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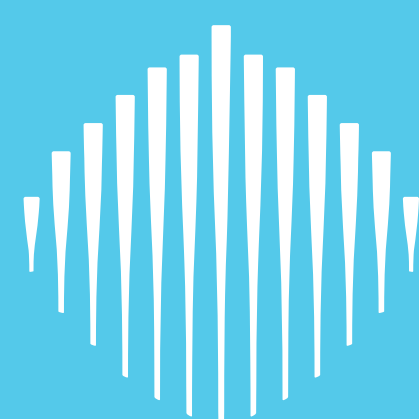


**PLAY2CREATE**

# **A Beginning for Everyone to Create Something New**

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**Soo-Man Lee,**  
Founder, SM Entertainment



## WHEN DID WE START 'CREATION'?

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**Creation is a gifted human nature which evolved throughout history, countries and economic systems.**

From a government-led economy to a corporate-led economy, the current modern country is evolving into a borderless data economy propelled by digital/AI/Data/Nanotechnology. Two social patterns emerged during this change.



### FIRST,

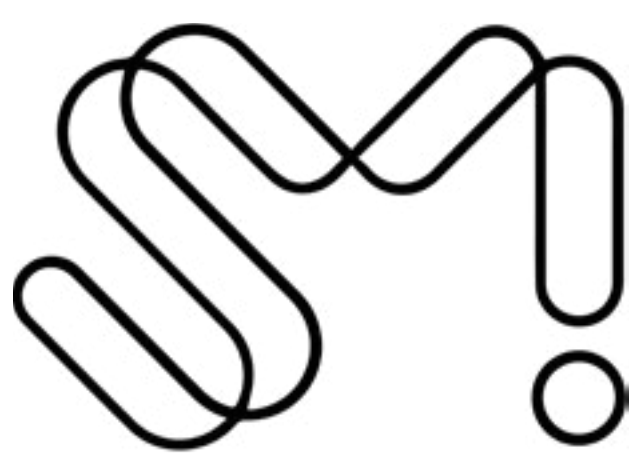
during industrialization periods, people traded in their lives for work. From Mondays to Saturdays, late night work was the norm in Korea. Time was meant to “Earn”.



### YET, SECONDLY,

people saved some time to sing, dance, write – to “Create”. Those without time or skills enjoyed others’ creations. It was a period of “Earn or Create”. The few gifted with skills, surroundings and a will to “Create” became celebrities who could “Create2Earn” with music, dance, movies and drama.





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The rise of the digital economy changed our lives completely. Inflation and wage polarization became obstacles for the **“Earn or Create”** to enjoy the **‘good life’**. With YouTube and SNS replacing centralized TV and radios, more people dreamt of becoming lucrative celebrities who **“Create2Earn”**.

SM Entertainment invented its **“Culture Technology: a technology producing culture”**. SM’s CT produced an artist success rate (Share of artists who win 1st place in their debuting country or becoming a household name) of more than 90% - an unmet number. SM introduced irresistible Kpop celebrities and placed Kpop as a global culture. We are confident that this is only the beginning of Kpop.



Today is the era of prosumers. With advances in platform, video, and AI technologies, creative skills are more accessible and individuals like YouTube and SNS influencers are enjoying the “**Create2Earn**” economy.

Korean children dream job has been a **Kpop star or a YouTube influencer.**

There are so many creators and medias that “**Create2Earn**” is a global social culture. With the spread of Kpop, fans want to become a Kpop celebrity. Fans want to participate in the “**Create2Earn**” economy.



**The real beginning of the Creator Economy is here.**

Blockchain and coins promote the Creator Economy and change our lives. NFT, Digital Human and Metaverse is the center of interest. What is an NFT? It means individuals can trust decentralized systems, not organization, to transfer ownership by NFT while using coins as money.

Decentralized systems are a new wave of value transferring system and anyone can develop it. Metaverse will accelerate blockchain based social systems to take ground. In Web3.0, physical products will become NFTs and our lives will turn virtual.



## From year 2045, **AI may reach ‘Singularity’ or consciousness**

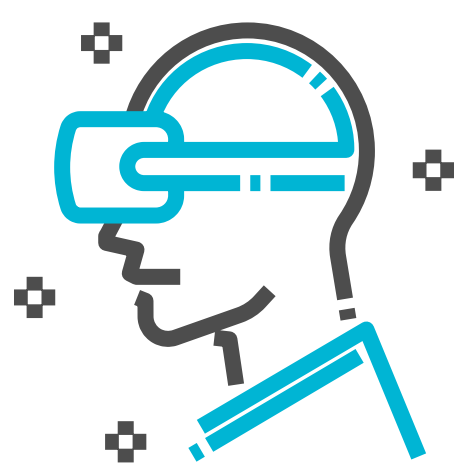


We might have AI friends or digital humans more intelligent than us. NFT products are bought using coins in the metaverse. People who make more money in metaverse than a real-life job are growing by number.

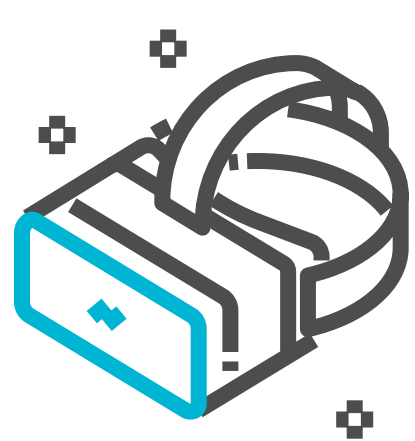


AR technology allows the metaverse and the real world to coexist and will trigger more virtual consumption through devices like the AR Goggles. There’s no need for price comparison of on/offline products when metaverse and the real world are connected with AR. We can simulate every idea and product inside the metaverse.

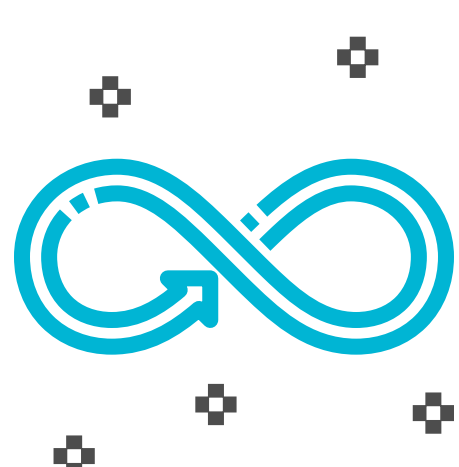
## **I believe AI avatars will soon work instead of us and soon-to-be Creators will pursue more creative activities.**



Together with advanced AI and Digital Human technologies, Metaverse, blockchain and NFT will help Creators utilize various STEMs, videos and celebrity IPs to help “**Create2Earn**”.



Creators will enhance their skills in a fun and easy way with Gamification: playing with digital keyboards to mix diverse music assisted by AI, showcasing music with a metaverse DJ Box and selling it as NFT to the world.



For what is allowed, people can use celebrity IPs to combine, mint/make and sell NFT and physical products. Simulation inside the metaverse is key and creativity of prosumers and Creators will be limitless.



Play2Create is the beginning for everyone to enjoy creating something new. Blockchain and metaverse technologies will enable other countries to use Korea's Culture Technology.

**Through the metaverse, a 12 year old genius from your country may become a famous music producer, SM's songwriter or the next SM artist. This requires a evolutionary change from Play2Earn, playing to simply earn money, to Play2Create.**

The future will be led by a multitude of individual Creators. A world where Creators can realize their dreams and share the fun of creativity will be followed by economic growth.

This is the reason why the world should cooperate with the metaverse based Play2Create system. SM Entertainment and I will always strive for a world where everyone becomes one with the joy of creation.

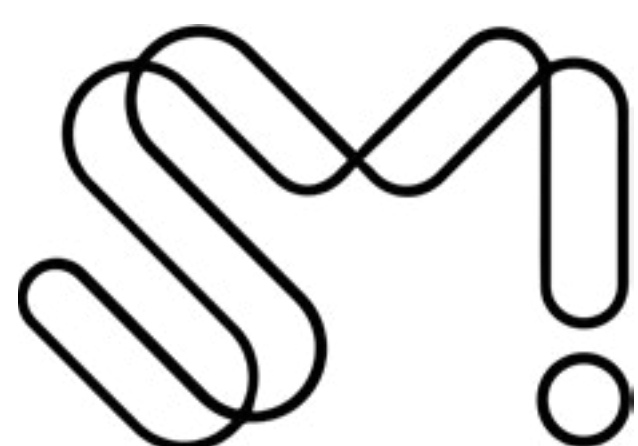




**With P2C, you can “Create” SM artists and express your best music, fashion and dance through them. Expertise, age or experience won’t matter in the SM metaverse; anyone can participate, discover and develop their creative capacity.**

**Enjoy Play2Create, find your creativity and start your journey with our artists. ””**

**Soo-Man Lee,**  
Founder, SM Entertainment



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