



# PLRL Paper

A litepaper introducing PLRL: The Internet Equity Layer

January 2026

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# Background: An Extractive Internet

The internet is often described as “free,” but it is not free in any meaningful sense. It operates on a one way trade that is seldom spelled out: individuals generate data and content → platforms capture, monetize, and sell it. The originators of these inputs are rarely positioned in the flow of the economic value they help create. In this arrangement, individuals are not treated as participants in a shared economy. They are treated as raw material for it.

## Data without ownership

Every digital interaction produces data. Pages visited, videos watched, searches made, locations shared, items purchased, people followed, devices used. Those signals are aggregated into profiles, used to predict behaviour, and sold through ad targeting and real-time bidding. Data moves across platforms, ad exchanges, measurement layers, and brokers, allowing multiple parties to extract value from the same person, with consent often buried in legal jargon, reduced to a checkbox, or never clearly granted.

## Content without control

Creators publish content to platforms to reach audiences, but this often comes with an invisible price: a surrender of control. Sweeping rights to host, distribute, remix, or reuse sit inside terms creators typically cannot bargain over. Content travels across social feeds, partner networks, and increasingly AI pipelines, with creators having limited visibility, granular consent, or a direct licensing path tied to usage. Revenue share exists, but it is concentrated and unstable, with the vast majority receiving little or nothing relative to the value their content unlocks.

## Value without a claim

Network effects magnify this dynamic. The more people contribute, the more valuable platforms become, and the more defensible their market power grows. At the individual level, however, contributions are bundled into audiences and catalogs, while the economic benefits concentrate with the entities that control distribution, monetization, and infrastructure.

This is what is meant by an extractive internet — an architecture where data and content generated by individuals are systematically converted into financial value that very rarely returns to them in proportion to their contribution, and often does not return at all.

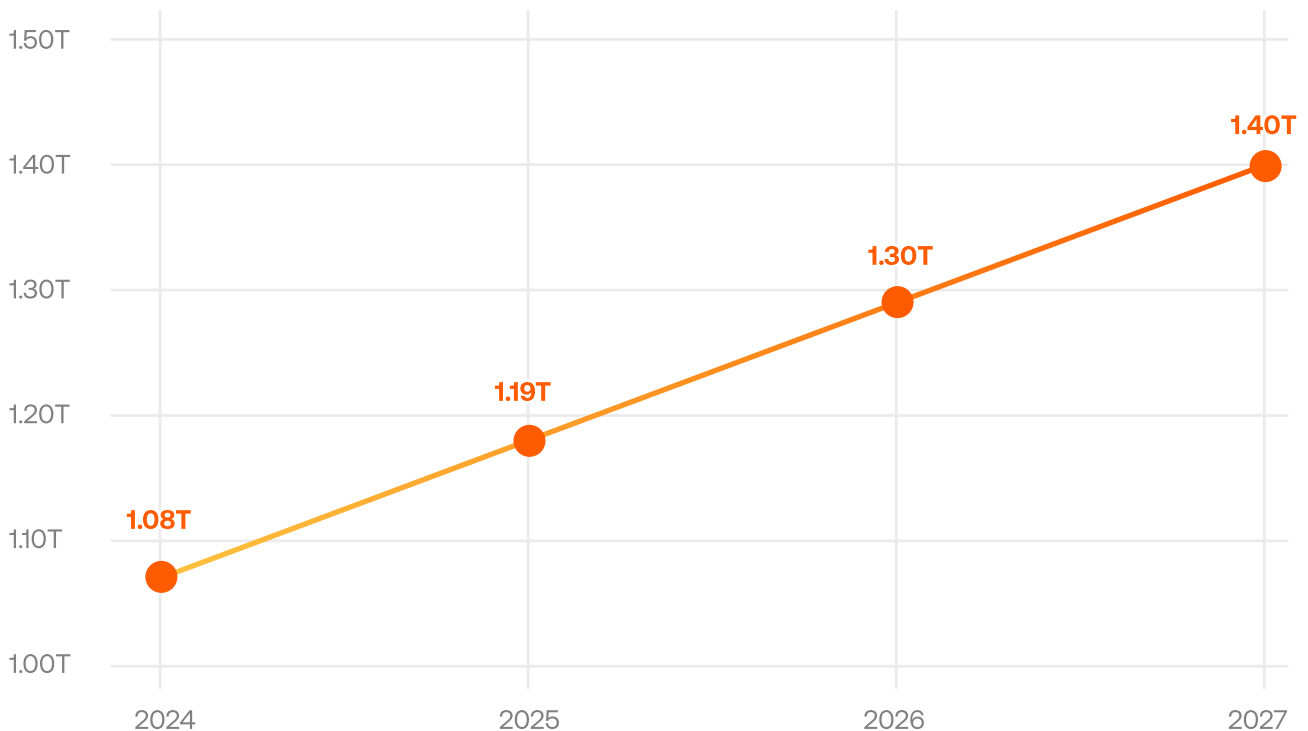
# The Opportunity

The extractive internet has matured into a global-scale economy built on human inputs. Yet the value loop remains incomplete: people generate the supply, while most of the upside accrues elsewhere. What is missing is a participation layer that can connect contribution to direct economic upside. The opportunity sits where four major trends converge:

## 1. A trillion dollar advertising market

Global advertising spend crossed the \$1 trillion mark in 2024 and is projected to reach \$1.40 trillion by 2027, with digital formats representing around 70% of total investment. This is the largest value pool built on attention, but the economics primarily resolve to platforms and intermediaries rather than the people generating the attention.

Global Ad Spend (USD Trillion)



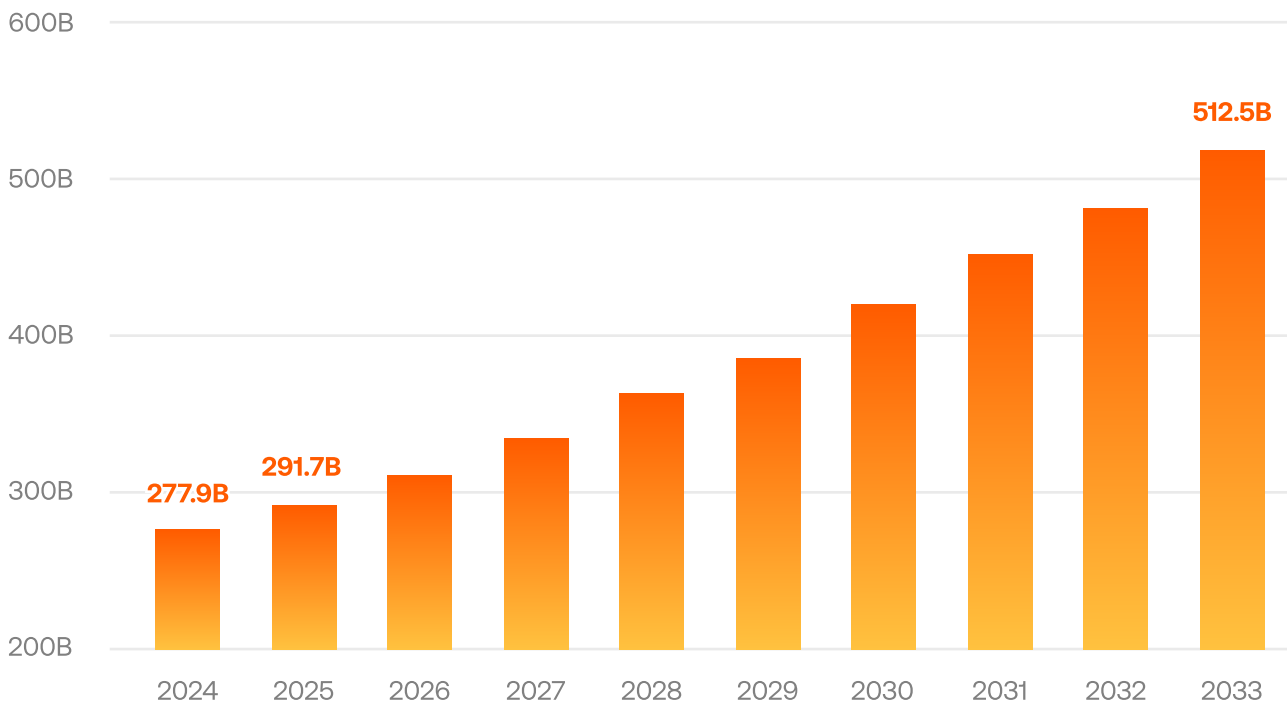
Source: WARC



## 2. A fast-scaling third-party data market

Beneath advertising sits a fast-growing third-party data ecosystem. The global data broker market is estimated at \$278 billion in 2024 and is forecast to exceed \$500 billion by 2033, as more industries adopt data-driven monetization models. A significant share of this market runs on data linked to people who have little visibility into where it goes, control over how it's used, or any share in the value it creates.

**Data Broker Market (USD Billion)**



Source: [Grand View Research](#)

### 3. A massive creator economy with concentrated upside



# 200M+

creators worldwide



# ~5 months

to earn first dollar

The creator economy is now a significant market in its own right. Recent estimates place the global creator economy at \$200 billion in 2024, with projections ranging from \$500 billion to over \$1.30 trillion by the early 2030s. There are now more than 200 million content creators worldwide, yet only a small fraction earn substantial income.

### 4. A rising demand for explicit value exchange

People are increasingly willing to share data when the exchange is explicit and under their control. Trust, transparency, and reciprocity are key drivers of disclosure, and many consumers will exchange data for clear benefits or better experiences. In parallel, brands and enterprises, responding to tightening privacy norms and shifting expectations, are actively looking for privacy-aligned ways to access high-quality content and signals without relying on opaque extraction.

About one-third of consumers are willing to trade their data for cash or for goods and services

# Introducing PLRL



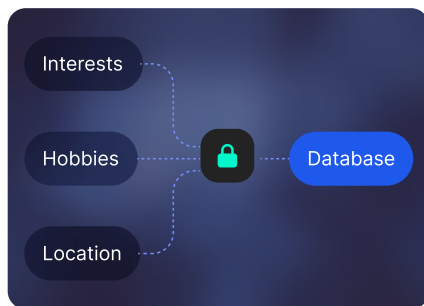
If today's internet is architected so that people sit at the edge of the experience and platforms sit at the center of the economics, PLRL starts from the inverse. The individuals whose data and content fuel the internet should be regarded as participants in its economics, not just as a source of raw material. PLRL reflects a simple belief: the value created by data, content, and ads should resolve across multiple participants instead of accumulating by default at a single entity.

## Derived from the word “plural”

PLRL introduces an Internet Equity Layer that rewires how value flows across today's internet. At a product level, PLRL is expressed through three pillars: **Earn**, a privacy-first vault that turns consented data into a tokenized, reward-bearing asset; **Create**, a marketplace that matches staked creator video content with brand licensing demand; and **Deliver**, an AI-powered delivery system that serves the most relevant ad to every viewer. Taken together, they form the onchain rails that return a share of the internet's economics to the people whose everyday inputs power it.

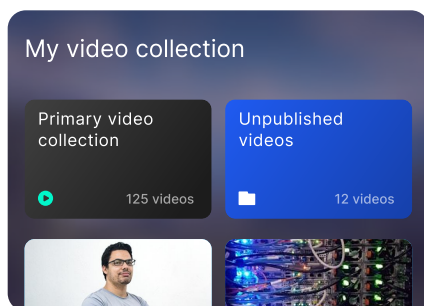
# Core Products

PLRL defines how internet value is earned, created, and delivered.



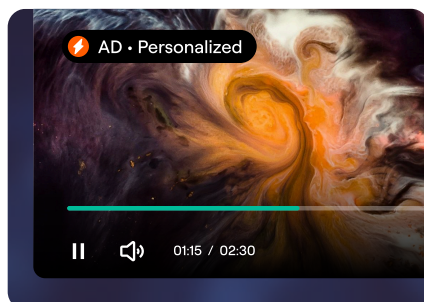
## Earn **Data Vault**

A privacy-first vault that turns consented data into a tokenized, reward-bearing asset. People opt in and stake their profiles to earn \$PLRL, powering ad tech R&D for PLRL's parent and external enterprises. Contributed data is revocable and destroyed on exit, turning data into an asset people control.



## Create **Content Marketplace**

A marketplace where staked video becomes licensable media. Creators upload video content to earn \$PLRL, while brands use \$PLRL to license ready-to-use content or commission new work on demand. Every video becomes part of a protected inventory that can generate rewards for its creator and creative fuel for brands.



## Deliver **Smart Delivery**

A hyper-personalized delivery system that uses AI to select the right ad for the right person at the right time. It runs inside the PLRL Player across the Content Marketplace and can be deployed out of the box on publisher platforms to maximize monetization potential.

# PLRL is for Everyone

PLRL starts from the reality that the internet is built by many, not one. People, creators, brands, enterprises, and publishers all come into the system with different needs and contributions. PLRL gives each of them a defined path into the Internet Equity Layer, creating a direct way for everyone to participate.



## For people

Stake your data to power ad tech  
R&D and earn rewards



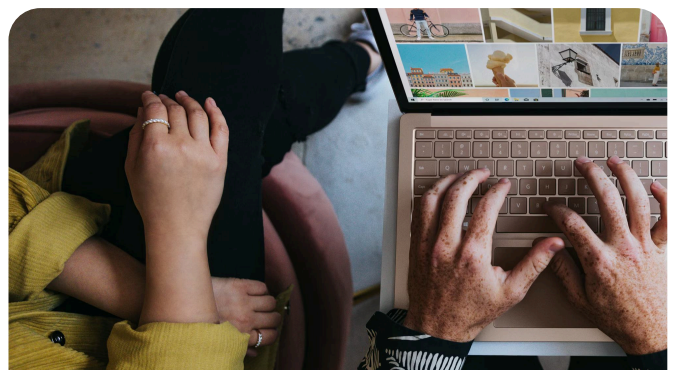
## For creators

Upload and license your video  
content to collect royalties



## For brands

Access vetted creator content  
and anonymized datasets



## For publishers

Serve better ads to your audience  
and keep more of the revenue



# \$PLRL Token

\$PLRL is the native ERC-20 utility token of the PLRL ecosystem, issued on Base chain. It is designed as the economic layer that coordinates how value is earned, shared, and accessed across PLRL products. The supply is hard capped at 10 billion, with minting permanently disabled at the contract level. PLRL is built and funded by PLRL's parent company, with no plans to raise capital through public, private, or venture means.

## The \$PLRL token serves three distinct purposes:



### Staking

Staking is the mechanism for binding data, content, and \$PLRL to the ecosystem. Staked \$PLRL unlocks additional benefits, including higher reward tiers.



### Rewards

\$PLRL is the unit in which value flows back to the ecosystem's contributors. People and creators earn \$PLRL by powering products with their data, content, and activity.



### Access

Brands and enterprises use \$PLRL to access PLRL products, creator inventory, and anonymized datasets.

# Roadmap: A Phased Launch

The PLRL roadmap is structured around three phases that build on each other.

- 1

## Phase 1 - Token Launch

Phase 1 brings the \$PLRL token to market in H1 2026. This establishes the economic layer of the ecosystem so that, as PLRL products come online, there is already a clear and liquid token for staking, rewards, and access. The launch will be supported by a coordinated listing and go-to-market strategy to introduce \$PLRL to global audiences.
- 2

## Phase 2 - Ecosystem Activation

Phase 2 sits between token launch and product rollout and focuses on scaling the PLRL ecosystem. During this stage, PLRL will run large scale marketing and education efforts, extend its exchange coverage, and onboard aligned launch partners into the network. Phase 2 sets the stage for Phase 3 by establishing a substantial cohort of engaged participants inside the PLRL ecosystem ready to adopt the product suite.
- 3

## Phase 3 - Product Rollout

Phase 3 is the rollout of PLRL products. The **Data Vault**, **Content Marketplace**, and **Smart Delivery** are in active research and development and will be introduced over time as they meet readiness standards for security, usability, and scale. Progress updates and early access details will be communicated through official channels as key internal milestones are reached.

# Market Traction

The Internet Equity Layer only works if there is enough data, content, and demand flowing through it. To accelerate that process, PLRL will enter an incubation phase immediately after product launch, funded by a dedicated network bootstrap allocation of \$PLRL. This allocation will be referred to as the **Incubation Reserve**: a temporary network growth budget designed to stimulate the baseline level of staking, content contribution, and brand usage needed for the economy to come online.

The **Data Vault** will use the Incubation Reserve to fund rewards for staked data, incentivizing participation from day one and seeding the system with an immediate depth and variety of data. Initially, this data is intended to power ad tech research and development for Veracity. As the product matures, PLRL may introduce paid access to aggregated insights and datasets for enterprises, with a portion of any such revenue intended to flow back into the reward pools. In such a scenario, rewards would gradually transition from being supported by the Incubation Reserve to being underwritten by external product demand.

The **Content Marketplace** requires a different type of bootstrapping because it is inherently two sided. It only works if there is enough creator supply and enough brand demand at the same time. During incubation, creator rewards will be funded by the Incubation Reserve, which accelerates the build out of a vetted, licensable library that brands can actually use. On the demand side, PLRL will invite a select group of brands into an incubation track that offers free access to creator inventory for an initial period. This removes upfront budget as a barrier to experimentation and makes it easier for marketing and creative teams to test PLRL inside live campaigns and workflows.

These mechanics are intentionally time bounded. The incubation phase is designed to help the network clear the cold start problem, not to create a permanent subsidy layer. As sufficient staked data, content inventory, and active external demand are established, rewards funded by the Incubation Reserve and free access can taper, with the system transitioning toward a state where usage is primarily driven by the underlying product experience and economics.



# PLRL and Veracity

PLRL is a Veracity project. Veracity, through \$VRA, operates and powers B2B infrastructure for the digital advertising supply chain, while PLRL introduces a user facing environment where value flows through a utility token and suite of products aimed at everyday consumers.

Veracity has been building since 2017, with nearly a decade of execution across crypto. Over that time, it has grown a community of more than one million members across social channels and built a broad network of major partners, exchanges, and KOLs. PLRL will launch into this established footprint, with Veracity leveraging its existing distribution, partnerships, and marketing engine to bring the Internet Equity Layer to market at scale.



# Getting Involved

Be part of the plural internet.



Learn more on the PLRL website → [plrl.veracity.io](https://plrl.veracity.io)

Follow PLRL on X for updates → [x.com/veracitytech](https://x.com/veracitytech)

Chat with the PLRL community on Telegram → [t.me/PLRLOfficial](https://t.me/PLRLOfficial)