



# adToken

THE CORE UTILITY OF THE ADCHAIN PROTOCOL



ADT sale begins:

June 26th, 2017

## adToken Breakdown

out of 1 billion total

- 500m Public adToken sale with a cap of \$10 million sold
- 200m Reserved for MetaX
- 200m Reserved for Consensys
- 100m Sold to fund development via multiple pre-sale agreements

## Use of Proceeds

- 28% Development and IT
- 24% adChain Association
- 14% Data & Marketing Association
- 13% General Administrative
- 12% Sales and Marketing
- 5% Legal & Professional
- 4% Consulting & Subcontractors

## Organizations Involved



## Our Vision

adChain begins its journey as a Registry of reputable publishers, but its future promises to deliver much more. As an open protocol built on the Ethereum blockchain it enables developers from around the globe the ability to create dApps that provide key functionality and facilitate ease-of-use.

This will lead to a rich ecosystem-enabling environment for advertisers and publishers to openly coordinate advertising campaigns with one another via a suite of customizable dApps. Some examples of dApps to be built on adChain are bot detection dApps, reputation score dApps, automated payment delivery dApps, DMP (data management platform) dApps and even virtuous Ad Blocker dApps. But the most exciting dApps are likely to be those we have yet to even think of!

## What is adToken

The core utility of the adChain Protocol is adToken [ADT]. adToken is required to use adChain. ADT is a multi-purpose token with usage properties for voting, depositing and challenging entry into the adChain Registry. adChain is a browser agnostic Ethereum based solution for digital advertising that seamlessly integrates with pre-existing RTB and programmatic industry standards.

The adChain Registry is a smart contract on the Ethereum blockchain, which stores domain names accredited as non-fraudulent by adToken holders. adToken holders are incentivized to clean up the digital advertising supply chain by voting fraudulent publishers out of the adChain Registry based on their merits.

## The Virtuous Cycle

As long as the adChain Registry is kept clean of fraudulent publisher domains then it has value for advertisers. Advertisers want to spend their ad budgets with publishers that are non-fraudulent. The adChain Registry functions as the worlds first decentralized white list for digital advertising. If the adChain Registry is valuable to advertisers then registrants will desire to renew their listings and unlisted publishers will desire to apply for new listings. adToken Holders are incentivized to keep fraudulent publishers out of the Registry by voting judiciously to maintain this virtuous cycle.

## FOR MORE INFORMATION

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