

AdMeta

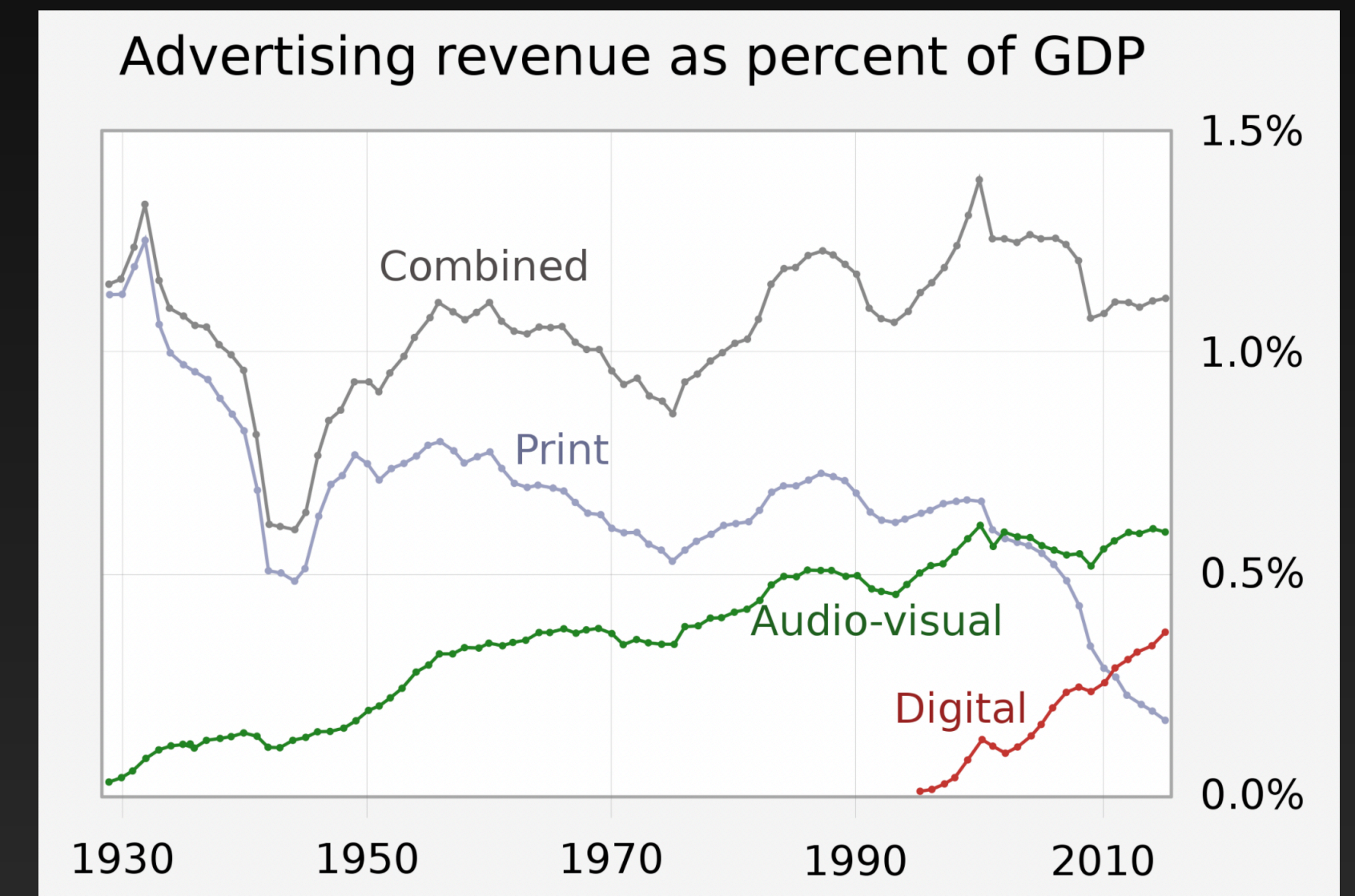
A privacy-preserving Ad Platform in Metaverse

AdMeta Team

Background

Advertisement Evolution

- Online advertising has grown rapidly to become the major part in the advertising industry, since it emerged
- Advertising becomes diversified, traceable and precise, with the growing of Web2.
- In Web3 and Metaverse, advertising is still in great demand.



Advertising revenue as a percent of US GDP

Challenge

Advertising Demand

- In Metaverse, a rapidly growing number of projects has created a huge demand for advertising
- Projects are looking for an ad platform with precise targeting and tracking
- Virtual landholders are willing to monetize ad impressions

Users Demand

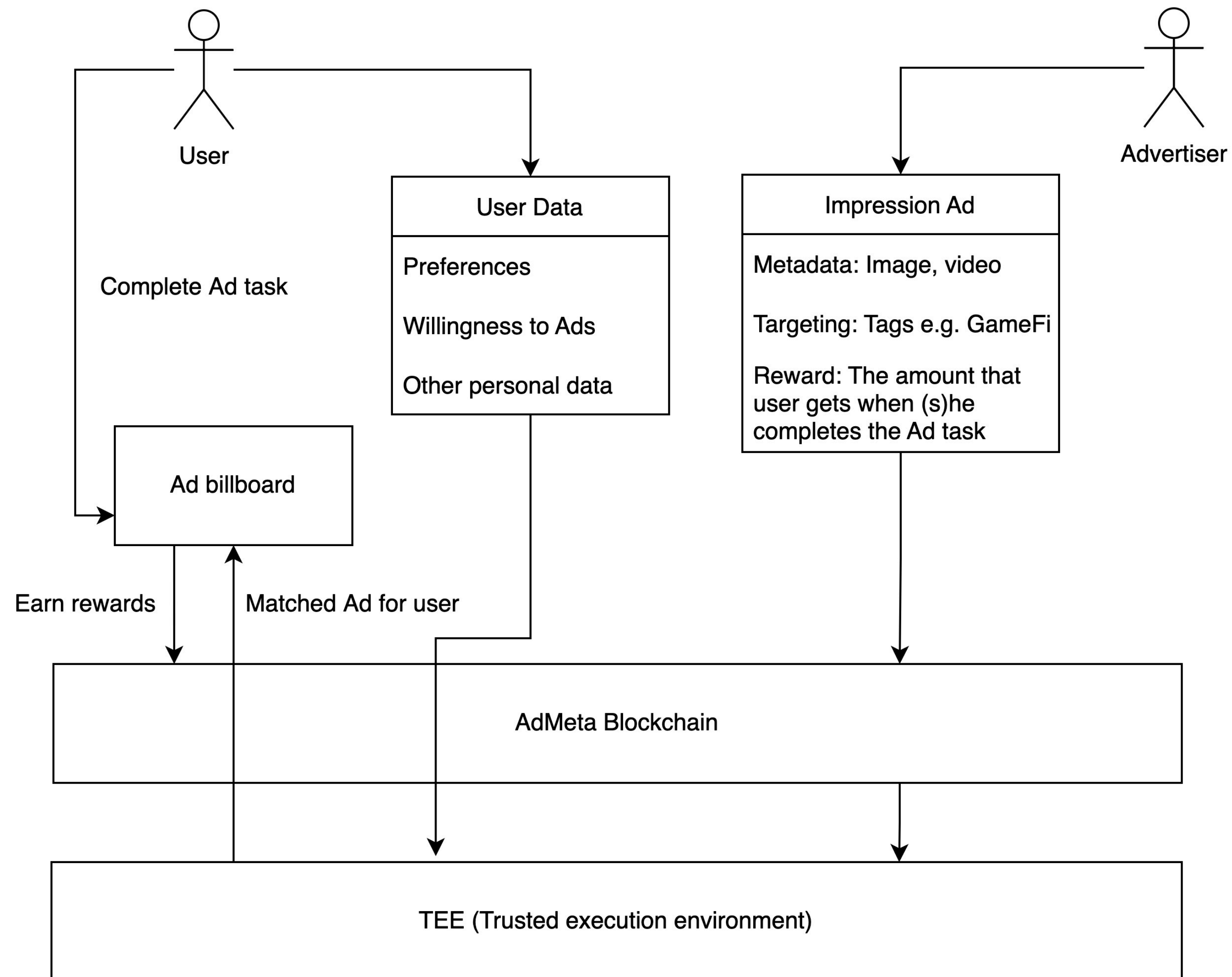
- Users are willing to try new products that suit their tastes
- In the other hand, users are unwilling to expose their privacy to advertisers

AdMeta

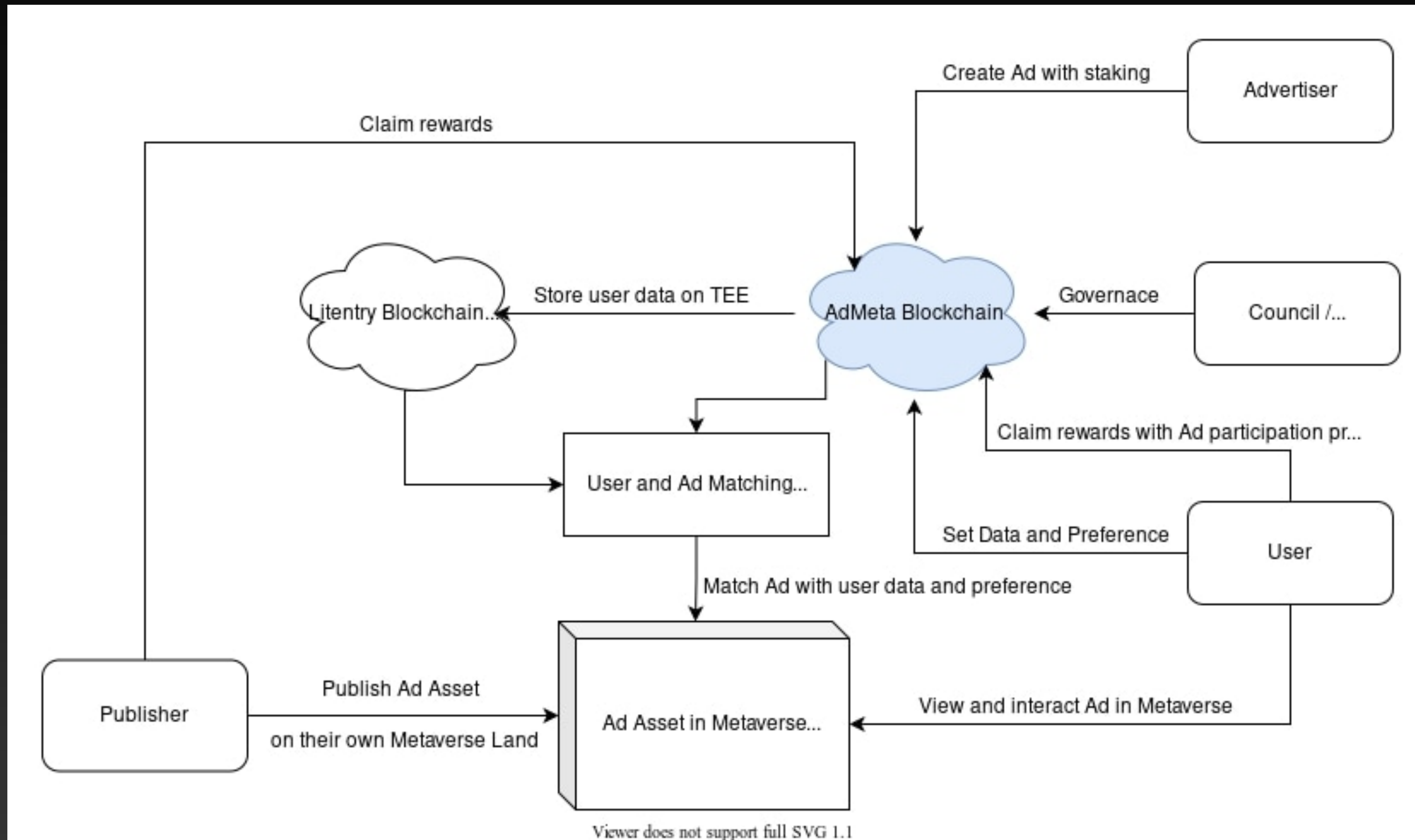
What is AdMeta?

- AdMeta is a Metaverse ad platform that focuses on privacy preserving
- User's private data is stored on the TEE layer of blockchain
- TEE ensures that advertisers can accurately deliver ads to end users without knowing users information
- Users are incentivized by completing advertiser's advertising tasks
- Ads are delivered to users according to their wishes and preferences
- Spam advertisers cause staking slash, and spam users cause credit decline


Workflow



Architecture



Video



using the selected account

KMY (EXTENSION)

14iyG7YpMKhJPbt4qgY26FM5gig6QNsyofI1936eol6E5BoA ▼

submit the following extrinsic ?

system ▼

setCode(code)

Set the new runtime code. ▼

code: Bytes

0x prefixed hex, e.g. 0x1234 or ascii data

file upload ☐

Submit Unsigned

Submit Transaction

Team

- Han - Team Lead & Substrate Dev
- Will - Backend Dev
- Kmy - Frontend Dev

Contact Us

- Website: <https://admeta.network/>
- GitHub: <https://github.com/AdMetaNetwork/>
- Twitter: <https://twitter.com/AdMetaNetwork>

Thank You