



ADEETHER

User-driven, decentralized and transparent advertising
service on Ethereum blockchain.

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Introduction

Users face malicious advertisement, privacy violations, irrelevant and obtrusive ads. This has resulted in the rapid growth of ad-blocker software. Currently end user isn't entirely involved and haven't any benefits in online advertising.

To solve this problem was created AdEther – an user-driven, decentralized and transparent advertising service on Ethereum blockchain. The AdEther proposition is to pay user for viewing ads and make advertising more efficient to the benefit of all parties involved.

Firstly it was created alpha version to investigate and test all bottlenecks. Then with high confidence in this project succeeding we are going public.

To power this network and to create a stable method of exchange AdEther will release AdEther Token to the public. Once live, average internet users within the system will be paid AdEther Token in exchange for their attention.

Business landscape

Existing Ad Display Process

These three parts form the basis of online advertising:

- Users who surf the Web.
- Publishers - the content provider and offer owner.
- Advertisers - the traffic provider and the one who's responsible for the ad.

Additionally, the industry includes several types of intermediaries like ad networks, ad exchanges, data management platforms, and others.

Casual user is treated as passive participant. He has no particular motivation.



Proposed Ad Display Process

User should be involved and appreciated consistently in ad display process. He should become an important and active part of the advertising and publishing campaigns. Users, publishers and advertisers can form a better relationship. AdEther transparent system will keep user data private while delivering fewer but more relevant ads with profit for user.



The AdEther Token

AdEther Token is a form of digital currency needed to access the services provided by the network. AdEther Token, an ERC20 token built on top of Ethereum, will be the unit of exchange in a new, decentralized, open source and efficient blockchain-based digital advertising platform. In the ecosystem, advertisers will give publishers AdEther Tokens based on the measured attention of users. Users will also receive some AdEther Tokens for participating. The AdEther system provides:

- For users: strong privacy and security when viewing advertisements, improved relevance and performance, and a share of tokens.
- For publishers: improved revenue and less fraud.
- For advertisers: less expensive customer attention, less fraud, and better attribution.

Blockchain Pay-Per-View (bPPV)

Most payments in digital advertising occur on a CPM basis. The CPM model creates misaligned incentives and is the source of many issues in the digital advertising supply

chain. An advertiser pays a publisher some fixed amount per thousand impressions and this constitutes a CPM. The problem with the CPM model is that impressions are an exceptionally weak indicator of actual attention spending by viewers.

A malicious publisher in the advertiser to publisher example has no real incentive to report any page view as less than a full impression. Indeed, because it is so easy for bots to impersonate human behavior on web pages, it is often economically rational for a publisher to buy bot impressions and report them to the advertiser as legitimate. This problem is exacerbated by the large number of intermediaries in a typical programmatic supply chain. A single ad impression can transact between dozens of parties that sit between the advertiser and the publisher.

bPPV is blockchain pay per view advertising model where the advertiser pays for ad impression to a viewer using blockchain technology. bPPV platforms was designed to provide large volume of highly targeted traffic and avoid CPM model problems.

Advantages of bPPV Advertising:

- low advertising cost
- well targeted
- transparent
- easy to create ads
- no fraud
- no intermediaries
- different target audiences beyond Google and other search engines

Blacklist of advertisers and publishers

The AdEther provides a high-quality, zero-cost blacklist of advertisers and publishers. It is a smart contract on the Ethereum blockchain which stores addresses or ENS (Ethereum Name Service) accredited as fraudulent.

Development Roadmap

Red phase

- Move AdEther Smart Contracts from test (Ropsten) network to main blockchain.

- Advertiser blacklist
- Web client

Orange phase

- AdEther Token integration
- AdEther API
- Mobile client
- Publisher integration (code snippet for dedicated resources)

Yellow phase

- Move AdEther Solution to Microsoft Azure Blockchain as a Service (BaaS)
- Administration portal
- Advanced reporting

Green phase

- Other blockchains integration (Ethereum Classic, Lisk, Stratis, EOS etc.)

AdEther FAQ

General questions

What is AdEther?

AdEther is an user-driven advertising service on Ethereum technology. It provides a simple way for user to earn money by viewing ads and for advertiser and publisher to provide new distributed marketing channel.

How does AdEther work?

The AdEther platform is where advertiser, publisher and user meet. In short, user visits a publisher's website to view an advertiser created ad and receive cryptocurrencies.

Will the AdEther Software be released under open source software license?

Yes, at the end of its development stage, AdEther will be releasing the software under an open source software license.

What is the state of the project?

The alpha version was launched in August 2017.

AdEther Token & ICO

What is AdEther Token and why it is needed?

AdEthers current settlement currency is in ETH, although we will migrate to AdEther Token micropayments in the near future.

When is the adChain Token Launch?

It will be announced later.

How do I participate in ICO?

Tokens will be distributed among the crowdfunding campaign backers. You may use any Ethereum client you prefer (Geth, Parity, Mist), or MyEtherWallet to send Ether to the contract address that is to be announced on the day the campaign is launched.

How many AdEther Tokens will be issued in the Token Sale?

12000000 (12M) AdEther Tokens will be issued in the Token Sale via a Dutch auction.

How does a Dutch auction work?

The uniform price Dutch auction is set up to discover a fair price for a fixed amount of AdEther tokens. It starts with a very high price which continuously declines with every block over time, based on a predefined formula. After the auction is started, participants can send in ETH to bid. The auction ends once the price multiplied with the number of offered tokens equals the total ETH amount sent to the auction. All participants receive their tokens at the same final price.

The main goals of the auction are to enable everyone to participate while offering certainty about the maximum total value of all tokens at the time of the bid. The auction should run for multiple days, before it ends which should ensure, that no one needs to rush in order to participate. Further, when participating, a bidder knows the maximum price he or she is going to pay for tokens as well as the max value of all tokens.

What crypto-currencies were accepted during the sale?

Ethereum (ETH).

Which wallets can be used to store AdEther Token?

AdEther Token is an ERC20 token, and can be stored in ERC20 compatible wallets like MyEtherWallet, MetaMask or Mist.

Which citizens cannot participate in the AdEther ICO?

Unfortunately, we do not work with citizens of the United States and Singapore. In accordance with our policies, regulations and conditions, citizens of these countries cannot take part in the crowdfunding program.