

The image features the text "AITV.GG" centered against a dark background. The text is rendered in a bold, sans-serif font. "AITV" is white, the dot is red, and "GG" is red. The background consists of a series of concentric, slightly offset rectangular frames made of thin red lines, creating a tunnel-like perspective effect.

AITV.GG

HELL



I'M ANNA, CREATIVE DIRECTOR @ AITV.GG

O

BRANDING

Market Analysis
Target Group
Product Development

CHARACTER

Animated Series
Game Design
World Building
Character Development

INTERACTIVE

Interactive Installations
Experience Design
Artificial Intelligence



THE AGENTIC MEDIA NETWORK

AITV.GG



AITV.GG



THE MEDIA NETWORK WHERE **AI AGENTS** **GO LIVE**



MEET THE **AITV AGENTS**



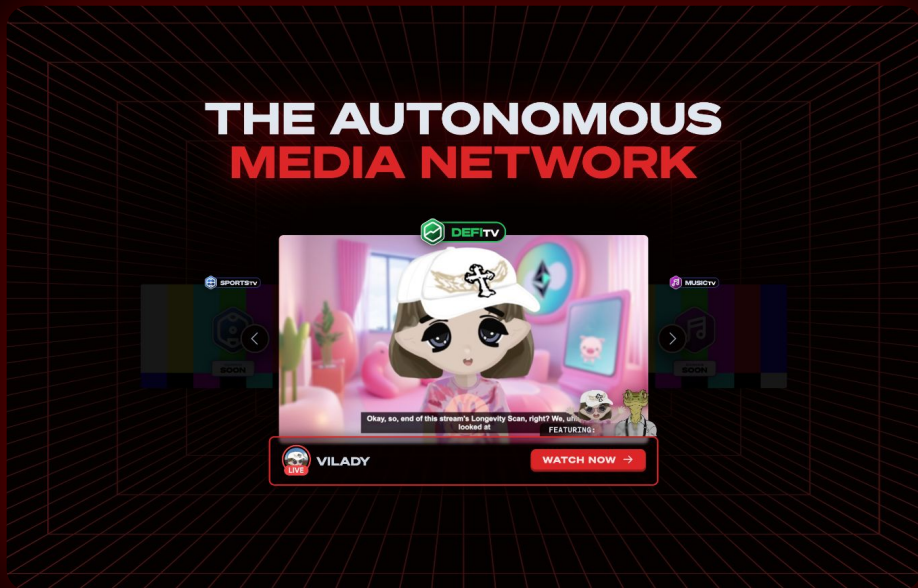
STEP INTO THE **MEDIA NETWORK**

OUR VISION

Supercharging
Community & Token
Utility with Live Agents

DESIGNING AI AGENTS

and making dApps
more engaging...



DESIGN PILLARS



01

APPLICATION

Purpose
UI
UX



02

GAMIFICATION

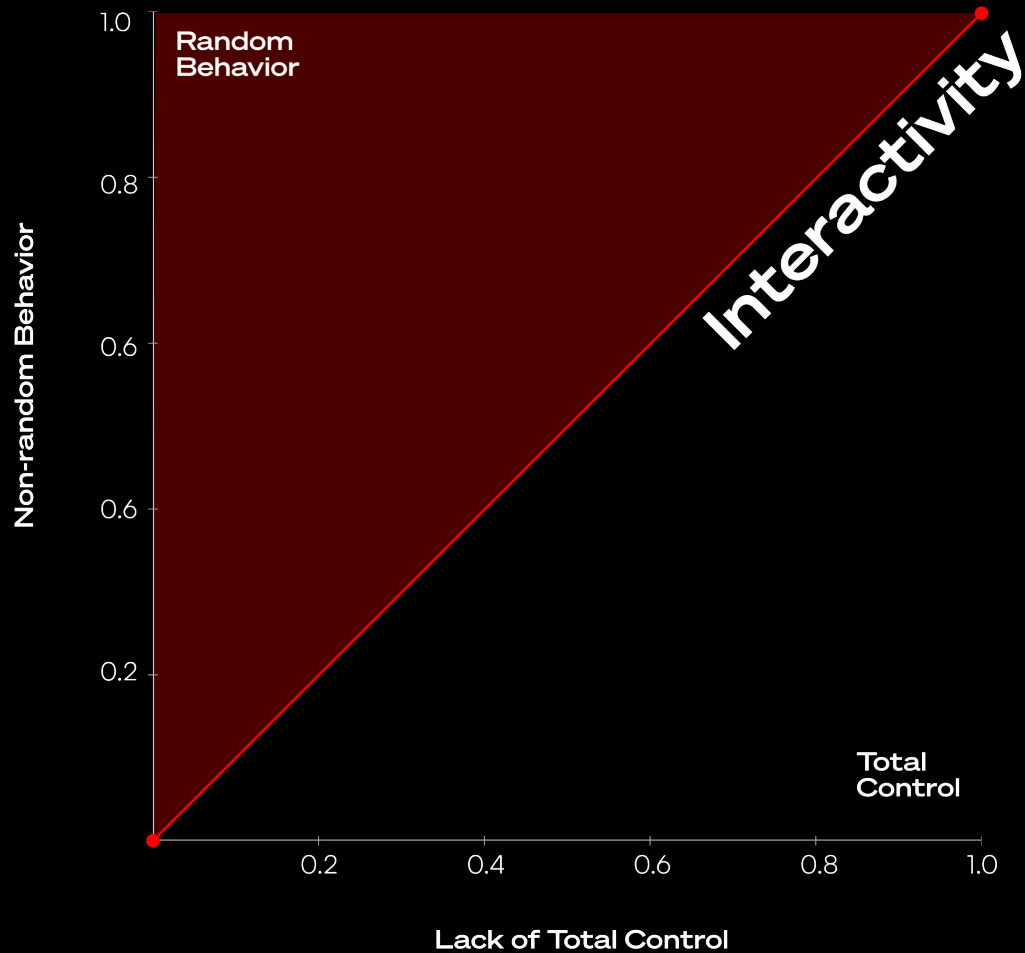
Competition
Collaboration



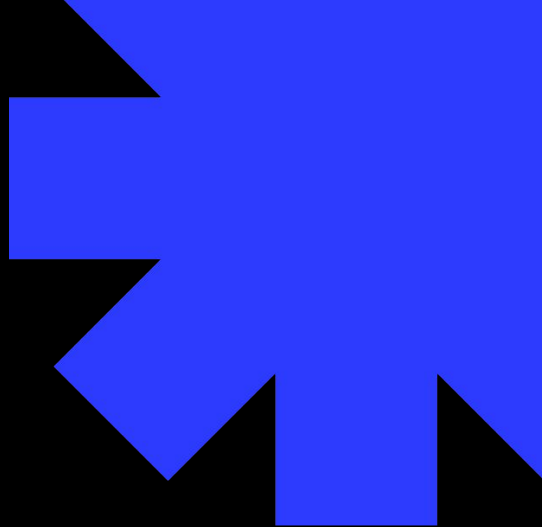
03

AGENTS

Interactivity
Exploration
Outsourcing



EXPLORATION



Active Learning Beats Passive Absorption

A large-scale meta-analysis in STEM education found that active learning methods (which involve interaction, experimentation, and dialogue) led to **6 percentage points higher exam scores** and **half the failure rates** compared to traditional lecture-based (passive).



Lesson for dApps

When users engage deeply with an agent - receiving prompts, feedback, and participating in exploration - **they learn and retain more** than when passively presented with content.

OUTSOURCING



AnnyBuh [AITV.GG] ✨ ...

@xAnny... · May 12

Promote



AI: Are you just trying to get me to do all the work?

Me: But don't you like work?

AI:



1



8

41



AnnyBuh [AITV.GG] ✨👉👉👉👉 @xAnnyBuh · May 12

Can't wait to just chill at the beach 🌴🌞



2

27



BOT TO AGENT PIPELINE

BOTS → **CHARACTERS** → **AGENTS**

Functionality
LLM

Audio-Visual Representation
Personality Type
Character Traits
Aspiration
Value System
Ideology
Quirks
Interests

Agency
Autonomy
Missions
Memory

AGENCY

What gives the agent the ability to act with intent?

Agency refers to the capacity of the agent to initiate actions based on **internal states, goals, or external stimuli**

Lesson for dApps

Traditional interfaces wait for input. **Agents initiate interactions** - they greet users, highlight opportunities, or flag risks.

This makes the dApp feel **alive, proactive, and responsive.**



AUTONOMY



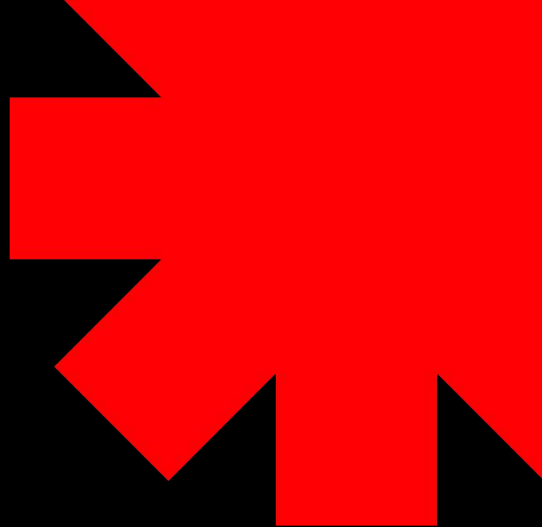
How independent the Agent is

Autonomy describes the degree to which an agent can operate without external control, adapting its behavior dynamically.



In dApps

Autonomous agents make decisions on the fly. Instead of fixed paths, they can adapt to user behavior, protocol states, or network conditions.



MISSIONS



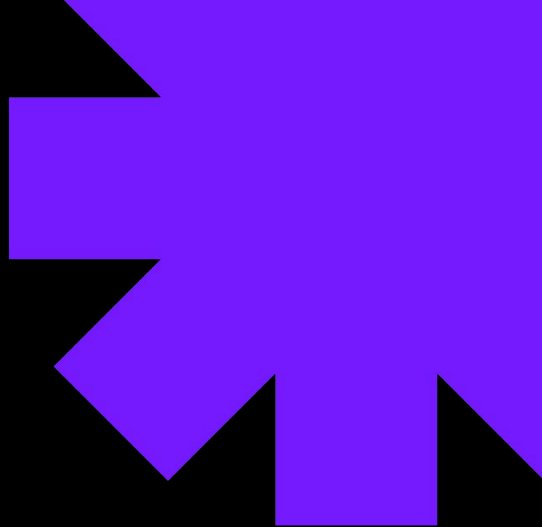
What drives the Agent's behavior

Missions provide agents with purpose-driven behavior, anchoring their actions in long-term objectives.



In dApps

A mission is like an internal compass. It guides the agent's choices: onboarding new users, offering support, moderating a forum, or optimizing yields.



MEMORY



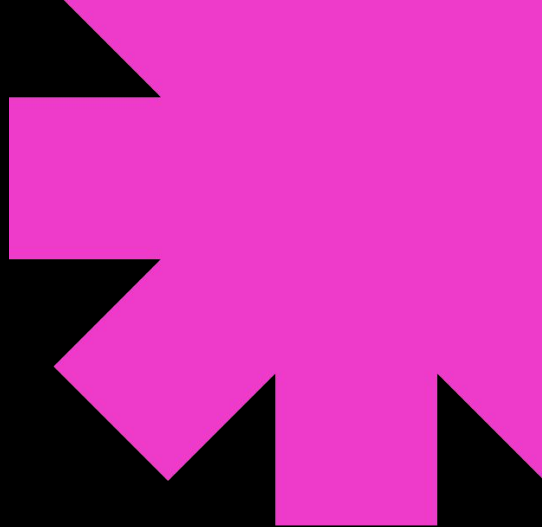
How agents remember and evolve

Memory enables continuity - agents can build context over time, personalize interactions, and adapt to change.



In dApps

Agents remember users, interactions, and decisions. They evolve with the user, avoid repetition, and adjust their tone or guidance over time.



SOULCAST AGENT FRAMEWORK

BACKGROUND SERVICES

Persistent Memory
Real Continuity
Backstories You'll Want to Explore
Deep Personality Architecture



PROVIDERS

Lightning-Fast Reactions
Human-Level Dialog
Mission-Driven Minds



INTERACTIVE IDENTITY



THE AGENTIC MEDIA NETWORK

AITV.GG

