Major Challenges in Online Ads Industry

- Untraceable Ad Fraud
- Overly Complex Middle Layers
- Monetization & User Experience Dilemma

DATA Blockchain based Online Data Authentication Protocol

- Reward for User Attention
- Proof of Attention Token Distribution
- Non-Cooperative Incentives Modeling
- P2P based Mobile Data Storage Protocol
- Device based P2P Reputation Management Protocol for Ad Fraud Prevention

DATA Platform Architecture Overview

<table>
<thead>
<tr>
<th>Fraud Prevention</th>
<th>Micropayment</th>
<th>Ad Exchange</th>
<th>Others</th>
</tr>
</thead>
</table>

- Open-Source Yomob SDK / Other SDKs
- Non-Cooperative Game Based Incentive Policy
- Reputation Modeling & Management

<table>
<thead>
<tr>
<th>Tendermint Consensus Engine</th>
<th>State Channels</th>
<th>Smart Contracts</th>
</tr>
</thead>
</table>

- Distributed Hash Table
- Erasure Coding

P2P Based Mobile Storage

DATA Platform Layers

1. **P2P based Mobile Storage Layer (M³)**
   - Mobile devices and static super nodes form a distributed hash table (DHT)
   - User activity logs are encoded using Erasure Coding and distributed based on DHT

2. **Consensus Layer (Blockchain)**
   - A fork of Ethereum on Tendermint
   - State channels for micropayment
   - Proof of Attention (PoA) based reward distribution

DATA Token (DTA) vs. Basic Attention Token (BAT)

<table>
<thead>
<tr>
<th>Type of Token</th>
<th>DTA</th>
<th>BAT</th>
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</thead>
<tbody>
<tr>
<td>Area of Usage</td>
<td>Protocol Token</td>
<td>Whole Internet</td>
</tr>
<tr>
<td>Blockchain Technology</td>
<td>A standalone blockchain</td>
<td>Ethereum ERC20 Token</td>
</tr>
<tr>
<td>Original Source of Reward</td>
<td>Distributed in a “mining” process</td>
<td>Advertisers buy the token (Impractical)</td>
</tr>
<tr>
<td>Reward Determination</td>
<td>Users' reputation modeling</td>
<td>Simply by time contribution</td>
</tr>
<tr>
<td>Management</td>
<td>Managed by the community</td>
<td>Centrally managed by Brave Company</td>
</tr>
<tr>
<td>Efficiency</td>
<td>Highly efficient</td>
<td>Low efficiency due to Ethereum’s limitation</td>
</tr>
<tr>
<td>Ad Fraud</td>
<td>Help prevent Ad fraud</td>
<td>Subject to Ad fraud</td>
</tr>
</tbody>
</table>

Illustration of the User Attention Reward Process

3. **SDK Layer**
   - Open-Sourced SDK protocol
   - Non-Cooperative game based incentive modeling
   - Reputation modeling and management protocol

4. **Application Layer**
   - Ad/Data fraud detection
   - Mobile micropayment
   - Decentralized Ad Exchange
Yomob – Partner of Blockchain Data Foundation

MaaS (Monetization as a Service) – a unified mobile ad monetization optimization platform with over 2,000 developers & severed over 1 billion end users worldwide.

Website: www.yomob.com

Global Ad Network & DSPs Partners: 50+

Core Team

U.S. & China Team, from Microsoft & Microsoft Research, Zynga, Oracle, MicroStrategy, Capital One, LinkedIn, Twitter, Vungle, Tencent, Alibaba, Snapchat and etc.