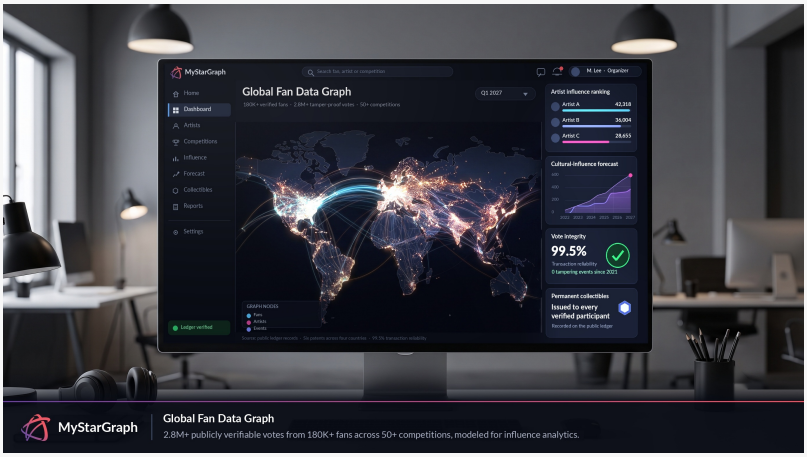
MyStarChain Launches MyStarGraph, a Verified Fan Intelligence Graph

Built on 2.8M+ publicly verifiable fan votes from 180,000 fans across 50+ competitions; entered in the CES 2027 Innovation Awards



MyStarGraph Global Fan Data Graph: verified fan votes across 50+ competitions modeled into influence rankings and forecasts

SEOUL, SOUTH KOREA, September 7, 2026 /EINPresswire.com/ -- MyStarChain Co., Ltd. today launched MyStarGraph, a Verified Fan Intelligence Graph that converts fan votes recorded on a public blockchain into intelligence for the entertainment industry and consumer brands. MyStarGraph is built on MyStarPick, the company's fan voting platform, which has recorded more than 2.8 million votes from about 180,000 fans across more than 50 competitions and awards with zero tampering incidents since 2021. MyStarChain has entered MyStarGraph in the CES 2027 Innovation Awards program.

> Fan voting only becomes valuable data once it is trustworthy, which is why we spent years on verification before building the intelligence layer.”
>
> *Minjae Lee, Founder and CEO, MyStarChain*

Why verified votes matter

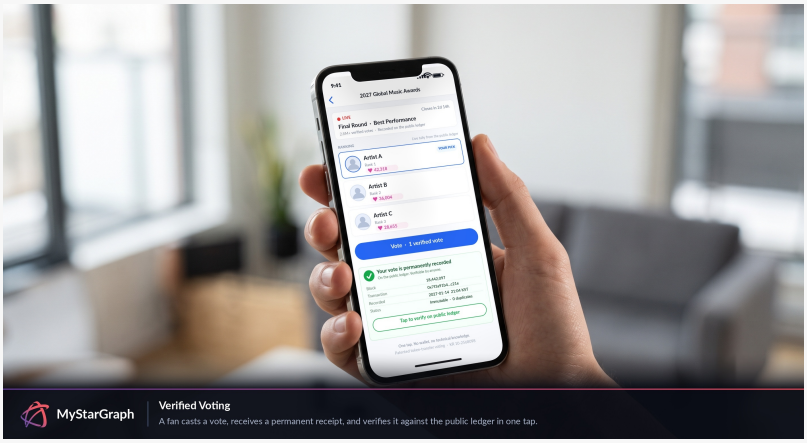
Fan voting has become one of the most contested data sources in entertainment. In 2019, producers of Korea's most popular idol audition franchise were arrested for manipulating results and later sentenced to prison, and public votes for awards and talent competitions worldwide continue to face allegations of bot voting and undisclosed adjustments. Every fix adopted so far, from vote caps to fraud filters, still asks the audience to trust the organizer.

MyStarPick takes a different approach. Each vote is recorded on a public blockchain rather than in a database that an organizer or a vendor controls, so a result cannot be altered after the fact. The fan casts a vote with one tap, with no wallet and no technical knowledge required, and receives a permanent receipt showing the block, the transaction and the time of recording.

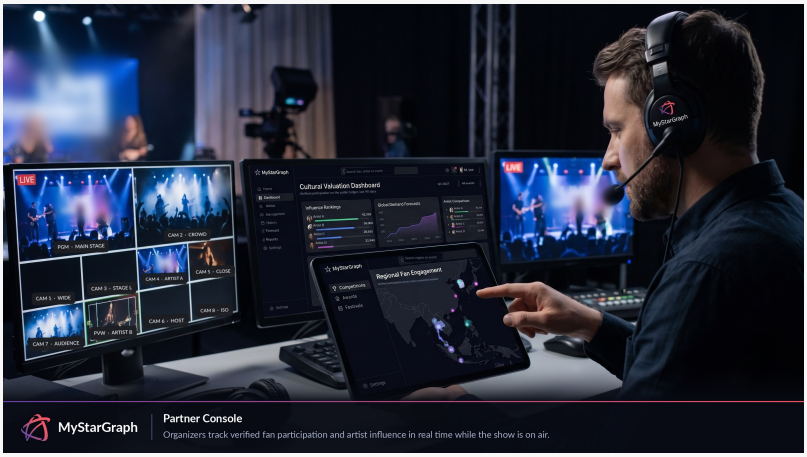
Anyone can verify that receipt against the public ledger. The method is protected by MyStarChain's patented token-transfer voting technology, part of a portfolio of six patents across four countries.

From verified votes to a fan intelligence graph

MyStarGraph is the layer built on top of that verified participation. Every authenticated vote becomes a node in a Global Fan Data Graph that links identified fans to the artists, candidates, brands and events they chose to support. Because each signal originates from an action a verified person actually took, the graph differs from panel surveys and inferred lookalike audiences, which describe what people say or resemble rather than what they did.



MyStarPick verified voting: a fan casts a vote in one tap and receives a permanent receipt verifiable on the public ledger



MyStarGraph Partner Console: organizers track verified fan participation and artist influence in real time during a live show

From this graph, MyStarGraph delivers to organizers and brands:

Artist influence rankings that measure support with verified votes rather than social media counts that can be purchased.
Cultural-influence and global demand forecasts that show which artists, genres and regions are gaining momentum before the change appears in ticket or product sales.
Regional fan engagement maps that reveal where verified fans of a given artist or event are concentrated across connected markets.
Vote integrity reporting, currently at 99.5 percent transaction reliability with zero tampering events since 2021.
Permanent collectibles issued to every verified participant and recorded on the public ledger, giving organizers a durable link to each fan.

Organizers access these outputs through the MyStarGraph Partner Console, a dashboard designed for use during live events so that production teams can track verified fan participation and artist influence while a show is on air.

Proven in live competitions

MyStarPick has run the public vote for the 70th Miss Korea pageant, whose final was held on August 22 at COEX Auditorium in Seoul; 7,855 participants cast 47,859 votes for the 26 finalists over 15 days, and every vote was recorded on-chain with no disputes raised during tallying. In Malaysia, the platform powered the consumer vote for the PC.com Readers' Choice Awards 2026, the country's largest IT awards, and is currently running the BusinessToday Industry Choice Awards 2026. The platform serves competitions across all ages and genders, from kids and senior pageants to auditions, influencer awards and industry awards.

Extending verified participation to brands

MyStarChain is applying the same infrastructure to consumer marketing. In a proof of concept with a global brand, verified participants in a vote receive a redemption code, and the platform tracks whether that code is used in a physical store. The organizer receives a trustworthy result, and the brand receives a measurable line from fan participation to purchase, on people who chose to be identified rather than on an inferred audience.

"Fan voting only becomes valuable data once it is trustworthy, which is why we spent years on verification before building the intelligence layer," said Minjae Lee, Founder and CEO of MyStarChain. "MyStarGraph gives organizers a result nobody can question and gives artists and brands the most honest signal available about who actually supports them. We are proud to have entered it in the CES 2027 Innovation Awards."

Availability

MyStarGraph is available to competition organizers, award bodies and brands through MyStarChain's partner program. MyStarPick operates on a revenue-share model with no cost to organizers, who receive a consumer voting app for iOS and Android, one-tap vote verification for fans, and the Partner Console for results and analytics. The company is expanding across Southeast Asia through its Hong Kong entity. More information is available at mystarchain.io.

About MyStarChain
MyStarChain Co., Ltd. operates MyStarPick (mystarpick.io), a blockchain-based fan voting and audition platform, and MyStarGraph (mystarchain.io), a Verified Fan Intelligence Graph that turns authenticated fan participation into intelligence for the entertainment industry and consumer brands.

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