

THE PROBLEM

Entertainment financing is outdated, leaving filmmakers with too few options as AI reshapes the industry. Creators lack access to efficient capital, forcing them to take on debt or give up the rights to their work. Audiences drive demand but have no economic stake in the content they make successful. The system is fragmented, opaque, and misaligned, extracting value from both sides while intermediaries collect the difference.

- Creators forced to take on debt or surrender ownership to get funded
- Audiences excluded from the value they help generate
- Opaque revenue chains hide profit from talent and investors
- Intermediaries extract fees at every stage of production and distribution
- No infrastructure to connect film financing directly with fan participation

\$3.5T

Projected global entertainment and media market by 2029.

As the market grows, Ethical Media gives filmmakers and fans a way to earn more of that future revenue through tokenized ownership and transparent profit sharing.

THE OBJECTIVE

Ethical Media Group set out to build a platform where films are produced by selling ownership, not debt, and fans become true stakeholders in the films they love. The goal was to eliminate intermediaries, make profit sharing transparent, and give creators and audiences the tools to participate in the full value chain.

Debtless film financing

Ethical Media sells ownership to produce films, giving filmmakers access to production budgets while retaining creative control, without debt or surrendering rights to studios.

Fan-owned IP

Audiences choose which films get made, purchase ownership tokens through Ethical Media, and earn a proportional share of the film's profits.

Transparent profit sharing

Every ownership contract and revenue pathway is governed by real-world legal agreements recorded on-chain, with no hidden accounting and no triple-charging for prints and ads.

WHY AGINGO

Agingo provides the Enterprise Execution Infrastructure underneath Ethical Media. Instead of building on speculative Web3 tools, Ethical Media Group worked with Agingo to define an Immutable Logic Model (ILM) that governs how films are tokenized, how ownership is structured, how royalties flow, and how fan participation is enforced. The ILM contains the identity, subscription types, configuration, security, blueprint objects, and gateways to external services. Execution runs across a distributed network. Data is privately owned by each participant.

1 Tokenized IP

Creators bring their film to Ethical Media, which converts it into digital ownership with real-world contracts in the token. The media asset is the token, with ownership, rights, and revenue participation embedded directly into execution.

2 Immutable Logic Model

The ILM defines the token ownership structure, royalty rules, profit distribution phases, and gateways to payment and distribution systems. The model is fixed and enforced. Each participant's data remains privately owned.

3 Distributed execution

Ethical Media uses Agingo's enterprise execution architecture to unify film financing, ownership, distribution, and revenue participation in one system. That gives filmmakers and fans a more direct, transparent way to participate in the value of the films they create and support.

Ethical Media defined the model. Filmmakers create it. Fans fund it. Anyone can own it.

WHAT ETHICAL MEDIA BUILT

Ethical Media did not build another crowdfunding platform. It defined a complete model for how film IP is owned, financed, and monetized, then embedded that model directly into execution using the Agingo Platform.

Filmmaker portal

- Submit film IP to Ethical Media for tokenization and token sale
- Retain creative control with no debt obligation
- All productions are mandated to film in qualified tax incentive states based upon the total spend
- Track production progress and communicate with stakeholders
- Manage distribution, royalties, and profit participation on-chain

Fan ownership platform

- Browse and fund films before they are made
- Purchase Ownership, Rental, or Collector tokens
- Receive profit distributions as films generate revenue
- Participate in the projects they help bring to life

On-chain rights management

- Every ownership contract and royalty pathway immutably recorded
- Real-world legal agreements govern every token and revenue share
- Transparent recoupment and profit distribution enforced automatically

Cross-platform native apps

- Available on iOS, Android, Windows, and Mac
- Offline capable with automatic synchronization
- Built and deployed on the Agingo Platform exclusively

Ownership, rights, revenue, and identity are unified in a single execution model.

TOKEN TYPES

Ethical Media issues three distinct token types for every film, giving audiences flexible ways to participate, from casual viewing to full ownership.

Ownership token

Pro-rata ownership of the film's intellectual property. Holders can watch the film once produced, vote on project decisions, message other owners, see revenue as it is generated, and participate in profit distributions.

Rental token

Access to watch a film for 48 hours. A low-barrier entry point for fans who want to support a film or discover Ethical Media without a long-term ownership commitment.

Collector token

Unlimited viewing rights, like a DVD. Fans who want permanent access to a film they love can hold a Collector token and watch it as many times as they choose.

HOW TOKENIZED OWNERSHIP WORKS

Token structure per film

Ethical Media issues ownership tokens for each film, representing pro-rata shares of distributable profits. A typical structure allocates 50% to audience investors, 30% to the creative team, and 20% to Ethical Media. Example: for "A War Within", Ethical Media may sell 1 million of 2 million tokens at \$30 each (\$24 upfront, \$6 on conversion) to fund a \$30M production budget.

Recoupment model

Phase 1: 80% of incoming net revenue is used to return initial capital until fully recouped. Phase 2: Once initial capital is returned, all remaining profits are distributed pro rata across token holders. Every step is governed by real-world contracts and recorded within Agingo's unified execution architecture.

Fans are not donors. They are owners.

THE BUSINESS MODEL

Ethical Media Group worked with Agingo to define an ILM — a fixed definition of how the platform operates. The ILM contains a description of the identity, subscription types, configuration, security, blueprint objects, and gateways to external services including payment processing and distribution. The model is shared. When it is executed the data is owned by Ethical Media's filmmakers and fans. Built on that foundation, Ethical Media Group operates today as a DTO and DPO, and will expand into a DPX.

Decentralized Token Operator (DTO)

Each film has its own native issuance of ownership tokens. Rental tokens are issued independently and can be used to watch films while recording usage. Collector tokens are issued upon purchase for each film and record sales activity tied to the specific title being collected. This structure allows Ethical Media to manage ownership, access, and collectible participation at the level of each individual film.

Distributed Program Operator (DPO)

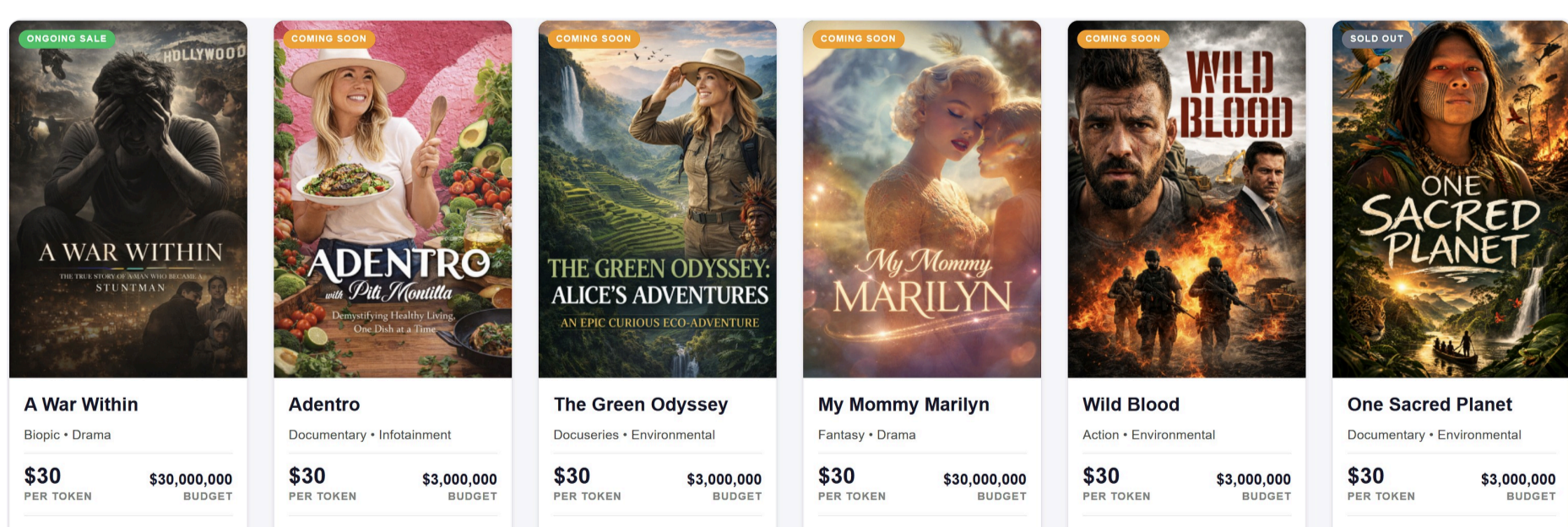
Ethical Media defines the operating model and distributes access through subscriptions. Business logic runs across authorized roles rather than a single intermediary. Each participant uses the Ethical Media application to contribute, manage responsibilities, and operate within a secure, transparent environment governed by Agingo's unified execution architecture.

Decentralized Exchange Platform (DPX)

The next phase of Ethical Media will enable users to exchange ownership, rental, and collector tokens directly with one another through peer-to-peer exchange functionality. Platform-agnostic exchange capabilities will allow all film-related tokens to be freely traded, transferred, and built upon by participants, expanding access and liquidity across the entire ecosystem.

THE PIPELINE

Launching 2026, the Ethical Media platform goes live with six films across drama, documentary, action, and environmental genres.



PROJECTIONS

The Ethical Media platform is built and ready to deploy, with presales ready to launch, a \$100M+ content pipeline, and a five-year model that scales from 12 projects in Year 1 to 260 cumulative projects by Year 5.

\$96.2M

Year 5 projected revenue

Growing from \$7.9M in Year 1 across platform fees, token sales, and royalties.

260

Year 5 cumulative projects

Scaling from 12 tokenized films in Year 1 across film, TV, and documentary formats.

\$1.3B

Cumulative token issuance

Projected ownership tokens sold by Ethical Media to investors and fans over five years.

\$252M

Accumulated IP assets

Ethical Media retains 20% ownership in every tokenized film, building long-term IP value.

Ethical Media does not sell subscriptions. It delivers ownership and direct access.

Ethical Media demonstrates what **Enterprise Execution Infrastructure** enables.

Filmmakers define how their projects are owned and financed. Those models are embedded into execution. Revenue flows on-chain. Fans become stakeholders. Rights are immutable. Profit is transparent. Ethical Media defined the model. Filmmakers create it. Fans fund it. Anyone can own it.

UNIFIED AT OWNERSHIP