

JIGPU

Integrated Copyright Content Platform with Music Component AI Search · Recommendation

- GCC: Genre Component Combination Search · Recommendation System -
- Blockchain Copyright and Ownership Integration System -

RELEASED AND MANAGED BY  KEISER



| Music Service · Technology Paradigm for the Past 60 Year

Five Innovations in Listening to Music vs No Innovation in Using Music

Listening
Service, Tech



•1970

•2026

Searching
Service, Tech



One Dimensional text/tag search
Dependent on Platforms and Marketing Budgets
No personal search control

Using
Service, Tech



Complex Cumbersome
Document Based
Manual Contracts

• • • • •



KEISER | Organization Status

 CEO • Director of Research Institute

- Certified Instructor of KCC, Lifetime Member of ASK

 Career

- **Pindify Korea CEO**

↳ Pindify Korea Branch

- **Pindify Systems Consultant**

↳ Sweden's Blockchain Content Platform Company

- **8 years of sound research 3 years of sound engineering**

↳ IT • Audio • Copyright Lectures & Special Seminars

 Research

- **Ph.D. in EE, M.S. in ICE, B.S. in CpE, B.A. in Practical Music**

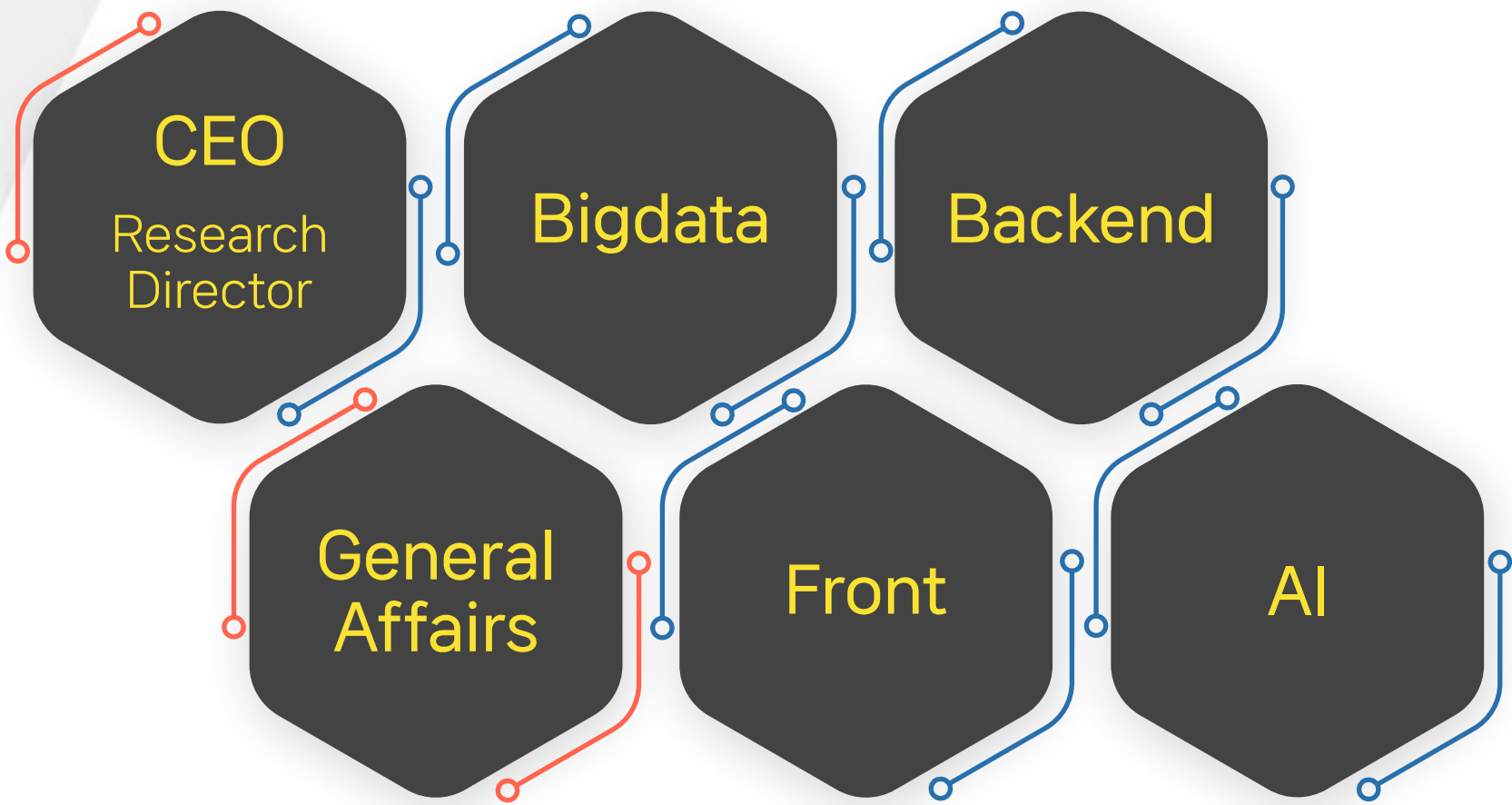
↳ Absolute Sound Level System

- **19 Awards, 18 Publications in Domestic and International Journals**

↳ KCI, SCI, SCOPUS (First Author) (2 Best Paper Awards)



Gyeon Du-heon



CEO • Research Director
Head of Business & Research

Advisor
3 in R&D, 5 in Music

General Affairs

Administration
Documentation
Copyright
Accounting & Tax Affairs
Business Support

Front

Planning & Design
UX & Web Publishing
App Development

Bigdata

Database
Backend
App Development

Backend

Server
Backend
App Development

AI

Artificial intelligence
Backend
App Development

> **Cho Young-chul CTO**
- HuePayX CTO
- Gom & Company Head of Development

> **Han Jin-hyun Manager**
- UST21 Manager, Commendation from Minister of Oceans and Fisheries
- PhD in Computer Science, University of Seoul

> **Lee Jang-ho Professor**
- Professor, Department of Computer Engineering, Incheon University
- PhD in Computer Engineering, Seoul National University

> **Kwak Yoon-chan Professor**
- Korea's first Blue Note artist
- Chair, Department of Practical Music, Nazareth University

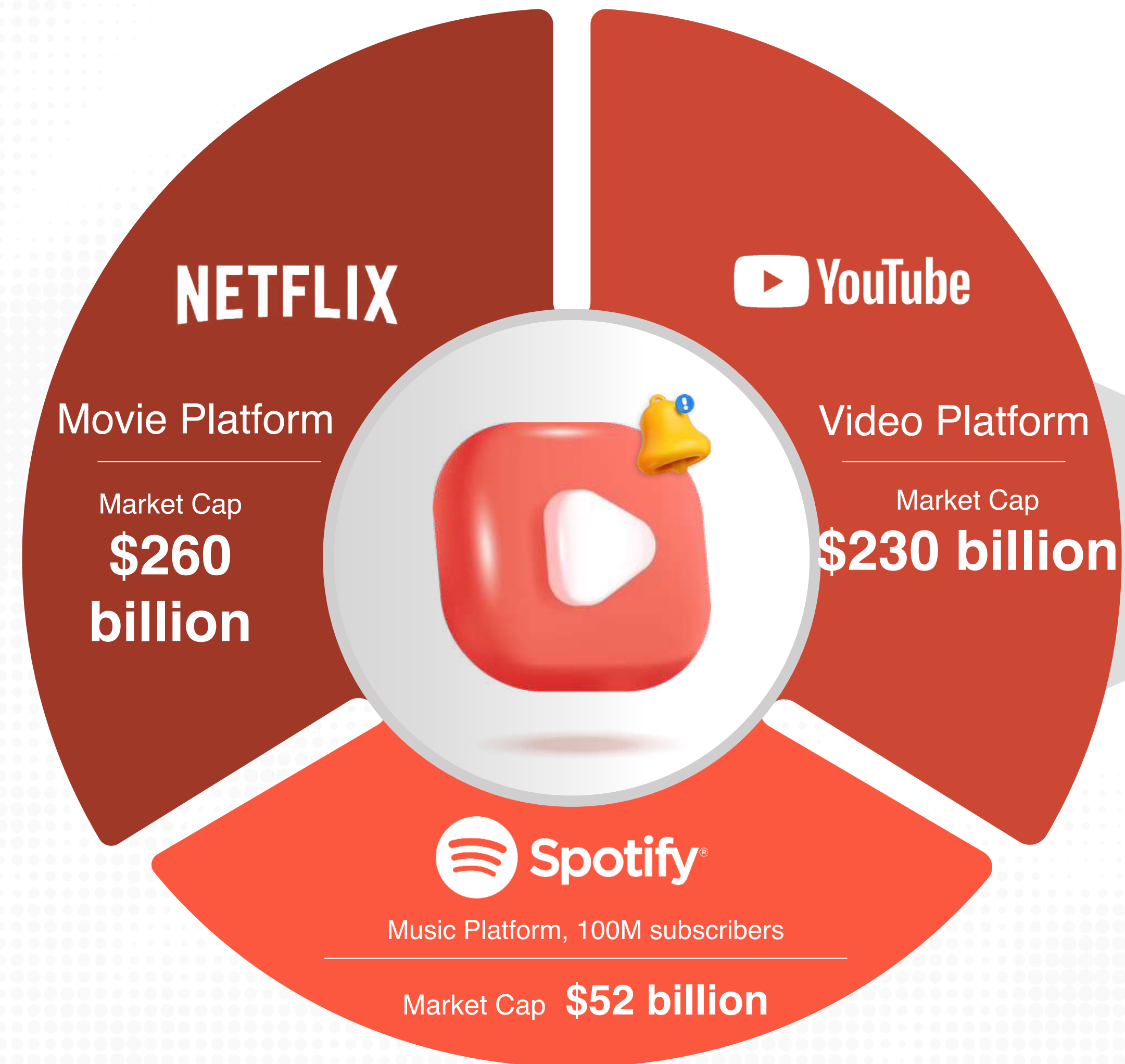
> **Park Sung-hoon CEO**
- CEO, Enharmonic Music
- Chair, Department of Practical Music Arts, Seoul Institute of the Arts

> **Lee Beom-jun Professor**
- Chair, Department of Practical Music, Seoul Digital University
- President, Korea Choral Composers Association

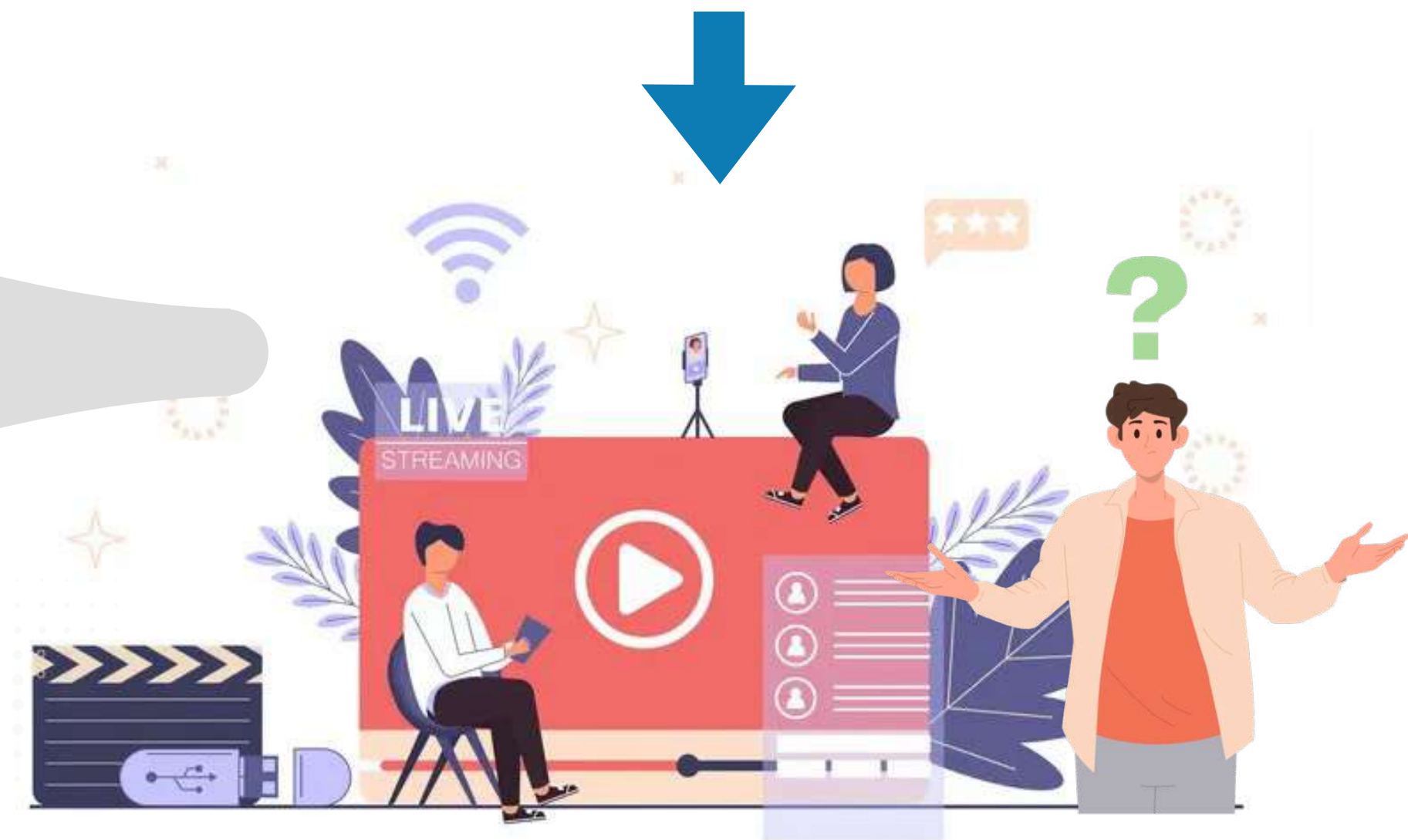
> **Phil Yoon Professor**
- Artistic Director, Yongin Jazz Festival
- Adjunct Professor, Department of Practical Music, Pyeongtaek University

> **Kim Sung-kwan Professor**
- Head Professor, Soongsil University Conservatory
- Head Professor, Western Music Research Institute, Seoul National University College of Music

Content Platform Size, Paradigm of the Past



2 Paradigms of the Past 15 Years
Streaming, Subscriptions



“What’s The Next Paradigm?”

| Music Search & Recommendation Systems Without the Essence of Music

1 Superficial Combination of Text-Based Metadata and AI Technologies

Applying AI without redefining music itself causes fundamental problems
⇒ Still dominated by basic text search

2 Subjectivity, Ambiguity, and Overgeneralization of Genres

Genres constantly appear and disappear depending on trends, obstructing effective music search

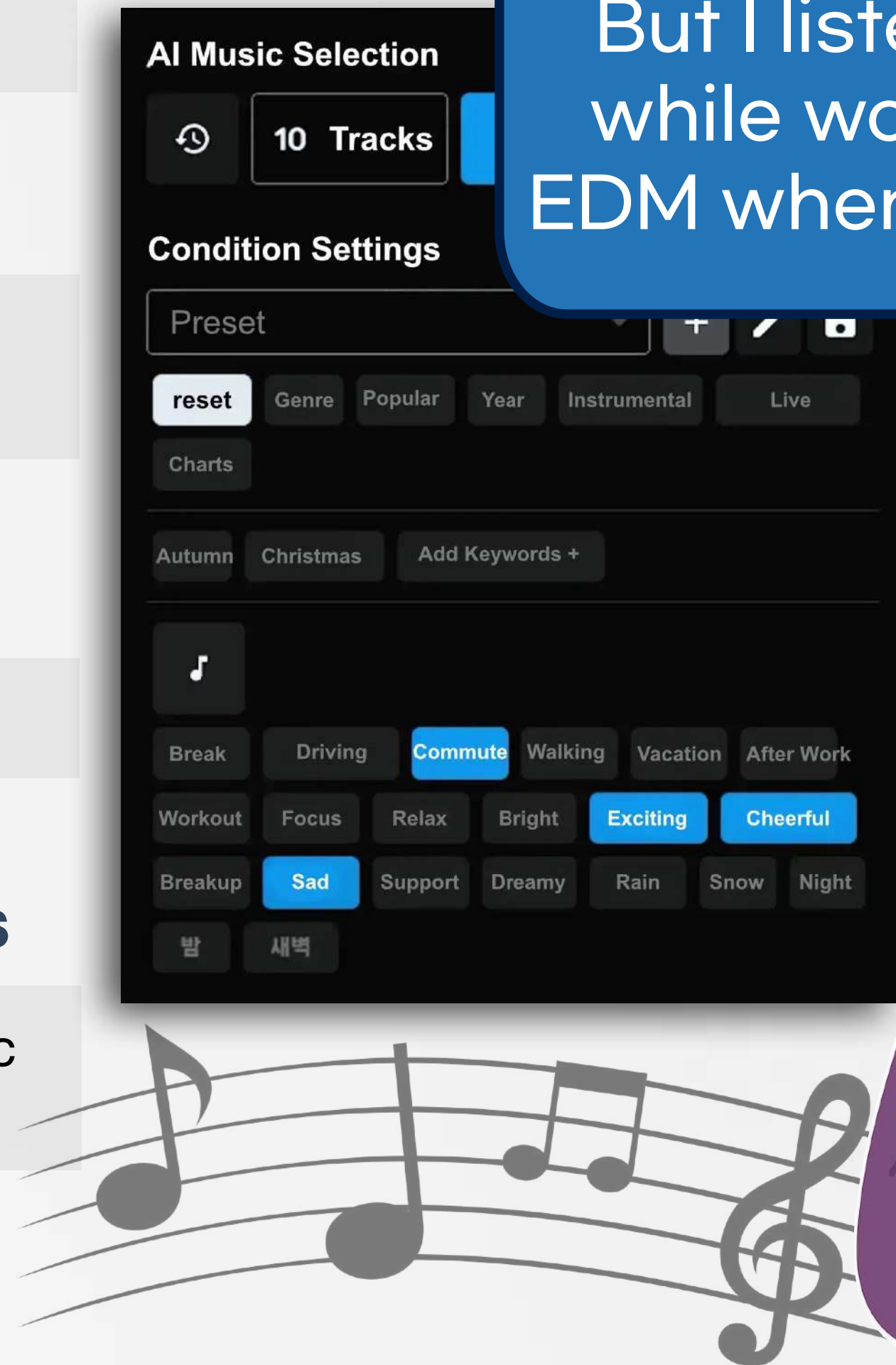
3 Influence of Fame, Labels, and Marketing Budgets

Most musicians and artists are left without opportunities

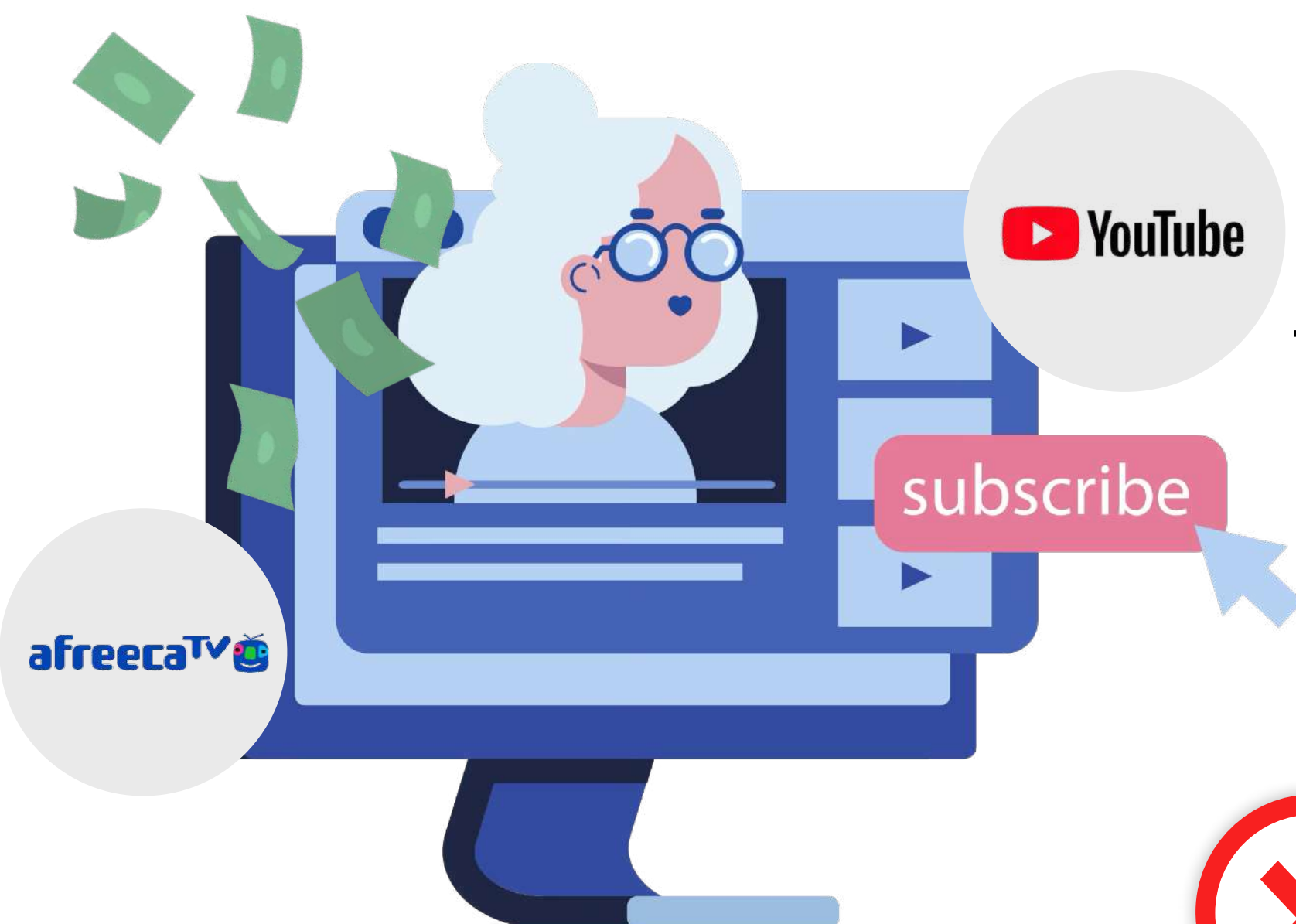
4 Statistical Bias and AI-Driven Control of Recommendations

Algorithms dictate listeners' music experience, rather than intrinsic qualities of music itself

Workout, study, commute, walking, focus, driving???
But I listen to classical while working out, and EDM when I go for a walk!



| Main Problem of Current Content Industry



We Can't Use Commercial Music.
Why?

Transaction Cost Problem? It Is Impossible to Use?

Potential Markets within the YouTube: At Least the Scale of 1 Trillion
(Estimated to be 5% of YouTube's Sales)



Music that Can't be Used
Even When Paid for



Music that Can't be Approved to
be Used Even Though My Song

- FKMP
- KOMCA
- KOSCAP
- RIAK

Copyright Fragmentation

- Composer
- Arranger
- Lyric writer
- Musician
- Agency

| 3 Major Market Needs



★ Music Producer | Musician, Agency

- Exposed to the Public, Should be Used
 - ↳ Ideal if Music is Settled as much as it is Used
- No platform to Manage My Music and Copyrights
- Can't Sell, Trade or Attract Investment in My Music

★ Music User | Content producer, Music Director

- Need Music that Fit Situation
- Can't Search for Specific Music I want
 - ↳ Current: Text-Based Tag Search System
- Unable to Process "USE" License for Music
 - ↳ Huge Transaction Costs, Legal Difficulties, Pricing Challenges

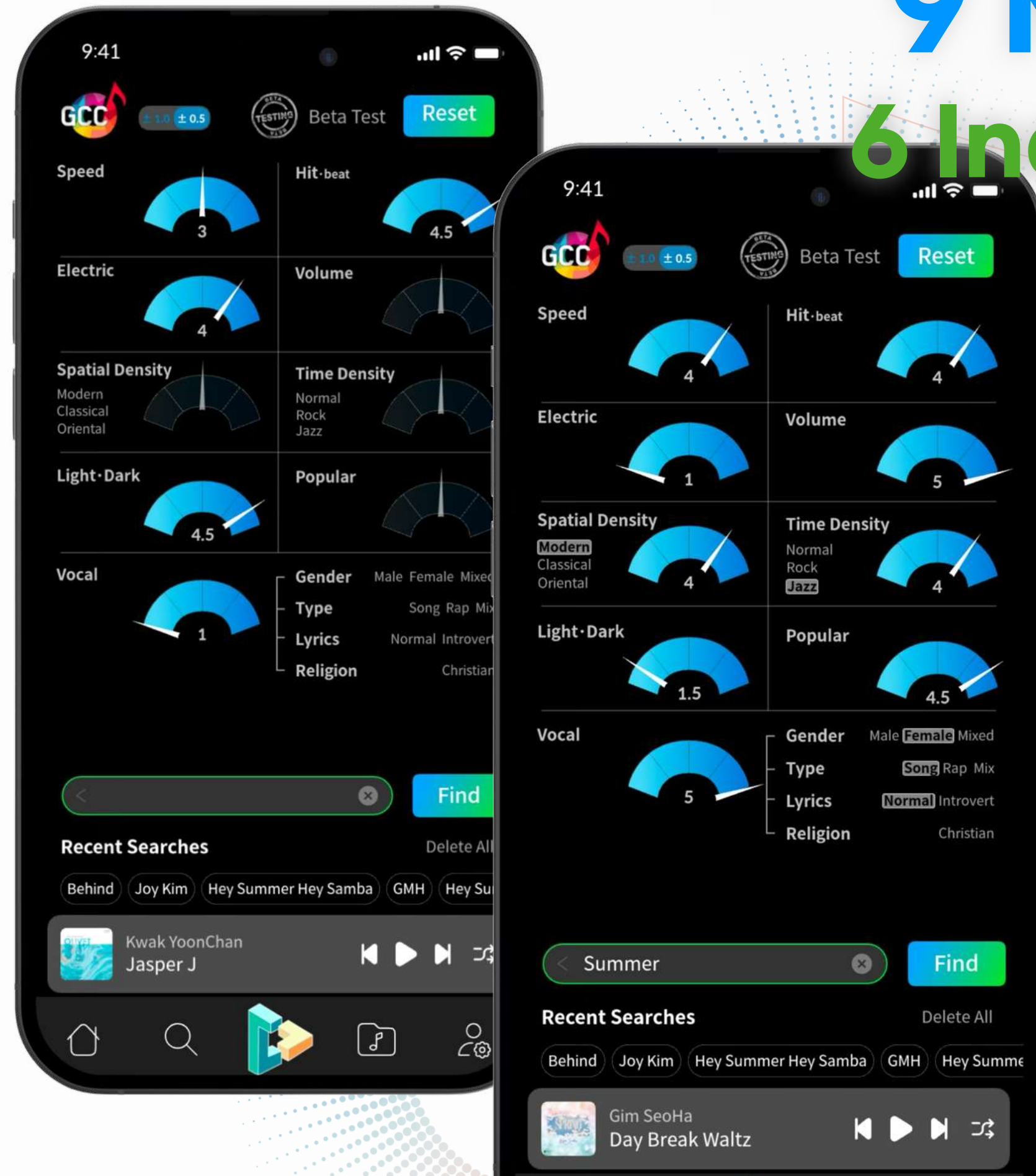
General User | Listener, Public

- Listening to Music by Ranking • AI Recommendation
- Fragmentation of Fan Pages and Concert Site
- No Platform for Copyright Trading and Investment
 - ↳ Earn income equal to the artist's share
- Volume Balance Issues with Music

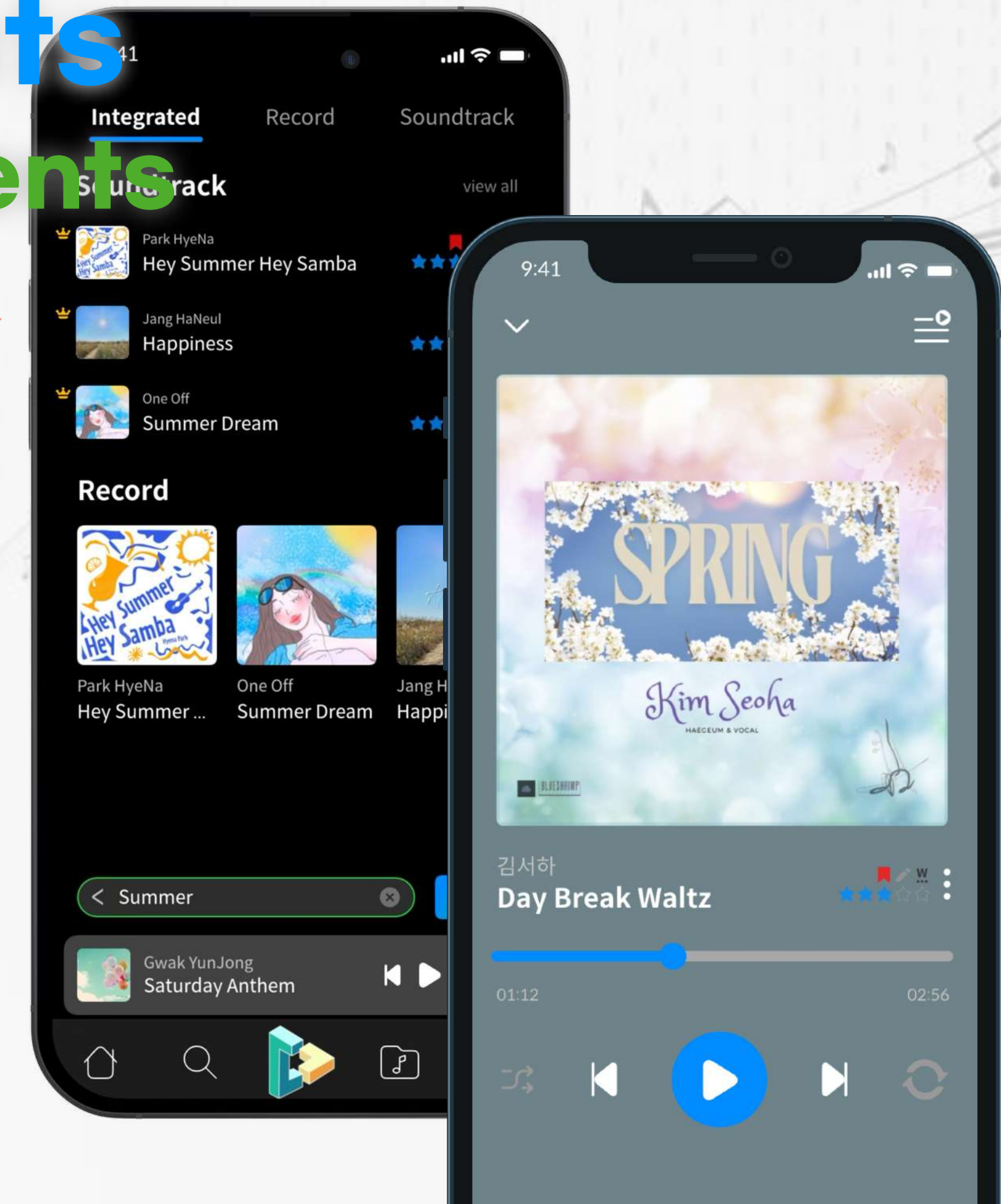
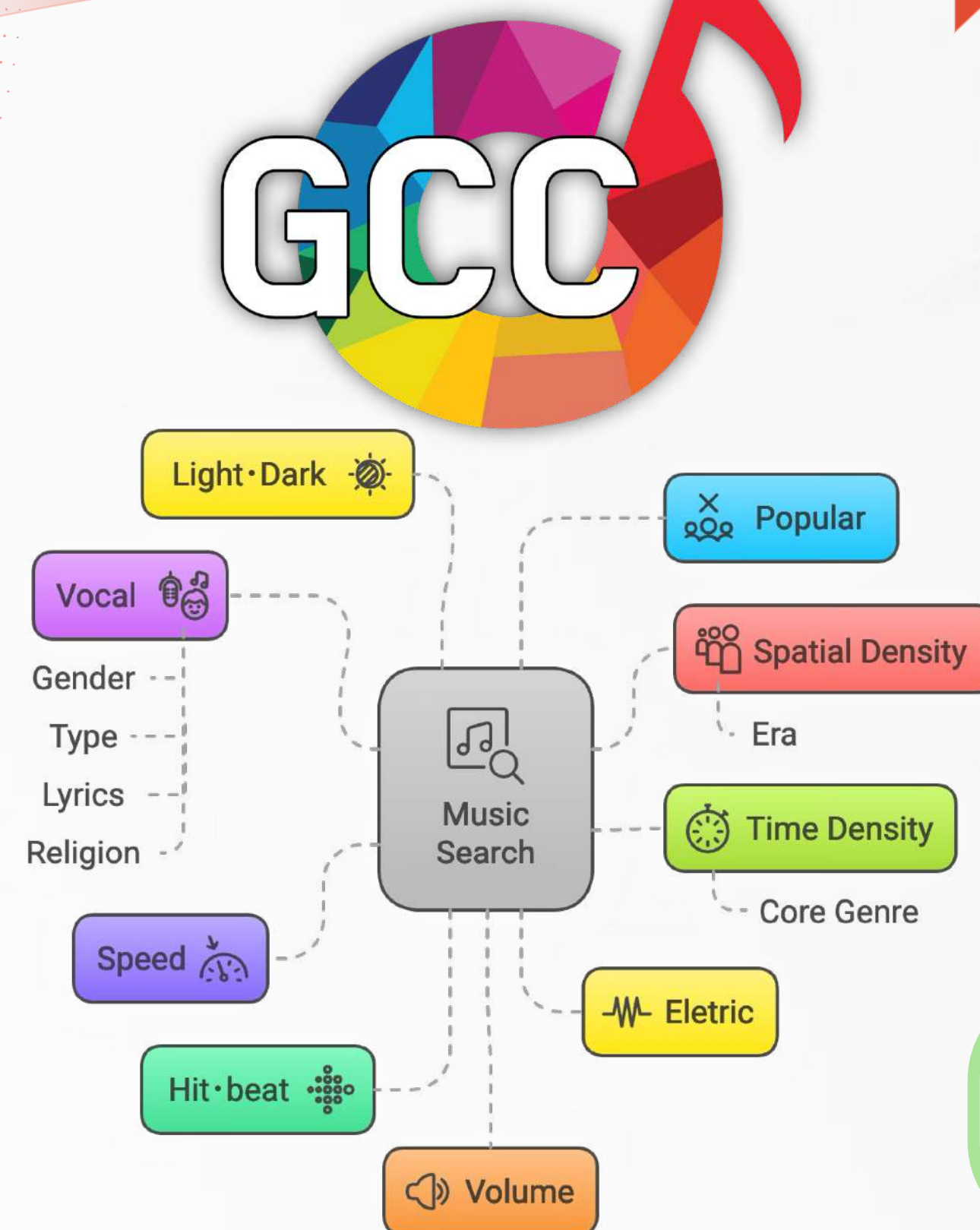
AI Music Component Combination Search · Recommendation

9 Main Components
6 Independent Components

1 Trillion+ Music Profiles



Through multimodal search
using lyrics and album cover data



Virtually unlimited music
attribute definition & search

Applicable to All Music Platforms



Applicable to
Broadcasts, ASMR,
and Natural Sounds

GCC

API



Applicable to
All Content Platforms

JIGPU

Copyright integration system
directly linked to music usage services

| Copyright Integrated Platform | Non-face-to-face Contract


Producer
 Artist, Entertainment,
 Producer, Investor
 Music Release, Settlement,
 Copyright Management
 NFT Minting

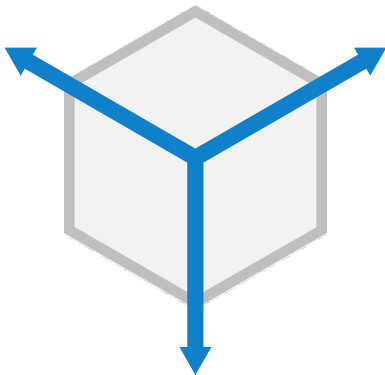


User 
 Listener, Creator, Metaverse,
 Broadcast station, Game
 Free Use of Music,
 GCC Music Composition search,
 Copyright Transaction



Integrated Copyright System Linkage

Streaming Platform Comparison

		Function	JIGPU	Spotify·Apple Music	Youtube	Netflix
Only Listening 1st Platform	Existing Platform	Streaming	○	○	○	○
		Subscription System	○	○	○	○
 Listen+Use +Manage All Possible Multi-Direction 2nd Platform	Copyright Integrated System	Music release system Auto Settlement, Revenue Distribution Copyright Management, Transaction (NFT) Blockchain Copyright Protection Metaverse Sound Source Linkage Copyright bank	○			
	More than 10 Patented Technologies	RSL Absolute Volume Algorithm Reactive Regeneration Probability Music Genre Classification, Search AI Music Recommendation System Song Score Measurement Copyright Integrated NFT System Metaverse NFT Transactions Audio Watermark Specialized for Music Use	○			
	SNS, Fan Management	Own Social Media Direct Sales of Physical Album, Souvenir	○			



3 Major Market Solutions



★ Music Producer | Musician, Agency

- Provide Infrastructure for Anyone to Use my Music
- Automatic Payment as much as Music was Used
- Can Sell, Trade, Attract Investment in My Music

★ Music User | Content producer, Music Director

- **Search for Music you want with the GCC Function**
 - ↳ Quickly Define and Search&Use for over 100 Million Music
- Making it Easy to Find Music that Fits the Situation
- Use Music Cheaply without Worrying about Copyright

General User | Listener, Public

- AI Music Search that reflects User's Intent and Purpose
- Purchase • Invest • Own Music Shares of Artist I want
 - ↳ Earn income equal to the artist's share
- Use of Technologies • Functions such as Just Play and RSL

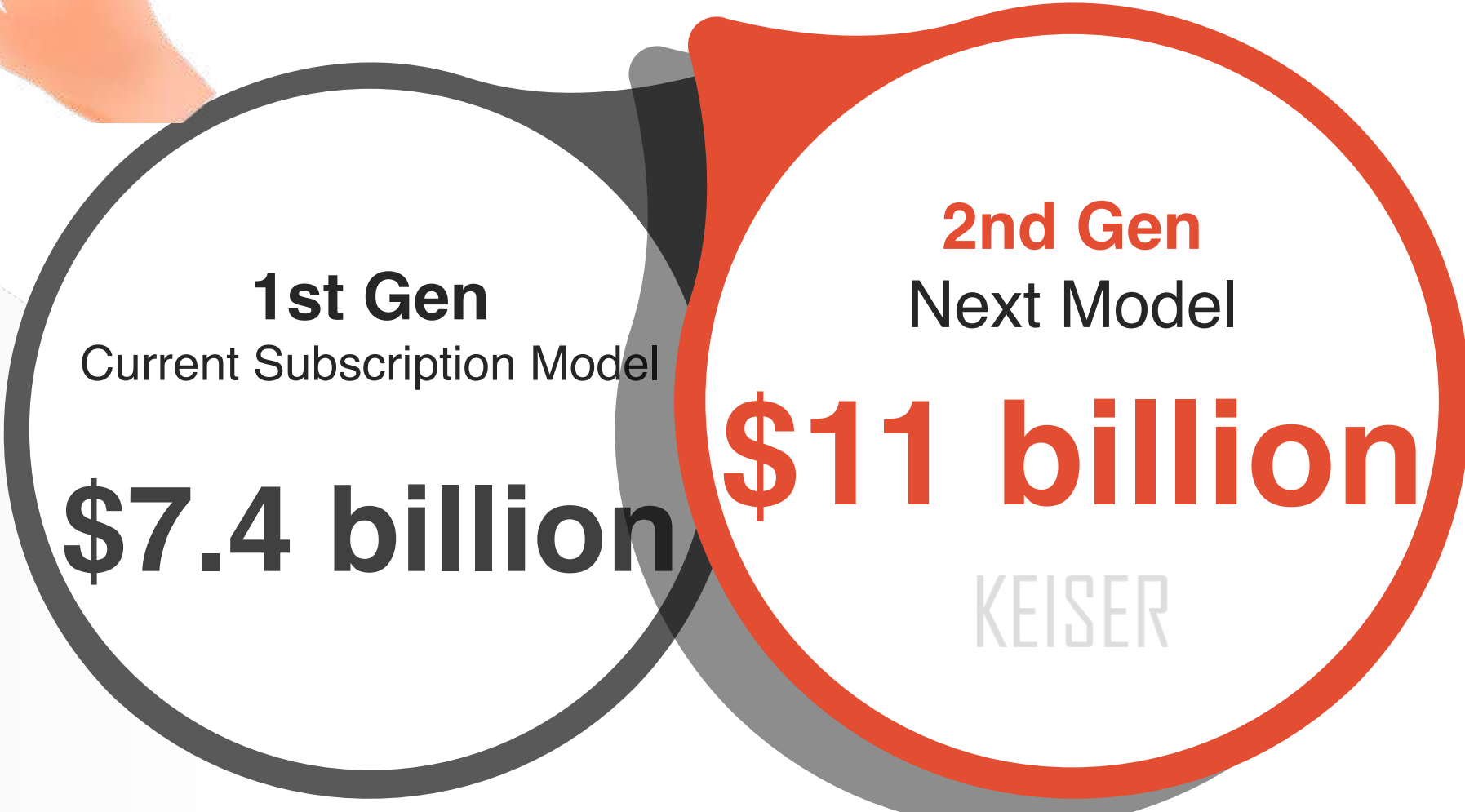
| 2nd Streaming Platform Subscription Fee Market Size

1st Streaming Service	Current Subscription	Number of paid listeners	1,000,000,000
	Unlimited Listen	Monthly Subscription Fee	10,000
2nd Streaming Service	Copyright Subscription	Number of Creators	500,000,000
	Unlimited Usage	Monthly Subscription Fee	30,000
Subscription Sales of 1st + 2nd			25,000,000,000,000





Paradigm Transformation of Content Industry





No Border between User and Creator





Content Market Changes
Text → Image → Video



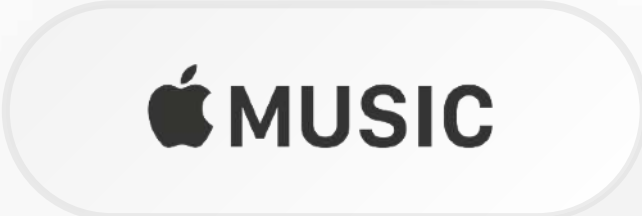
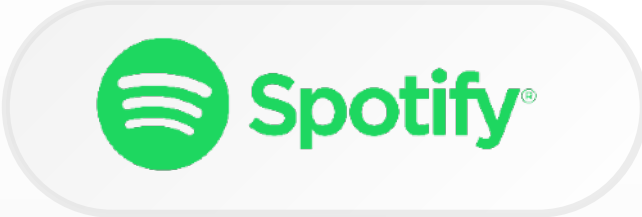


Music is a Necessity
in Video Productions

| Main Business Model

1st Gen

Appreciate



Integrated Release Built-in

Integrated Settlement Built-in

2nd Gen

Appreciate + Use + Manage

Zero Membership
(Free | Ad)

User Membership
(\$2 | Margin: 30%)

Creator Membership
(\$20 | Margin: 40%)

Corporate Membership
(Custom Negotiation | Margin: 50%)

Producer
Musician,
Entertainment,
Company, etc.



User
TV Station, YouTuber,
Film Company, etc.



All users
Listener

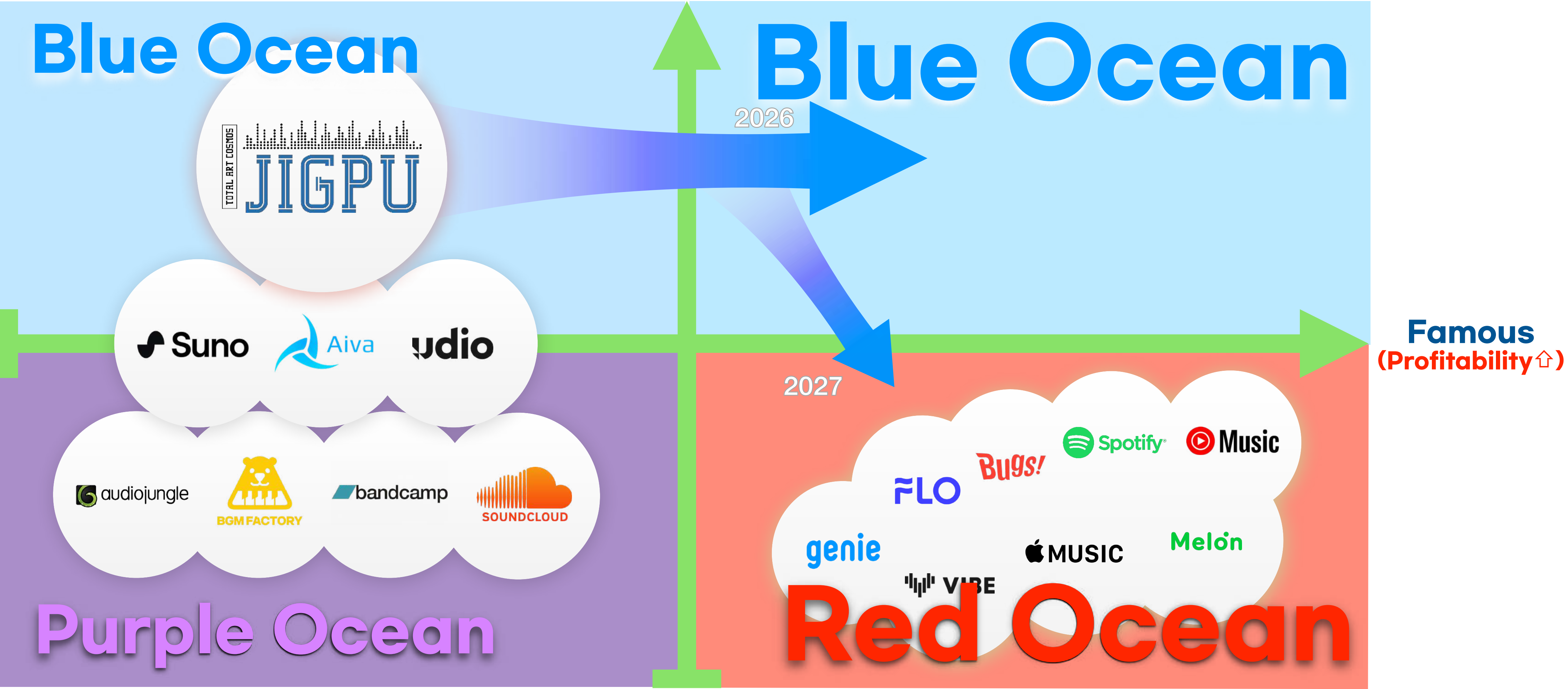
Direct sale of
items and tickets
Performances, goods,
and fan service



Technical License
Provision of patents
and independent technology

Market Positioning and Entry Strategy | Be the First Mover in Blue Ocean

◎ X-Axis: Move ○ Copyright Integrated System + AI Convergence Service
◎ Y-Axis: Move ✕ (Copyright + Technology↑)



(Copyright + Technology↓)
Copyright Part + AI Combination Service

Business · Technology Performance

KEISER ARTIST

First Korean artist signed to Blue Note Label

Head of the Department of Practical Music, Nazarene University

Nominated for Korean Music Awards, selected as Best Jazz Artist in Piano category (Jazz People)

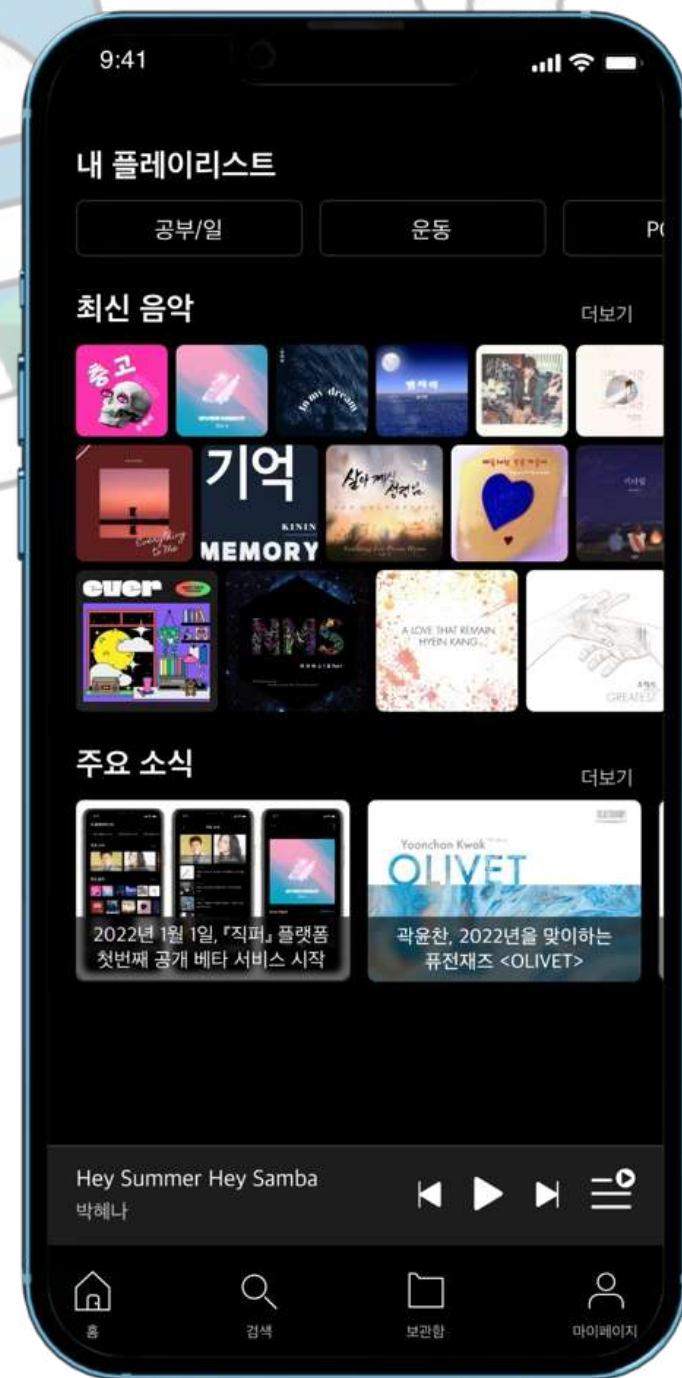


Frozen's main character "Elsa" Korean song and dubbing

Advance to final round of Masked Singer (second place)

Leading Death Note Musical, entering Japanese Musical Stage

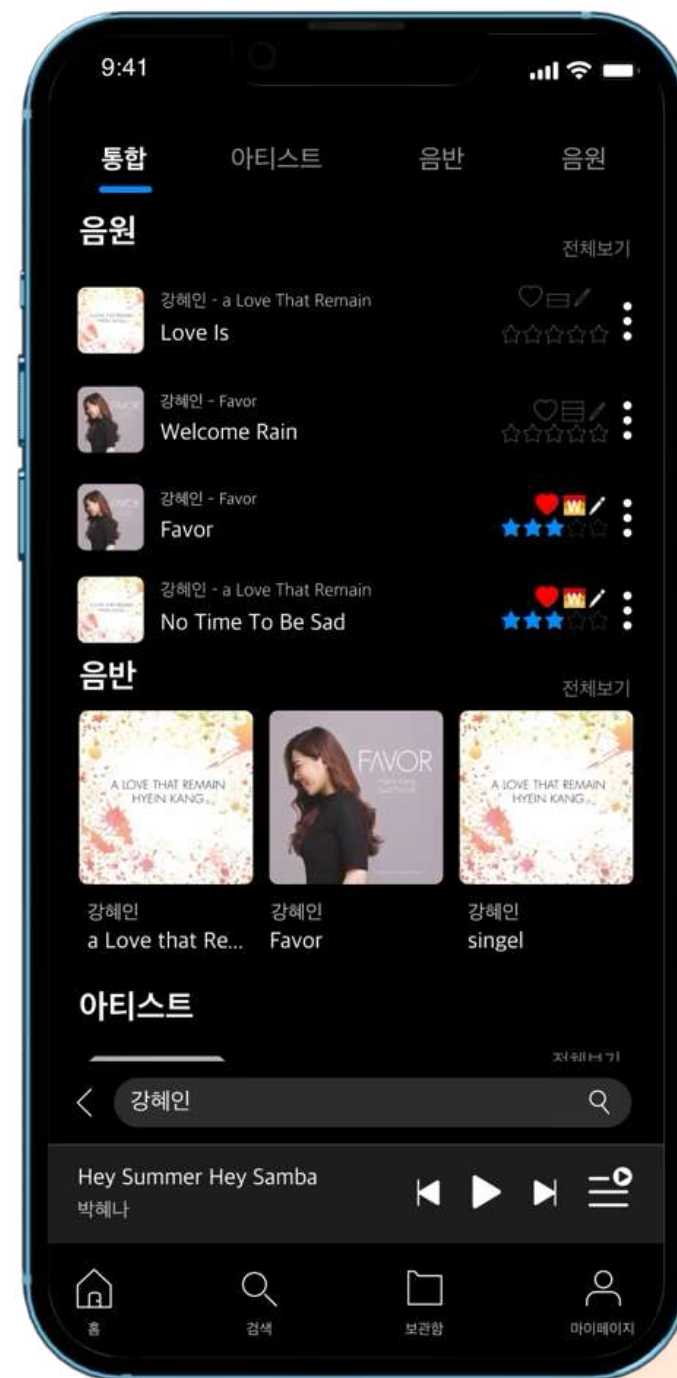
From GCC to Music Release: Introducing JIGPU Function



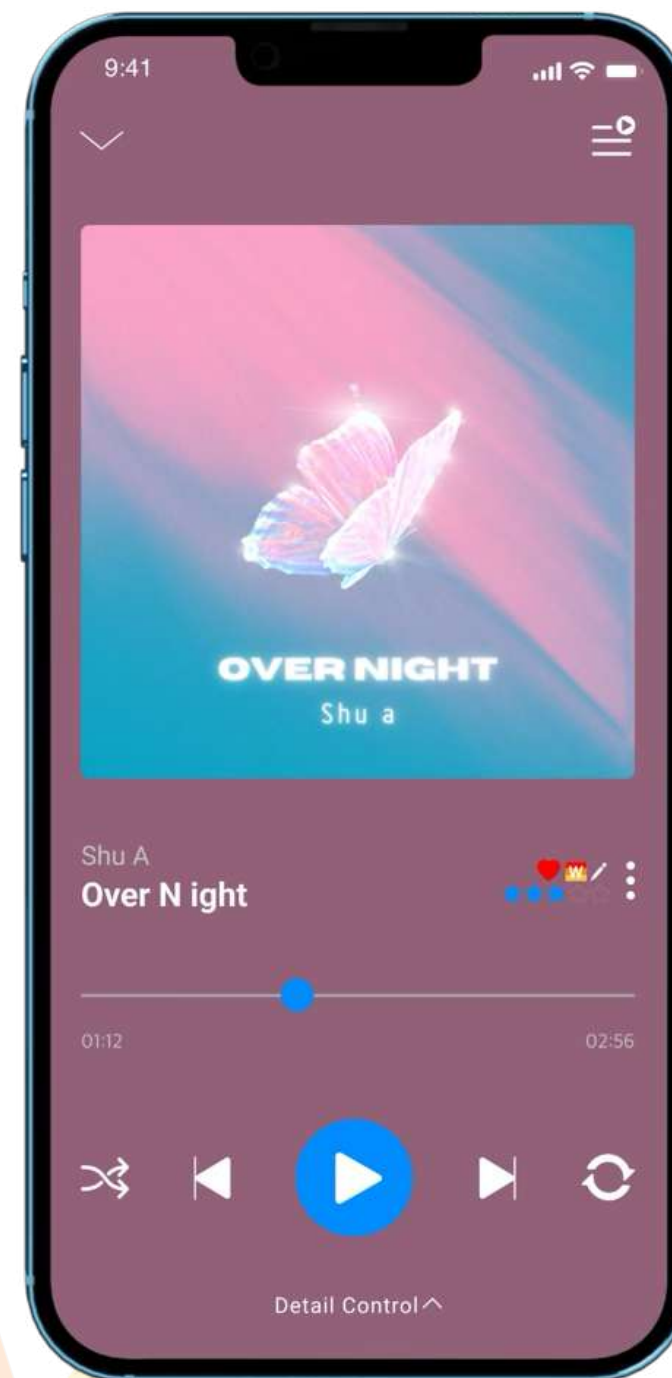
Main Screen



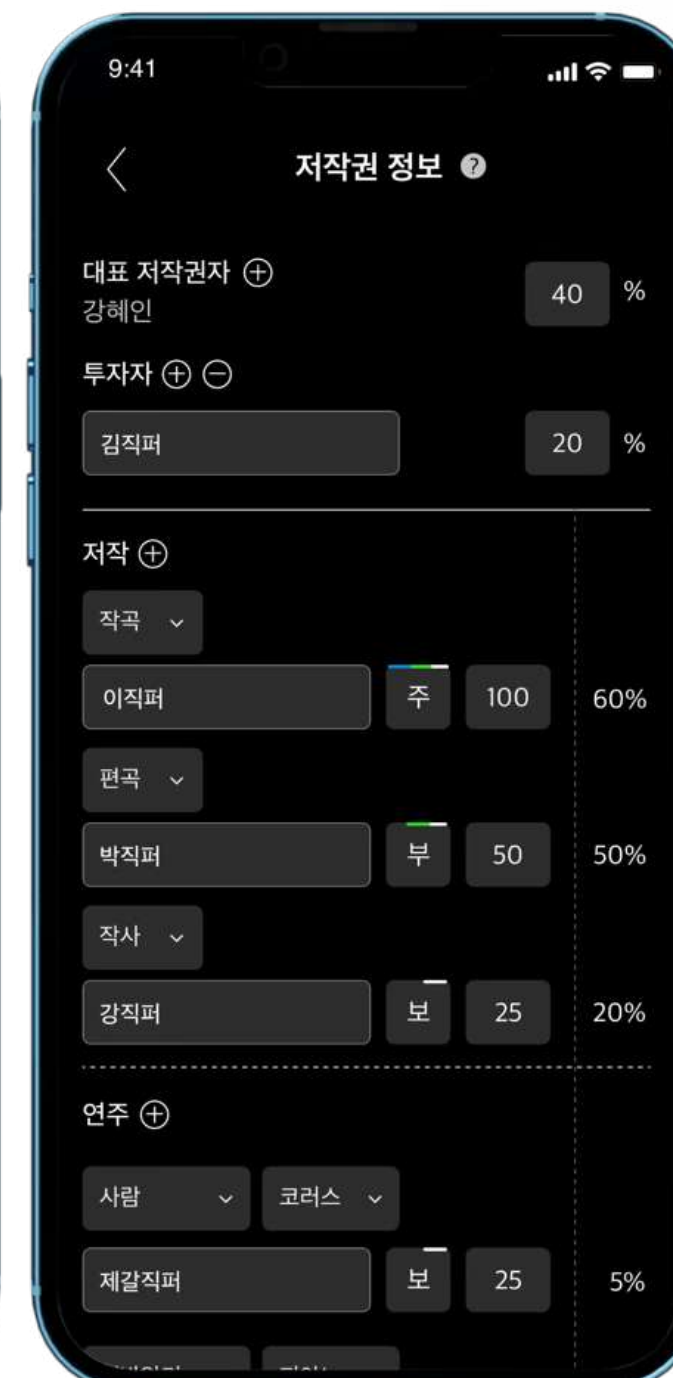
GCC Search



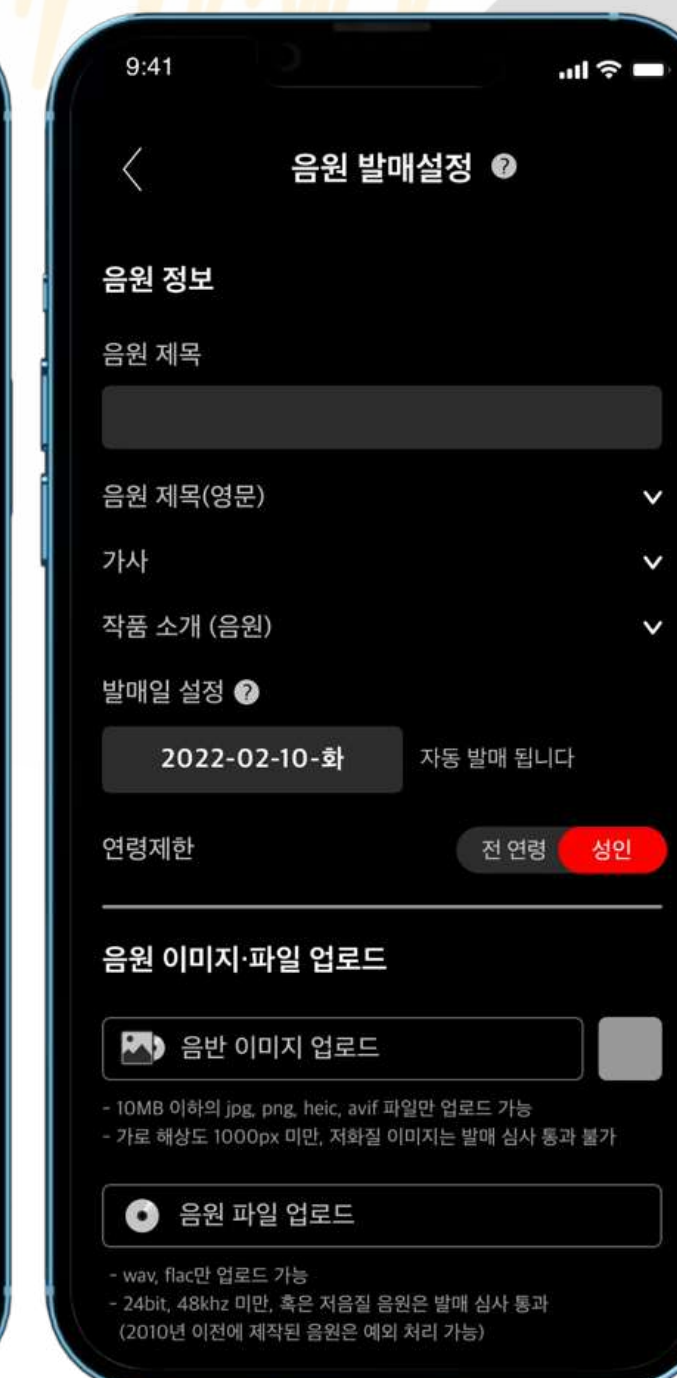
Search Result



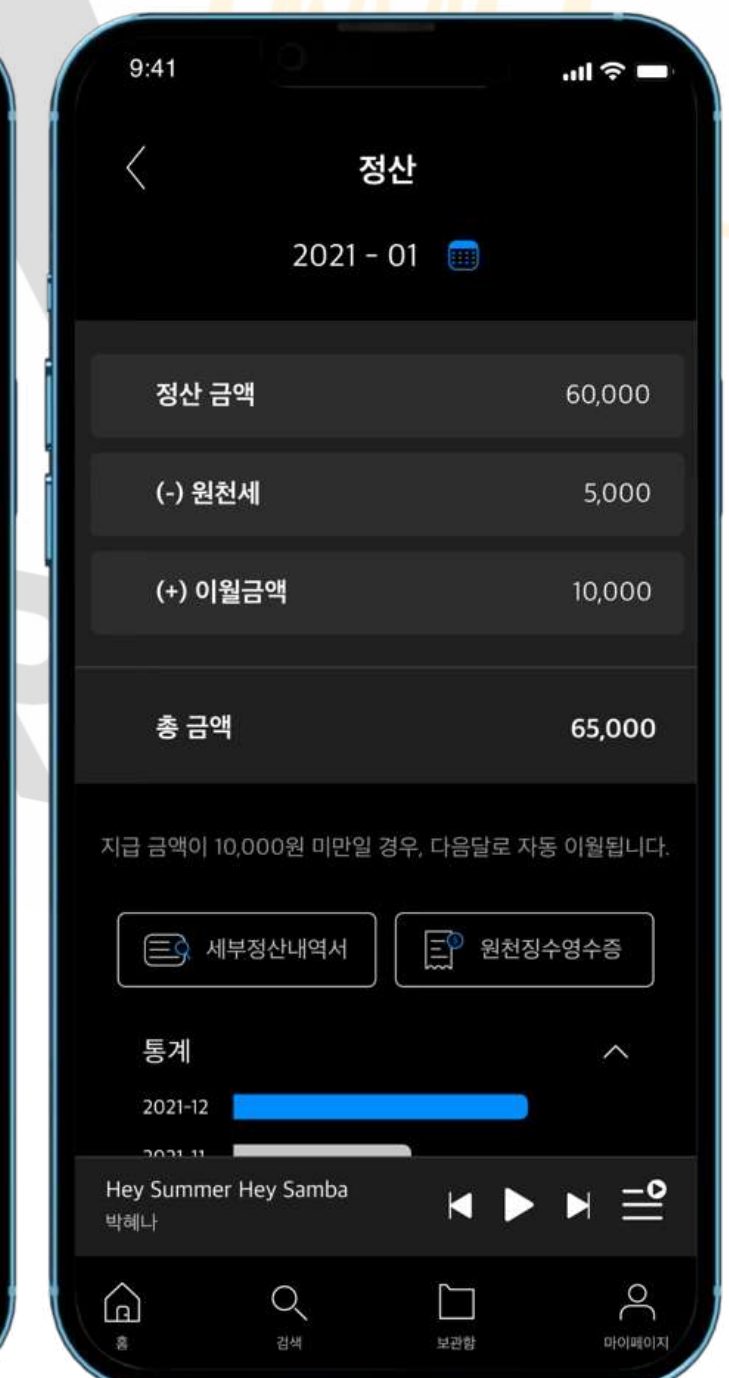
Music Playback



Copyright Function



Music Release Function



Settlement Function

『JIGPU』 Introduction the Function | Producer, Listener, User

What is JIGPU?

It is a copyright integration system that integrates scattered copyrights into one, providing a service that allows to trade and use legitimately and conveniently without worrying about copyright

Producers can simply release music, and users can use the latest music released every day regardless of platform from online-offline to metaverse



JIGPU Membership

1st Gen Membership

Listen to Music⁺



Target Audience

2st Gen Membership

Listen to Music⁺ Use Music⁺



Target User

JIGPU platform is recommended for such people!

- ☑ "Musician·Entertainment" Manage release and copyright
- ☑ "Game·Video·YouTuber" Use music freely
- ☑ "Early Adopter" Experience the next-generation streaming platform

JIGPU's Unique Function

Musician · Entertainment



Music Release

- Directly from JIGPU without any intermediate process
- Separate operation of company membership
- Automatic copyright integration and shares setting



Settlement

- Automatic settlement by unifying distributed income routes
- Providing musician with big data to objectively analyze their music



NFT-based Copyright Management | Coming Soon

- Provide NFT when releasing music
- NFT share can be set according to self-agreement



Artist·Fan Management | Coming Soon

- Key news, performance·music information linked to database
- Performing the role of an official page specialized for musician·entertainment

JIGPU's Unique Function

Music Listener | 1st Gen Membership



Representative Sound Level

- Proprietary technology to calibrate the volume balance for each music
- Analyze content creation intentions and play at optimal volume



Play Rate Control

- UX composed of booster and time, user can intuitively control playback probability
- New playback system that solves the problem of the AI-dependent music selection method



NFT-based Copyright Transaction | Coming Soon

- Possible to trade copyrights with Participant·Investor·Fan
- Automatic monthly distribution of revenue according to NFT share



Original Sound-based Karaoke | Coming Soon

- Available in autonomous vehicles
- Professional singing practice is possible by measuring specific singing scores based on the original sound

JIGPU's Unique Function

Music User | 2nd Gen Membership



Use Music Freely

- Membership for unlimited use, Including commercial purpose
- Separate operation of company membership
- Virtuous cycle structure in the music industry by integrating the promotional effect and import route according to use



GBC Music Component Search

- Completely redesigned search UX
- Accurate search and use the necessary music components
- Define genre by fusing specific components such as Speed·Beat·Vocal·Performance



Unique Avatar and Metaverse | Coming Soon

- AI analyzes my ratings·reviews and provide an avatar that auto reflects my identity
- Metaverse ecosystem linkable

KEISER's Music Agency

PURPLE MEDIA

Movie, Video, Music Library Agency
Korea's Largest Pro Tools,
Sound Education Institution



ENHARMONIC MUSIC

Movie, Drama, Popular Music
Agency



BLUESHRIMP

Jazz Professional Agency



KEISER

Checkinsa

Publishing Company
Possesses Famous Domestic
Best-Selling Authors



WATER2WINE

Film Music Agency



F.O.A

K-pop, Hip-hop Specialized Agency



Artist 500people+

Album 1000+

| 2025 Certified, won, and selected

☐ Certifications & Official Tests

- ◎ 2025 | NET New Technology
- ◎ 2025 | Intellectual Property Management
- ◎ 2025 | KTR Test Report | GCC

☐ Major Selections

- ◎ 2025 | MCST | Grand Prize | Cultural Digital Innovation Contest
- ◎ 2025 | Top 10 Pitching Company at KOREA ICT EXPO in Tokyo, Japan
↳ with national leading companies such as ESTsoft and AhnLab
- ◎ 2025 | CES 2026 Exhibitor Support Program
- ◎ 2025 | CES 2026 Innovation Award Support Program
- ◎ 2025 | KCOPA | Copyright Protection R&D
- ◎ 2025 | KOIPA | Global IP Dispute Response Strategy

☐ Awards

- ◎ 2025 | Commissioner of KIPO | Commendation
- ◎ 2025 | President of KBIZ | Commendation
- ◎ 2025 | Minister of Culture, Sports and Tourism | Award
- ◎ 2025 | Minister of Science and ICT | Award
- ◎ 2025 | Minister of Trade, Industry and Energy

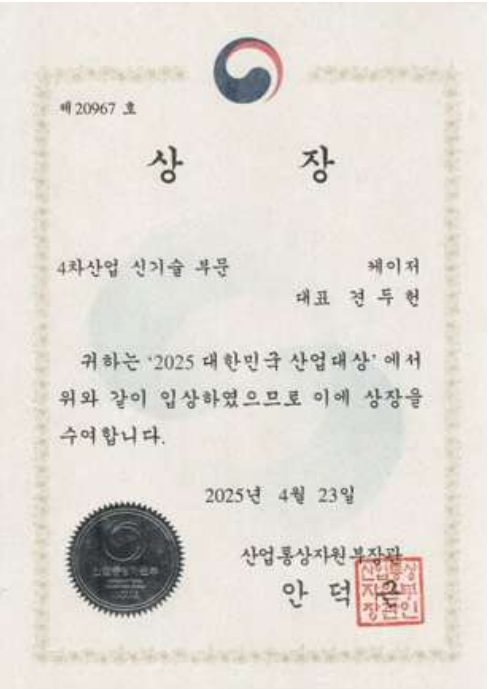


2025 문화디지털혁신
및 데이터 활용 공모전
최종 수상작 발표

수상을 축하드립니다!

디지털혁신 분야

구분	이름/팀명	사례명
대상	케이저	AI 음악성분조합검색 기술·서비스



INNVENTION

CES 2026

Next Revolution

January 6-9 | See you again in Las Vegas
Las Vegas, NV | with INNVENTION

빠른검색_검색창에서 : “CES 인벤션”

CES is the Global Stage for Innovation

Creative Solution Here | INNVENTION

CES 2026 인벤션에서 안전하게 등록 진행하세요
간편하고 안전하게 | CES 에이전시 인벤션



Intellectual Property Rights

12 Patents + 4 Trademarks + 20 Papers + 1 Column Contribution

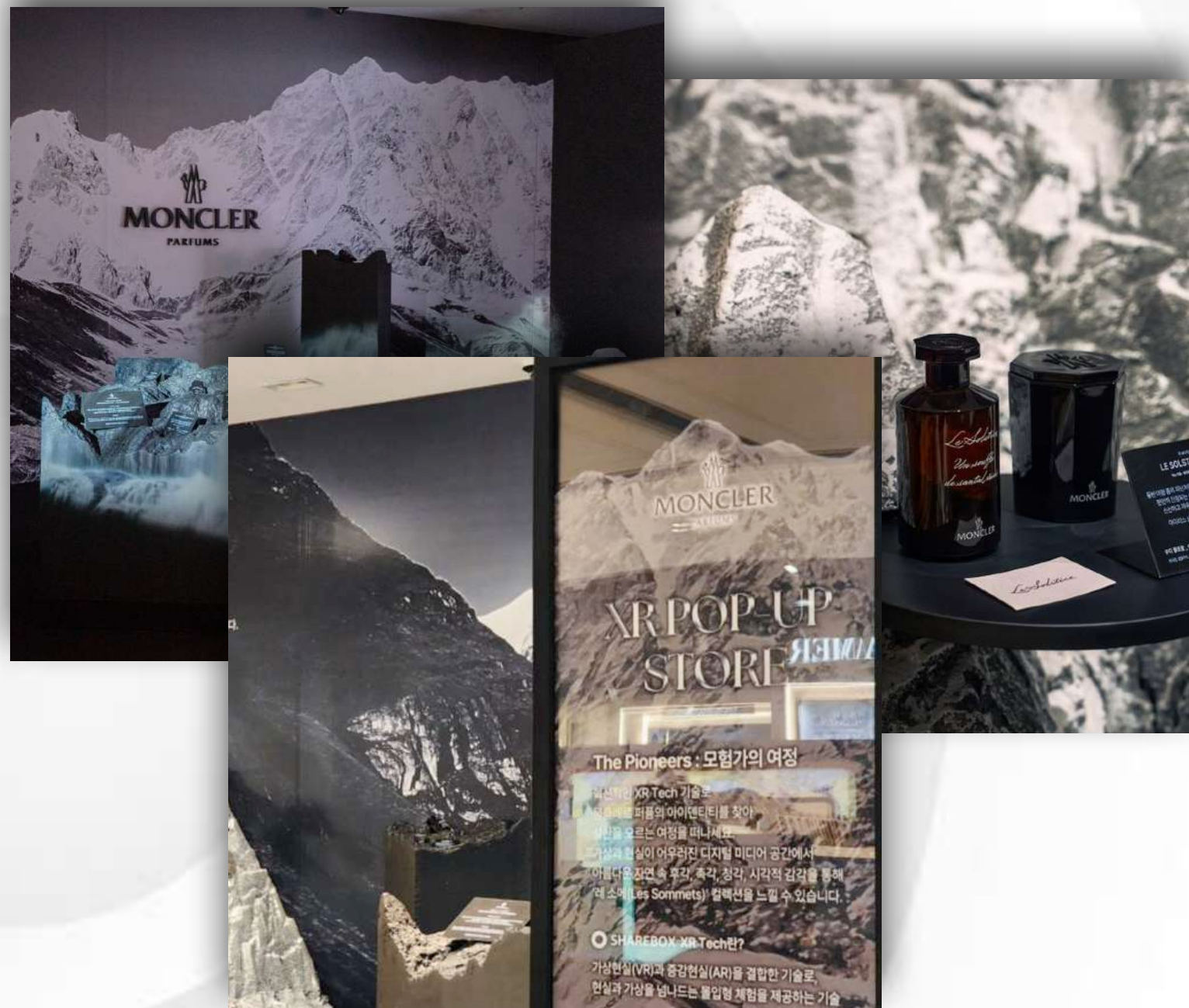
- Patent | + USA | System for Searching Music Genre Based on Components Combination
- Patent | + USA | System for Integrating NFT Ownership and Copyright Based on Blockchain in Metaverse
- Patent | + USA | Method for Inserting Audio-watermark Specialized for Music Use
- Patent | Methods and Apparatus for Calculating Song Scores
- Patent | System for Recommending Music Based on Artificial Intelligence and Method Thereof
- Patent | Ownership and Copyright Integrated NFT System
- Patent | Apparatus for Classifying Music Genres That Express Genres by Color Mixing and Method
- Patent | System for Playback Changing Reproduction Probability by User Selection and Method Thereof
- Patent | System for Contents Volume Control Applying Representative Volume and Method Thereof
- Trademark | + USA | KEISER, JIGPU
- Regular Thesis | ASK | Absolute Volume Algorithm for Content Platform Application
- Contribution | KORFIN | Next Generation of NFT should be Included Together with Ownership and Copyright



Market Response, Early Achievements

Brand | Collaboration

- ◎ **Moncler Perfume | Hyundai XR Popup Store**
 - Collaboration With 「Park Sung Hoon - Snowbound」
- ◎ **5 Music Agency Contracts**
 - Film/Pop, Jazz, Metaverse, Traditional Korean Music
- ◎ **Collaboration With Platform And Metaverse**
 - Music Supply Contracts, Search Technology, Licensing



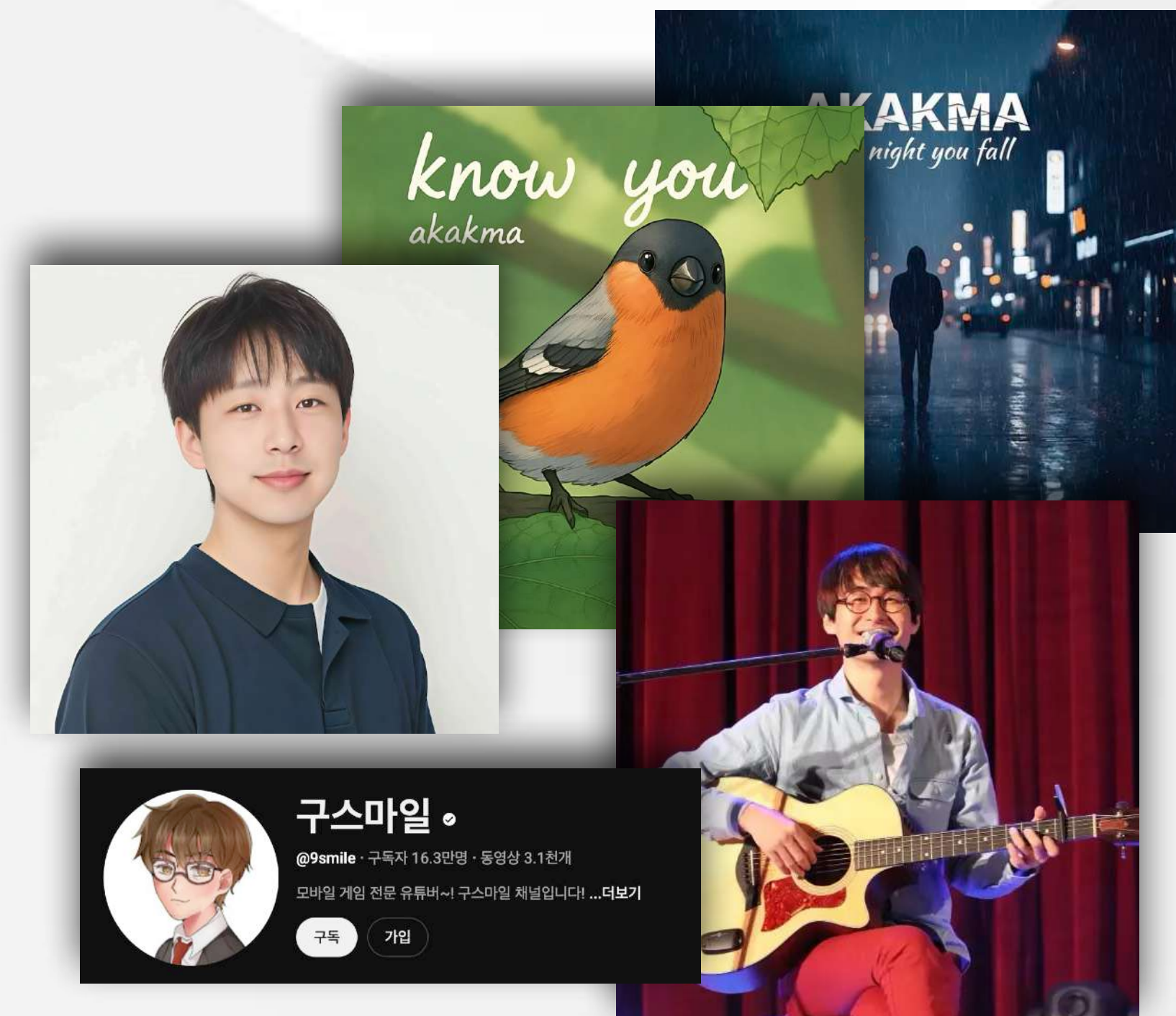
Service, Contract

- ◎ **Platform Membership Increasing By 100 Members Per Month** | Without Promotion Or Marketing
 - 2025-11: **Domestic Promotion/Marketing**
 - 2025-11: **In App Music Release Service**
 - 2025-12: **Global Promotion/Marketing**
 - 2025-12: **Music Usage Service**
 - 2026-01: **CES Exhibition** (Full-Scale Global Expansion)



Aritst, Creator

- ◎ **Short Form Creator Akakma Contract**
 - Debuted On Keiser And Released 2 Full Albums
 - Over 200 Million Reels Views In 2025
- ◎ **Goosmile (Musician And YouTuber)**
 - Released A Full Album On Keiser
 - 170K Subscribers As A Game YouTuber
- ◎ **Keiser Artist Contract Satisfaction Rate: 99.2%**



Infrastructure Deployment Strategy

1st Target | Jazz · Classic · Indie Musicians, College of Music Professors and Student



- Offline Meeting, Music University Agreement Musician Primary Network (Representational's Personal Network)

2st Target | office workers, foreign artists, small agencies



- International Buyer Meetings, Domestic Exhibition Musician Secondary Network (Connected Marketing)

Current

3st Target | Domestic-foreign artists in all fields, including medium and large agencies



- Global App Service, Global Marketing, Overseas Exhibitions, Domestic and Overseas Music Competitions

Contract with global music platform



Mutual Growth · Industry Academia Cooperation

- Joint Research, Publications With Incheon National University, Department Of Computer Engineering
- Collaborative University Courses And Practical Training Semesters
- Multiple Special Lectures On The Music Industry And Practical Copyright Issues at Universities
- Released The Album 『Sarabattman』 In Collaboration With Five Severely Disabled Musicians
- Continuous Album Releases With Social Enterprise 『Gugakdan Gureum』
- Provided Free Copyright Consultation And Problem-Solving Support To Numerous Musicians And Agencies



Jazz Musician

Expanding Contracts with Top-Level Musicians



Indie. Office Worker

Effective for Expanding Base



College of Music Students

Recommendations for Students from Professors Affiliated with KEISER

Exhibitions & Global Expansion

Exhibitions and Conferences

- CES 2026 「Las Vegas」
- TechCrunch Disrupt 2025 「San Francisco」
- VIETNAM ICTCOMM 2025 「Ho Chi Minh」
- ICT EXPO in Japan 2025 「Tokyo」
- ↳ 10 Pitching Companies (AhnLab, ESTsoft, etc.)
- World IT Show 2025
- ICNX 2025
- DMTS 2025
- Seoul PopCon 2025
- Incheon International Design Fair 2025
- Startup Week SURF 2025



Feasibility and Strategy for Global Expansion

- Content Platform As A Global Unified Service, Enabling Easy Global Expansion
 - Examples: Netflix, YouTube, Spotify, Apple Music, etc.
- Irreplaceable Global Service Offering
 - Music Producers: Release Music + Allow Free Use By Others + Automatic Settlement + Integrated Copyright Management
 - Music Users: Unlimited Use Of Official High Quality Released Music By Subscription Without Copyright Concerns
 - All Users: Accurate Music Search Through GCC, Copyright Trading, And Zero Membership
- Overseas Artist Contracts And Album Releases
 - Initiating Artist And Label Contracts In Vietnam
 - Providing Environment For Artists To Market Directly To Fans And Companies (Artist Page)
- National Copyright Systems Follow International Copyright Treaty Principles
 - WIPO Member States: 193 Countries, Covering Virtually The Entire World



Milestones | Growth · Service · Technology

2026Y

- **Sales: \$422k**
 - Membership: 10,000 people
 - License: 5 cases
 - Musicians: 2,500 people
 - Released Music: 6,000 songs
 - Listening Music: 9,000 songs
- **Operating Profit: -\$141k**
- **Global share: 0.00%**

- **Creator Membership** (Music Use)
- **Corporate Membership** (Music Usage + Collaboration)
- **YouTuber MCN Consortium**
- **Hosting Domestic Music Competitions**
- **10 countries of Expansion** (multilingual)

- **GCC Multimodal Search Technology**
- **Representative Volume (RSL)**
- **Specialized Watermark Music Using**
- **Proprietary service / AI server Infrastructure**
- **30 Patents / Certifications / Publications**

2027Y

- **Sales: \$2,532k**
 - Membership: 90,000 people
 - License: 25 cases
 - Musicians: 12,500 people
 - Released Music: 36,000 songs
 - Listening Music: 81,000 songs
- **Operating Profit: -\$422k**
- **Global share: 0.01%**

- **General Listening Market Expansion** (Red Ocean)
- **Expansion of Video, Education**
- **Establishment of Vietnam Branch**
- **Global Music Competition**
- **20 countries of expansion**

- **GCC AI music generation**
- **Copyright Integrated Blockchain**
- **Copyright Transaction, Investment**
- **Metaverse Game API**
- **40 Patents / Certifications / Publications**

2028Y

- **Sales: \$16,177k**
 - Membership: 809,702 people
 - License: 125 cases
 - Musicians: 62,500 people
 - Released Music: 216,000 songs
 - Listening Music: 729,000 songs
- **Operating Profit: -\$4,572k**
- **Global share: 0.03%**

- **Expansion of Picture·Photo Content**
- **Expansion of Webtoons·Book**
- **Establishment of USA branch**
- **Global Copyright Bank**
- **40 countries of expansion**

- **GCC Video Search Technology**
- **Musician Focused SNS**
- **Music Distribution And Fan Management**
- **Performance Information, Public Data Integration**
- **50 Patents / Certifications / Publications**

2029Y

- **Sales: \$110,428k**
 - Membership: 7,286,806 people
 - License: 625 cases
 - Musicians: 312,500 people
 - Released Music: 1,296,000 songs
 - Listening Music: 6,561,000 songs
- **Operating Profit: -\$32,354k**
- **Global share: 0.18%**

- **All forms of Content**
- **Broadcast Station Linkage**
- **Karaoke Based on Original Sound Source**
- **External Metaverse Interworking**
- **80 countries of Expansion**

- **Standardization of RSL, GCC**
- **Copyright Bank System**
- **Metaverse Concert Integration**
- **Karaoke, Vocal Removal Technology**
- **60 Patents / Certifications / Publications**

2030Y

- **Sales: \$844,036k**
 - Membership: 65,577,158 people
 - License: 3,125 cases
 - Musicians: 1,562,500 people
 - Released Music: 7,776,000 songs
 - Listening Music: 59,049,000 songs
- **Operating Profit: -\$246,177k**
- **Global share: 1.16%**

- **Proprietary Metaverse Service**
- **External Music Integration Service**
- **Agency & Artist Management Service**
- **Direct Sales Service for Goods**
- **100 countries of Expansion**

- **Global Copyright Bank Standardization**
- **Proprietary Metaverse Ecosystem**
- **Real Time External Supply, Settlement**
- **Integrated Investment, Savings, And Trading**
- **70 Patents / Certifications / Publications**

Growth

Service

Tech



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