG Film and Television Service Platform in the African Market

The strategic planning of the MNG Film and Television Service Platform in the African market aims to fully utilize the rich cultural resources, digital development opportunities, and rapidly growing audience demand in the region. Here are the key strategic plans in the African market:

Cultural Integration and Indigenous Content Production:

By deeply understanding the cultural differences in various regions of Africa, MNG will focus on integrating local cultural elements and producing films that cater to the tastes and values of African audiences. Establishing close cooperation with local creators and production companies to jointly promote the prosperity of the African film industry.



Digital Technology and Intelligent Services:

Introducing advanced digital technology and artificial intelligence to improve the platform's intelligence level, better meeting the personalized needs of African audiences. Through data analysis, understanding audience preferences, and recommending films that are more in line with local culture and tastes, enhancing user experience.

Adaptation to and Promotion in the Local Market:

Deeply understanding the needs of the African local market, launching films that suit the tastes of local audiences, and increasing brand awareness through effective marketing strategies. Actively participating in local cultural events, sponsoring local film festivals, etc., to strengthen the brand's influence in Africa.

Establishment of Partnerships:

Establish strategic partnerships with film production companies, television stations, and digital platforms in various African countries. Through resource sharing, technological innovation, and market channels, strengthen close cooperation with the local industry chain to jointly promote the upgrade of the African film and television industry.

Social Responsibility and Cultural Exchange:

Actively participating in African social and cultural affairs, giving back to local communities through charity activities and social responsibility projects. Promoting cultural exchange through film media, enhancing the international recognition of African culture, and building a positive brand image.

Building Local Teams:

Establishing local teams in Africa, recruiting local professional talents, gaining in-depth understanding of the local market, and being more flexible in responding to cultural and market changes. Through the construction of local teams, enhance sensitivity and adaptability to the African market.

The strategic planning of the MNG Film and Television Service Platform in the African market focuses on cultural integration, digital technology innovation, and deep cooperation, aiming to become a leader in the development of the African film industry and provide African audiences with rich and high-quality film and television experiences.





3. MNG Film and Television Service Platform Features and Advantages

The MNG film and television service platform stands out in the film industry with its unique features and significant advantages, helping to promote industry digitization and globalization.

1. Content Security and Transparency with Blockchain Technology:

The MNG platform adopts advanced blockchain technology to ensure content security and transparency during the film production process. Blockchain not only protects intellectual property rights but also enhances the transparency of the production process, providing filmmakers with more reliable protection.

2. Intelligent Recommendations and Personalized Experience:

Through powerful artificial intelligence algorithms, the MNG platform can deeply understand users' preferences and viewing habits, achieving personalized content recommendations. Audiences will enjoy films that better match their tastes, enhancing the personalized experience of watching.

3. Expansion of Diverse Film Resources through a Global Cooperation Network:

The MNG platform actively builds global partnerships with major film and television companies, technology enterprises, and creators. Through this global network, the platform can introduce a greater variety of international film resources to meet the needs of audiences in different regions, promoting the diversified development of the global film market.

4. Integration of Local Culture and Localization of Content Production:

MNG focuses on integrating local cultural elements and collaborates with local creators and production companies to produce films that better suit the tastes and values of African audiences. This localization of content creation gives the platform a deeper cultural foundation in the African market.

5. Enhancement of Creative and Production Efficiency with Digital Technology:

Introducing digital technology to aid in film creation and production processes improves efficiency and reduces production costs. From scriptwriting to post-production, the use of digital technology enables creators to express their creativity more flexibly, accelerating the film production process.

6. Social Responsibility and Cultural Exchange:

The MNG platform actively participates in social responsibility projects, promoting cultural exchange and understanding through film media. Support for charity activities, community development, and cultural projects allows the MNG platform to play a positive role in society and culture.



7. Building Local Teams and Sensitivity to Local Markets:

Establishing local teams in Africa and hiring local professional talents allows for a deeper understanding of local market culture and characteristics. Through the construction of local teams, the MNG platform can more sensitively respond to the needs of the African market, providing content and services that are closer to local audiences.

The features and advantages of the MNG film and television service platform mainly lie in advanced technology assurance, intelligent recommendations, a global cooperation network, integration of local culture, assistance from digital technology, social responsibility and cultural exchange, and building local teams. Together, they establish its leading position in the film industry.

3.1 Application of Blockchain Technology in the MNG Film and Television Service Platform

Blockchain technology ensures the security of intellectual property rights during film production. By recording every aspect of the film production process on an immutable blockchain, creators' works are protected from piracy and infringement. Simultaneously, the transparent production process allows all participants to track project progress in real-time.

2. Optimization of Collaboration Relationships with Smart Contracts:

Smart contracts, as an integral part of blockchain, are widely used in collaboration relationships on the MNG platform. Smart contracts can automatically execute contract terms, improving collaboration efficiency while reducing disputes arising from misunderstandings or breaches.

3. Decentralized Content Distribution Network:

The MNG platform utilizes blockchain technology to build a decentralized content distribution network. This network structure improves the efficiency of content dissemination, reduces the risk of single-point server failures, and ensures that audiences can access their favorite films more quickly and reliably.

4. Intelligent Copyright Management System:

Leveraging blockchain technology, the MNG platform establishes an intelligent copyright management system. This system can track and manage all copyright information related to film works, including the rights of creators, investors, and other parties, ensuring fair rights distribution.

5. Cryptocurrency Payments and Incentive Mechanisms:

The MNG platform introduces cryptocurrency as a means of payment, providing audiences with a more convenient and secure payment method. Meanwhile, using blockchain technology to establish incentive mechanisms, the platform encourages audience participation in platform activities such as sharing and reviewing, rewarding users in cryptocurrency form.





6. Protection of User Data Privacy:

Blockchain technology helps establish a more secure and transparent user data management system. Users' personal information and viewing history are stored on a decentralized blockchain, giving users greater control while making data more difficult to misuse or leak.

7. Smart Partner Relationships and Revenue Sharing:

The MNG platform utilizes smart contracts to regulate partner relationships and revenue sharing mechanisms. Through the automated execution of smart contracts, the contributions and entitled revenues of various parties involved in film production and promotion are accurately tracked, ensuring fair sharing of film success revenues.

Through these innovative applications, the MNG film and television service platform, based on blockchain technology, has built a more secure, transparent, and efficient film industry ecosystem, providing creators, partners, and audiences with a better experience and protection.

3.1.1 Innovation of Blockchain Technology in the Film and Television Industry

The introduction of blockchain technology in the film and television industry has brought about various innovations, profoundly affecting all aspects of the industry, from creation to distribution to audience experience. The following are the main directions of innovation of blockchain technology in the film and television industry:

1. Protection of Intellectual Property Rights:

Blockchain technology has brought a higher level of intellectual property rights protection to the film and television industry. By recording copyright information of works on an immutable blockchain, the authenticity and integrity of works are ensured, preventing piracy and infringement and providing creators with more reliable protection.

2. Transparent Production Process:

Blockchain's immutability and transparency make the production process more open and transparent. Information about each production link is recorded on the blockchain, allowing stakeholders to track project progress and resource allocation in real-time, reducing information asymmetry and disputes.

3. Optimization of Collaboration Relationships with Smart Contracts:

The introduction of smart contracts makes collaboration relationships smarter and more efficient. Contract terms are encoded into smart contracts, which automatically execute, reducing transaction costs and potential dispute risks during collaboration, providing a more convenient collaboration environment for all parties.



4. Decentralized Content Distribution Network:

By using blockchain technology, a decentralized content distribution network is established. Such a network structure reduces dependence on central servers, improves the efficiency and availability of content dissemination, and allows audiences to access desired films more conveniently.

5. Intelligent Copyright Management System:

Blockchain technology improves the copyright management system, achieving more accurate and automated copyright tracking and management. Creators and rights holders can monitor and control the usage of their works in real-time, ensuring fair rights distribution.

6. Cryptocurrency Payments and Incentive Mechanisms:

The introduction of cryptocurrency as a means of payment improves payment security and efficiency. Meanwhile, through the incentive mechanism established on the blockchain, users are encouraged to participate in platform activities such as sharing and reviewing, rewarded in cryptocurrency form, promoting user participation and loyalty.

7. Smart Partner Relationships and Revenue Sharing:

Smart contracts are also applied to the management of partner relationships and revenue sharing on the blockchain. Through the automated execution of smart contracts, the contributions and entitled revenues of various parties involved in film production and promotion are accurately tracked, ensuring fair and efficient revenue sharing.

8. Protection of User Data Privacy:

Blockchain technology helps establish a more secure and transparent user data management system. Users' personal information and viewing history are stored on a decentralized blockchain, giving users greater control while effectively protecting user privacy.

These innovative applications make blockchain technology a key force in the transformation of the film and television industry, improving industry efficiency, transparency, and security, and also opening doors to new business models and collaboration opportunities.

3.1.2 Blockchain Application Scenarios

Scenarios of the MNG Platform

The MNG platform fully utilizes blockchain technology to bring multiple innovations to the film and television industry. The following are the key scenarios of blockchain application in the MNG platform:

1. Protection of Intellectual Property Rights:

The MNG platform adopts blockchain technology to ensure the security of intellectual property rights of film works. Copyright information of each work is recorded on an immutable blockchain, enhancing the level of copyright protection and preventing piracy and infringement.



2. Transparent Production Process:

Blockchain brings higher transparency to the production process of the MNG platform. Information about each production link is written into the blockchain, allowing producers, investors, and other participants to track project progress in real-time, reducing information asymmetry and disputes.

3. Optimization of Collaboration Relationships with Smart Contracts:

The MNG platform utilizes smart contracts on the blockchain to achieve intelligent and efficient collaboration relationships. Contract terms are encoded into smart contracts, which automatically execute, reducing transaction costs and potential dispute risks during the collaboration process.

4. Decentralized Content Distribution Network:

Through blockchain technology, the MNG platform establishes a decentralized content distribution network. This network structure reduces reliance on central servers, improves the efficiency and availability of content dissemination, and enables audiences to access desired films more conveniently.

5. Intelligent Copyright Management System:

The MNG platform introduces blockchain to build an intelligent copyright management system. This system can accurately and automatically track and manage copyright information of works, ensuring creators and rights holders have precise control over the usage of their works and achieving fair rights distribution.

6. Cryptocurrency Payments and Incentive Mechanisms:

The MNG platform adopts cryptocurrency as a payment method and establishes incentive mechanisms on the blockchain. Audiences can use cryptocurrency for payment, while the platform encourages user participation in various activities such as sharing and reviewing through the incentive mechanism, rewarding users in cryptocurrency form, and promoting user loyalty.

7. Smart Partner Relationships and Revenue Sharing:

Smart contracts are also applied to the management of partner relationships and revenue sharing on the MNG platform. Through the automated execution of smart contracts, the contributions and entitled revenues of various parties involved in film production and promotion are accurately tracked, ensuring fair and efficient revenue sharing.

8. Protection of User Data Privacy:

The MNG platform establishes a more secure and transparent user data management system through blockchain technology. Users' personal information and viewing history are stored on a decentralized blockchain, giving users greater control and effectively protecting user privacy.

The blockchain application scenarios of the MNG platform cover the entire value chain of the film and television industry, providing participants with a more secure, transparent, and efficient environment for participation and collaboration, and promoting the digitization and globalization of the film industry.



3.2 Business Model and Services

3.2.1 MNG Business Model Design

The business model of the MNG platform aims to integrate film industry resources, promote digital transformation, and build an efficient, transparent, and innovative film and television service platform through blockchain technology. The company signs commercial contracts with major film and television enterprises, only needing to help newly launched cinemas of major film production companies improve box office data and increase the box office data and exposure of each new film launched online. Members who participate in ticket purchasing on the MNG platform daily can earn substantial profits. The following are the key elements of the MNG business model:

1. Content Aggregation and Diversified Supply Chain:

The MNG platform builds a vast and diverse content supply chain through cooperation with global film and television distributors, investors, channels, media advertising, offline cinemas, and online self-media. It aggregates rich content from different countries, regions, and various genres of films to provide users with more choices and promote the dissemination of multiculturalism.

2. Box Office Incentives and User Engagement:

The MNG platform encourages users to participate in movie viewing activities through platform ticket purchases and rewards users through cryptocurrency incentive mechanisms. Users participating in activities such as ticket purchasing, commenting, and sharing will receive cryptocurrency rewards, increasing user loyalty and engagement and forming a virtuous interactive cycle.

3. Cinema Cooperation and Box Office Growth:

The MNG platform brings new business models and revenue sources to cinemas, increasing audience traffic and box office revenue. It provides diversified content from different countries and genres. The platform can also collect and analyze audience preferences and behavioral data. It also provides opportunities for cooperation with partners from other industries, such as producers, distributors, and marketing agencies, bringing more resources, promotional channels, and market cooperation opportunities to expand the influence and business scope of cinemas.

As a film and television platform tailored for the industry, MNG can truly enable filmmakers to sell films in their own way and earn the revenue they deserve, while allowing audiences who truly understand and love their films to directly support them.

4. Intellectual Property Protection with Blockchain Technology:

The MNG platform uses blockchain technology to protect intellectual property rights and copyrights, ensuring that the interests of creators and producers are fully protected. Through smart contract management, transparent copyright tracking of works and fair rights distribution are achieved.



6. Digital Technology Assisting Film Creation and Production Efficiency Improvement:

MNG introduces digital technology to assist in film creation and production processes, improving efficiency and reducing production costs. The digital process from scriptwriting to post-production allows creators to express their creativity more flexibly and accelerates the film production process.

7. Social Responsibility and Cultural Exchange:

The MNG platform actively participates in social responsibility projects, promoting cultural exchange and understanding through film media. Support for charity activities, community development, and cultural projects allows the MNG platform to play a positive role in society and culture.

8. Global Cooperation Network and Multi-party Cooperation:

The platform actively builds a global partnership network and closely cooperates with major film and television companies, technology enterprises, and creators. Through this global network, the platform can introduce a greater variety of international film resources to meet the needs of audiences in different regions, promoting the diversified development of the global film market.

Through these key elements, the MNG platform's business model achieves comprehensive development in content diversification, user participation incentives, cinema cooperation, intellectual property protection, integration of local culture, digital technology assistance, social responsibility, and global cooperation, helping the film industry achieve digital transformation and global expansion.

3.2.2 Core Services and User Experience

The MNG platform aims to create a rich, innovative, and enjoyable movie viewing experience for users by providing a series of core services. The following are the key aspects of the core services and user experience of the MNG platform:

1. Rich and Diverse Movie Content:

The MNG platform aggregates a rich and diverse range of movie content through extensive cooperation with global film and television distributors, investors, channels, media advertising, offline cinemas, and online self-media. Users can find films from different countries and various genres on the platform, catering to the viewing needs of different user groups.

2. Intelligent Recommendations and Personalized Services:

The platform provides intelligent recommendation services based on advanced algorithms that analyze users' viewing history, preferences, and ratings. This personalized recommendation not only enriches users' movie choices but also increases the likelihood of users discovering new works, enhancing the overall movie viewing experience.

3. Blockchain-secured Intellectual Property:





3. Blockchain-secured Intellectual Property:

The MNG platform utilizes blockchain technology to provide stronger intellectual property protection for creators and producers. Copyright information for movie works is recorded on an immutable blockchain, ensuring the authenticity and integrity of the works and providing creators with more reliable protection.

4. Box Office Incentives and Cryptocurrency Rewards:

Users earn cryptocurrency rewards by participating in activities such as purchasing tickets, commenting, and sharing on the MNG platform. This incentive mechanism not only encourages active user participation in platform activities but also provides users with additional income, increasing user loyalty and engagement.

5. Integration of Local Culture and Customized Services:

The platform focuses on integrating local cultural elements and collaborates with local creators and production companies to produce films that better suit the tastes and values of African audiences. This localized content creation allows the platform to better meet the cultural needs of local users and provide personalized movie experiences.

6. Digital Technology Innovation and Immersive Experience:

MNG introduces digital technology to enhance the movie viewing experience through innovative techniques. From virtual reality (VR) experiences to immersive audio effects, the platform strives to provide users with a more immersive and innovative movie viewing experience, promoting the application of digital technology in the film industry.

7. Social Interaction and User Engagement:

The MNG platform enables users to share movie experiences, comments, and recommendations, and interact with other users through social interaction features. This social experience not only enhances connections between users but also promotes cultural exchange among users, enriching the atmosphere of the entire movie viewing community.

8. Global Perspective and International Cooperation:

Through a global partnership network, the MNG platform introduces a more diverse range of international film resources. Users can explore global film creations on the platform, expand their horizons, and experience different cultures and stories from around the world.

3.3 Social Responsibility and Sustainable Development

The MNG platform integrates social responsibility and sustainable development into its business philosophy. Through various efforts, it aims to play a positive role in the film industry, promoting social progress and environmental sustainability. Below are the key initiatives of the MNG platform in terms of social responsibility and sustainable development:



1. Promotion of Cultural Diversity:

MNG platform actively promotes cultural diversity by collaborating with creators from different countries, regions, and cultures. By supporting and producing films that reflect various cultures, values, and stories, it fosters the coexistence of global cultures and provides audiences with a broader range of choices.

2. Protection and Development of Local Culture:

The platform emphasizes the protection and development of local culture through close cooperation with local creators and production companies. By supporting local creation and preserving folk culture, the MNG platform contributes to the protection and inheritance of local culture, creating cultural confidence and autonomy in local communities.

3. Social Charity and Public Welfare Activities:

MNG platform actively participates in social charity and public welfare activities, making substantial contributions to communities. It supports projects in education, healthcare, environmental protection, and other fields, using film and entertainment activities to raise social awareness and promote social welfare improvement.

4. Environmental Protection and Sustainable Production:

The platform advocates environmental protection and promotes sustainable development in film production and platform operation. By using eco-friendly materials, energy-saving technologies, and encouraging renewable energy use, it aims to reduce environmental impact and drive the film industry towards a more sustainable direction.

5. Film Education and Training:

MNG platform invests in film education and training projects, supporting the development of young directors and producers. Through providing resources, guidance, and incentives, it inspires young people's passion for film creation and cultivates future talents in the film industry.

6. Social Justice and Diversity:

The platform is committed to promoting social justice and diversity. By reflecting stories of various social groups, it calls for attention to multiculturalism, gender equality, and social justice, advocating for inclusive values through the power of film.

7. Promotion of Digital Technology and Narrowing the Digital Divide:

In the digital age, MNG platform promotes the widespread adoption of digital technology and aims to narrow the digital divide. By digitizing film production and distribution, it strives to involve more regions and groups in the film industry, enabling more people to share the joy and experience of cinema.

8. Employee Welfare and Development:

MNG platform cares about employee welfare and community development. It provides a good working environment, training opportunities, and focuses on the physical and mental health of employees. Through the comprehensive development of employees, it drives the sustainable development of the entire industry chain.

3.3.1 MNG's Social Responsibility Mission



The MNG platform upholds a profound sense of social responsibility and is committed to promoting sustainable progress through the development and innovation of the film industry. The social responsibility mission of the MNG platform includes:

1. Promoting Cultural Diversity:

One of MNG platform's social responsibility missions is to promote cultural diversity. By using film as a platform for cultural communication, we strive to reflect films from different cultural backgrounds, values, and traditions, presenting audiences with a rich and diverse cultural experience and promoting mutual learning among civilizations.

2. Inspiring Social Awareness and Action:

MNG platform will work with social charities and public welfare organizations to raise awareness of key issues through the power of film. We are committed to producing and promoting films with profound social significance, guiding audiences to think and participate in social reform and public welfare undertakings.

3. Assisting in the Inheritance and Innovation of Local Culture:

While promoting global cultural diversity, the MNG platform will help with the inheritance and innovation of local culture. By collaborating with local creators, we will support the protection and inheritance of local culture and encourage local creators to explore and express unique cultural values.

4. Promoting Education and Talent Development:

MNG platform's social responsibility includes promoting film education and talent development. We will invest in projects to cultivate young directors, screenwriters, and producers, providing scholarships, mentorship, and other forms of support to foster more innovative talents in the film industry.

5. Environmental Protection and Sustainable Development:

MNG platform is committed to environmental protection and sustainable development. By adopting eco-friendly materials, energy-saving technologies, and promoting sustainable practices in film production, we aim to reduce our environmental footprint and contribute to the sustainable development of the film industry.

6. Social Justice and Equality:

MNG platform will advocate for social justice and equality. We will focus on and reflect on issues of inequality in our films, advocating for attention to multiculturalism, gender equality, and social justice, and promoting inclusive social values through the power of film.

7. Promoting Digital Technology and Narrowing the Digital Divide:

In the digital era, MNG platform will promote the popularization of digital technology and strive to narrow the digital divide. Through digital film production and distribution, we aim to enable more regions and groups to participate in the film industry and enjoy the convenience and joy brought by digitalization.





8. Employee Welfare and Community Development:

MNG platform will focus on employee welfare and community development. We will provide a positive working environment, training opportunities, and care for the physical and mental health of employees. By promoting the overall development of employees, we will drive the sustainable development of the entire industry chain.

3.3.2 Sustainable Development Plans and Environmental Commitments

The MNG platform acknowledges the impact of the film industry on the environment and has identified sustainable development and environmental protection as core values. Below are the sustainable development plans and environmental commitments of the MNG platform:

1. Green Film Production:

MNG platform will promote the greening of the film production process. By introducing eco-friendly materials, energy-saving technologies, and optimizing production processes, we aim to reduce the environmental impact of film production. We pledge to consider environmental principles in every aspect of film production, striving to minimize carbon footprint.

2. Sustainable Distribution:

MNG platform will adopt sustainable digital technology to promote the digital distribution of films. By reducing the use of traditional physical media and encouraging audiences to choose digital viewing methods, we aim to reduce resource consumption and environmental pressure.

3. Advocacy for Environmental Protection and Social Responsibility:

MNG platform will spread environmental protection concepts and social responsibility through films. We pledge to produce and promote films with environmental and social responsibility themes, using storytelling to stimulate audience thinking and inspire positive social actions.

4. ****Sustainability in the Digital Age:****

MNG platform will promote the sustainable development of digital technology in the film industry. By introducing digital technology, we will strive to improve the efficiency of film production, reduce resource waste, and achieve sustainable development in the digital age.

5. ****Improving Energy Efficiency in Cinemas:****

We will work with partner cinemas to improve energy efficiency. By encouraging cinemas to use energy-saving equipment and optimize energy use, we aim to reduce energy consumption and environmental impact.

6. Carbon Neutrality Plan:

MNG platform will develop a carbon neutrality plan, actively participating in global carbon reduction efforts through investments in environmental protection projects, tree planting programs, etc. We pledge to achieve our carbon neutrality goals within a certain period and encourage partners and audiences to join us in environmental protection.



7. Community

Engagement and Cultural Protection:

MNG platform will actively participate in local community building and protect local culture and the environment. By supporting community activities, cultural festivals, and environmental

8. Employee Training and Environmental Education:

MNG platform will provide environmental training for employees to increase their awareness of sustainable development. Through regular environmental education activities, we hope to raise employees' awareness of environmental protection and work together towards sustainable development goals.

4. Development Plans and Strategic Partnerships

4.1 MNG Platform 2024-2030 Investment Plan

During the period of 2024-2030, the MNG platform will implement a series of strategic investment plans aimed at further promoting the development of the film industry and expanding the platform. Below are the MNG platform's investment plans for the next seven years:

1. Technology Research and Innovation:

The MNG platform will increase investment in technology research and development, focusing on introducing cutting-edge digital technology, artificial intelligence, and virtual reality technology to enhance the movie-watching experience. We plan to carry out a series of technology innovation projects, including augmented reality (AR) and virtual reality (VR) applications, as well as further optimization of personalized recommendation algorithms.

2. Global Content Acquisition and Production:

The MNG platform will expand the scale of global film content acquisition and production from 2024 to 2030. We plan to establish partnerships with more international film distribution companies, production companies, and creators to promote the online release of more diverse and localized films on the platform, meeting the movie-watching needs of global users.

3. Expansion into the African Market:

As an important development direction of the MNG platform, we will further expand our business in the African market. Plans include establishing strategic partnerships in various African countries to promote the exploration and dissemination of local culture and enhance the international influence of the African film industry.

4. Film Education and Talent Development:

The MNG platform will invest in film education and talent development projects to support the



The MNG platform will invest in film education and talent development projects to support the growth of young directors, screenwriters, and producers. We plan to establish scholarship programs and mentorship projects to provide more training and opportunities for promising new creators.

5. Expansion of Blockchain Technology Applications:

The platform will deepen research and application of blockchain technology to further enhance intellectual property protection, content distribution transparency, and user rights. Plans include launching more innovative projects based on blockchain to build a more secure and transparent digital film and television ecosystem.

6. Social Responsibility Projects and Public Welfare Cooperation:

The MNG platform will actively participate in social responsibility projects and public welfare cooperation. Plans include supporting more charitable organizations to promote the spread of positive energy through film and lead audiences to participate in public welfare undertakings.

7. Global Market Cooperation and Brand Promotion:

From 2024 to 2030, the MNG platform will strengthen cooperation with the global market by participating in international film festivals, exhibitions, and other activities to enhance brand awareness. At the same time, plans involve broader market promotion to expand the user base and attract more high-quality content and partners.

8. Environmental Protection and Sustainable Development:

The MNG platform will continue to invest in environmental protection and sustainable development. Plans include promoting more environmental projects and carbon neutrality plans to reduce the platform's overall environmental impact and lead the film industry towards a more sustainable direction.

9. Listing on the U.S. Stock Market:

MNG will approach the goal of listing on the US stock market with a rigorous attitude and clear strategic planning. Firstly, we will continue to strengthen internal governance structures to ensure the company's financial health and transparency. Secondly, we will actively cooperate with the U.S. Securities and Exchange Commission (SEC) to ensure compliance with its regulations and requirements. Additionally, we will strive to enhance the company's market visibility and reputation by providing steady financial performance and continuous innovation, winning investors' trust. Furthermore, we will strengthen communication with potential investors and financial institutions to attract more funding to support the company's development. Through these measures, MNG will comprehensively meet the necessary conditions for listing on the US stock market, realize expansion into global capital markets, and lay a solid foundation for the company's long-term development.

Through these investment plans, the MNG platform will continue to innovate, consolidate core businesses, expand international markets, strengthen social responsibility, and achieve sustainable prosperity for the film industry and platform over the next seven years.



4.1.1 MNG's Long-term Commitment to the Film Industry

The MNG platform has a firm long-term commitment to the film industry, relentlessly striving to promote industry development and innovation, and providing global audiences with richer, more diverse, and deeper film experiences. The following are MNG's long-term commitments to the film industry:

1. Innovation and Technological Leadership:

The MNG platform will continue to invest resources in technological innovation, leading the development trends of the film industry. By introducing cutting-edge digital technology, artificial intelligence, virtual reality, and other frontier technologies, we will enhance the level of film production and viewing experience, ensuring that users always experience the most advanced film and television entertainment.

2. Promotion of Diverse Global Content:

We are committed to promoting diverse global film and television content. Through in-depth cooperation with international production companies, directors, screenwriters, and active support for local creations, the MNG platform is dedicated to presenting audiences with more diverse and culturally characteristic film content, allowing global audiences to enjoy a wider range of cultural experiences.

3. Social Responsibility and Public Welfare Contributions:

The MNG platform will continue to fulfill social responsibilities by producing and promoting films with social value, raising awareness among audiences of social issues. At the same time, we will actively participate in social charity and public welfare projects, making substantial contributions to society and promoting the greater social impact of the film industry.

4. Cultural Preservation and Local Development:

For a long time, the MNG platform has been committed to the preservation and development of local culture. In the future, we will continue to work closely with local creators and production companies, supporting the inheritance and innovation of local culture, and promoting the diversification of the global film industry.

5. Film Education and Talent Cultivation:

The MNG platform will continue to invest in film education and talent cultivation. By establishing scholarship programs, mentorship programs, etc., we will cultivate more creative and promising talents in the film industry, nurturing future leaders for the film industry.

6. Environmental Protection and Sustainable Development:

We are committed to environmental protection and sustainable development, taking a series of measures to reduce the platform's impact on the environment. From green film production to carbon neutrality plans, the MNG platform will always focus on innovation in the field of environmental protection, leading the film industry towards a more sustainable future.



7. Protection of User Rights and Respect for Privacy:

The MNG platform will adhere to its commitment to user rights, protecting users' privacy and data security. We will continuously improve the platform's security and transparency to ensure that users enjoy safe and trustworthy film entertainment services on the platform.

8. Leader in the Digital Age:

The MNG platform will become a leader in the digital age of the film industry, driving the industry's transformation through continuous innovation and technological investment. We will lead the industry's transformation, providing users with more convenient and personalized digital entertainment experiences.

4.1.2 Expansion of Global Partnerships

The MNG platform is committed to building a global film and television ecosystem. By expanding global partnerships, more diverse and colorful films will be introduced to the platform, promoting the globalization of the film industry. The following are the MNG platform's plans to expand global partnerships:

1. Cooperation with International Production Companies:

The MNG platform will actively establish close partnerships with internationally renowned production companies. Through joint investment, production, and promotion of films, the platform will introduce more high-quality content, including Hollywood blockbusters, international film festival masterpieces, etc., to meet the diverse cultural needs of users.

2. Collaboration with Directors and Actors:

The platform will seek cooperation with top global directors and actors. By collaborating with internationally renowned creators, MNG

will introduce more high-quality films to the platform, enhancing its content competitiveness and attracting more users.

3. Strategic Alliances with Global Film Festivals:

MNG will establish strategic alliances with major global film festivals, such as Cannes, Berlin, Venice, Toronto, etc. Through cooperation in film selection, promotion, and offline activities, the platform will introduce excellent film works from various film festivals to the platform, enriching its content resources and enhancing its influence in the global film industry.

4. Partnerships with International Film Distribution Companies:

The MNG platform will establish partnerships with international film distribution companies to expand its global film content sources. By cooperating with more distribution companies, the platform will introduce a wider range of film content from different countries and regions, meeting the diverse cultural and entertainment needs of users worldwide.



5. Collaboration with Film Institutions and Organizations:

The platform will collaborate with film institutions, organizations, and associations worldwide. By participating in industry events, forums, and seminars, the platform will enhance communication and cooperation with global film industry organizations, promoting the exchange and development of the global film industry.

Through these strategic partnerships, the MNG platform will continue to expand its global influence, enrich its content resources, and provide users with a richer and more diverse film and television entertainment experience.

5. Community and User Engagement

5.1 MNG User Community Development

The MNG platform is committed to building a strong and active user community, providing a platform for users to communicate, share, and participate to promote deeper user engagement and loyalty. Here are the plans for building the MNG user community:

1. Online Social Platform:

Establish an online social platform for the MNG platform, including social media, forums, etc. By regularly publishing movie news, interacting with users, and encouraging them to participate in discussions and share their viewing experiences, a vibrant atmosphere for movie discussions will be created.

2. User Feedback Channels:

Set up dedicated user feedback channels to collect user opinions and suggestions about the platform. By actively responding to user feedback and resolving issues promptly, user satisfaction will be increased, and a relationship of trust will be established.

3. Exclusive Member Activities:

Design exclusive activities for platform members, such as online movie screenings, film discussion salons, etc. Through these exclusive activities, member belongingness and participation will be enhanced, leading to increased member loyalty.

4. Movie Recommendation System:

Introduce an intelligent recommendation system to provide personalized movie recommendations based on users' viewing history and preferences. By continuously optimizing the recommendation algorithm, user experience will be improved, and user stickiness will be increased.



5. User Rating and Review System:

Establish a user rating and review system, allowing users to evaluate and rate movies they have watched. This not only provides valuable feedback but also offers reliable movie recommendations for other users.

6. Film Creation Contests:

Organize regular film creation contests to encourage user participation in film production. Through such activities, users will be encouraged to participate more deeply in the film creation process, thereby strengthening the relationship between users and the platform.

7. User Education and Training:

Provide film knowledge education and creation training courses to help users gain a deeper understanding of the film industry. Through knowledge dissemination, more film enthusiasts will be cultivated, promoting active participation in platform activities.

8. Offline Community Activities:

Organize offline community activities, such as movie gatherings, industry exchange meetings, etc. Through offline activities, the distance between the platform and users will be narrowed, increasing user stickiness and loyalty.

5.1.1 Platform Features for User Participation

The MNG platform is committed to providing rich and innovative features to stimulate user participation and enhance user experience. Here are the participation features provided by the MNG platform for users:

1. Film Evaluation and Comments:

Users can evaluate and comment on films they have watched, share their viewing experiences with other users, and form a community for in-depth film discussions.

2. Personalized Recommendation System:

The platform provides personalized movie recommendations based on users' viewing history and preferences, customizing the viewing experience for users.

3. User Creation Platform:

Provide users with a film creation platform, encouraging them to participate in film creation. Users can upload their film works, share creation experiences, and participate in film creation contests.

4. Online Movie Screenings:

Regularly host online movie screenings, providing exclusive viewing experiences for platform members to watch and discuss movies together, promoting interaction among users.





5. Exclusive Member Activities:

Design exclusive activities for platform members, such as movie premieres, celebrity meet-and-greets, etc., enhancing member privileges and increasing user loyalty to the platform.

6. Film Creation Contests:

Organize regular film creation contests to encourage user participation in film creation. Through competitions, users' creative passion will be stimulated, and more high-quality original works will be produced on the platform.

7. Knowledge Education and Training:

Provide film knowledge education and creation training courses to help users gain a deeper understanding of the film industry and cultivate more film enthusiasts and professionals.

8. Digital Platform Participation:

Users can participate in digital platform selection and voting activities, influencing content recommendations and award selections, making users feel their importance in platform development.

5.1.2 Culture and Atmosphere of the MNG User Community

The MNG platform is committed to creating a positive and passionate user community culture, providing users with enjoyable and meaningful interactive experiences through various activities and feature innovations. Here are the culture and atmosphere of the MNG user community:

1. Culture of Loving Films Together:

The MNG community advocates a culture of loving films together, viewing movies as a bond that connects users. Through unique interpretations of films and passionate discussions, a shared value system and cultural atmosphere are formed.

2. Respect for Diverse Perspectives:

The community culture emphasizes respect for diverse perspectives, encouraging users to share various viewing experiences and insights. By promoting diversity, a tolerant and harmonious community atmosphere is created.

3. Culture of Creation and Sharing:

The MNG community encourages users to actively participate in film creation and share their creation experiences and works. Through a culture of creation, the community fosters a positive atmosphere of creativity.

4. Interaction and Friendly Culture:

Through online movie screenings, film discussions, and other interactive activities, the MNG community cultivates a culture of friendliness and mutual assistance. Users build friendships based on shared interests in movies, forming a close-knit community.



5. Knowledge Sharing and Learning Culture:

The community culture emphasizes knowledge sharing and learning, providing film knowledge education and training courses. Through learning and sharing, users continuously expand their understanding of the film industry, driving the progress of the community culture.

6. Culture of Innovation and Passion:

The community culture encourages innovation and passion, providing opportunities for users to participate in the film industry. By inspiring users' passion for films, the community culture continuously innovates and develops.

5.2 Shared Platform for Creators and Audience

The MNG film and television service platform aims to establish an interactive platform where creators and audiences frequently interact and share resources, promoting diversified creation while meeting audiences' demands for rich content. Here are the key features of the shared platform for creators and audiences:

1. Creator Creation Platform:

Freedom of Creation: Provide a vast space for independent creation, allowing film creators to freely showcase their unique ideas and creativity on the platform.

Support for Resources: Provide support for resources to creators, including funding, equipment, talent, etc., to help them achieve higher levels of film production.

2. Audience Participation Platform:

Personalized Recommendations: Based on users' viewing history and preferences, provide personalized movie recommendations to make it easier for audiences to discover content that matches their tastes.

User Comments and Interaction: Encourage users to actively participate in movie reviews and comments, forming an active movie discussion community and enhancing interaction between creators and audiences.

3. Shared Platform Features:

Opportunities for Film Online: Provide opportunities for outstanding creators to have their works online on the platform, recommending their works to a wide audience, and increasing exposure.

Creator Exchange Space: Set up areas for creator exchanges, promote mutual learning and experience sharing among creators, and promote the improvement of film creation levels.





increasing exposure.

Creator Exchange Space: Set up areas for creator exchanges, promote mutual learning and experience sharing among creators, and promote the improvement of film creation levels.

4. Digital Platform Support:

Digital Display: Utilize digital platforms to provide creators with diversified digital display forms, including VR, AR, and other technologies, enhancing the viewing experience of films.

Digital Promotion: Utilize digital channels such as social media to promote creators' works to a wider audience, expanding the influence of films.

5. Social Responsibility Cooperation:

Charity Cooperation: Collaborate with creators to participate in charity activities, promote the concept of social responsibility, and spread positive energy through films.

Resource Feedback: Establish a resource feedback mechanism, with a portion of platform revenue being returned to creators, establishing a sustainable development mechanism and motivating creators to actively participate in platform activities.

5.2.1 Filmmaker Experience on MNG

The MNG film and television service platform is committed to providing comprehensive and satisfactory creation experiences for filmmakers, creating an environment that inspires creativity and shares resources. Here are the key features of the filmmaker experience on the MNG platform:

1. Freedom of Creation:

Independent Creation Space: MNG provides a vast independent creation space, allowing filmmakers to freely unleash their creativity and break traditional production constraints.

Support for Diverse Themes: Encourage filmmakers to explore diverse themes and styles, promoting the diversified development of film creation.

2. Support for Resources:

Funding Support: Provide funding support to help filmmakers produce high-quality film works and alleviate financial pressure.

Equipment and Technology: Provide the latest equipment and technical support, allowing filmmakers to focus more on creation rather than technical limitations.

4. Digital Platform Support:





4. Social Interaction:

Creator Exchange Platform: Establish dedicated areas for creator exchanges, promote communication and cooperation among creators, and jointly promote the improvement of film creation levels.

Audience Interaction: Encourage interaction with the audience, understand audience feedback through user comments, voting, etc., and optimize works accordingly.

5. Digital Platform Support:

Digital Platform Training: Provide training resources for digital platforms, enabling creators to better utilize digital technology to showcase their works.

Digital Production Tools: Provide digital production tools to simplify the production process and improve efficiency.

6. Social Responsibility Cooperation:

Opportunities for Charity Cooperation: Encourage filmmakers to participate in social responsibility projects, promote positive energy through films, and contribute to social development.

Resource Feedback Mechanism: Establish a resource feedback mechanism, with a portion of platform revenue being returned to filmmakers, expressing gratitude for their support.

5.2.2 Audience Interaction and Feedback on MNG Platform

The MNG film and television service platform is committed to providing rich and engaging audience interaction and feedback experiences, creating a positive and participatory film community. Here are the key features of audience interaction and feedback on the MNG platform:

1. Movie Comments and Discussions:

Personalized Comment Space: Provide personalized comment spaces where audiences can share their views, evaluations, and insights on movies, fostering a community for in-depth movie discussions.

Likes and Shares: Encourage audiences to like favorite comments and share them on social media, expanding the scope of discussions.

2. User Voting and Selection:

Participation in Digital Platforms: Provide opportunities for audience participation in movie voting and selection activities through digital platforms, influencing content recommendations and award selections.



Audience Recommendations: Establish areas for audience recommendations, allowing audiences to share their favorite movies with other users, enriching platform content.

3. Online Movie Screenings and Activities:

Exclusive Viewing Events: Regularly organize online movie screenings, providing exclusive viewing experiences for platform members to watch and discuss movies together, promoting interaction among users.

Celebrity Meet-and-Greets: Occasionally host events like celebrity meet-and-greets, providing opportunities for interaction with film creators and stars, enhancing special experiences for users.

4. Personalized Recommendation System:

Audience Interest Analysis: Utilize intelligent recommendation systems to provide personalized movie recommendations based on audience viewing history and preferences, making it easier for audiences to discover content tailored to their tastes.

Optimization of Recommendation Algorithms: Continuously optimize recommendation algorithms to improve system intelligence and provide more accurate recommendation services to audiences.

5. Digital Platform Interaction:

Virtual Socialization: Utilize digital technology to provide virtual socialization features, allowing audiences to interact with each other online and share movie viewing experiences.

Virtual Reality Experience: Explore virtual reality (VR) technology to provide audiences with more immersive movie viewing experiences, bringing audiences closer to the movies.

6. Participation in Social Responsibility Activities:

Opportunities for Charity Cooperation: Encourage audience participation in social responsibility projects, spreading positive energy through movies, and becoming part of the community.

Gratitude for Resource Feedback: Establish a resource feedback mechanism, with a portion of platform revenue being returned to active audiences, expressing gratitude for their support.





6. MNG Team and Partnerships

6.1 Introduction to the MNG Core Team

The core team of MNG Media Investment Co., Ltd. consists of a group of professionals with outstanding experience in the fields of film and television, technology, and business. They are dedicated to driving the development of the MNG platform and creating a blockchain-driven AI intelligent film and television service platform. Here are the main members of the MNG core team:

Jack Eastwood - CEO

Master's degree in finance, MBA graduate from Harvard Business School

Formerly responsible for leading management teams at Prospera Global Ventures

Rich experience in the film and television industry and blockchain field, holding key positions at [relevant companies], and successfully leading multiple innovative projects.

Siddharth Singhania - CMO

Dual degrees in marketing and brand management, graduate from Stanford Graduate School of Business

Former head of marketing team at Vivacity Innovations

Responsible for designing and executing large-scale marketing campaigns, including digital advertising, social media promotion, and brand building.

Ethan Scout - Chief Technology Officer (CTO)

Bachelor's degree in computer science, graduate from Massachusetts Institute of Technology

Formerly responsible for leading technology teams at NexTech Solutions

Responsible for designing and developing technical solutions to enhance platform performance and user experience.

Olivia Johnson - Chief Financial Officer (CFO)

Senior financial expert, graduate in accounting from Northwestern University in the United States
Formerly worked in the financial team at Fortune Financial Consultants

Deep professional knowledge in finance or law, providing support for the company's legal and financial affairs.

Benjamin Archibald Cunningham - Project Manager

Master's degree in engineering management, graduate from Chicago Booth School of Business, University of Chicago

Formerly worked at Apex Management Solutions

Responsible for project planning, resource allocation, and team coordination to ensure the smooth completion of projects.



6.2 Global Partnerships

6.2.1 Strategic Partnerships with Film and Television Companies

The MNG film and television service platform actively collaborates with global film and television companies to build mutually beneficial partnerships, thereby promoting the development of the entire film and television industry. Here are the key aspects of strategic cooperation between MNG and film and television companies:

Partnership Building

Scope of Cooperation: MNG has established extensive cooperation with major film and television companies worldwide, covering multiple aspects such as film production, distribution, and promotion.

Forms of Cooperation: Sign long-term strategic cooperation agreements with film and television companies to jointly explore and implement innovative business models, promoting the digitization and intelligence development of the industry.

Film Production and Distribution

Premieres of New Films: MNG platform provides premiere opportunities for new films from film and television companies, increasing the exposure of films through the platform's unique audience base.

Production Resources: MNG shares user feedback and data analysis on the platform with film production teams, helping them better understand audience needs and optimize the film production process.

Marketing and Promotion

Exclusive Promotion: MNG collaborates with film and television companies to plan and execute unique marketing campaigns, enhancing the visibility of films and attracting more audience attention.

Digital Platform Promotion: Utilize MNG's digital platform resources to promote films on social media and online self-media, achieving wide dissemination.

Data Cooperation and Analysis

Audience Data Sharing: MNG cooperates with film and television companies to share audience preference data and behavioral analysis on the platform, helping film and television companies better understand target audience groups.

Market Trend Analysis: Through sharing market trend analysis and data reports, help film and television companies make wiser decisions and adapt to industry changes

Global Market Expansion



International Film Introductions: Through cooperation with international film companies, MNG introduces a more diverse range of international films, expanding user experiences.

International Market Strategy: Work with film and television companies to develop international market expansion strategies, promoting film promotion and distribution in international markets.

7. Future Outlook

7.1 Future Trends in the Film Industry

The film industry is undergoing significant changes in the digital age, with various new technologies and business models constantly emerging, influencing the direction of the entire industry's development. Here are the main trends in the future of the film industry:

1. Upgrade of Digital Experience

- Virtual Reality (VR) and Augmented Reality (AR): Cinemas will use VR and AR technology to provide a more immersive viewing experience, creating a new sensory enjoyment for audiences.
- Interactive Content: Film production companies will explore interactive film content, allowing audiences to participate in story decisions, increasing engagement and personalized experiences.

2. Blockchain and Smart Contracts

- Copyright Protection: Blockchain technology will be widely used in the film industry to ensure copyright protection and contract execution for film content.
- Transparent Revenue Distribution: Blockchain smart contracts will achieve more transparent and fair revenue distribution, allowing filmmakers, actors, and creators to share the success of films more equitably.

3. Live Streaming and Online Distribution

- Online Premieres: Film companies will focus more on online premieres, directly providing new films to audiences through digital platforms, reducing distribution costs and expanding the film's distribution channels.
- Film Livestreaming: Cinema livestreaming will become an emerging form, allowing audiences to watch film production scenes and interact with actors in real-time.

4. Application of Artificial Intelligence

- Personalized Recommendations: Film platforms will use artificial intelligence algorithms to better understand audience preferences, providing personalized film recommendation services.
- Scriptwriting: AI technology will play a more important role in film scriptwriting, assisting screenwriters in analyzing market trends and audience feedback, and providing creative suggestions.



5. Integration with Social Media

- **Social Film Viewing:** Cinemas will integrate more social media elements, providing interactive platforms for audience interaction, enhancing the social aspects of film viewing.
- **Film Communities:** Film platforms will build more complete film communities, allowing audiences to share comments, interact, and discuss, enhancing user stickiness.

6. Environmental Protection and Social Responsibility

- **Sustainable Development:** The film industry will pay more attention to environmental protection, promote sustainable development, and reduce environmental impact.
- **Social Responsibility:** Film companies will actively participate in social welfare activities, conveying positive energy through films and paying attention to social issues.

7.1.1 Impact of Technological Innovation on Films

Technological innovation plays a crucial role in the film industry, constantly driving innovation in film production, distribution, and viewing experiences. Here are the main impacts of technological innovation on the film industry:

1. Enhancement of Visual Effects

- **Visual Effects Technology:** Introduction of advanced visual effects technology such as CGI (Computer-Generated Imagery), VR (Virtual Reality), and AR (Augmented Reality), making film scenes more realistic and stunning.
- **High Definition and Ultra High Definition:** HD and UHD technologies (4K, 8K) have improved the clarity of films, presenting audiences with more detailed and high-quality images.

2. Breakthroughs in Audio Technology

- **Dolby Atmos:** Introduction of advanced audio technologies such as Dolby Atmos, enhancing the surround sound and realism of audio effects, enhancing audience immersion.
- **3D Audio:** Using 3D audio technology to make sound effects more three-dimensional, providing audiences with a more realistic auditory experience.

3. Digital Production and Post-Production

- **Digital Photography:** Using digital photography technology has increased production efficiency, reduced production costs, allowing more creators to participate in film production.
- **Post-Production Technology:** With advanced post-production software and technology, filmmakers can more flexibly edit films, add special effects, and color correction.

4. Virtual Production and Set Integration

- **Virtual Production Technology:** Using virtual production technology, filming can be done in a digital environment, saving costs of on-site shooting while creating more fantastic scenes.
 - **Set Integration:** Integrating real scenes with digital elements to create more creative and visually impactful scenes.
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5. Cloud Computing and Big Data Application

- **Cloud Computing:** Cloud computing technology allows film production to store, share, and process data more efficiently, improving collaboration during production.
- **Big Data Analysis:** By utilizing big data analysis, production companies can better understand audience preferences, optimize marketing strategies, and improve film boxoffice performance.

6. Interactive Experience and Virtual Reality

- **Interactive Experience:** Using virtual reality and interactive technology to introduce interactive film experiences, allowing audiences to participate in story decisions, enhancing engagement.
- **Virtual Cinemas:** Through virtual reality technology, audiences can enjoy a cinema-like viewing experience at home.

7. Application of Blockchain in Copyright Protection

- **Copyright Protection:** Blockchain technology is applied to the film industry to ensure effective protection of film content copyrights and prevent piracy and illegal dissemination.
- **Transparent Revenue Distribution:** Blockchain smart contracts are used to ensure fair revenue distribution, promoting cooperation among filmmakers.

7.1.2 Consumer Expectations and Market Changes

Changes in consumer expectations have brought about market innovations in the film industry, and industry stakeholders need to adapt to these changes to meet audience needs. Here are the main aspects of consumer expectations and market changes:

1. Personalized Viewing Experience

- **Demand:** Audiences expect more personalized and customized viewing experiences, including personalized recommendations, customized film selections, and unique viewing environments.
- **Market Changes:** Film platforms use artificial intelligence algorithms to provide personalized recommendation services by analyzing audience history and preferences, meeting diverse audience tastes.

2. Diversification of Content and Cultural Expression

- **Demand:** Audiences have a broader interest in films expressing different cultures, backgrounds, and themes, expecting to watch diverse films from around the world.
- **Market Changes:** Film production companies increase investment in multicultural themes, promote the introduction of global films, expand content diversity, and meet audience desires for different cultures.

3. Digitalization and Online Viewing

- **Demand:** Audiences want more digital viewing options, including online premieres, digital
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distribution, and high-quality online viewing experiences.

- Market Changes: Film companies strengthen cooperation with digital platforms, promote online premieres and digital distribution, provide more flexible viewing options, and adapt to diverse viewing habits.

4. Social Interaction and Shared Experience

- Demand: Audiences expect film viewing to be a social experience, hoping to share viewing experiences, participate in discussions, and interact with other audiences online.

- Market Changes: Film platforms integrate social elements, promote audience sharing of comments, establish film communities, and enhance the social aspects of film viewing.

5. Sustainability and Social Responsibility

- Demand: Audiences have higher expectations for the social responsibility and sustainable development of the film industry, focusing on the values behind films and companies' social responsibilities.

- Market Changes: Film companies increase social responsibility investment, promote positive values and social responsibility concepts through films, and attract audiences who care about sustainable development.

6. Interactivity and Virtual Reality

- Demand: Audiences expect more interactive experiences, including interacting with film characters, participating in story decisions, and obtaining more immersive viewing experiences through virtual reality technology.

- Market Changes: Innovative interactive content and virtual reality technology are introduced into the film industry, providing more engaging viewing experiences.

7. Transparent and Fair Industry Ecology

- Demand: Audiences want to understand how the film industry operates, pay attention to practitioners' treatment, and expect the industry to be more transparent and fair.

- Market Changes: Film companies enhance information transparency, achieve copyright protection and transparent revenue distribution through blockchain technology, and improve the overall fairness of the industry.

7.2 Future Vision of MNG

7.2.1 Next Development Goals

The MNG Film and Television Service Platform is committed to continuous innovation to meet the diverse needs of audiences and play a leading role in the film industry. Here are the future development goals of the MNG Film and Television Service Platform:



1. Global Market Expansion

- Goal: Expand the MNG service platform to more countries and regions from 2024 to 2030, establishing a global cooperation network in the film and television industry.

- Strategy: Strengthen cooperation with international film and television companies, production companies, and distributors to introduce more international films to the platform, meeting the global audience's desire for multicultural content.

2. Technological Innovation and Enhancement of Digital Experience

- Goal: Continuously invest in research and development, promote platform technological innovation, enhance digital viewing experiences, and lead the development of the film industry in the digital age.

- Strategy: Combine advanced technologies such as virtual reality, artificial intelligence, and big data analysis to provide audiences with richer, more interactive digital viewing experiences.

3. Deep Application of Blockchain Technology in the Film Industry

- Goal: Deeply apply blockchain technology to the film industry, achieve comprehensive implementation of copyright protection, transparent revenue, and smart contracts.

- Strategy: Establish a more complete blockchain ecosystem, establish blockchain-based digital identity and copyright confirmation systems with production companies, actors, and other parties to ensure fair profit distribution.

4. Social Responsibility and Sustainable Development

- Goal: Become a model of social responsibility in the film industry, convey positive values through films, focus on social issues, and actively participate in charity and environmental protection activities.

- Strategy: Strengthen cooperation with charitable organizations, integrate social responsibility concepts into film content, and strive for sustainable development to minimize negative environmental impacts.

5. Deep Cultivation of the African Market and Strategic Cooperation

- Goal: Deeply cultivate business in the African market, enhance MNG's brand awareness in Africa, and become a leader in the local film industry.

- Strategy: Strengthen strategic cooperation with African film and television companies, cultural institutions, promote the promotion of local films on the platform, and deepen interaction with local audiences.

6. User Community Building and Optimization of Interactive Experience

- Goal: Build an active user community, promote interaction among audiences, and enhance the sociality of viewing experiences.

- Strategy: Launch more interactive films, online viewing activities, build exclusive user communities, and encourage audiences to participate in film creation and discussion.

7. Expansion of Partnerships and Content Ecosystem Construction

- Goal: Expand cooperation with film and television companies, creators, and technology partners, and build a more complete content ecosystem.





- Strategy: Conduct broader cooperation, including film production, technological innovation, and market promotion, to form a closer industry chain cooperation network.

7.2.2 Long-term Vision of MNG Film and Television Service Platform

The long-term vision of the MNG Film and Television Service Platform is to create a globally leading, innovation-driven film and television service platform, providing outstanding viewing experiences for sustainable development and audiences. Here are the long-term visions of the MNG Film and Television Service Platform:

1. Global Influence

- MNG Film and Television Service Platform aspires to become a globally influential platform, serving as a bridge connecting film industries worldwide by introducing diverse cultural films and promoting international cooperation, providing audiences with film content covering global cultures.

2. Leader in Digital Innovation

- In the long run, the MNG Film and Television Service Platform will become a leader in digital innovation, leading the film industry into the digital era's higher level through continuous technological innovations, providing innovative digital viewing experiences.

3. Exemplar of Social Responsibility

- The MNG Film and Television Service Platform will actively fulfill social responsibilities, convey positive values through films, focus on social issues, participate in charity, and environmental activities, becoming an exemplar of social responsibility in the film industry.

4. Leader in the African Film Industry

- In the African market, the long-term vision of the MNG Film and Television Service Platform is to become a leader in the local film industry, promoting African films to the world, and providing local audiences with more diverse viewing choices through deep business cultivation and local industry cooperation.

5. Extensive Application of Blockchain Technology

- The MNG Film and Television Service Platform is committed to the extensive application of blockchain technology, constructing a more transparent, fair, and secure film industry ecosystem. Through blockchain, effective copyright protection and the full application of smart contracts will be realized, providing fair profit distribution mechanisms for filmmakers.

6. User Participation and Community Building

- In the long run, the MNG Film and Television Service Platform will build an active user community, enhance interaction among audiences, and enable audiences to become participants





in film creation, promoting interaction and communication among audiences, and jointly creating a vibrant film and television ecosystem.

7. Collaboration in the Industry Chain and Ecosystem Construction

- The long-term vision of the MNG Film and Television Service Platform is to strengthen cooperation with various sectors of the film industry chain, including production companies, distributors, and technological innovation partners, to jointly build a more complete and organic industry ecosystem, promoting the healthy development of the entire industry chain.

8. Risk Warning

8.1 Industry Risks

In the film industry, despite the enormous market potential and innovation opportunities, there are also a series of potential risks. To ensure the sustainable success of the MNG film and television service platform, the following are some possible industry risks:

1. Market Competitive Pressure

Risk Description: The film industry faces fierce competition from other film and television service platforms, traditional cinemas, and emerging technology companies.

Risk Response: MNG needs to continuously enhance platform features and service quality, differentiate itself through unique content, technological innovation, and user experience advantages, and build brand loyalty.

2. Technological Risk

Risk Description: Rapid technological advancements, if not timely followed up and updated, may result in the platform lagging behind in digital experience and interactivity.

Risk Response: Continuously invest in research and development, pay attention to the latest technology trends, ensure that the platform technology remains at the forefront, and provide top-notch digital viewing experiences.

3. Copyright and Compliance Risks

Risk Description: The film industry involves numerous copyright issues, and if not managed properly, may face legal disputes and infringement allegations.

Risk Response: Establish a sound copyright management system, collaborate with producers and distributors to ensure the legitimate rights of all content, and adhere to relevant regulations and compliance standards.





4. Market Changes and Audience Trends

Risk Description: Audience tastes and viewing habits change with market and cultural shifts, requiring the platform to continually adapt to these changes.

Risk Response: Strengthen market research, gain deep insights into audience needs and trends, adjust platform strategies and content promptly, and ensure meeting audience expectations.

5. Social Perception and Cultural Sensitivity

Risk Description: Films involve social and cultural issues, and sensitivity to content may trigger social controversies, affecting the platform's reputation.

Risk Response: Handle sensitive topics carefully in content production and promotion, establish a public relations mechanism, promptly respond to social opinions, and maintain the platform's image.

6. Financial Uncertainty

Risk Description: Film production and promotion require significant financial investment, and financial market uncertainty may affect the platform's funding sources and operations.

Risk Response: Manage financial risks effectively, seek diversified financing channels, establish robust financial plans, and ensure the platform's sustainable financial health.

7. Global Political and Economic Environment

Risk Description: Global political and economic changes may bring instability to the film industry, including currency fluctuations, policy adjustments, etc.

Risk Response: Monitor global political and economic trends, flexibly adjust strategies to adapt to environmental changes, and develop plans to address different market risks.

8.1.1 Market Volatility in the Film and Television Industry

The film and television industry is a sector full of innovation and change, but it also faces challenges of market volatility. Here's an analysis of the market volatility in the film and television industry:

1. Seasonal Fluctuations

Fluctuation Reasons: The film and television industry may experience fluctuations in audience viewing demand during different seasons and holidays, such as summer and winter vacations, holidays, etc.

Response Strategy: Develop flexible release schedules, launch content tailored to audience demand during different seasons, and smooth out market fluctuations.



3. Impact of Digital Technology on Fluctuations

Fluctuation Reasons: The rapid development of digital technology may lead to changes in viewing habits, from traditional cinemas to online viewing, impacting the market landscape.

Response Strategy: Proactively adopt the latest technology, provide multi-channel viewing experiences including virtual reality, online video-on-demand, etc., to cater to diverse audience viewing choices.

4. Global Market Volatility

Fluctuation Reasons: The film market is influenced by global political and economic conditions, such as currency fluctuations, market openness, etc.

Response Strategy: Design flexible international cooperation strategies, monitor global dynamics, and adjust business layouts according to different market situations.

5. Industry Policy and Regulatory Fluctuations

Fluctuation Reasons: The film and television industry is subject to government policies and regulations, which may lead to policy fluctuations such as content censorship, distribution control, etc.

Response Strategy: Maintain close communication with regulatory agencies, strictly comply with regulations, ensure the platform's content legality and stability.

6. Global Pandemics and Emergent Events Fluctuations

Fluctuation Reasons: Global pandemics, natural disasters, and other emergent events may cause fluctuations in film production and release schedules.

Response Strategy: Develop flexible business contingency plans, including backup production plans, online releases, etc., ensuring business continuity under uncontrollable factors.

8.1.2 Technological Risks in the Digital Age

In the digital age, rapid technological advancements bring opportunities but also come with a series of technological risks. For the MNG film and television service platform, here are some technological risks that maybe faced in the digital age:

1. Security and Privacy Issues

Risk Description: Digital platforms involve a large amount of user data, including personal information, viewing history, etc., which may face risks such as network attacks, data breaches, affecting user trust.

Response Strategy: Strengthen network security measures, use encryption technology to protect user data, comply with relevant privacy regulations, ensuring the security and privacy of user information.



2. Technological Obsolescence

Risk Description: Rapid technology updates may lead to system obsolescence, performance degradation if the platform fails to upgrade and update technology in a timely manner, unable to provide quality services.

Response Strategy: Continuously invest in research and development, regularly upgrade systems and applications, keep track of the latest technology developments, ensuring the platform's technology remains at the forefront.

3. Quality of User Experience

Risk Description: Different terminals and network environments may result in differences in user experience, including loading speed, video clarity, etc.

Response Strategy: Optimize platform performance, adopt adaptive streaming technology to ensure stable, high-quality viewing experiences in different network environments.

4. Content Copyright Infringement and Piracy

Risk Description: The digital age makes it easier for content copyright infringement and piracy to occur, potentially leading to legal liabilities and commercial losses for the platform.

Response Strategy: Adopt digital watermarking technology, intelligent copyright recognition systems, establish a comprehensive copyright protection mechanism, collaborate with producers to combat piracy.

5. Technological Standards and Interoperability

Risk Description: Interoperability issues between different technological standards and platforms may result in inconsistent user experiences, restricting seamless integration of content and services.

Response Strategy: Adhere to common technological standards, establish cooperation with other platforms to ensure interoperability, providing smoother user experiences.

6. Ethical and Regulatory Issues of Artificial Intelligence

Risk Description: The widespread application of artificial intelligence in content recommendation, user analysis, etc., may raise ethical and regulatory issues involving user privacy and data usage.

Response Strategy: Formulate strict artificial intelligence ethics guidelines, comply with relevant regulations, transparently disclose algorithm principles, protecting user rights and privacy.

7. Ever-changing Digital Market

Risk Description: Rapidly changing digital markets may lead to the emergence of new technologies and the obsolescence of old ones, requiring platforms to continually adapt to market trends.





Response Strategy: Continuously conduct market research, establish flexible technology development strategies, promptly adjust technology architectures and applications to adapt to market changes.

8.2 Platform Operational Risks

8.2.1 Potential Issues with the Application of Blockchain Technology

Although blockchain technology demonstrates tremendous potential in many areas, its application may still face some potential issues. For the MNG film and television service platform adopting blockchain technology, here are some possible problems and corresponding solutions:

1. Performance and Scalability Issues

Problem Description: Blockchain's performance and scalability may be limited, resulting in slow transaction speeds and limited processing capabilities.

Solution: Adopt advanced consensus mechanisms, sharding technology, or second-layer scaling solutions to improve system performance and scalability.

2. Energy Consumption

Problem Description: Global blockchain networks may require significant energy resources, leading to environmental and sustainability issues.

Solution: Explore the use of more environmentally friendly consensus mechanisms, such as Proof of Stake, to reduce reliance on energy.

3. Regulatory and Compliance Issues

Problem Description: Blockchain technology involving digital assets, smart contracts, etc., may face challenges from different countries' regulatory and compliance requirements.

Solution: Proactively comply with local and global regulations, maintain cooperation with regulatory agencies, ensuring the platform's legality and transparency.

4. Data Privacy and Security Issues

Problem Description: Data on the blockchain is typically publicly accessible, but certain applications may involve sensitive user information, raising data privacy and security concerns.

Solution: Use privacy protection technologies such as zero-knowledge proofs to ensure the security of sensitive information while complying with data privacy regulations.

5. Smart Contract Vulnerabilities





Problem Description: Smart contracts executed on the blockchain may contain vulnerabilities that could be exploited or attacked.

Solution: Conduct comprehensive smart contract audits, adhere to best practices and security coding standards, promptly fix vulnerabilities to ensure contract security.

6. Social Acceptance

Problem Description: Blockchain technology may face social acceptance issues in some regions and industries, hindering its widespread adoption.

Solution: Strengthen promotion and education about blockchain technology, establish active communication with communities and stakeholders, increase understanding and acceptance of the technology.

7. Standardization and Interoperability Issues

Problem Description: Lack of unified standards in the blockchain field may lead to interoperability issues between different platforms.

Solution: Actively participate in the formulation of industry standards, collaborate with other platforms to promote standardization in the blockchain field, facilitating interoperability.

8.2.2 Challenges and Uncertainties in Global Cooperation

During the process of global cooperation, factors such as different countries, cultures, regulations, etc., may bring a series of challenges and uncertainties. For the MNG film and television service platform, the following factors need to be carefully considered:

1. Cultural Differences

Challenge Description: Different countries have different cultural backgrounds, audience tastes, and aesthetic views may vary significantly, requiring the platform to provide diversified content to meet global users' needs.

Response Strategy: Formulate internationalization strategies, gain deep insights into the needs and preferences of audiences worldwide, provide culturally diverse films through cooperation.

2. Legal and Regulatory Differences

Challenge Description: Different countries have different legal and regulatory requirements, including content censorship, copyright protection, etc., which may pose compliance challenges for the platform globally.

Response Strategy: Establish a legal team, conduct detailed studies on regulations in various countries, ensure platform content and operations comply with local regulations, and actively cooperate with regulatory agencies.



3. Language Barriers

Challenge Description: Different countries use different languages, language barriers may affect user experience and the global dissemination of the platform.

Response Strategy: Provide multilingual support, including subtitles, dubbing, etc., ensuring content can be presented in multiple languages, enhancing user engagement.

4. Differences in Payment Systems

Challenge Description: Different countries use different payment systems and currencies, payment transactions may be affected by exchange rate fluctuations and payment habits.

Response Strategy: Provide multiple payment methods, understand payment habits in different countries, collaborate with local payment platforms to simplify user payment processes.

5. Disparities in Network and Technology

Challenge Description: Different countries have disparities in network infrastructure and technological levels, which may affect user viewing experiences.

Response Strategy: Optimize platform technology, use advanced content delivery network (CDN) technology, ensuring stable services globally.

6. Geopolitical and Trade Relations

Challenge Description: Geopolitical tensions and fluctuations in trade relations may negatively impact the platform's international business and partnership relationships.

Response Strategy: Gain in-depth understanding of geopolitical and trade dynamics, flexibly adjust business layouts, reduce risks brought by uncertainty.

7. Risks of Epidemics and Disasters

Challenge Description: Emergent events such as global pandemics, natural disasters may bring uncertainty to global cooperation, affecting film production processes and content dissemination.

Response Strategy: Develop emergency response plans, establish flexible production and release schedules, ensuring the safety of employees and partners.



