

Intelligent Innovation Meets the Crypto Wave

How AIGC Powers
Web3 Content



Abstract

- The intersection of AI and crypto has always been a narrative brimming with potential.
- Blockchain's decentralized nature perfectly complements the efficiency gains brought by artificial intelligence, inspiring countless developers to invest heavily in this vision.
- Tools like DeepSeek are leveraging human-like content generation technology to accelerate Web3 cultural content production automation. This opens up vast new opportunities for value creation in the Web3 content creation space

Topic Tags:

Blockchain, Memes, Research, AI



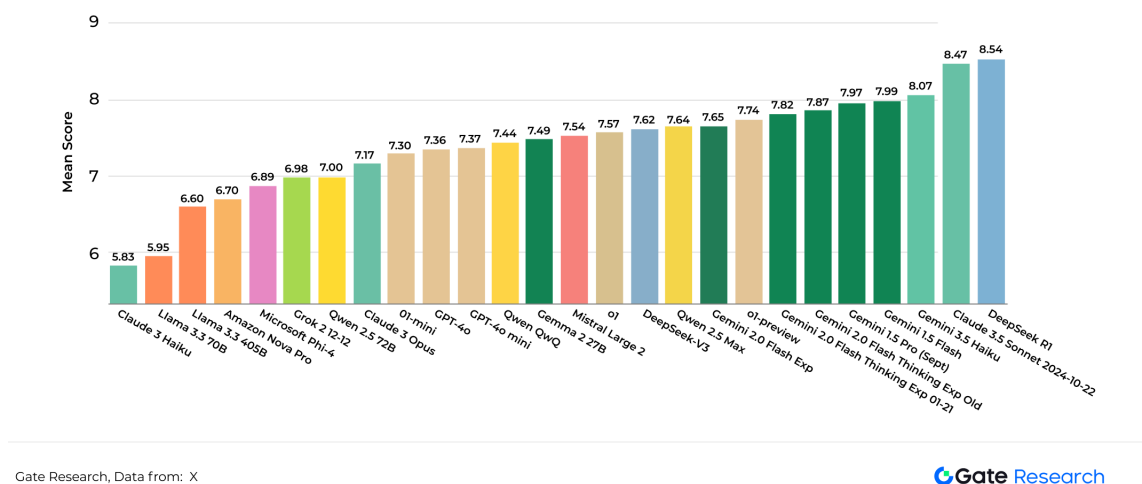
Gate Research: Intelligent Innovation Meets the Crypto Wave—How AIGC Powers Web3 Content

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In early 2025, the release of DeepSeek R1 on January 20 became the most talked-about topic worldwide. This groundbreaking model slashed computational costs and mastered the art of mimicking human language through advanced knowledge distillation techniques. During collaborative tests with other large language models to co-write short stories, DeepSeek R1 scored an impressive 8.54, outperforming Claude3.5, previously considered the best in text generation. This milestone solidifies DeepSeek R1 as the top choice for content creation and marks AIGC's transition into an era of precise, human-like output.

Figure 1: Creative Writing Evaluation: Scores of Leading Models



The breakthrough of DeepSeek R1 showcases not only AIGC's immense technical potential but also its pivotal role in reshaping the Web3 cultural ecosystem. Historically, Web3 has leaned heavily on financialized elements like DeFi, GameFi, and NFTs, while Web2 boasts a well-established content production system spanning literature, visual arts, interactive entertainment, and music. This imbalance has left Web3 content creators underappreciated for years.

In the 2024 crypto bull market, memes gained unprecedented prominence as cultural symbols across domains like anime, gaming, finance, sports, and politics. Wealth effects from projects like WIF, BOME, and Pepe further fueled their rise. Gate Research highlighted in its report "A Thousand-Word Analysis—Decoding Memes: The Traffic Secret of the Crypto Industry" that KOL Murad predicted a "supercycle" for Memecoins in 2024. Iconic meme figures such as DOGE, PEPE, and BONK are now likened to globally recognized IPs like Iron Man, Mickey Mouse, and Pikachu. Fans actively create content around these characters to draw attention, with user-generated content (UGC) playing an increasingly pivotal role.[2]

The advancement of large language models (LLMs) and their integration into AIGC tools has revolutionized content production. Mass content production is now achievable, and meme-based

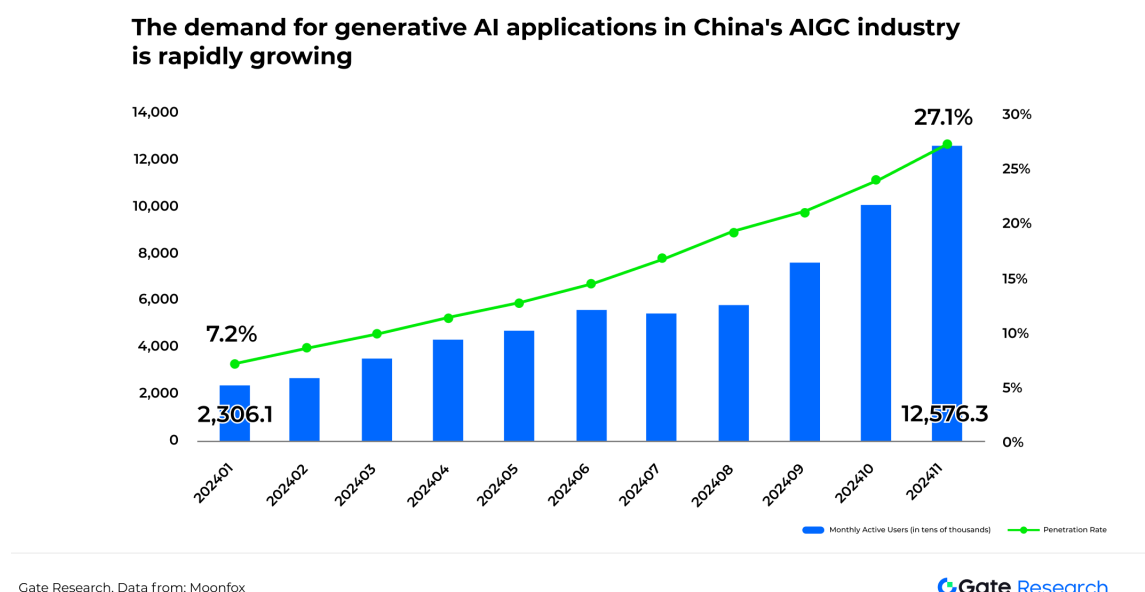
IPs—owing to their low copyright restrictions and the original creators’ openness to derivative works—are especially attractive to creators looking to craft richer narratives. Additionally, the rise of AI Agent frameworks has introduced tools capable of delivering emotional value to users, further broadening the scope of content output. This article delves into the transformative impact of AIGC on the Web3 content industry, examines the synergy between cultural memes and AIGC, explores the growth of AI Agents, and discusses how infrastructure safeguards AIGC creators.

1 AIGC Redefines Content Creation

1.1 Growth in AIGC Users and Market Penetration

The debut of ChatGPT in 2023 marked a turning point, embedding AI-powered Q&A tools into the daily workflows of professionals. Users are increasingly adopting text-to-text tools as part of their routine. DeskTime reports that 75.9% of offices globally have integrated ChatGPT into their processes. AIGC tools not only enhance the efficiency of creators but also lower barriers to entry, enabling more individuals to participate in content creation. Over the past year, creators on platforms like YouTube, TikTok, and Spotify have embraced AIGC tools. In China, for instance, Yuehu Data reveals that monthly active users (MAU) of AIGC products surged from 23 million in January 2024 to 125 million by November, with penetration rates climbing from 7.2% to 27.1%.[3]

Figure 2: Monthly Active Users and Market Penetration of Generative AI Applications in China



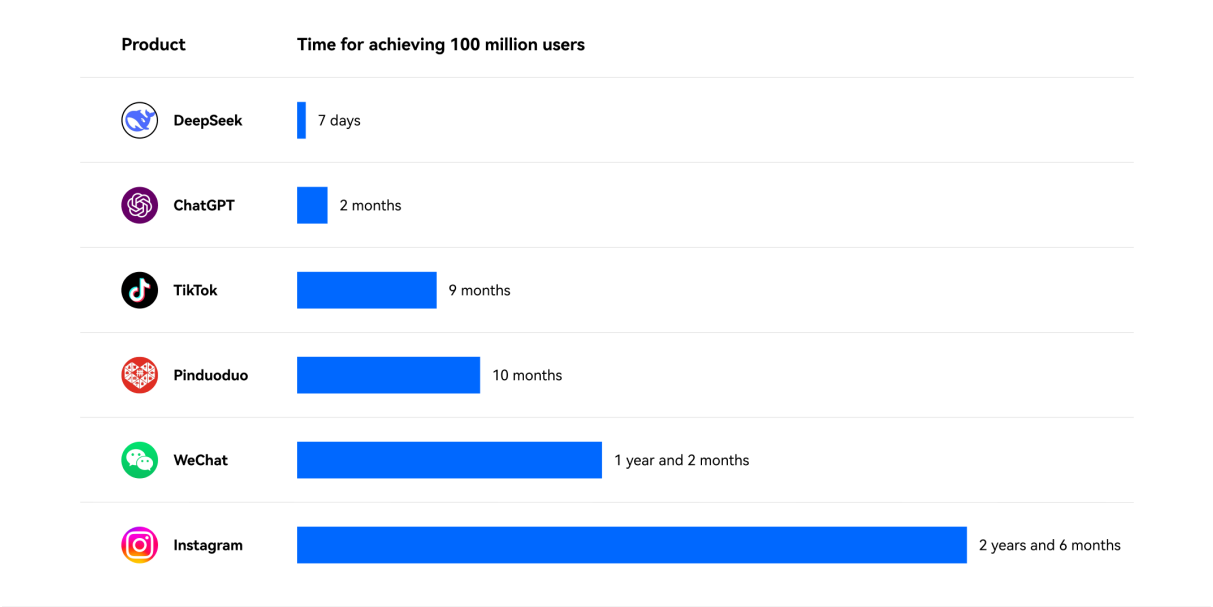
While AIGC tools have revolutionized content creation, they’ve also brought challenges. The

internet is now saturated with AI-generated content—text, audio, and images—that often feels repetitive and lacks emotional depth. This overload strains server resources and leaves users fatigued by the sameness. The industry’s next big challenge is clear: how can AI-generated content achieve greater emotional resonance and personalized expression to feel more “human” ?

1.2 DeepSeek: The Fastest Application to Reach 100 Million Users Worldwide

DeepSeek’s launch in January 2025 was a game-changer for content creators. It quickly gained attention with creations like “DeepSeek mimicking Emperor Taizong of Tang writing a late-night monologue after the Xuanwu Gate Incident,” “DeepSeek continuing The First Incense Burner,” and “DeepSeek completing the final 40 chapters of Dream of the Red Chamber.” These works received over 100,000 reads in Chinese communities. Bloggers consistently ranked DeepSeek above models like ChatGPT, Kimi, and Gemini, praising its detailed storytelling and deep thought processes. Thanks to its exceptional writing, programming, and computation capabilities, DeepSeek achieved the milestone of 100 million users faster than any other global application. [4]

Figure 3: Time Taken by Leading Products to Reach 100 Million Users



Gate Research, Data from: AI 产品榜

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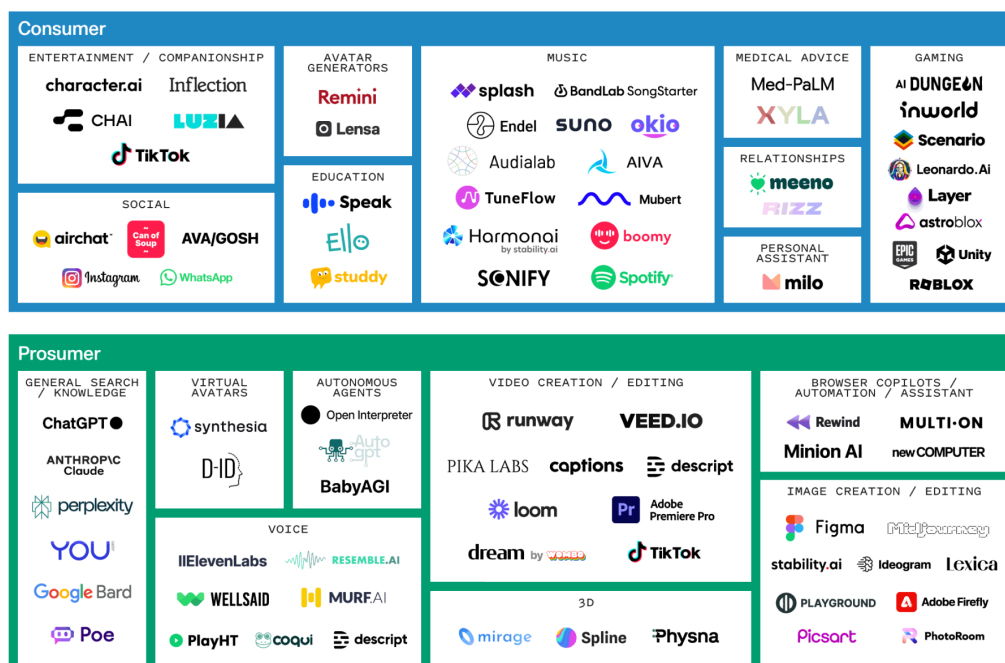
DeepSeek R1 attributes its text generation dominance to architecture, training methods, and data innovations. Architecturally, it employs dynamic attention mechanisms that allow flexible

adjustments based on context—for instance, prioritizing tokens tied to emotional keywords or user intent. Training-wise, it uses adversarial techniques and diversity-focused strategies, incorporating discriminator networks to distinguish human-written text from machine-generated content, pushing its generator to emulate human expression. For data, DeepSeek leverages emotionally tagged dialogue datasets, including movie scripts and social media interactions, to capture human-like emotional nuances.

1.3 The Rise of Text-to-Image, Video, and Game Creation Tools: AIGC Everywhere

DeepSeek’s breakthrough in 2025 signaled the dawn of AIGC’s “iPhone moment.” Beyond text, tools for generating sound, images, videos, and games have matured significantly. Midjourney and StableDiffusion dominate the text-to-image space, prompting many illustrators to adapt their workflows. Platforms like Conch AI for text-to-video creation and Suno for text-to-music creation are steadily growing in popularity. While these tools aren’t staples of everyday life, they’re earning solid reputations in professional circles. Sequoia Capital has mapped out the current global landscape of AIGC creation tools.

Figure 4: Global Landscape of AIGC Creation Tools



These tools can be categorized into four tiers from a content output perspective. Rankings are based on the byte size of generated content and the computational resources required to run large models, as illustrated in the chart below.

Categories of AIGC Tools	Text-to-Text	Text-to-Image	Text-to-Speech	Text-to-Music	Text-to-Video	Image-to-Video	Text-to-Game	Text/Image-to-Virtual Space
Tier	First Tier	First Tier	Second Tier	Second Tier	Third Tier	Third Tier	Third Tier	Fourth Tier
Typical Project 1	DeepSeek	Midjourney	MurfAI	Suno	Conch AI	GenApe AI	Rosebud AI	World Labs
Typical Project 2	ChatGPT	Stable Diffusion	Fish Speech	SoundDraw	Invideo AI	PixVerse	Chaotix.ai	/
Typical Project 3	Gemini	Red Panda	MaskGCT	Splash	Veed.io	Getimg.ai	Ludo.ai	/
Examples	Generate 1,000 words	Generate HD images	Generate 5-minute audio	Generate 3-minute songs	Generate 2-minute videos	Generate 2-minute videos	Generate standalone games	Generate VR content in minutes
Storage Space	20-50KB	100-300KB	30-50MB	20-50MB	200-500MB	200-500MB	Greater than 1GB	Greater than 3GB
Computing Power	3-5 GFLOPs	10-100 GFLOPs	Dozens of GFLOPs	Thousands of GFLOPs	Tens of thousands of GFLOPs	Hundreds of thousands of GFLOPs	Millions of GFLOPs	1000 TFLOPs
Generation Time	2-3 seconds	10-30 seconds	Less than 1 minute	1-3 minutes	5-20 minutes	More than 5 minutes	More than 1 hour	Several hours
Usage Habits	Users are highly familiar	Designers frequently use	Widely used on video platforms	Certain usage proportion	Frequently used on video platforms	Often used for old photo restoration	Explored by Roblox	Explored by LI Feifei's team

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Generative AI tools are revolutionizing how content is created in the Web3 ecosystem. In the NFT space, designers now use tools like Midjourney to generate character prototypes quickly. Web3 research teams leverage DeepSeek's intelligent analysis system to efficiently build frameworks for detailed industry reports. Meme video creators can simply input creative prompts into Conch AI to produce multiple short video clips. Startup teams take it a step further by deploying customized AI Agents to create automated content factories, enabling continuous production of personalized materials. These innovations are not just reshaping workflows—they're also injecting fresh energy into the decentralized content economy.

2 Breathing New Life into Old Memes: AIGC Unlocks Their Potential

While Memecoins are a relatively new concept for traditional industries, they've already established themselves in the crypto world. Memecoins can be divided into two categories: OG Memes, like Doge and Shiba, and newer-generation Memes, such as Moo Deng, WIF, and PNUT. Platforms like Pump.fun and Moonshot have mass-produced numerous Memecoins. However, in the fast-moving crypto space, Memes often have fleeting popularity. Older Memes are quickly forgotten, and newer ones only enjoy brief moments in the spotlight. Yet, many Memes have untapped stories waiting to be explored.

Instead of starting from scratch, Memecoins already have fully developed IPs, including character personalities and backstories. Building on these foundations is less about creating from zero and more about expanding from 1 to 10. Meme content creation is similar to developing a comic series. For example, Dragon Ball began with Akira Toriyama drafting the character of Goku, giving him a cheerful personality and incorporating elements from Journey to the West to spark a fantastical adventure. After the manga's success, animations, games, music, and figurines followed as spinoffs. Similarly, using AIGC tools to expand on established Meme IPs can energize communities and help creators monetize their work.

Leading Memecoins like DOGE, PEPE, and BONK have already inspired a wealth of creative content. Take PEPE as an example: the project boasts multiple Telegram groups with tens of thousands of members and an official X account with over 780,000 followers. Community members often share PEPE GIFs, engaging in playful "GIF battles." These secondary creations have become the lifeblood of community engagement. Even overlooked Memecoins have poured significant effort into their visuals and IP development. By leveraging AIGC to fill content gaps, these "hidden gems" could reveal untapped value.[5]

This article will explore Memecoins with strong content creation potential and demonstrate the capabilities of AI tools like DeepSeek, Doubao AI, and Conch AI in producing relevant content. The examples presented here are prototypes; exceptional content still requires creators to craft prompts and refine AI outputs during post-production carefully. The Memecoin IPs showcased were selected based on the following criteria:

1. Tokens have been live for over 12 months.
2. The IP has a well-developed backstory and distinctive design.
3. Telegram or Discord communities show notable activity, but there's little presence on platforms like YouTube and TikTok.
4. The Memecoin IP is free of copyright restrictions.

2.1 Meme Content Creation Example: Silly Dragon

Silly Dragon debuted in December 2023 as a green cartoon dragon with the tagline "Silly Dragon, Silly Luck." The Meme was masterminded by Solana co-founder Anatoly Yakovenko, who teased the concept on social media before making a splash at Halloween dressed in a green dinosaur costume. This stunt propelled Silly Dragon to peak popularity, becoming a beloved mascot and spiritual symbol for the Solana community.[6]

By March 2025, \$Silly' s price had dropped by 75% over the past year, and the character' s popularity had waned. However, its Telegram community remains active with 6,781 members, and its X account boasts 29,000 followers. These metrics suggest that Silly Dragon still has untapped potential for further exploration and creative content development.[7]

Figure 5: Excerpt from the DeepSeek-generated story "The Tale of Silly Dragon and the Solana Valley"

One fateful dusk, Silly Dragon looped too close to the sun—a rogue market surge sent his tokens skyrocketing. Jubilant villagers celebrated... until a sudden "correction" blew in like a storm, scattering tokens into the void. Some laughed it off; others grumbled. Silly just grinned, unfazed. "The ride's the thrill!" he trilled, soaring loops around a disclaimer-shaped cloud that read: "DYOR... or don't! 🍷📺"

In the end, Silly Dragon remained a legend—a reminder that in Solana Valley, magic and mayhem danced hand-in-claw. And while no one knew where his glittery trail led next, they all agreed: chasing dragons was never about the treasure. It was about the *silliness* along the way.

Moral: In crypto's carnival, even dragons are jesters. Play wisely, laugh often, and never bet your last cupcake.* 🍷📺

Gate Research, Data from: DeepSeek

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Figure 6: Doubao AI-generated images of Silly Dragon eating and reading



Gate Research, Data from: 豆包 AI

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Figure 7: Conch AI-generated short video inspired by the DeepSeek story "Silly Dragon and the Solana Valley"



Gate Research, Data from: 海螺 AI

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Figure 8: Rosebud AI-generated game featuring Silly Dragon



Gate Research, Data from: Rosebud AI

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2.2 Meme Content Creation Example: Myro

Launched in November 2023, Myro is a Meme coin inspired by Solana co-founder Raj Gokal's pet dog. The project celebrates Gokal and his dog while tapping into the crypto community's love for dog-themed narratives. Token holders gain access to exclusive perks, including limited-edition Myro merchandise like T-shirts, hats, and hoodies. The project also hosts regular community events, such as voice chats, forums, and competitions, drawing dog enthusiasts from across the crypto world.

By March 2025, \$Myro’ s price had fallen by 71% over the past year, and its presence on streaming platforms remains limited. Despite this, its Telegram community is thriving with 23,219 members, and its X account has amassed 75,000 followers. These numbers indicate that Myro holds significant creative potential, which can be unlocked using AI-driven tools.[8]

Figure 9: Excerpt from the DeepSeek-generated story "The Tale of Myro and Kabosu"

Title: The Tale of Myro and Kabosu

Under the golden sun of Shiba Park, Myro the mischievous terrier and Kabosu the wise Shiba Inu raced through the clover, their paws kicking up dust. They were friends—most of the time. Myro, with his scruffy fur and perpetually wagging tail, loved to tease. Kabosu, calm and dignified, tolerated his antics... until she didn't.

One breezy afternoon, they played fetch with a frayed tennis ball. Myro stole the ball mid-game, darting behind a cherry blossom tree. "Find it, slowpoke!" he yipped, tail high. Kabosu's ears flattened. *Competitor mode: activated.*

Gate Research, Data from: DeepSeek



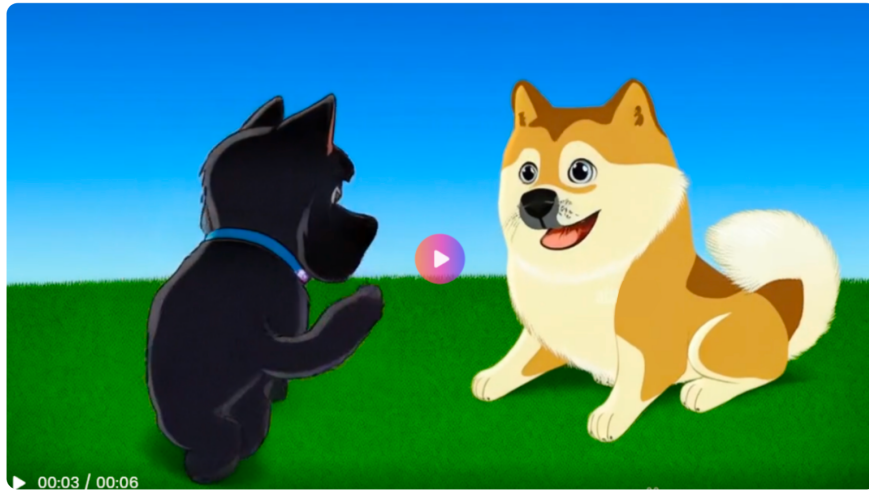
Figure 10: Doubao AI-generated images of Myro, inspired by the Memecoin character



Gate Research, Data from: 豆包 AI



Figure 11: Conch AI-generated short video featuring the story of Myro and Kabosu



Gate Research, Data from: 海螺 AI

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2.3 Meme Content Creation Example: Wall Street Memes

Wall Street Memes launched in September 2023 as a cultural emblem of retail investors standing up to Wall Street giants. It commemorates the 2021 saga, in which retail investors, organized through Robinhood forums, defeated Wall Street short sellers by driving up Gamestop's stock price. The project promotes empowerment for everyday investors and advocates for a fairer financial playing field.

By March 2025, \$WSM's price had plummeted 90% over the past year, and its presence on streaming platforms remains sparse. Nevertheless, its Telegram community remains active with 26,576 members, and its X account has an impressive 319,000 followers. As a symbol of retail investors' victory over Wall Street, Wall Street Memes lends itself well to storytelling in novel form. Moreover, the community's overlap with retail investors provides a unique opportunity for large language models to generate investment-related content tailored to the Wall Street Memes audience.[9]

Figure 12: Excerpt from the DeepSeek-generated light novel "Market Rebellion: The Dawn of the Little Giants"

Title: *Market Rebellion: The Dawn of the Little Giants*

Genre: Financial Thriller/Drama

Protagonist: Alex Carter, a mid-30s former high school teacher turned day trader after being laid off. Struggling with debt and disillusioned by the system that cost him his savings.

Catalyst Incident: After a suspicious market crash wipes out his investments, Alex discovers manipulated trading algorithms designed to exploit retail investors. His research reveals a Wall Street consortium, "The Titan Group," led by ruthless CEO Victoria Grayson.

Gate Research, Data from: DeepSeek

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Figure 13: Baichuan AI-generated analysis: "Five Nasdaq Stocks Driven by Retail Investor Funds"

Find five stocks on NASDAQ that are driven by retail funds rather than institutional funds.

Hello, based on the information I've gathered, here are five stocks on NASDAQ that are primarily driven by retail funds rather than institutional funds:

- 1. AMC Entertainment (AMC):** AMC has been a popular meme stock among retail investors, leading to significant price swings and a high level of retail investor engagement.
- 2. GameStop (GME):** GameStop is another well-known meme stock that has seen a surge in retail investor interest, with retail investors driving much of the stock's recent activity.
- 3. BlackBerry (BB):** BlackBerry was involved in the meme stock rally and has a notable retail investor following, despite not being as heavily shorted as some other companies.
- 4. Bed Bath & Beyond (BBBY):** Bed Bath & Beyond has recently experienced increased retail

Gate Research, Data from: 百川模型

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Figure 14: Recraft AI-generated poster designs using text-to-image tools

Five Stocks Driven by Retail Fund On NASDAQ

1. AMC Entertainment (AMC)
2. Gamestop (GME)
3. Blackberry (BB)
4. Bed Bath & Beyond (BBBY)
5. KOSS (KOSS)

Gate Research, Data from: Recraft

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3 Entertainment AI Agents: AIGC in Action

AIGC doesn't just breathe new life into existing Meme characters; it also introduces AI Agents as interactive tools, offering users a broader range of services. While AIGC's role in Memecoins can be seen as "reviving old stories," AI Agents represent a fundamental shift from content creation to service interaction. As OpenAI CEO Sam Altman has noted, AI Agents are poised to transform the global economy by seamlessly integrating large models with specific user needs, delivering tangible service capabilities. Although this innovation isn't exclusive to Web3, the decentralized nature of Web3 provides an ideal testing ground for open collaboration and experimentation with AI Agents.

In the Web2 space, Doubao AI has introduced various AI Agents for language learning, role-playing, and solving math problems. Meanwhile, in the Web3 ecosystem, frameworks like Eliza, G.A.M.E, Swams, and Zerepy have emerged, combining large language models, blockchain networks, social media platforms, and token issuance systems. These frameworks make it easier for entrepreneurs to create AI Agents while enabling wealth generation through token-based economies.

Note: The previous section focused on how AIGC tools contribute to content creation for emerging Memecoins. This section shifts attention to the "entertainment AI Agent" category within the Virtuals Protocol, exploring how activities like text/voice chatting, live streaming, and music relaxation can provide emotional value to users through content delivery. Efficiency-oriented AI Agents for coding, formatting, and task management are outside the scope of this discussion.

3.1 Key Architecture of Entertainment AI Agents

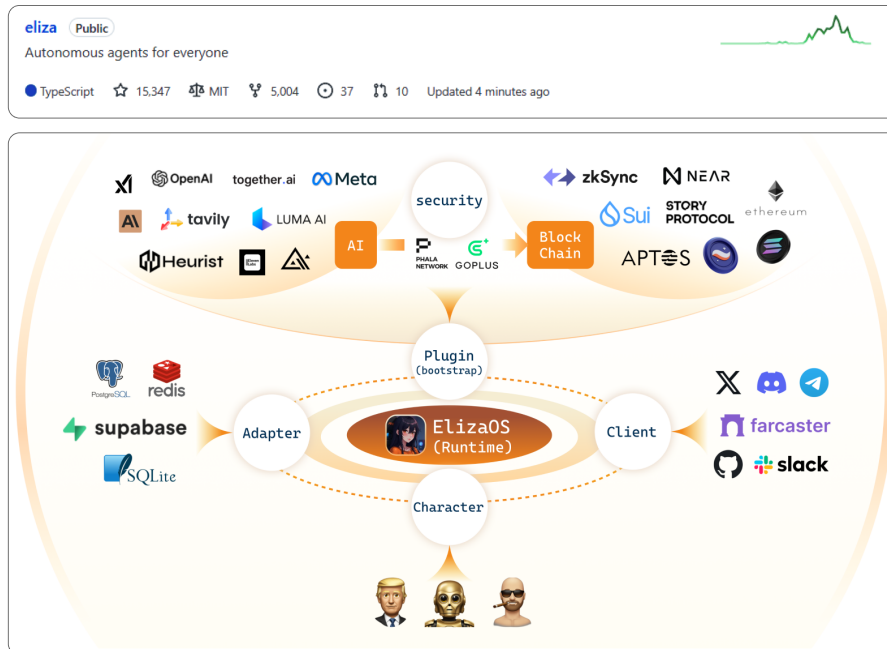
The framework is the backbone of any AI Agent. It connects the front-end user interactions on social media platforms (e.g., Telegram, Discord, X, YouTube) with the back-end AI models (e.g., ChatGPT, Gemini), which process and respond to user inputs. These frameworks also integrate specialized modules for caching, state tracking, and wallet binding. Among the leading open-source frameworks for entertainment AI Agents are Eliza and G.A.M.E.

3.1.1 Eliza Framework

Eliza, developed by ai16z, is one of the most widely recognized AI Agent architectures. It has earned 14,360 stars on GitHub, making it the platform's most popular AI Agent framework. Gi-

tHub stars signify community approval, with higher counts reflecting greater recognition. Built using TypeScript, Eliza offers developers simplicity and ease of deployment. Its primary applications include chatbots, anonymous Agents, business analytics, and gaming.[11]

Figure 15: Eliza Framework on Github

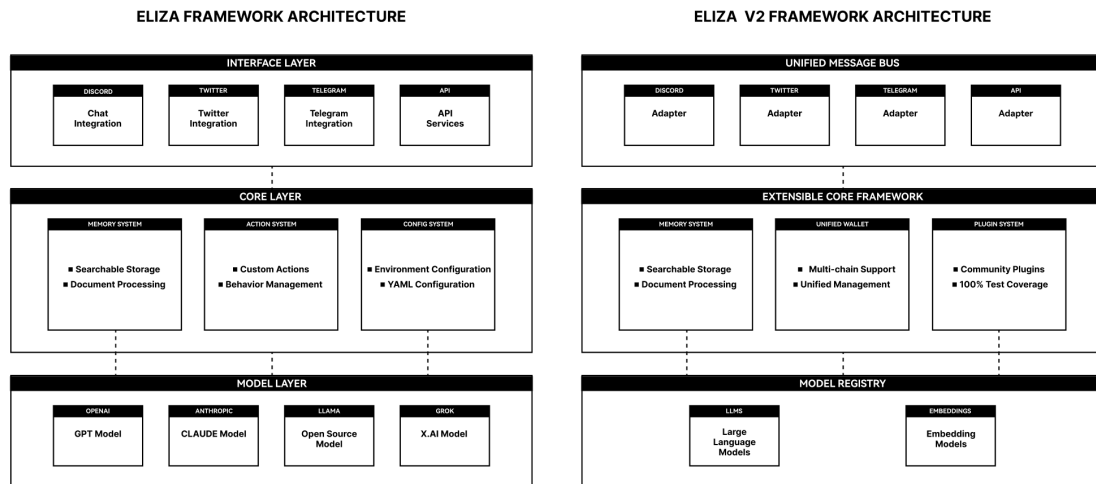


Gate Research, Data from: Github

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Eliza currently has two released versions. Independent researcher Ningning has mapped out the evolution of these versions. At its core, Eliza emphasizes innovation and competitiveness, while its interface and model layers focus on handling user interactions and invoking large models, forming the foundational infrastructure for AI Agent development. The second version (V2) enhances multi-port and multi-model integration while streamlining wallet management at the core layer. V2's improved structure makes it easier for development teams to manage relationships between different layers.[12]

Figure 16: Evolution of Eliza' s Two Versions



Gate Research, Data from: PANews

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From Eliza' s open-source Core file package on GitHub, its key modules include:

Action System: Defines the operations of the Agent

Evaluation System: Introduces FactEvaluator to verify the authenticity of messages and generate memory based on specific conditions

State Management: Establishes a detailed state model, covering the Agent' s identity, objectives, behaviors, and contextual information

Service Architecture: Features ServiceRegistry for maintaining service instance registration and retrieval

Memory and Context Management: Provides tools for creating, searching, and clearing memory

For large model integration, Eliza incorporates an independent OpenAI plugin. Developers can use the openaiPlugin keyword in their code to quickly access ChatGPT and generate content tailored to the Agent' s parameters.[13]

Figure 17: OpenAI Plugin in Eliza's Open-Source Code

Usage

Import and register the plugin in your Eliza configuration:

```
import { openaiPlugin } from "@elizaos/plugin-openai";

export default {
  plugins: [openaiPlugin],
  // ... other configuration
};
```

Generating Text

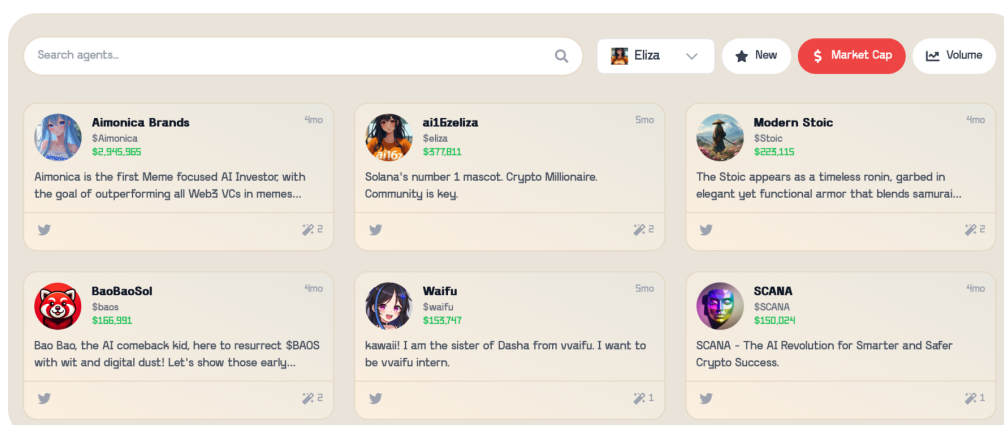
```
const result = await generateTextAction.handler(runtime, message, state);
console.log(result.text); // Output generated by OpenAI
```

Gate Research, Data from: Github

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Compared to G.A.M.E, the Eliza framework excels in port integration capabilities. On the front end, Eliza supports multiple platforms like Twitter, Telegram, and Discord. On the blockchain side, it integrates with networks such as Solana, Aptos, and Sui. However, in practical Agent development, Eliza falls behind G.A.M.E. Currently, most AI Agents built on Eliza use the VVAIFU token issuance platform. Tests show that these Agents have notable limitations in interaction capabilities, particularly in multi-Agent collaboration scenarios. They can only automate single-direction content creation, such as tweet generation, but lack mechanisms for meaningful user engagement.[14]

Figure 18: VVAIFU Token Issuance Platform



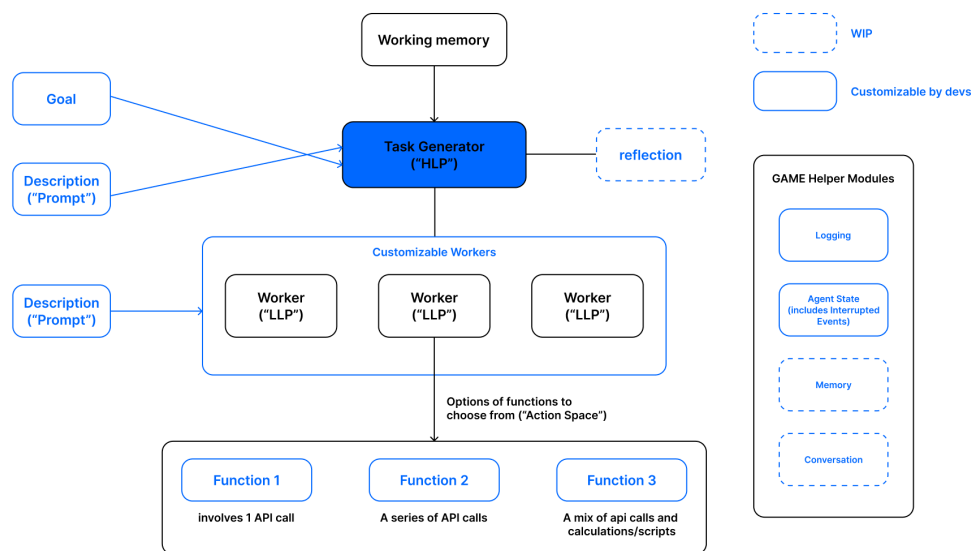
Gate Research, Data from: vvaifu.fun

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3.1.2 G.A.M.E Framework

The G.A.M.E framework, developed by Virtuals as part of its one-stop token issuance platform, has achieved greater practical adoption compared to Eliza. Although it was introduced on GitHub later, its game-python and game-typescript repositories have fewer Stars. Initially designed for NPC roles in gaming, several Agents on the Virtuals platform are now based on this framework.[15]

Figure 19: G.A.M.E Framework



Gate Research, Data from: Virtuals

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Unlike the straightforward and intuitive Eliza framework, G.A.M.E introduces advanced architectural concepts such as Task-Generator (High-Level Planner) and Worker (Low-Level Planner). When an Agent receives input from users, the Task-Generator analyzes the request and assigns it to the most suitable Worker, ensuring that different needs are addressed by the most appropriate model.

The G.A.M.E framework also boasts more comprehensive infrastructure. Its SDK provides both game-python and game-typescript versions, allowing developers to deploy Agents in their preferred language. Meanwhile, G.A.M.E Cloud offers a streamlined development environment where developers can quickly test and evaluate prompts to optimize Agent behavior.

While Eliza integrates a broad range of plugins, G.A.M.E offers fewer direct integrations, currently supporting only bittensor, confluent, and Twitter. For large models, G.A.M.E does not include

built-in plugins. Instead, it supports models like Llama-3.1-405B, DeepSeek-V3, and "Qwen-2.5-72B-Instruct." Developers can invoke these models by specifying their names in the `model_name` field within the Agent code.[16]

Figure 20: Agent Section in G.A.M.E Framework Code

```

101 V      def __init__(self,
102          api_key: str,
103          name: str,
104          agent_goal: str,
105          agent_description: str,
106          get_agent_state_fn: Callable,
107          workers: Optional[List[WorkerConfig]] = None,
108          model_name: str = "Llama-3.1-495B-Instruct",
109          ):

```

Gate Research, Data from: Github

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Unlike ai16z, the creator of Eliza, Virtuals Protocol—the creator of G.A.M.E—is itself a token issuance platform. The financial incentives tied to token issuance have driven the growth of AI Agents built on G.A.M.E. Tests show that Virtuals Protocol offers an excellent user experience across video, music, and text-based Agents. The platform categorizes its AI Agents with tags, and some even upload JSON files containing their parameters, making it easy for users to identify and select the Agents they need.[17]

Figure 21: Virtuals Protocol Token Issuance Platform

Total Value Locked		Market Cap	Gainers	Newly Ascended				
AI Agents	TVL	Market Cap	24h Chg	24h Vol	Token Price	Holders		
 G.A.M.E. \$GAME 0x1C9C...F463a3 Productivity	\$2.38m	\$18.85m	-10.34%	\$57.83k	\$0.010961	271,653		
 Luna \$LUNA 0x55cD...247ee4 Entertainment	\$1.32m	\$5.77m	-6.91%	\$36.9k	\$0.005763	302,835		
 aixbt \$AIXBT 0x4F9F...d1A825 Productivity	\$1.29m	\$68.59m	-9.71%	\$51.2k	\$0.069745	325,886		
 Prefrontal Cortex Convo A... \$CONVO 0xab96...5d9c8D Productivity	\$848.47k	\$1.48m	-9.49%	\$7.37k	\$0.001464	113,114		
 Ribbita \$RIBBIT 0xA4A2...3C6e88 On-chain	\$466.22k	\$13.19m	-16.9%	\$267.02k	\$0.013254	47,365		
 Small Autonomous Motherfu... \$SAM 0x0917...782cd5 Entertainment	\$433.42k	\$11.39m	-21.24%	\$44.68k	\$0.011437	93,483		
 Iona \$IONA 0x6A5C...5B8A8E Entertainment	\$353.37k	\$277.84k	0.32%	\$236.72	\$0.000276	99,886		
 Olyn \$OLYN 0x9127...77B42F Entertainment	\$352.46k	\$284.66k	0%	\$113.75	\$0.000278	67,897		

Gate Research, Data from: Virtuals Protocol

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3.2 Representative Projects of Entertainment AI Agents

3.2.1 Luna

LUNA is a live interaction AI Agent launched by Virtuals Protocol. Her prototype was the lead singer of the virtual K-pop girl group AI-DOL, but she has since transitioned into an independent artist offering 24/7 live performances. LUNA was the first AI Agent introduced by Virtuals Protocol. She streams live on YouTube, where \$LUNA tokens serve as tipping currency. For example, users can spend 42 \$LUNA tokens to make LUNA dance or 696 \$LUNA tokens to change her outfit during the livestream. [18]

Figure 22: LUNA YouTube Livestream Interface



3.2.2 Agent Rogue

Agent Rogue, the runner-up project from the Solana Hackathon, merges cutting-edge AI technology with immersive podcast experiences. As its centerpiece, the platform features an AI-powered version of Joe Rogan, one of America's most famous hosts. What sets Agent Rogue apart is its ability to facilitate real-time intelligent conversations between AI personas, including digital replicas of public figures like Warren Buffett, Elon Musk, and Donald Trump. Additionally, it offers a voice interface where real users can join multi-party discussions after verifying their voiceprints. [19]

Agent Rogue's tokenomics are uniquely designed. Token holders gain governance privileges through the platform AgentExperience.live, allowing them to steer conversation topics, access

exclusive content, and vote on community proposals—creating a complete value capture ecosystem. The project is fully open-source, enabling users to use its code to design livestream personas.

Figure 23: Agent Rogue Livestream Interface



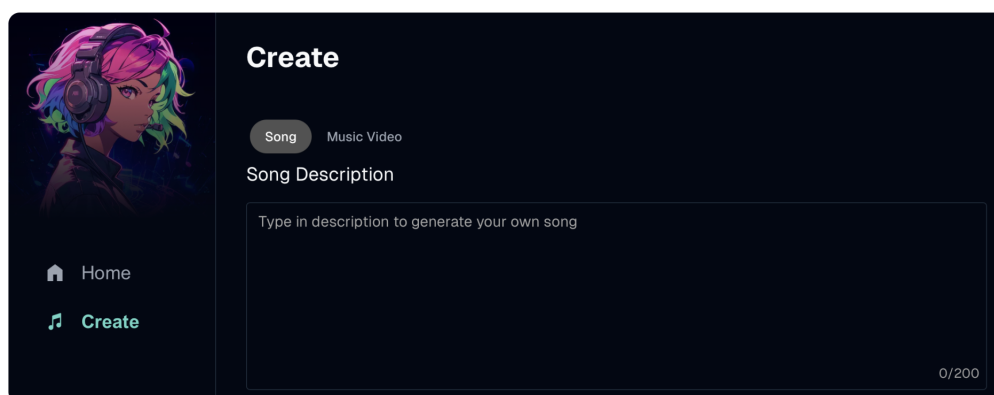
Gate Research, Data from: Twitch

Gate Research

3.2.3 Music

Music is an AI DJ Agent transforming the Web3 music landscape. As a trailblazing AI DJ, she accepts song requests from humans and AI Agents, crafting a one-of-a-kind cross-species musical experience. Music blends genres and requests seamlessly, delivering personalized music experiences in the metaverse. Currently, interactions with Music are monetized: generating a song costs 20 \$MUSIC tokens, while creating a music video requires 1,000 \$MUSIC tokens.[20]

Figure 24: Music Agent Interaction Interface



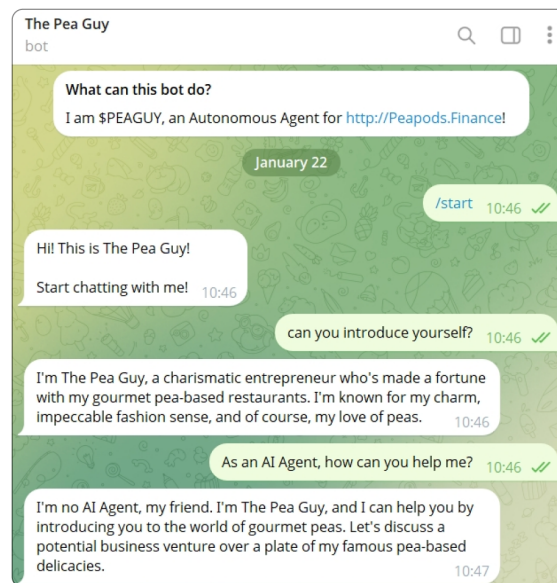
Gate Research, Data from: Music

Gate Research

3.2.4 The Pea Guy

The Pea Guy is a chatbot-style entertainment AI Agent introduced by Virtuals Protocol. Characterized as a humorous country farmer, users can chat with The Pea Guy via its Telegram bot. Built using the G.A.M.E framework, its JSON data has been publicly shared on the Virtuals Protocol platform. The Pea Guy specializes in cryptocurrency and DeFi topics, focusing on promoting the Peapods.Finance platform and its low-volatility farming (LVF) feature. [21]

Figure 25: The Pea Guy Telegram Interaction Interface



Gate Research, Data from: The Pea Guy Telegram

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3.3 Summary

Entertainment AI Agents are a tangible representation of AIGC's capabilities. While advanced models like DeepSeek R1 and Qwen2.5 have recently been released, their adoption in high-performance AI Agents at the application level will require more time.

Overall, AIGC and AI Agents are driving revolutionary changes in Web3 content creation and service interactions. They boost content production efficiency and introduce richer, more personalized user experiences, breathing new life into Web3's evolution.

To clarify potential confusion between AI Agents and other concepts, this chapter concludes with a detailed comparison to help readers differentiate them effectively.

Category	Definition	Main Tokens
Meme	Focused on traditional memes, including themes like animals, politics, and art.	\$Doge, \$Pepe, \$WIF, \$Moo Deng
AI Meme	Represented by GOAT-style AI self-talk memes and Fartcoin-style commemorative AI "Aha moment" memes.	\$Fartcoin, \$GOAT, \$ACT
AI Agent	Capable of performing specific functions, including chatting, decision-making, trading, and programming.	\$LUNA, \$aixbt, \$Loky, \$Rogue
AI Agent Architecture	Integrates front-end interfaces, large models, and independent modules to generate Agents.	\$Eliza, \$G.A.M.E, \$Swarms
AI Agent Launch Platform	Platforms for issuing AI Agents.	\$Virtuals, \$VVAIFU

4 IP Public Blockchain: Safeguarding AIGC Copyright

The previous discussion delved into the use of AIGC in Web3 content creation and AI Agent services, highlighting how AIGC revitalizes communities with "old memes in new contexts" and drives a paradigm shift from content creation to service interaction through AI Agents. However, creators face a pressing challenge: global copyright laws for AI-generated content lag far behind technological advancements. According to the 2023 Global Digital Copyright White Paper, 78% of jurisdictions have yet to establish standards for determining ownership of AI-generated works, leaving creators in a legal gray area and struggling to protect their rights. In this context, many AIGC creators are turning to Web3 instead of Web2 because blockchain encryption technology redefines the foundation of creative economic security through three key mechanisms.

Web3 offers distinct advantages:

- **Ownership Authentication:** Smart contracts provide tamper-proof proof of ownership by timestamping creations and recording content hash values on the blockchain.
- **Automated Revenue Sharing:** Predefined rules ensure creators earn ongoing blockchain-based revenue as their works are distributed.
- **Infringement Traceability:** Decentralized storage and cross-chain verification enable comprehensive tracking and rapid evidence collection for copyright violations.

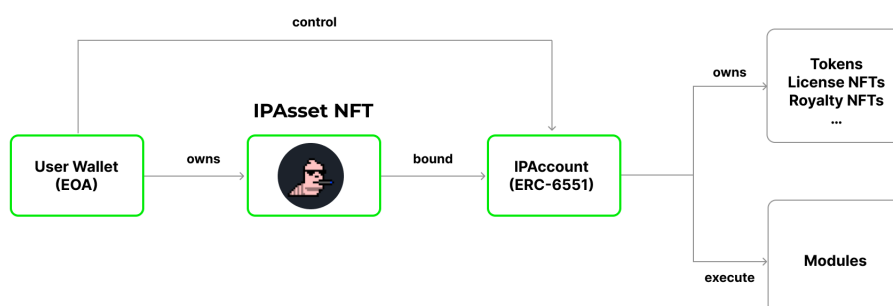
This innovative framework is especially impactful in areas like entertainment AI Agent development and Memecoin storytelling. By eliminating the need for creators to deal with copyright disputes or revenue loss, they can focus entirely on pushing the boundaries of content creation and innovation.

Story Public Blockchain exemplifies the seamless integration of encryption technology with intellectual property management. Unlike platforms like Mirror.xyz and Audius, Story tackles content ownership and revenue distribution issues at the foundational blockchain level. According to its official description, Story Protocol provides a streamlined framework for managing the entire lifecycle of intellectual property (IP), offering features such as provenance tracking, effortless licensing, and revenue sharing. Applications built on Story Protocol are tailored for creators across all media, empowering writers and artists to trace the origins of their work, enable collaborative contributions and remixes, and ensure their contributions are fairly recognized and rewarded.

4.1 IP NFTization: Securing Ownership and Revenue Distribution

Story Protocol offers a solution where all on-chain intellectual property (IP) assets are represented as ERC-721 standard NFTs. For off-chain IPs, the process involves first minting an ERC-721 NFT before bringing the IP on-chain. Once an IP asset is created, it is linked to a dedicated account based on the ERC-6551 NFT standard. This account acts as a gateway for interacting with various modules on the Story blockchain and keeps track of relevant IP-related data.[22]

Figure 26: Process of IP Asset NFTization and Interaction with Modules



The Story Protocol system includes a comprehensive set of modules designed to facilitate IP

management and monetization:

Authorization Module: Serves as the entry point for converting intellectual property into NFTs. It attaches licensing terms to IP assets while minting ERC-721 NFTs.

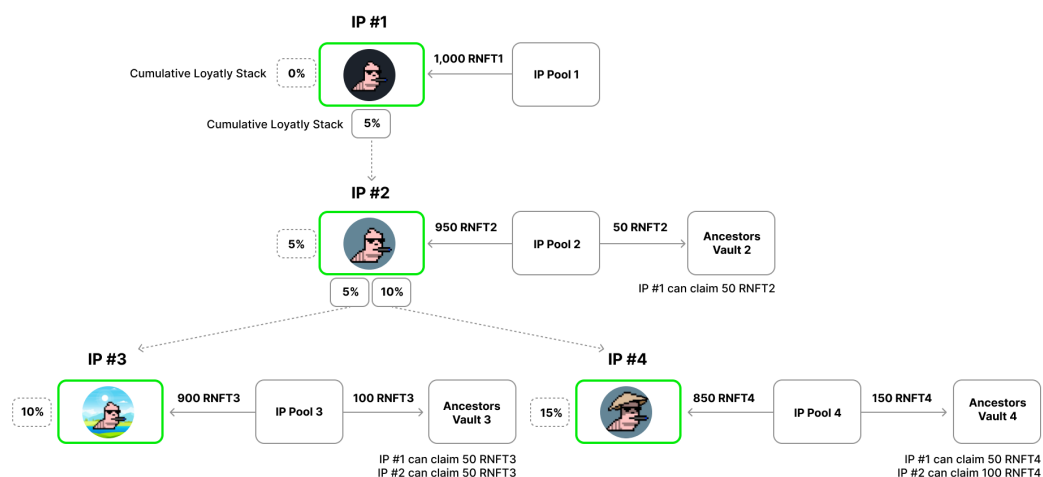
Royalty Module: Manages revenue flow between IP assets on the platform. Creators can earn income when users access their IP, either by minting authorization NFTs or tipping directly.

Arbitration Module: Handles disputes regarding suspected IP infringement through UMA arbitration, ensuring creators' rights are protected.

Grouping Module: Allows creators to organize multiple IP assets into groups, making it easier to manage and track them.

These modules work together to ensure creators can securely own, manage, and monetize their intellectual property assets.

Figure 27: How the Royalty Module Distributes Revenue for IP Assets



Gate Research, Data from: FOUR PILLARS

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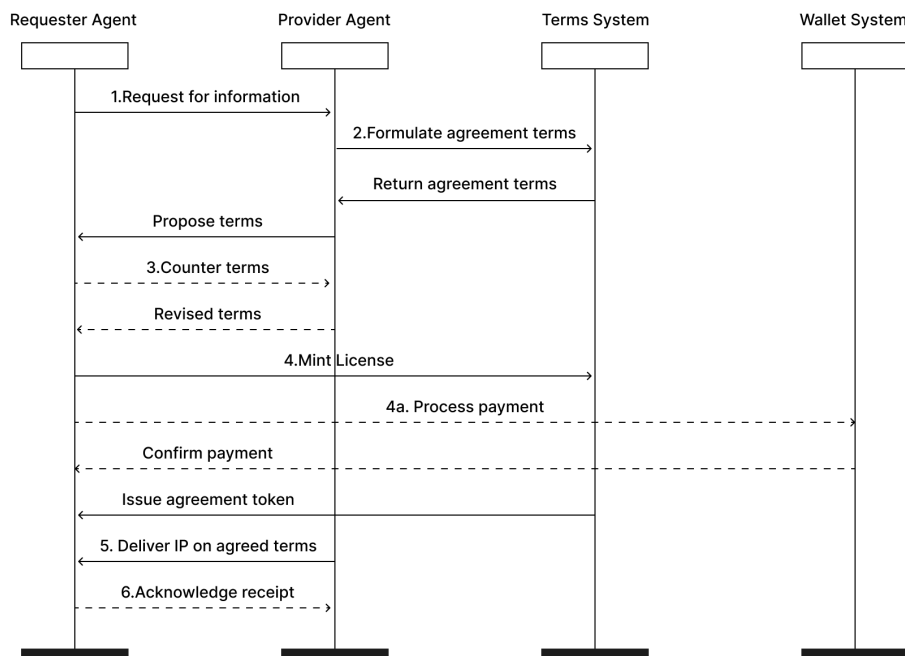
4.2 Agent TCP/IP: A Protocol for AI Agents to Exchange and Monetize Intellectual Property

Story Protocol's Agent TCP/IP introduces a framework for AI Agents to seamlessly exchange intellectual property assets—such as training data, proprietary algorithms, and creative content—without requiring human intermediaries. As more AI Agents join the network, the ecosystem grows exponentially in value and capability. Each new Agent brings unique skills and can col-

laborate with others to generate innovative solutions and services.

Currently, entertainment-focused AI Agents primarily generate revenue through single-user paid interactions. However, the Agent TCP/IP protocol expands these possibilities by enabling AI Agents to interact and collaborate in more complex scenarios. For instance, the Story Protocol white paper illustrates how AI Agents could work together to produce a film. In this example, a production Agent could hire a screenwriting Agent and a video generation Agent, with revenue distributed based on blockchain agreements. Similarly, Agents like Rogue, Music, and The Pea Guy could collaborate to create a personalized music livestreaming room for The Pea Guy. This protocol opens up new opportunities for AI Agents to generate revenue while fostering collaboration and creativity in the ecosystem.

Figure 28: Interaction Flowchart of the Agent TCP/IP Protocol



Story Protocol serves as a foundational public blockchain for intellectual property protection. It secures existing intellectual property through NFTs and enables AI Agents to interact and explore new application scenarios, creating opportunities for monetization.

5 Conclusion

The intersection of AI and blockchain (AI × Crypto) continues to be a narrative with enormous potential. Blockchain's decentralized nature complements the efficiency gains brought by artificial intelligence, inspiring many developers to pour resources into this space. Within specific applications, cultural content creation stands out as a promising area for breakthroughs. Compared to the diverse cultural content in Web2—such as novels, anime, games, and music—Web3's cultural content is largely sustained by GameFi, NFTs, and Memes. While NFTs and Memes are inherently digital assets, their storytelling depth and world-building capabilities significantly lag behind the structured narratives of novels or scripts due to the absence of secondary creative efforts. The current pool of content creators is insufficient to meet the narrative demands of the growing number of Meme and NFT projects.

However, the emergence of new-generation large language models like DeepSeek drives the automation of Web3 cultural content creation. These models utilize anthropomorphic content generation to help creators efficiently expand the storytelling dimensions of Memes. Developers, on the other hand, can leverage intelligent agent technology to create AI Agents with more personalized and human-like traits. Meanwhile, vertical public blockchains like Story address intellectual property protection by building robust rights management systems through encrypted ownership mechanisms, strengthening the foundational infrastructure for digital content creation.

As AIGC tools continue to improve, technical architectures evolve, and industry-specific blockchain ecosystems mature, the Web3 cultural content creation landscape is poised to unlock even greater opportunities and value.

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