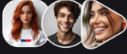





Creator-centric   
Decentralized Social Media  
Powered by Blockchain 

[Whitepaper](#)

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## Abstract

Pavilion is at the forefront of redefining the social media landscape by introducing a creator-centric and blockchain-powered platform that emphasizes transparency, decentralization, and user empowerment. Designed to address the limitations of traditional social media platforms, Pavilion leverages cutting-edge technologies, including AI-driven content creation tools and a decentralized governance model, to ensure that creators and users alike have control over their content, earnings, and the platform's evolution.

This whitepaper outlines Pavilion's vision of building a comprehensive ecosystem where creators are fairly compensated through a transparent, token-based economy, and where community-driven governance shapes the platform's future. By integrating blockchain technology, Pavilion guarantees secure and transparent transactions, fosters community engagement, and introduces innovative monetization strategies such as blockchain-based advertising and direct content sales.

Furthermore, Pavilion is committed to scalability and sustainability, utilizing decentralized infrastructure and Open APIs to support an expanding user base and enable seamless integration with third-party services. As Pavilion moves through its developmental phases, from alpha to full launch, it invites creators, developers, and users to explore its unique features and contribute to a new era of digital media interaction.

In this document, we delve into Pavilion's technical architecture, financial model, content moderation strategies, and roadmap, providing a comprehensive overview of how Pavilion aims to set a new standard in social media. With a focus on empowering creators and fostering a vibrant, inclusive community, Pavilion is poised to lead the charge towards a more equitable and dynamic digital future.



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# 1. Introduction

## 1.1. Background

In the evolving landscape of digital media, social media platforms have become central to how content is created, shared, and monetized. However, the current paradigm is predominantly platform-centric, with the majority of control and revenue flowing to the platforms themselves rather than the creators who fuel their ecosystems. This imbalance has led to widespread issues among creators, including unfair revenue distribution, lack of transparency in content promotion, and arbitrary censorship. The need for a paradigm shift is evident—a shift that prioritizes creators' rights, contributions, and earnings.

## 1.2. Solution

Pavilion emerges as a groundbreaking solution to these challenges. Built on a robust blockchain foundation, Pavilion is a multimedia-oriented social media platform that reimagines the creator-platform dynamic. By harnessing the power of decentralization, Pavilion places control back into the hands of content creators, ensuring they are fairly compensated for their work and have a say in the governance of the platform. Our mission is to empower creators through technology that fosters transparency, engagement, and community-driven growth.

## 1.3. Goals

Pavilion's primary objective is to create a sustainable and flourishing ecosystem where creators can thrive. To achieve this, we have outlined several key goals:

- **Empowerment Through Fair Monetization:** Introduce a transparent, blockchain-based monetization model that rewards creators directly for their content, engagement, and contributions to the platform.
- **Decentralized Governance:** Implement a governance structure that allows creators and stakeholders to participate in decision-making processes, ensuring the platform evolves in alignment with the community's interests.
- **Innovation in Content Creation and Distribution:** Leverage the latest in blockchain, AI, and multimedia technologies to provide creators with advanced tools for content creation, distribution, and engagement.
- **Community Building and Support:** Foster a vibrant community of creators and users who support and uplift each other, reinforcing Pavilion's position as a creator-centric platform.
- **Transparency and Trust:** Ensure operations, from content promotion algorithms to revenue distribution, are transparent and based on fair, objective criteria.

Pavilion is not just a platform; it's a movement towards redefining the creator economy and democratizing social media. By aligning the interests of creators, users, and the platform itself, we aim to create a new standard for social media—one that values contribution, creativity, and community above all. Through Pavilion, we envision a future where creators are at the forefront, driving innovation and value in the digital age.



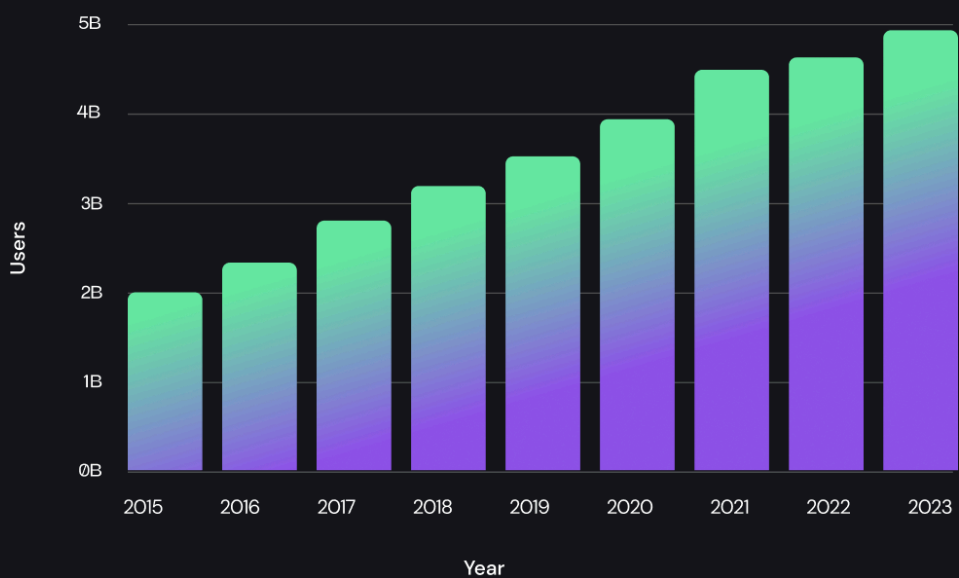
## 2. Market Analysis

It's essential to understand the broader landscape of the digital video content market, which serves as the backdrop for Pavilion's emergence and strategic positioning. This section provides an overview of the market size, growth trends, and the outlook for the coming years, highlighting the opportunity for platforms like Pavilion.

### 2.1 Social Media Trends

The landscape of social media has undergone significant transformations over the past decade, evolving from simple communication platforms to complex ecosystems that influence culture, politics, and the global economy. User-generated content has become the cornerstone of digital consumption, with billions of individuals worldwide regularly engaging with social media. However, this surge in content creation and consumption has highlighted several critical issues within the industry, including concerns over privacy, data security, creator compensation, and the centralization of power within a few dominant platforms. The growing dissatisfaction among creators and users alike signals a ripe opportunity for innovation.

#### How much does social networking grow on year?



Back in 2015, there were only 2.08 billion users – that's an overall increase in users of 138.2% in just eight years.

Resource [backlinko.com](https://backlinko.com)

#### 2.2.2. Financial Growth

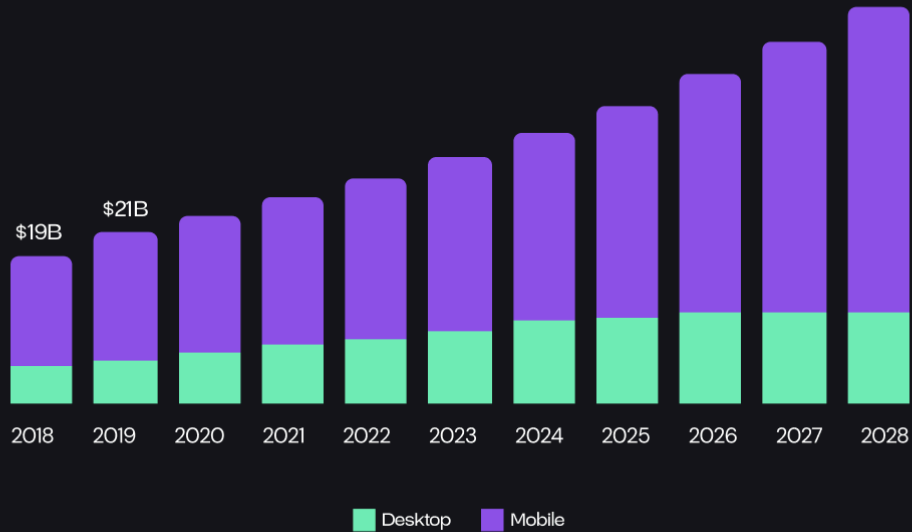
The global social media advertising market is projected to grow from USD 103.20 billion in 2020 to USD 262.62 billion by 2028, at a CAGR of 12.4%. This growth is driven by increased internet and smartphone penetration, the evolution of social media platforms, and the integration of AR and VR technologies.



## U.S Social Media Advertising Market

size, by platform, 2018 – 2028 (USD Billion)

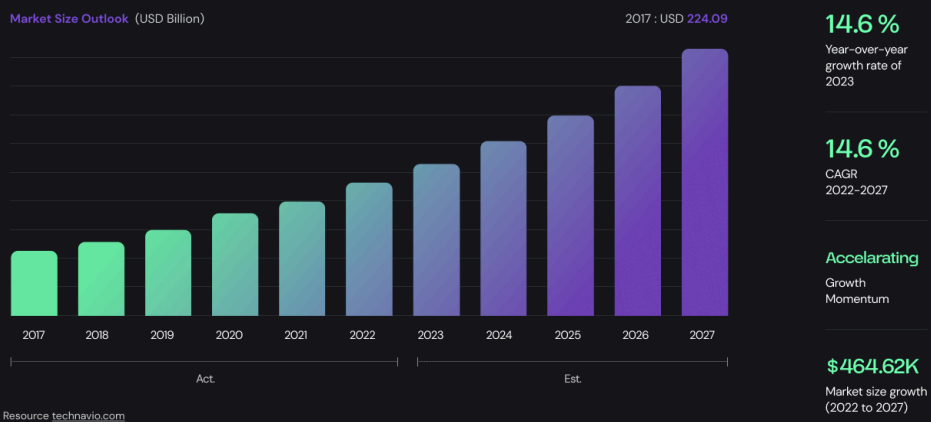
**11.7 %** U.S Social Media Advertising Market CAGR, 2021-2028



Resource [millioninsights.com](https://www.millioninsights.com)

The digital video content market is anticipated to grow at a CAGR of 14.84% from 2022 to 2027, with a projected increase in market size of USD 464.62 billion. This growth is driven by several factors including an increase in partnerships and acquisitions in the VOD sector, higher penetration of mobile computing devices, and substantial investments in communication infrastructure in developing regions.

## The digital video content market



Resource [technavio.com](https://www.technavio.com)



The total market value of social media platforms is also seeing substantial growth. For example, the market capitalization of major companies like Meta (formerly Facebook) and other key players continues to grow, underlining the financial robustness and investment attractiveness of the social media sector.

### 2.2.3. Creator Economy

The creator economy is undergoing substantial expansion, now valued near \$20 billion, propelled by over 50 million individuals globally who identify as creators. This diverse market spans digital content formats including video, audio, writing, and other media. Growth is supported by robust technological advancements, broader internet access, and a shift in consumer behavior favoring unique and personalized content. Additionally, there's a noticeable trend towards direct monetization methods, reflecting a broader acceptance and willingness among audiences to pay for content directly from creators, reshaping traditional media and content consumption landscapes.

### 2.2.4. Future Projections

Despite challenges like market saturation and regulatory scrutiny, the social media industry is projected to maintain a healthy growth trajectory, adapting to user demands for more privacy, better content, and innovative interaction models.

These data points illustrate not only the current state of the social media market but also its potential for future growth, highlighting areas like emerging markets, technological innovations, and content trends that are particularly relevant for new entrants like Pavilion aiming to carve out a niche in this competitive landscape.

## 2.3. Blockchain in Social Media

Blockchain technology presents a compelling solution to many of the challenges facing current social media platforms. By its nature, blockchain offers a decentralized framework for operation, removing the need for central authority and enabling direct interactions between creators and their audiences. This technology also introduces unprecedented levels of transparency and security, addressing concerns over data privacy and manipulation. Furthermore, blockchain enables novel monetization strategies, such as cryptocurrency-based transactions, tokenization, and smart contracts, offering creators new avenues for revenue generation and audience engagement.

### 2.3.1. Competitive Landscape

Several blockchain-based social media platforms have entered the market, each with unique approaches to addressing the limitations of traditional platforms. Projects like **Steemit**, **DTube**, **Minds**, **Lens Protocol**, **Peepeth**, **Audius**, and **OpenChat** have demonstrated the potential for decentralized social networks to create more equitable ecosystems for content creators. **Steemit** focuses on blogging and content curation, **DTube** targets video creators, **Minds** offers a broad social network experience, **Lens Protocol** builds infrastructure for decentralized social graphing, **Peepeth** emphasizes microblogging with an ethical framework, **Audius** caters to musicians and their



communities, and **OpenChat** provides secure, decentralized instant messaging with integrated cryptocurrency transactions.

One of the key distinctions between these platforms and **Pavilion** is the approach to revenue streams. While platforms like DTube focus on cryptocurrency rewards and avoid advertising, **Pavilion** recognizes the significance of advertising as the primary and most realistic revenue source for multimedia content creators. Advertising has been the cornerstone of media revenue from its inception to the current digital landscape, making it an essential element for sustaining creators and enabling mass adoption. Pavilion integrates decentralization with a pragmatic approach to advertising, aiming to bridge the gap between blockchain technology and the established needs of multimedia ecosystems.

However, many blockchain-based platforms still focus on niche communities or specific content types, leaving room for a more comprehensive, multimedia-oriented solution. Despite these advancements, there remains a significant gap in the market for a platform that effectively combines the multimedia capabilities of platforms like YouTube and Instagram with the decentralization and creator-centric models of blockchain technology. Many existing blockchain social media projects are still in early development stages, grappling with scalability, user experience, and mass adoption challenges.

### 2.3.2. Opportunity for Pavilion

Pavilion is positioned to capitalize on this market opportunity by offering a blockchain-based, multimedia social platform that addresses the needs of modern content creators and consumers. Unlike existing platforms, Pavilion aims to support a wide range of content types, from short-form videos and images to live streaming and interactive content, all within a decentralized and transparent ecosystem. A key differentiator for Pavilion is its recognition of advertising as an essential and realistic revenue stream for multimedia content creators. While some blockchain-based platforms avoid traditional advertising models, Pavilion embraces it, integrating decentralized technology with a sustainable monetization approach that benefits both creators and advertisers.

By focusing on ease of use, comprehensive monetization options—including advertising revenue—and community-driven development, Pavilion has the potential to attract a diverse user base, from casual social media users to professional content creators and influencers. Pavilion's hybrid model balances the transparency and creator-centric benefits of blockchain technology with the practical revenue generation tools creators need to thrive.

The market analysis reveals a clear demand for a new kind of social media platform—one that leverages the benefits of blockchain technology to offer a more transparent, equitable, and engaging experience for creators and users alike. Pavilion is poised to meet this demand, setting a new standard for what social media can be in the digital age.





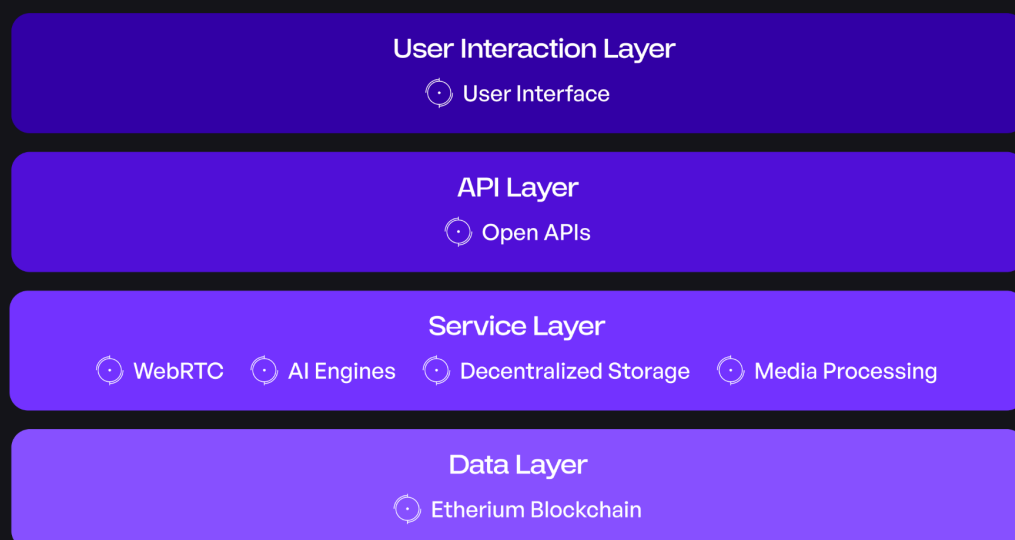
## 3. Pavilion Platform

### 3.1. Technical Architecture

Pavilion is designed from the ground up to be a robust, scalable, and flexible platform that caters to the needs of modern content creators and their audiences. At its core, Pavilion utilizes a blockchain framework to ensure transparency, security, and decentralization. This choice allows for innovative content monetization, governance, and distribution mechanisms that put creators first. Key components include:

- **Blockchain Layer:** Serves as the foundation for transactions, governance, and tokenomics. It ensures data integrity, security, and enables smart contracts for automated operations.
- **Content Storage and Distribution:** Leveraging decentralized file storage systems like IPFS (InterPlanetary File System) for censorship-resistant content hosting and efficient distribution.
- **Media Processing Servers:** Dedicated infrastructure for encoding, storing, and streaming multimedia content, ensuring high-quality user experiences across devices.
- **WebRTC Integration:** For real-time communication, live streaming, and interactive content, providing seamless peer-to-peer media sharing capabilities.
- **AI and Machine Learning:** Advanced algorithms for content recommendation, moderation, and analytics, helping creators optimize engagement and revenue.

### Systems Architecture



### 3.2. Features and Functionalities

Pavilion is designed with a rich set of features tailored to enhance the content creation and consumption experience:



- **Monetization Opportunities:** Pavilion emphasizes a fair monetization model, with blockchain-based ads ensuring transparency and equitable revenue sharing. Creators earn a significant share of ad revenue recorded on-chain. Additional options include tipping, subscriptions, token rewards, and advertiser partnerships, all seamlessly integrated into the decentralized ecosystem.
- **AI-Powered Content Creation Tools:** Intuitive and powerful tools utilizing AI to enable creators to produce, edit, and publish multimedia content directly on the platform. These tools include features such as automated video editing, AI-generated graphics, voice enhancements, and personalized content suggestions.
- **Social and Community Features:** Follow, like, comment, and share functionalities to foster community engagement, with a special emphasis on creator-audience interaction.
- **Decentralized Marketplace:** A platform for creators to sell merchandise, exclusive content, and experiences directly to their fans, powered by smart contracts.
- **Creator Dashboard:** Comprehensive analytics and management tools for creators to track engagement, revenue, and audience demographics.

### 3.3. Creator-Centric Model

The heart of Pavilion's vision is a steadfast commitment to prioritizing creators:

- **Direct and Fair Compensation:** Unlike traditional platforms where algorithms and opaque policies dictate earnings, Pavilion uses transparent, blockchain-verified mechanisms to ensure creators are compensated fairly based on their actual contribution and engagement levels.
- **Governance Participation:** Creators and users have a voice in the platform's evolution, from feature updates to tokenomics adjustments, through a decentralized governance model.
- **Community Support and Growth:** Tools and features are designed to not only attract a wide range of creators but also to support their growth on the platform, including educational resources, collaboration opportunities, and creator spotlight programs.

### 3.4. Flexible Content Management

Pavilion introduces a unique hierarchical content management structure that orchestrates the flow and organization of content through "Zones" and "Channels". This structure is augmented by individual user profiles, creating a comprehensive ecosystem for content sharing and community building.

What is a Zone?

A Zone acts as a foundational layer for Channels, establishing a thematic or categorical basis upon which content is aggregated. Zones are designed to group Channels with similar content characteristics, whether by type, source, or any other relevant categorization. Key aspects of Zones include:



- **Privacy Settings:** Zones can be designated as either private or public, controlling access and visibility.
- **Content Sharing Restrictions:** Direct content sharing from a Zone is not permitted, emphasizing the role of Channels as the primary content distribution mechanism.
- **Access Control:** Private Zones are accessible exclusively to members, whereas Public Zones are open to all Pavilion users.
- **Membership and Creation:** Users can join existing Public Zones freely and Private Zones via invitation. Zone owners, or users with appropriate permissions, can create Channels within a Zone.

What is a Channel?

Channels serve as the venues for content publication and viewer engagement within Pavilion. Each Channel resides within a Zone, aligning with its thematic or categorical focus. Channels facilitate the active sharing and discovery of content. Essential features of Channels include:

- **Privacy Options:** Channels may be set as private or public, dictating who can access and interact with the content.
- **Content Sharing:** Users are encouraged to share content through Channels, making them the heart of content distribution on Pavilion.
- **Access and Participation:** Private Channels require an invitation for access, while Public Channels are open. Users can follow Public Channels or join Private Channels as allowed.
- **Content Creation Rights:** Only the Channel owner or users granted specific roles by the owner can create content within a Channel.

What is a Profile?

In addition to Zones and Channels, each Pavilion user possesses a personal profile. This feature offers a more individualized space for content sharing, especially useful for users who prefer not to create or manage a Zone or Channel. Profiles enhance the social aspect of Pavilion, enabling users to connect directly with their contacts. Key considerations for Profiles include:

- **Content Sharing:** Users can share content from their Profiles exclusively with their Contacts, allowing for a more personalized interaction.
- **Singular Profile:** Each user is allocated one Profile, centralizing their personal content and interactions.
- **Contact Network:** Users can request to add other Pavilion users to their Contacts, facilitating a network of personal connections within the larger Pavilion ecosystem.

This design philosophy underscores Pavilion's commitment to providing a versatile, user-centric platform. By delineating content into Zones and Channels and enriching the experience with personalized Profiles, Pavilion fosters a dynamic environment for content creators and consumers alike.

Pavilion stands as a beacon for a new era in social media, where creators are not just users but the driving force behind the platform. By harnessing blockchain technology



and a comprehensive suite of multimedia tools, Pavilion aims to empower creators like never before, setting a new benchmark for what a creator-centric platform can achieve.

## 4. Blockchain Integration

Pavilion leverages blockchain technology to infuse its social media platform with unparalleled levels of transparency, security, and decentralization. This integration is pivotal to realizing Pavilion's vision of a creator-centric ecosystem where fairness, privacy, and user empowerment are paramount. Here's how blockchain technology is woven into the fabric of Pavilion:

### 4.1. Decentralization

At the heart of Pavilion's blockchain integration is the principle of decentralization, which ensures that control and decision-making powers are distributed across the network rather than concentrated in a single entity. This approach not only enhances security and resistance to censorship but also aligns with Pavilion's commitment to giving creators and users a significant stake in the platform's governance and operation.

- **Data Integrity and Security:** Blockchain's immutable ledger ensures that all transactions, content uploads, and interactions are securely recorded, making data tampering virtually impossible.
- **Censorship Resistance:** By decentralizing content storage and distribution, Pavilion protects freedom of expression, ensuring that creators' voices cannot be silenced by any central authority.

### 4.2. Tokenization

Pavilion introduces a unique utility token that serves as the backbone for transactions, governance, and incentive mechanisms within the platform. This tokenization model is designed to empower creators and users, providing them with tangible value for their contributions to the ecosystem.

- **Utility Tokens for Transactions:** These tokens are primarily used for advertising, creators earn a significant share of ad revenue through a transparent, blockchain-based system. Tokens can also be used for tipping, accessing premium content, and purchasing goods or services.
- **Incentive Mechanisms:** Creators earn tokens for content that generates significant engagement, rewarding them directly for their contributions. Similarly, users can receive tokens for activities that add value to the platform, such as content moderation and community building.
- **Governance Participation:** Token holders can participate in decision-making processes, influencing key aspects of the platform's development and policy-making, ensuring that Pavilion evolves in alignment with the community's interests.



### 4.3. Smart Contracts for Automated Operations

Smart contracts automate numerous platform operations, ensuring transparency, efficiency, and trust. These self-executing contracts with predefined rules facilitate various functions, including:

- **Content Monetization Agreements:** Smart contracts govern the distribution of revenue among creators, ensuring fair and timely compensation based on engagement metrics.
- **Decentralized Governance:** Smart contracts enable token holders to vote on proposals, changes, and improvements to the platform, ensuring that every decision is transparent and recorded on the blockchain.
- **Subscription and Access Control:** Automated management of subscriptions and access to premium content, ensuring a seamless and secure user experience.

### 4.4. Challenges and Solutions

While integrating blockchain into a social media platform offers numerous benefits, it also presents challenges, such as scalability, user experience, and adoption barriers. Pavilion addresses these challenges by:

- **Scalability:** Implementing layer 2 solutions and considering the integration with scalable blockchain networks to handle high transaction volumes efficiently.
- **User Experience:** Designing a user-friendly interface that abstracts complex blockchain operations, making the platform accessible to users unfamiliar with blockchain technology.
- **Adoption:** Fostering a vibrant community and offering tangible benefits to early adopters, incentivizing creators and users to join the Pavilion ecosystem.

In summary, blockchain integration is fundamental to Pavilion's mission to create a fair, transparent, and creator-centric social media platform. By leveraging the inherent benefits of blockchain technology, Pavilion aims to redefine the creator economy, offering a new paradigm where creators and users have the power to shape their digital environment.

## 5. Financial Model

Pavilion's financial framework is built to sustain its vision of empowering creators and delivering innovative multimedia experiences. By leveraging blockchain technology and a creator-centric approach, Pavilion combines diverse revenue streams, a robust token ecosystem, and strategic reinvestments to fuel growth and scalability. This approach not only ensures transparency and fairness for creators and users but also positions Pavilion as a forward-thinking platform capable of thriving in the evolving digital economy.



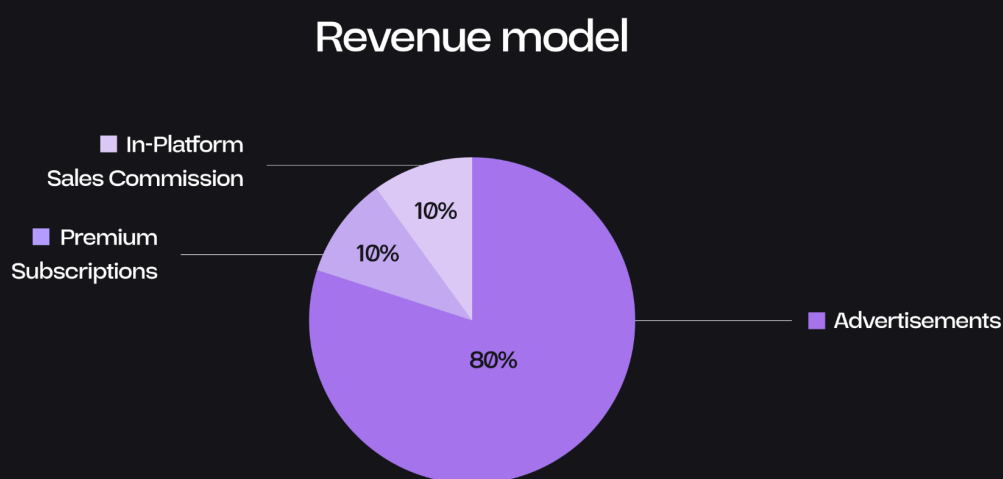
## 5.1. Revenue Streams

To support its vision, Pavilion leverages multiple revenue sources, tailored to complement its blockchain infrastructure and creator-centric ethos:

**Advertisements:** Pavilion adopts a blockchain-based advertising model that ensures transparency and fairness, allowing advertisers to engage with the platform's audience while sharing revenue directly with creators.

**Premium Subscriptions:** Users can opt for premium subscriptions, gaining access to exclusive content, enhanced features, and an ad-free experience, with payments facilitated through Pavilion tokens.

**In-Platform Sales Commission:** Pavilion generates a portion of its revenue by taking a small commission on in-platform sales, including digital goods and exclusive content. Pavilion's commission structure is designed to be transparent and fair, ensuring creators retain the majority of their earnings while contributing to the platform's sustainability.



## 5.2. Token Distribution and Ecosystem Incentives

The utility token is central to the financial ecosystem, facilitating transactions, rewarding creators and users, and driving platform engagement through:

**Ad Revenue to Token Conversion:** A portion of the advertising revenue is converted into Pavilion tokens, maintaining a dynamic flow of tokens within the ecosystem and ensuring creators are compensated in a transparent and equitable manner.

**Creator Compensation:** Tokens distributed to creators based on engagement metrics incentivize quality content production and active platform participation.

**Staking and Governance:** Users and creators can stake tokens to participate in platform governance or to access special features, aligning the platform's growth with the interests of its most active participants.



## 5.3. Sustainability and Growth

Pavilion's financial model is designed for resilience and scalability, addressing potential challenges through:

**Cost Management and Decentralization:** By leveraging decentralized infrastructure for content hosting and distribution, Pavilion minimizes operational costs, allowing for a greater share of revenue to be reinvested in the platform or distributed to creators.

**Investing in Growth:** Revenues are strategically reinvested into platform development, marketing, and community building to attract more users and creators, fueling Pavilion's expansion and enhancing its value proposition.

**Managing Token Economy:** Regular assessment of the token economy helps adjust supply, distribution, and incentive mechanisms, ensuring long-term stability and growth of the Pavilion token's value.

## 6. Roadmap

### 6.1. Foundation and Current State

Pavilion has successfully established a solid foundation with essential functionalities for a modern social media experience. Currently, in its advanced alpha phase, Pavilion is accessible for preview and interaction at [app.pavilion.network](http://app.pavilion.network). This live version showcases the platform's core features and serves as a testament to the progress and commitment of the Pavilion team. While the platform continues to evolve with future developments aimed at incorporating more creator-centric elements.



## 6.2. Immediate Actions and Short-term Objectives

**Blockchain Integration and Server Rewards (Q1 2025):** Finalizing the blockchain infrastructure to support secure transactions, content monetization, and a reward system for decentralized server hosting contributions.

**Blockchain-based Advertising Model and Open APIs (Q2 2025 & Q3 2025):** Launching an innovative advertising model that ensures transparency and fair revenue sharing with creators and developing Open APIs for third-party integrations.

## 6.3. Phase 1: Beta Launch, Enhancements, and Community Engagement

**AI-Powered Media Tools Implementation (Q4 2025 & Q1 2026):** Introducing AI tools to elevate content creation capabilities, accompanied by resources and support for creators to leverage these new features.

**Beta Version Rollout (Q2 2026):** Officially launching the Pavilion beta on [app.pavilion.network](http://app.pavilion.network), integrating blockchain functionalities, server rewards, advertising model, AI tools and Open APIs. Engaging with early adopters for feedback to refine and enhance the platform.

## 6.4. Phase 2: Expansion, Scalability, and Ecosystem Diversification

**Infrastructure Scaling and API Expansion (Year 3):** Enhancing the platform's infrastructure to support increased user activity and data processing, particularly for AI functionalities. Expanding the Open API initiative to encourage a broader range of third-party applications and services.

**Content and Revenue Stream Diversification (Year 3 to Year 4):** Introducing more options for content monetization, including NFTs and premium subscriptions, further developing the advertising model to better support creators and advertisers alike.

## 6.5. Phase 3: Continuous Innovation and Platform Maturity

**Sustained Technological Advancement (Year 4 Onwards):** Persistently integrating emerging technologies to enhance the platform's features and user experience. Exploring new AI advancements, blockchain applications, and user engagement strategies to maintain Pavilion's leading edge.

**Sustainability and Growth (Ongoing):** Focusing on long-term sustainability by continuously engaging with the community, optimizing the decentralized hosting model, and refining the advertising strategy to ensure a balanced ecosystem for all stakeholders.

Pavilion's roadmap, enriched with the inclusion of its alpha availability at [app.pavilion.network](http://app.pavilion.network), outlines a clear and ambitious path forward. This strategy not only





highlights the platform's current achievements but also its commitment to innovation, creator empowerment, and community development. By visiting [app.pavilion.network.io](https://app.pavilion.network.io), users, creators, and partners can explore Pavilion's vision first-hand, contributing to its growth and refinement. This collaborative approach is key to Pavilion's mission to redefine social media through blockchain technology, AI-powered tools, and a creator-centric ethos, ensuring a dynamic and inclusive digital content ecosystem.

## 7. Governance

Pavilion is committed to establishing a decentralized governance model that empowers its community of creators, users, and stakeholders to actively participate in the platform's decision-making processes. This model is designed to ensure transparency, accountability, and alignment with the platform's core values and objectives.

### 7.1. Decentralized Governance Framework

**Token-Based Voting:** Pavilion will implement a token-based voting system where decisions regarding platform updates, feature additions, and policy changes are made through community votes. Each token held will be equivalent to one vote, ensuring that stakeholders who are invested in the platform have a say in its direction.

- **Community Proposals:** Users and creators can submit proposals for new features, improvements, or policy changes. Proposals that receive sufficient preliminary support will be put to a wider community vote.
- **Transparent Decision-Making:** All proposals, discussions, and voting outcomes will be transparently documented and accessible to the entire community, fostering a culture of openness and accountability.
- **Advisory Board:** An advisory board comprising key community members, industry experts, and founding team members will provide guidance on strategic decisions, ensuring that Pavilion remains aligned with its mission and responsive to the evolving needs of its user base.

### 7.2. Implementation Stages

- **Initial Setup (Year 1):** Establish the foundational elements of the governance model, including token distribution mechanisms, voting protocols, and the proposal submission process.
- **Community Engagement and Education (Year 2):** Focus on engaging the community in governance processes, providing educational resources on how to participate effectively in governance, and highlighting the impact of collective decision-making.
- **Evolution of Governance Model (Year 3 onwards):** Continuously refine and evolve the governance model based on community feedback and the changing dynamics of the platform. Introduce advanced governance features, such as delegated voting and governance tokens, to enhance participation and representation.



### 7.3. Key Governance Areas

- **Platform Development:** Direction of new features, improvements to existing functionalities, and prioritization of development efforts.
- **Content Policies:** Guidelines and policies governing content creation, sharing, and monetization, ensuring that Pavilion remains a safe, inclusive, and empowering platform for all users.
- **Token Economy and Incentives:** Adjustments to the tokenomics model, reward structures, and financial policies to ensure the sustainability and growth of the platform.
- **Community Initiatives:** Launch of new programs, partnerships, and community-driven projects that contribute to the overall value and appeal of Pavilion.

Pavilion’s governance model is a cornerstone of its mission to build a decentralized, community-powered platform. By involving its community in key decision-making processes, Pavilion aims to create a social media ecosystem that is not only innovative and creator-centric but also democratically governed by those it serves. This approach ensures that Pavilion remains agile, transparent, and aligned with the needs and aspirations of its diverse user base, setting a new standard for what a collaborative, decentralized platform can achieve.

## 8. Content Moderation and Policy

At Pavilion, we are committed to creating a platform that is safe, inclusive, and conducive to creative expression. To achieve this, we have developed a comprehensive content moderation strategy that balances community engagement, transparency, and fairness. This section outlines our approach to content moderation, including the selection of moderators, the identification of unacceptable content, and the actions taken to enforce our guidelines.

### 8.1. Moderator Selection Process

#### Open Application Process:

- **Community-Driven Moderation:** We believe that those who are most engaged with and invested in our platform are best suited to help moderate it. Therefore, we select moderators through an open application process, encouraging active community members to apply. Applicants are evaluated based on their understanding of Pavilion’s policies, their experience with online communities, and their commitment to upholding the platform’s values.
- **Probationary Period:** New moderators undergo a probationary period where their decisions and actions are closely monitored. This ensures that they align with Pavilion’s standards before being granted full moderation privileges.

#### Diverse and Inclusive Team:

- **Representation:** We aim to build a diverse team of moderators that reflects the broad and varied user base of Pavilion. This includes considering applicants from



different cultural backgrounds, languages, and regions to ensure that moderation decisions are culturally sensitive and inclusive.

- **Training and Development:** Moderators receive ongoing training to stay updated on the latest moderation tools, community guidelines, and best practices. This ensures they are well-equipped to handle the complexities of content moderation on a decentralized platform like Pavilion.

## 8.2. Identifying Unacceptable Content

### AI-Powered Algorithms:

- **Automated Flagging:** Our moderation process is enhanced by AI-powered algorithms that scan content across the platform. These algorithms are designed to flag content that may violate our community guidelines, such as hate speech, explicit material, or misinformation. Flagged content is then reviewed by our human moderation team to determine whether it violates Pavilion's policies.
- **Continuous Learning:** The AI algorithms are continuously improved through machine learning, using data from previous moderation actions to enhance accuracy and reduce false positives.

### User Reports:

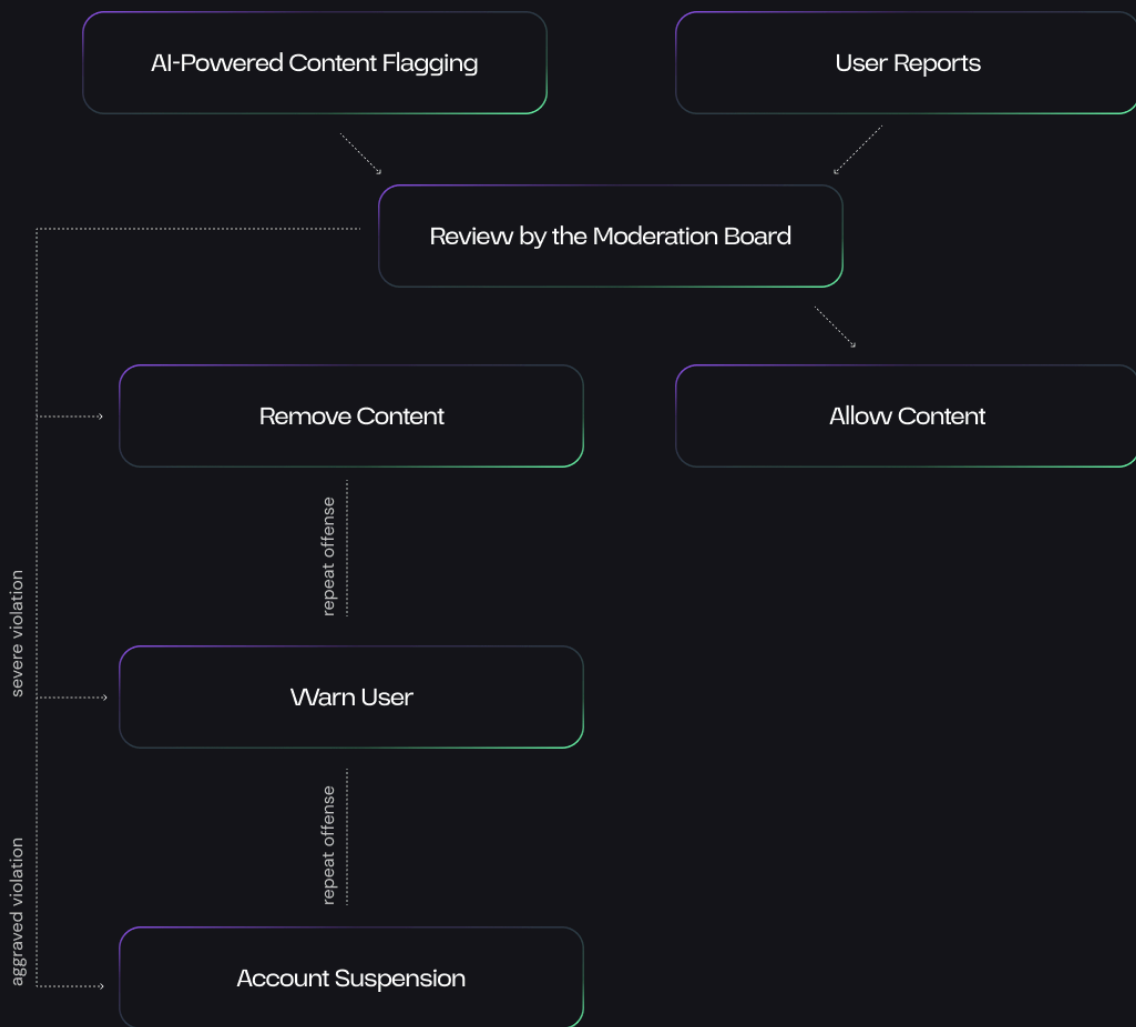
- **Community Involvement:** We empower our community to play an active role in maintaining the platform's standards by allowing users to report content they believe is unacceptable. These reports are reviewed by our moderation team, who assesses whether the content violates Pavilion's guidelines.
- **Transparency:** Users who report content are kept informed about the outcome of their report, fostering trust in the moderation process.

### Categories of Unacceptable Content:

- **Illegal Content:** Content that violates the laws of the jurisdictions where Pavilion operates is strictly prohibited. This includes, but is not limited to, content related to child exploitation, human trafficking, terrorism, and other criminal activities.
- **Hate Speech:** We do not allow content that promotes violence, hatred, or discrimination against individuals or groups based on race, ethnicity, religion, gender, sexual orientation, disability, or other protected attributes.
- **Harassment and Bullying:** Content that targets individuals or groups with the intent to harass, threaten, or bully is not tolerated on Pavilion.
- **Misinformation:** We are committed to preventing the spread of harmful misinformation, particularly content that could pose a risk to public health, safety, or democratic processes.
- **Explicit Content:** Content containing graphic violence, pornography, or other material deemed inappropriate for a general audience must be flagged appropriately. Such content may be restricted or removed if it violates our community standards.



## Content Governance and Moderation Flowchart



### 8.3. Moderation Actions

#### Review and Decision-Making Process:

- **Human Review:** Once content is flagged by AI algorithms or user reports, it is reviewed by our human moderation team. Moderators assess the content against Pavilion's guidelines and decide whether it should be removed, restricted, or left as is.
- **Context Matters:** Moderators are trained to consider the context of flagged content before making decisions. This includes understanding cultural nuances, the intent behind the content, and the potential impact on the community.

#### Enforcement Mechanisms:

- **Warnings:** For minor violations, users may receive a warning, educating them about the content policy and encouraging them to comply in the future.

- **Content Removal:** Content that significantly violates our guidelines, such as hate speech or explicit material, will be removed from the platform.
- **Account Suspension:** Users who repeatedly violate our content policy may have their accounts temporarily suspended. The duration of the suspension depends on the severity and frequency of the violations.
- **Permanent Ban:** In cases of severe or repeated violations, such as posting illegal content or engaging in continuous harassment, users may be permanently banned from Pavilion.

#### Appeals Process:

- **User Rights:** Users have the right to appeal moderation decisions. Appeals are reviewed by a separate team to ensure objectivity and fairness.
- **Transparency in Appeals:** The outcome of appeals is communicated to the user, and if the appeal is successful, the content or account may be reinstated.

#### Regular Audits and Feedback:

- **Consistency Checks:** We conduct regular audits of moderation decisions to ensure consistency and fairness across the platform. Feedback from these audits is used to improve the moderation process.
- **Community Feedback:** We continuously gather feedback from the Pavilion community about the moderation process, using it to refine our policies and improve the overall user experience.

## 9. Tokenomics

### 9.1. Token Overview

- **Token Name:** Pavilion Network Token (PAVILION)
- **Total Supply:** 1 billion PAVILION tokens
- **Blockchain Platform:** Ethereum

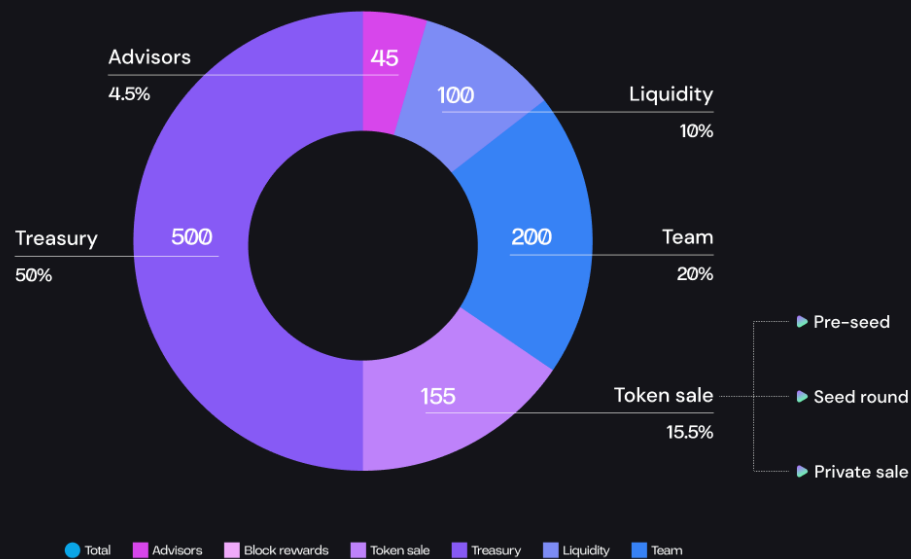
### 9.2. Token Distribution

- **Pre-seed:** 2.0% (20 million PAVILION)
  - 5.0% listing release, 12 months cliff, vesting over 36 months, monthly release of 2.64%.
- **Seed Round:** 8.5% (85 million PAVILION)
  - 5.0% listing release, 12 months cliff, vesting over 36 months, monthly release of 2.64%.
- **Private Sale:** 5.0% (50 million PAVILION)
  - 10.0% listing release, 6 months cliff, vesting over 24 months, monthly release of 3.75%.
- **Treasury:** 50.0% (500 million PAVILION)
  - 0.0% listing release, 36 months cliff, vesting over 36 months, monthly release of 2.78%.
- **Team:** 20.0% (200 million PAVILION)



- 5.0% listing release, 12 months cliff, vesting over 36 months, monthly release of 2.64%.
- **Advisors:** 4.5% (45 million PAVILION)
  - 0.0% listing release, 12 months cliff, vesting over 36 months, monthly release of 2.78%.
- **Liquidity:** 10.0% (100 million PAVILION)
  - 100.0% listing release.
- **Block Rewards:** Continual issuance for network incentives and mining rewards, gradually increasing over time.

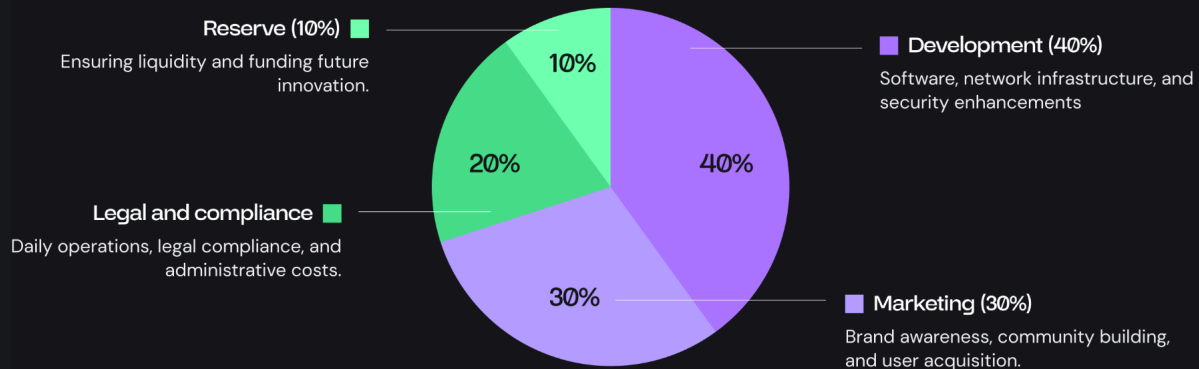
## Token distribution by percentage



### 9.3. Use of Funds

- **40% Platform Development and Operations**
  - Ongoing development, operational expenses, and team expansion to enhance the Pavilion platform on Ethereum.
- **30% Marketing and Community Building**
  - Comprehensive marketing campaigns and community initiatives to drive adoption and active use of Pavilion.
- **20% Legal and Compliance**
  - Addressing regulatory requirements and ensuring compliance across jurisdictions, especially focusing on cryptocurrency and blockchain regulations.
- **10% Emergency Reserve**
  - Funds set aside to manage financial risks and ensure platform stability.

## Use of funds



### 9.4. Token Utility

- **Content Monetization**
  - Creators earn PAVILION by generating engaging content, supported by transparent, blockchain-based reward mechanisms.
- **Governance**
  - Token holders can vote on platform decisions, influencing the development and policy directions of Pavilion.
- **Staking and Rewards**
  - Users can stake PAVILION to receive rewards, access premium features, and participate in special events.
- **Premium Features**
  - Tokens can be used to unlock special content and features, enhancing the user experience on Pavilion.
- **Decentralized Media Servers**
  - Pavilion Media Servers will be decentralized and hosted by the community. Server owners will be rewarded with PAVILION tokens for their contributions.

### 9.5. Incentives and Rewards

- **Creator Incentive Programs**
  - Regular contests and reward programs designed to encourage high-quality content production and active community participation.
- **User Engagement Campaigns**
  - Rewards for user referrals, platform engagement, and promotional activities to grow the Pavilion community.

By utilizing Ethereum, this tokenomics framework ensures that Pavilion can operate with high transaction throughput and low costs, essential for a social media platform where users frequently interact and transact. This strategic approach not only enhances



the platform's efficiency but also maximizes engagement and retention among creators and users.

## 10. Conclusion

Pavilion represents a transformative vision for the future of social media, redefining the dynamics between creators, users, and platforms. From its inception, Pavilion has committed to building a creator-centric ecosystem powered by blockchain technology, AI-driven tools, and decentralized governance. The platform's alpha stage, accessible at [app.pavilion.network](https://app.pavilion.network), demonstrates a foundational commitment to transparency, innovation, and inclusivity, setting the stage for a revolution in digital interaction.

### 10.1. Empowering Creators

At the heart of Pavilion's mission is a focus on empowering creators and users. Through a tokenized ecosystem, participatory governance, and blockchain-based transparency, the platform ensures creators are fairly rewarded for their contributions. Pavilion fosters a community where users can directly shape the platform's evolution while benefiting from the value they create.

### 10.2. Innovative Features and Open Ecosystem

Pavilion goes beyond being just a platform—it is a versatile ecosystem. Its integration of AI tools enhances content creation, while Open APIs invite external developers to expand the platform's capabilities. By combining multimedia functionality with blockchain innovation, Pavilion addresses the unmet needs of creators and users, fostering collaboration, creativity, and growth.

### 10.3. Decentralized Governance and Sustainable Growth

Pavilion's decentralized governance model ensures that the platform's development is guided by its community. Creators, users, and token holders actively participate in decision-making, influencing platform policies, feature priorities, and tokenomics. By decentralizing power and decision-making, Pavilion guarantees transparency and accountability while remaining responsive to the needs of its users. This governance model not only reinforces trust but also fosters sustainable growth by aligning the platform's evolution with its core values and community goals.

### 10.4. Revenue Model

Pavilion's financial model is designed to ensure sustainability, scalability, and fairness for creators and users alike. The platform adopts a blockchain-based advertising model, offering transparent revenue sharing with creators who earn a significant share of ad revenue. Additional revenue streams include premium subscriptions, tipping, and direct content sales, all facilitated by Pavilion tokens. These monetization methods are seamlessly integrated into the decentralized ecosystem, ensuring a robust and





equitable economy for creators and users. By leveraging a fair and transparent financial framework, Pavilion supports its mission of empowering creators while maintaining a sustainable and scalable platform.

#### 10.4. Looking Forward

As Pavilion progresses through its roadmap—from alpha to a fully realized platform—it remains dedicated to advancing technological innovation and creator empowerment. The outlined development phases showcase a vision for scalability, ecosystem diversification, and continued enhancements, ensuring Pavilion remains at the forefront of the social media landscape.

#### 10.5. Call to Action

Pavilion’s vision is grand, and its potential is immense, but realizing this future requires the collaboration, creativity, and passion of a global community of creators, developers, and visionaries. As such, Pavilion extends an invitation to all those who share its vision for a more equitable, decentralized, and creative digital world to join in this journey. Whether through creating content, contributing ideas, or simply engaging with the platform, your participation is valuable.

In conclusion, Pavilion is more than a platform; it's a movement towards a future where digital spaces are truly of the people, by the people, and for the people. As we look ahead, we're excited about the possibilities and grateful for the community that will help us turn this vision into reality. Together, we can redefine what social media can and should be. Welcome to Pavilion.

