

70th Miss Korea Public Vote Runs Fully On-Chain With MyStarPick

7,855 fans cast 47,859 verifiable votes for 26 finalists over 15 days with zero disputes; the platform now heads to Miss World Singapore and beyond

SEOUL, SOUTH KOREA, September 11, 2026 /EINPresswire.com/ --

MyStarChain Co., Ltd., operator of the blockchain-based fan voting platform [MyStarPick](#), today announced the results of the public vote for the [70th Miss Korea](#) pageant, the third consecutive year the pageant's public vote has been run on MyStarPick with every vote recorded on a public

blockchain. Over 15 days ending with the final on August 22 at COEX Auditorium in Seoul, 7,855 participants cast 47,859 votes for the 26 finalists. Every vote was written on-chain, and no disputes were raised during tallying.

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*Minjae Lee, Founder and CEO,
MyStarChain*

Miss Korea is Korea's longest-running national pageant, and its 70th edition drew finalists from eight regional preliminaries across the country. Fans voted through MyStarPick by scanning a QR code on the official posters, and each vote was confirmed on the public ledger before the count closed. The organizer received a result that neither it nor MyStarChain could alter after the fact, and any participant could verify that their own vote had been counted.

Three pageants, one standard

MyStarPick first ran the Miss Korea public vote for the 68th pageant in September 2024, returned for the 69th in July 2025, and ran the 70th anniversary vote this August. Across the three editions, the format has stayed the same: one tap to vote, a permanent receipt for every



fan, and a count that lives on a public ledger rather than on a server the organizer or the vendor controls.

The continuity matters for the pageant as much as for the platform. A public vote that fans trusted in 2024 and 2025 gave the organizer a reason to keep it for the anniversary year, and the accumulated record now gives the organizer three years of verified participation data on its own audience.

How the vote worked

Each vote on MyStarPick is recorded on a public blockchain rather than in a database that an organizer or a vendor controls. 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 check 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.

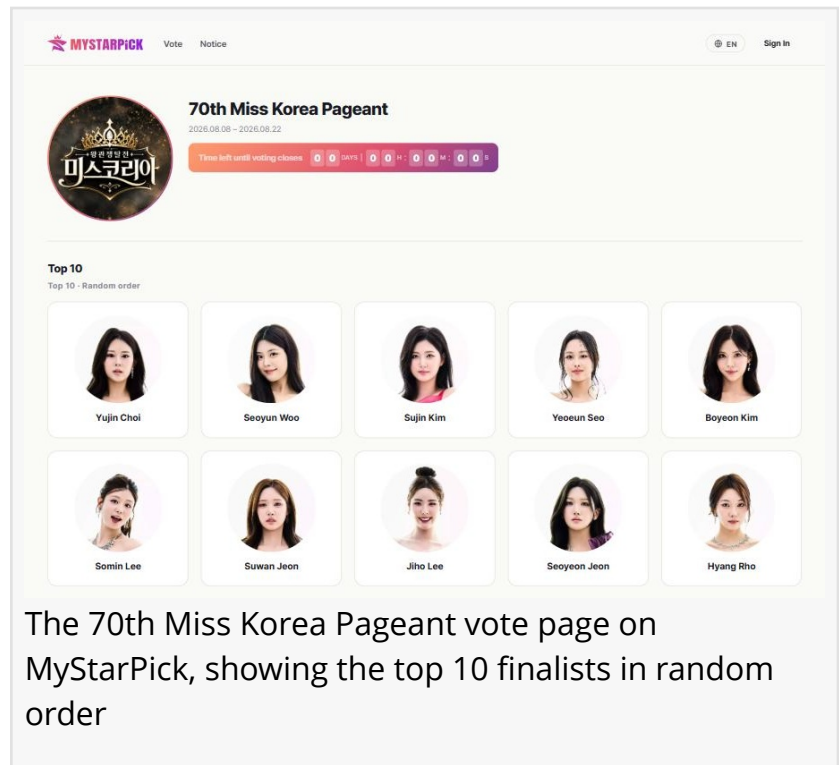
The approach addresses a problem that has followed fan voting for years. In 2019, producers of Korea's most popular idol audition franchise were arrested for rigging results and later sentenced to prison, and public votes for awards and talent competitions worldwide continue to face allegations of bot voting and undisclosed adjustments. Vote caps and fraud filters reduce the damage but still ask the audience to trust the organizer. A public ledger removes the need for that trust.

A track record of zero tampering

Since its founding, MyStarChain has run public votes for more than 70 competitions and awards, with about 180,000 fans casting more than 2.8 million votes and zero tampering incidents to date. MyStarPick serves competitions across all ages and genders, from kids and senior pageants to auditions, influencer awards and industry awards, on a revenue-share model with no cost to the organizer. Organizers receive a consumer voting app for iOS and Android, one-tap vote verification for fans, and a partner dashboard for results and analytics.

From Korea to Southeast Asia

The Miss Korea vote closes a summer in which MyStarPick moved beyond Korea. 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. In November, MyStarPick will run the public vote for Miss World Singapore, and the company is securing additional competitions in the Philippines and Vietnam.

MyStarChain is also 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, giving the brand a measurable line from fan participation to purchase on people who chose to be identified.

Verified participation from events like Miss Korea feeds [MyStarGraph](#), the company's Verified Fan Intelligence Graph launched earlier this month and entered in the CES 2027 Innovation Awards. MyStarGraph turns authenticated fan votes into audience clusters, influence rankings, regional engagement maps and cultural trend forecasts for organizers and brands.

"Miss Korea is the most recognized pageant in the country, and running its 70th anniversary vote on a public blockchain meant nobody had to take our word for the result," said Minjae Lee, Founder and CEO of MyStarChain. "That is what we want every organizer to be able to say, whether they are in Seoul, Kuala Lumpur or Singapore. A vote that anyone can verify is not only fairer, it is also the most honest data a brand can get about who its fans really are."

Organizers interested in running a verified public vote can contact MyStarChain through mystarpick.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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