



NATIVE VIDEO BOX ICO

VIDEO DISTRIBUTION PLATFORM

WHITEPAPER

nvb.digital

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Disclaimer

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Abstract

Native Video Box (NVB) is a decentralized video discovery platform which offers an alternative to YouTube, as do cryptocurrencies that challenge traditional banking. NVB tokens are used as a means of payment in our community based service, that distributes video content across a global network of websites.

Our mission is to deliver videos that people will love, but never knew existed. And help websites earn more e.g. higher revenue streams from the the booming video advertising market. Which has increased by 4200% over the last 10 years + gained \$13.6 billion in 2017, but we believe we'll grow even faster than this, due to machine learning algorithms that allow us to seamlessly merge videos into web pages. We're already programmatically connected to over 100,000 advertisers and our local traction has exceeded \$1.5M.

We simultaneously help website owners, advertisers and content creators earn more by eliminating the middleman. Because unlike other advertising services, we not only bring video ads and monetization to website owners, but also provide them with an inventory of 'unique' video content that enhances the website user experience.

Native Video Box also solves a number of issues faced by video bloggers and other video content creators. By providing them with the option to spread their videos outside of their usual video-hostings audiences and the chance to get paid from extra income stream too!.

According to our predictions, NVB will be able to offer content creators higher than average income streams than YouTube in due course.

And whilst content creators earn, advertisers simultaneously gain access tot brand new high-quality advertising inventory, in-stream advertising on licensed videos at reasonable prices and exposure to audiences beyond their traditional video hosting services.

We can guarantee the system's transparency using a100% tokenized billing system based on smart-contracts. None of our competitors on the market can currently offer this.

NVB has no direct competitors (yet), but we compete with native advertising and content discovery platforms, such as Outbrain and Taboola, which use a 'native Google AdSense' style ecosystem.

The difference is that , we don't just provide monetization, but also help enrich the user experience. Using videos merged into web pages to keep audiences "engaged". Which results in better interaction and conversions between consumers and content!

So it's a win, win for everyone involved in the booming era of mass content consumption, which is becoming the new TV.

Introduction

Native Video Box (NVB) was originally launched in Russia in early 2016 as a native video platform for websites with editorial content. We would like to think of ourselves as a cohort of creative minds who *have set out to change the game of the video advertising market*.

Who will benefit from using NVB?

NVB is designed to benefit a diverse range of internet video market players such as: publishers, advertisers and content creators (vloggers etc.).

Positioning power

We provides websites with relevant video content bundled with a monetisation solution, while ensuring brand values and a safe environment for advertisers.

Pocket Friendly Profits

Historically platforms such as YouTube and other well known video-hosting sites have disrupted the media industry by giving a new generation of video content creators the opportunity to monetize their content.

However, the original systems for monetisation were effective for awhile. But as time elapsed rapidly growing platform fees and centralized work models of modern video-hosting became more biased towards meeting the need of intermediaries vs lining the pockets of the content creator communities.

According to *Never Stop Marketing's* Jeremy Epstein, intermediaries earn ¢44 out of every \$1 on each link in the chain of advertising market costs. We agree with Epstein that the advertising industry is ready to take **a step forward**.

So What's Next?

We're already witnessing shifts in areas such as the financial services sector and other fields who've adopted cutting-edge technologies to help reduce the traditional commission fees aka **Fintech**. With the help of **blockchain**, soon the advertising industry won't be needing centralized pricey intermediaries for effective content distribution anymore.

With this in mind, the **Native Video Box** ecosystem was born and links into the ongoing development of both **blockchain** and **tokenization** technology.

How does tokenization technology work?

Tokens and blockchain made it possible to implement the Native Video Box ecosystem which offers an alternative to YouTube, as do cryptocurrencies that challenge traditional banking. Token sale results will be used to develop that fair and effective ecosystem.

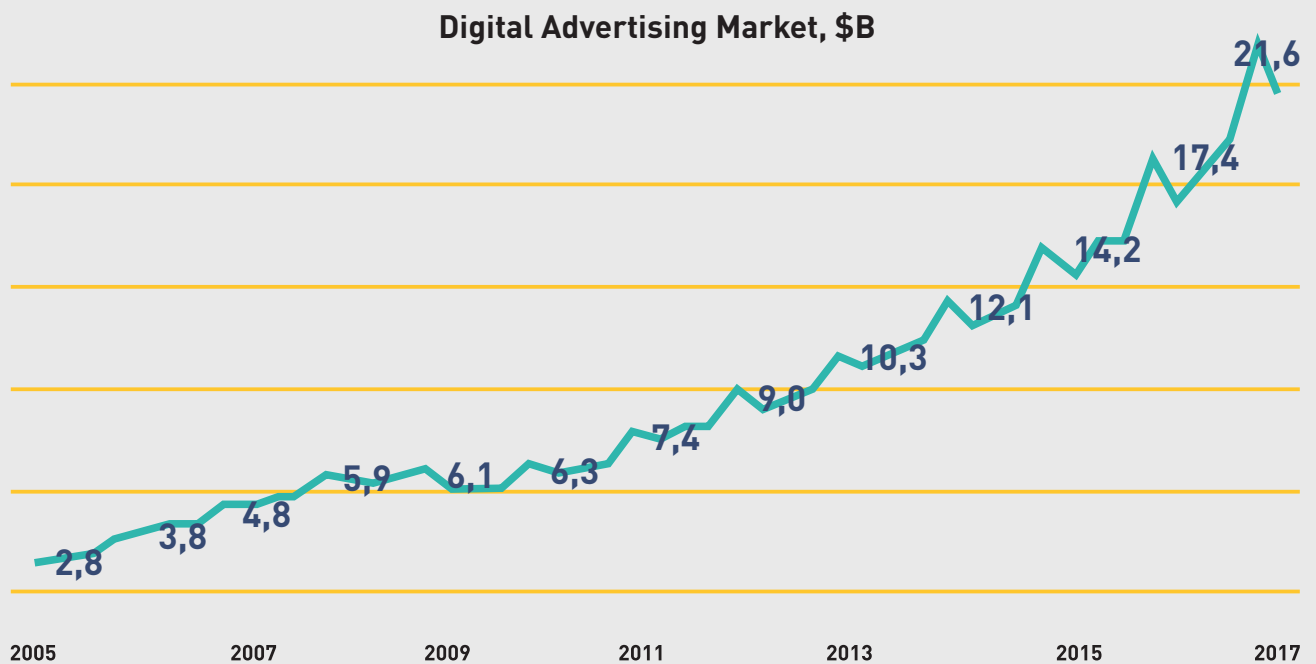
Native Video Box Token (NVB) is a currency of the service, which has a following role inside the ecosystem:

- Rewards for the participants: publishers and content creators
- A Security deposit and minimum participation balance
- Payment for NVB platform services

Due to the cryptocurrency nature of NVB tokens, it's an easy way to make payments for each individual blogger or publisher in variety of countries. This solves problems with financial clearing and regulatory paperwork as well as doing away with high payment commissions to fiat banks (for currency conversions).

1. Market overview

According to (Interactive Advertising Bureau (IAB) – <https://www.iab.com>) US¹ digital advertising market has grown almost seven-fold over the last 12 years:



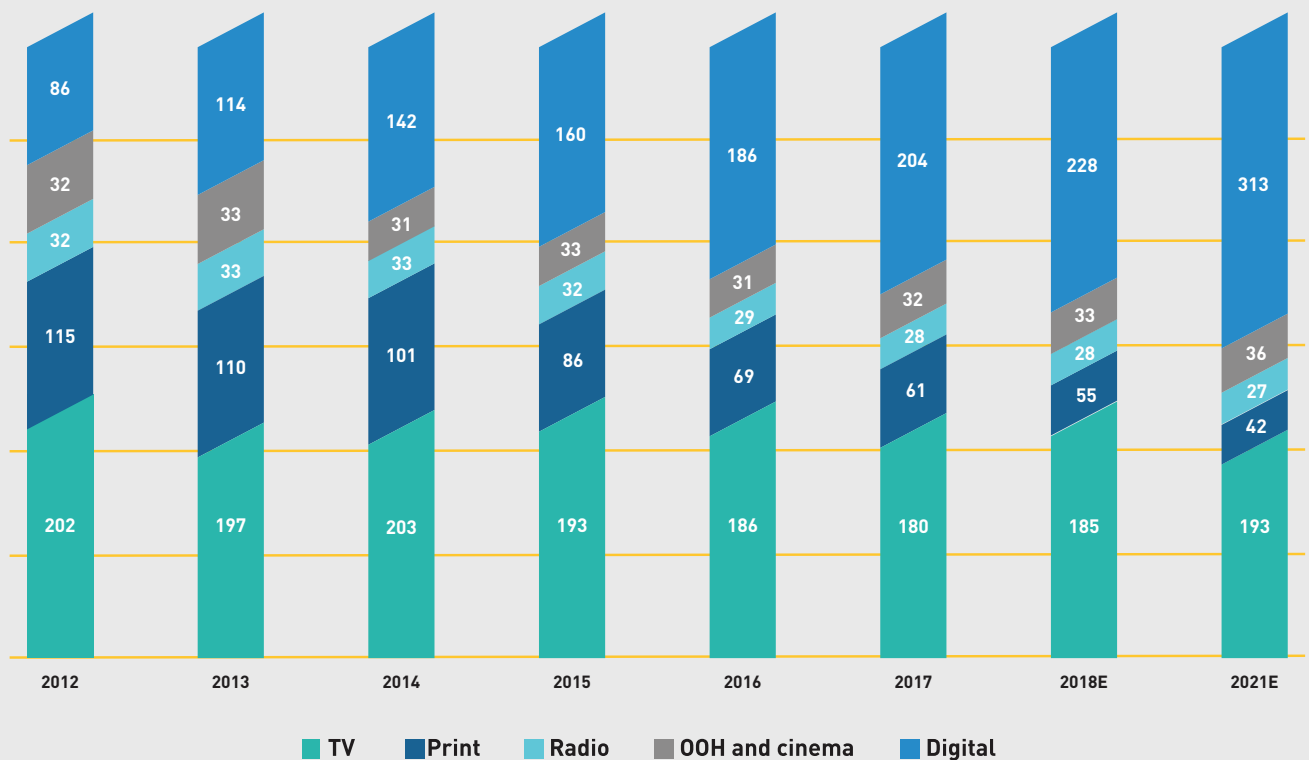
A report from Magna Global² intelligence agency states, “digital media has now surpassed linear television to become the No.1 category in advertising revenues”.

In the same piece Magna points out that, “online advertising sales will grow by 14% this year while offline ad sales (television, print, radio, out-of-home) will decrease by -2%”. This trend is not new, below is the graph demonstrating comparative dynamics of digital and offline advertising spends.:

¹ IAB Internet Advertising Revenue Report Conducted by PricewaterhouseCoopers (PWC)

² Global Advertising Forecast // Magna Global // June 14, 2017.

Global Ad Spending By Sector, \$B



Magna predicts that digital advertising will comprise more than **50% of total volume of media budgets in 2021**, whereas TV, 2nd most important category, will take only about a third of the market.

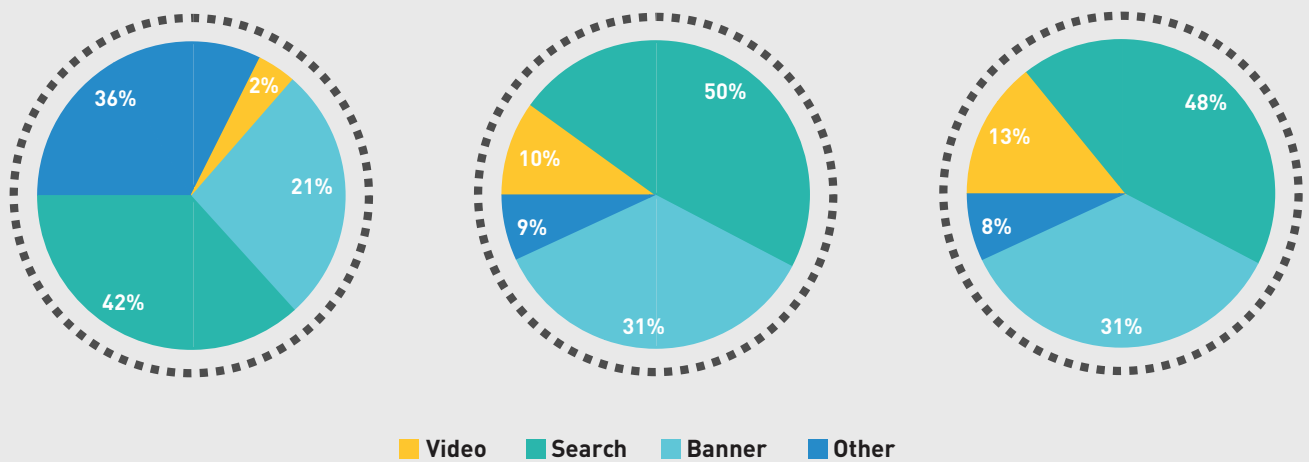
FACT: From 2010 to 2016 analytics identified growth of worldwide market of internet advertising stands at 15-22% per year.

2. The Video Advertising BOOM

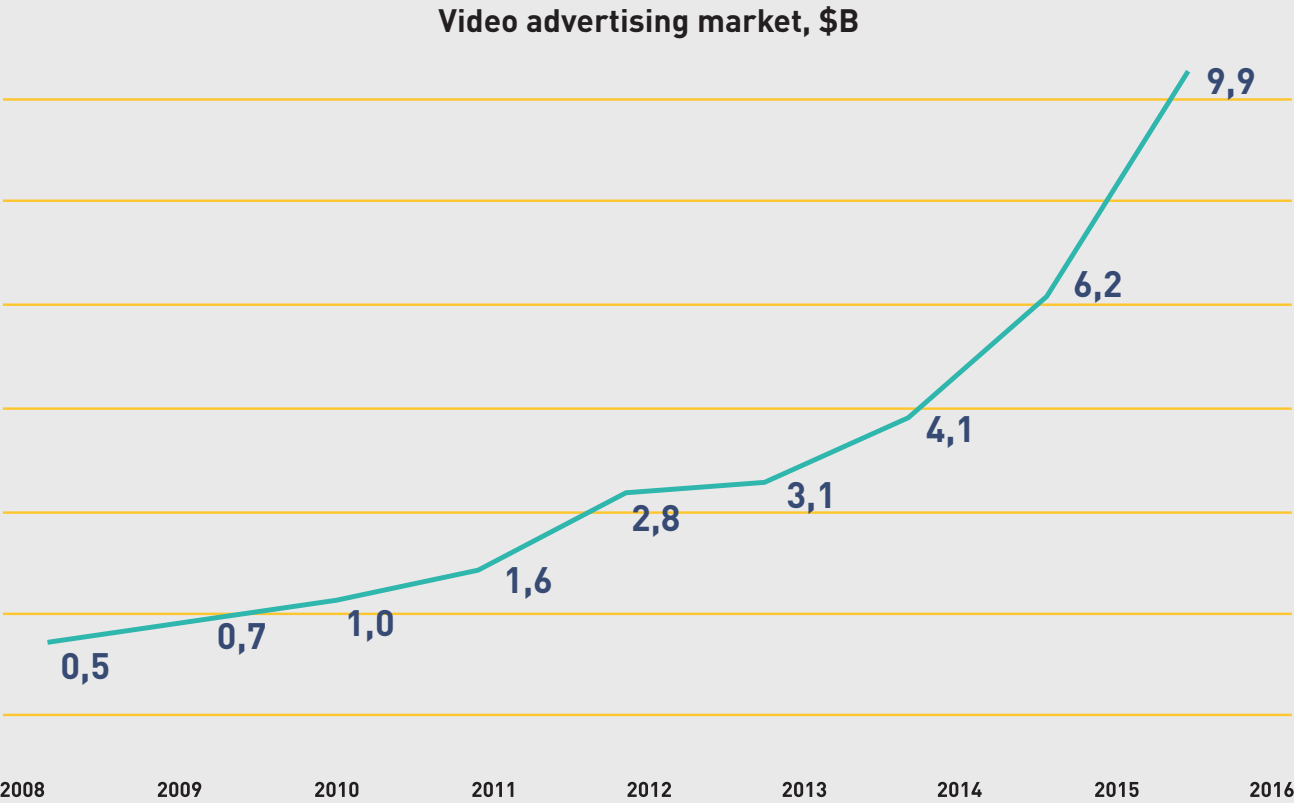
As broadband speeds have increased and users' attention span have shortened, because of the ever-growing information inflow. Video advertising has become the most popular form of online advertising, taking on a share of other digital advertising segments such as banner advertising and search ads.

The fastest-growing segments, as identified by Magna Global are:

- Video and social advertising (predicted to grow 30% and 32% respectively)
- share of video ad expenditures in desktop and mobile segments comprises 15% and 12% respectively as of the end of 2016 (or 13% of combined digital advertising), digital video advertising sector growing by more than 50% in 2016.



According to IAB data digital advertising growth was overwhelming during the past years, increasing in volume nearly 20-fold (see diagram below)



Video Marketing Pulling Power

While video marketing power and reach peaks, the power of alternative formats of internet marketing is stagnating. So we can conclude that the **video boom** is on its way to dominating the marketing mix (with audio advertising also being more popular year upon year).

FACT: In November 2014 Yahoo! acquired the video advertising service Brightroll for \$640M³. In 2016 native video platform ConvertMedia was acquired by Taboola for \$100M⁴, while Adobe bought video platform TubeMogul for \$540M⁵.

However, video advertising aligns with accompanying content (films and videos by professional studios and amateur vloggers) more and more often, thus requiring better **content discovery (for consumers)** and **improved targeting (for advertisers)** on the part of technological platforms.

As video by nature is an attention-grabbing style of content, it commands much higher CPM prices. Also video advertising requires more effective and pronounced targeting, than any other type of advertising. To ensure that videos reach viewers that are likely to be more highly engaged!

And that's where we come in, as NVB is highly focused on delivering appropriate ads and videos to every consumer category.

Whilst allowing them to discover fresh and engaging content – thus, blurring the boundaries between **advertising and content** sharing!

As good content is the epitome of effective online advertising amid the growing content and mobile marketing boom.

³ Marissa Mayer Spends \$640 Million To Buy A Video Advertising Company.

[<http://www.businessinsider.com/yahoo-buys-video-ad-platform-brightroll-2014-11>]

⁴ Taboola has splashed tens of millions of dollars on a video ad tech company to take on YouTube, Facebook, and Snapchat.

[<http://www.businessinsider.com/taboola-acquires-convertmedia-2016-7>]

⁵ Adobe is acquiring ad tech company TubeMogul for \$540 million.

[<http://www.businessinsider.com/adobe-is-acquiring-ad-tech-tubemogul-for-450-million-2016-11>]

3. Programmatic

Earlier versions of Programmatic models came across a series of obstacles whilst , remaining a popular method of marketing message delivery. The remaining obstacles include:

1. Inability of most players to get comprehensive data on users' behaviour and/or process it in effective way
2. Poor performance of current ML models/systems in relation to issues traditionally more difficult for AI to assess, such as message relevance and quality
3. Absence of established infrastructure, allowing players to share/trade users' data and integrate separate solutions into data/ad-serving pipelines seamlessly

Besides that, concerns about brand safety and fraud, ubiquitous in the programmatic world, ruined hopes of “classic programmatic” **adepts** - according to MediaRadar⁶:

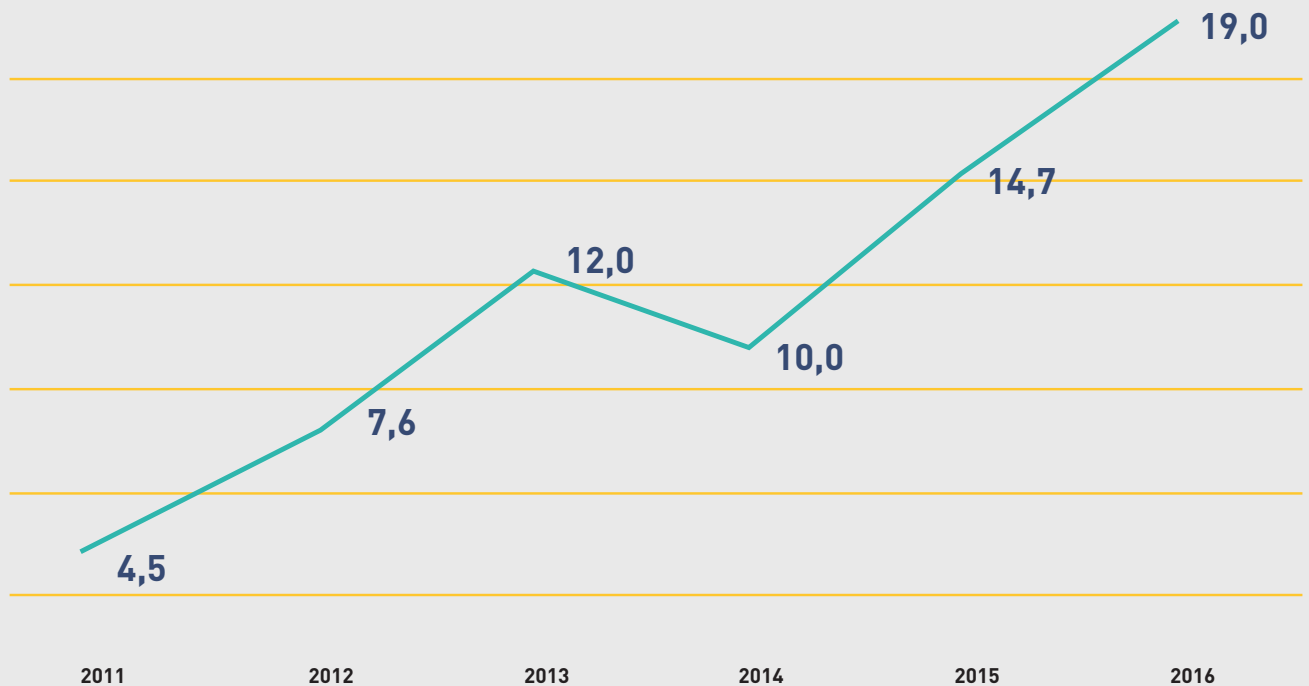
n the 1st quarter of 2017, 5000 fewer advertisers purchased ads programmatically than the first quarter of 2016, which is a 12% decline.

On the other hand, Magna Global reports that programmatic sales reached \$19B in 2016 (although growth slowed a little, pace decreasing from 54% to 27%).

And are on the course to reach \$42B in 2020, thus remaining the key driver of digital growth for the future. As Magna notes in its report, whereas now programmatic technologies are mostly used for banner advertising rotation, by **2020** programmatic will also infiltrate video and audio segments.

⁶ Consumer Advertising - Maximizing Impact // MediaRadar // June 6, 2017

Global Programmatic Ad Sales, \$B



However, we believe that even if some temporary reversal in programmatic growth trend is present, in the long-run, programmatic will dominate the market.

As there is a strong rationale for using its element base, even though - some of the models tested proved to be less effective.

4. The Pros of Native Advertising

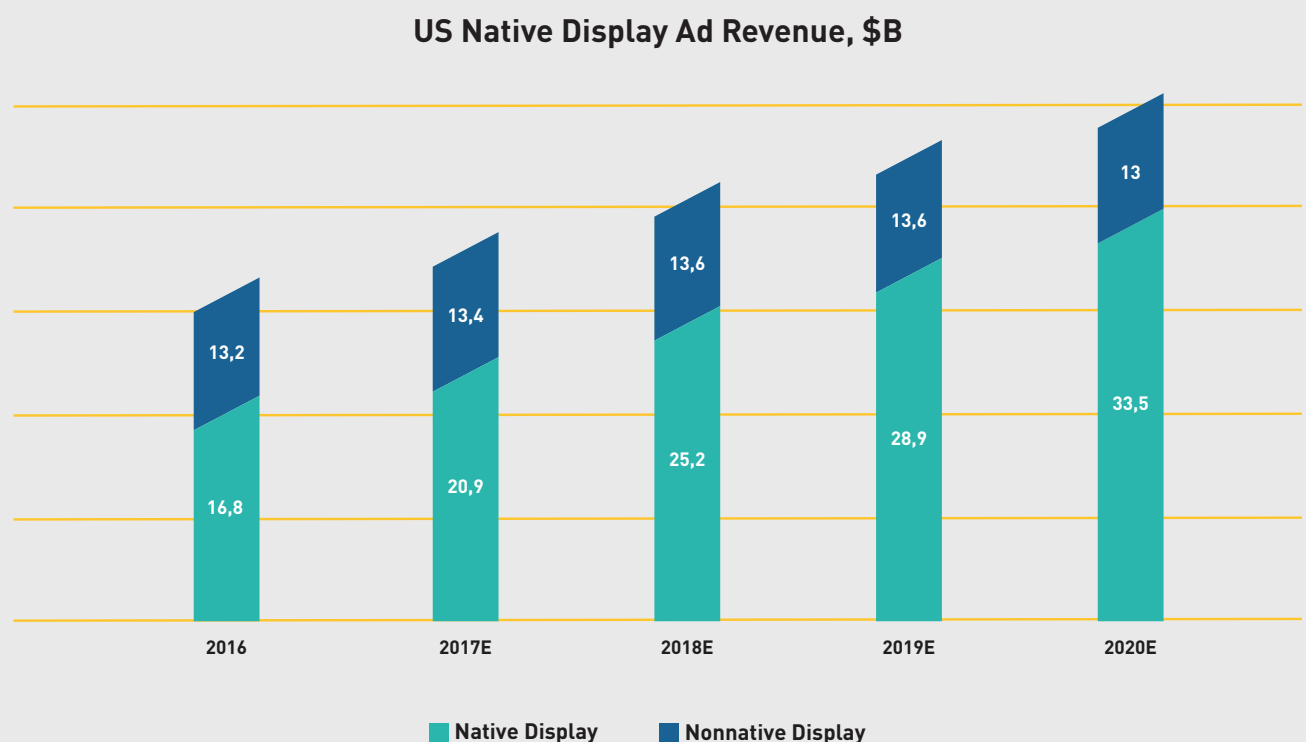
With ad blockers becoming more and more popular and selective blindness of internet users turning into **ubiquitous** phenomenon.

Native advertising – native in content as well as in style – is becoming the key to **effective digital marketing**.

With users targeted better and more data available on particular users, the more focused – and in a way, **non-intrusive – approach** is becoming the most effective way to sell products and services.

Native advertising has become a buzzword, more for apparent trend in digital advertising than for a need of new term (some even argue that “native advertising” is just another way to say “good advertising” with distinctive features of both being the same).

According to Business Intelligence report, this sector of digital advertising is already bigger than the non-native one. And is expected to grow to a staggering \$36.3B in 2021, which constitutes a 74% of the market share.



Whether you believe these numbers (or not) and agree with an addition of new taxon to ad ecosystem hierarchy or not. You are not going to argue with the statement that **native advertising** is clearly a more efficient way to advertise **products, services and brands**.

5. Our Conclusions

The facts speak for themselves, the digital advertising sector is growing - FAST! Meanwhile, the video advertising segment of the online marketing mix is growing even faster. The same is true, for “native” and “programmatic” approaches.

Which we would rather consider as qualities and trends, but not advertising segments/ niches clearly separated. For such thing is possible as native video advertising with impressions delivered with use of programmatic methods (and it is exactly what some companies are doing already and others are going to; and it is exactly what we, ourselves, are going to do at NVB).

WHY? Because video is able to relay complex messages in a visually stimulating way that connects people to products/services and brands. And the native video element and programmatic approaches are only rational when applied properly.

We have found a new way to address an old problem. By opening up a content discovery to benefit a range of key players. By making video content and ads consumption more user friendly and targeted much less intrusive. Than other historic models. That’s how NVB is changing the video content discovery g-am-e.

Right now the cross-channel journey of a online user (unless your starting point is Wikipedia) is complicated and fragmented.

Although links and tags have simplified search significantly, whether it is broad or deep, most of the time, even if we consider only one medium (such as text, or audio, or video information).

A user returns again and again to the same starting point, using a range of search engines to widen their searchability.

Globally audiences are searching for a plethora of information and topics ranging from high-class educational content, news and analysis, discussion clubs, language courses or expert opinions can be hard to come by. But not because it is unpopular.

But – because the promotion of vloggers content only covers the most popular niches e.g. gaming, toys & children's entertainment, "how-to" videos and sport etc.)

So there is effectively a gap in the market to sell independent video content efficiently. Although content is everywhere there's still room for improvement, when it comes to tactically targeting content consumers with content they'll love. And NVB promises to deliver on both quality and quantity.

So we feel that there's no doubt that a company who can create and establish a platform that simplifies a users' cross-media journey.

By using machine learning to significantly streamline and enrich their experience, would be able to build an ecosystem. And offer an incentive for qualitative (vs. simply viral) content creation and discovery, will bring high returns for its shareholders (aka our token holders).

With this in mind in mind, here's three reasons why NVB could be a huge success:

1. Right business model, targeting publishers and vloggers in the first place and enabling them to profit in more than one way without sharing a bulk of these profits with lead-generating platform
2. Effective combination of half-automated techniques of channel tagging/filtering and programmatic approach in ad serving
3. Clear message - strictly defined niche market, which has not yet attracted attention of many players, but is going to dominate advertising space in future, prevalence of quality over quantity, building of long-standing relationships without sacrificing efficiency

Competitors

Although NVB has no direct competitors, our business model in combination with approach being unique to the market, there are many companies working their way in adjacent fields:

1. YouTube and Facebook

As two of the most prominent platforms that ‘everybody knows.’

We understand that from a strategic point of view any company entering the content and video advertising market will meet with comparisons to these two giants.

In 2017, these two platforms become the most common places to start a vlog . As hundreds of millions watch videos on any one of these platforms every day.

This equates to hundreds of millions/ billions hours of video watched per day on Facebook and YouTube alone. With more than a billion people registered and in excess of a billion videos uploaded to both platforms.

In comparison to their competitors who have no more than 10M video uploads in most cases with max of 300M registered users.

Of course, there are exceptions such as DailyMotion which is significantly bigger than other platforms! Alternative niche platforms include Twitch and social media such as Instagram and Snapchat. Who are often two of the most popular starting points for vloggers. In both cases most of the discovery happens directly on these platforms that host shorter video clips.

Neither platforms has built in any cross-channel engagement tools as they currently concentrate on the intra-platform experience vs cross-platform (with exception of Google/ YouTube offering some interaction). These platforms also have no particular editorial policy and mostly rely on user self-tagging. They could become our main competitors if they see a good window of opportunity in this market.

However, they could also become our strategic investors/buyers too. Presently, they represent most possible end points of the user journey, whereas we are going to reroute users – thus, the bigger they grow and the more qualitative material they have, the better it is for the longer term plans for NVB.

2. Google Video Ads and Facebook Business

(same players from the other side)

These two platforms/products are intended to serve as inner programmatic ad campaign facilitators for Google/YouTube and Facebook, respectively. However, as we have already mentioned above, these two products are neither platform-agnostic nor engaged in nourishing of content.

They're also not well versed or focused on creating targeted marketing campaigns. And rightly so, as historically this has been the role taken on by online advertisers and agencies.

It is hard to find the right audiences for specific videos. In reality, Google, YouTube and Facebook are best likened to marketplaces and not agencies.

Although they do use segmentation to increase the efficiency of advertising, other platforms target advertisers first, which is understandable as their lies the major income streams. However this approach doesn't help to filter content and position in front of the most interested and engaged viewers..

3. Content discovery and content promotions platforms: Taboola, Outbrain, Engageya and Plista

These four companies are content discovery platforms that offer a widget with additional advertising and first party content to websites. Content they provide is seamlessly integrated into the website as 'native video'. These companies solve two main problems of the website owners: monetisation and navigation improvement.

So modern 'native advertising' is dominated by these four brands. And a long tail of not so huge companies with same approach. As cited earlier these companies provide websites with a content recommendations widget that offers advertising (sometimes video) or first party content.

But never third party content, as seen with the NVB approach. This means we're competing with their services for a place on websites.

The difference is that unlike those companies, we are not another kind of AdSense (world's most popular advertising widget for websites by Google). As a next gen platforms NVB

delivers third party video content and by doing so creates new advertising inventory whilst also creating a space for better targeted advertising. The result is satisfied users with access to relevant video content and website owners who reaping the rewards from revenues streams earnt from sharing videos, that their website visitors are more likely to love.

Here's a quick comparison of NVB against its closest counterparts.

Brand	Native recommendation widget	Keep user on same website	Open-market RTB sales	Own video storage	Transparent billing (tokenized)
Youtube		Y		Y	
Taboola	Y		Y		
Outbrain	Y		Y		
Plista	Y	Y			
Engageya	Y	Y			
NVB	Y	Y	Y	Y	Y

Native recommendation widget.

YouTube owns a powerful recommendation engine, but only uses it on its own portal and doesn't take other websites into account, in the same way that NVB and the other four platforms do.

Keeping users on the same website.

Taboola and Outbrain are focused on advertising and even though they use the native approach. Their navigation takes the audience from the website directly to an advertisers page.

YouTube's approach to accumulates huge audience traffic on its own portal to consume advertising.

Whilst Plista and Engageya mix the YouTube method with the Taboola/Outbrain approach and combine advertisements with first party content promotions.

While NVB delivers third party content on-site instead of taking the audience away from the website page they're already viewing. This is good news for website owners as NVB videos help to increase 'page dwell time and audience engagement.

Open-market RTB sales.

The global open market enables companies to purchase advertising on any participating website, in any of its sales points also known as DSP (see glossary). Some of the companies prefer this channel of advertising to others, some don't. NVB, just like Outbrain and Taboola will use Open-market RTB sales as the main sales channel, especially at the start of the project.

Own video storage.

As a company that provides users with real content and not only ads, we can't operate our platform without our own video storage. That's why our competitors don't need it (except YouTube, which can easily afford it). But on the other hand running a video storage system is expensive. That's why we decided to create a decentralized, tokenized storage system, that will significantly decrease video hosting and ad spend costs. And ultimately save our partners and video creator community money!

Transparent billing (tokenized).

NVB is designed to be financially transparent platform. That uses a tokenized billing constructed with smart-contracts. So our publishers will get higher advertising revenue share vs a smaller percentages of revenues gained from our counterparts on the market.

4. Vloggers' marketplaces

While this group's members are closer to NVB in terms of business model, its representatives lack significant impact and target advertisers first, working in more direct way. It is advertisers, who initiate marketing campaigns here, and after they do it, they should manually choose vloggers, promoting their products/services.

Not only these marketplaces do not compete with us in the end of the day - by helping vloggers to promote themselves, they increase capitalization of market we work at.

5. Agencies

Although agencies often use a similar approach to what NVB is aiming to do. They lack any technology on their part, thus, agencies are usually only able to work with big YouTube stars and unable to “plug in” to many other vlog sources for particular customer niches. There is a distinct lack of automated optimization the current processes are very labor-intensive.

These market players can be separated into two groups:

- Market makers, interested in further expansion of relevant platforms and attracting advertisers of advertisers (Facebook And Google/YouTube)
- And much smaller players, who don't support plug-and-play interaction and are able to work only with a handful of channels/advertisers. This group don't intend to provide cross-platform communication (agencies and marketplaces).

Outlook

Nowadays video advertising services in many cases charge 40% to 80% commission fees from their partners. The majority of advertising revenue is paid to intermediaries instead of the content creators and publishers. NVB commission is only 25% per view, which is enough to cover the net of our technology costs. While right owners and distributors will receive 75% of our video advertising revenue.

So while the traditional model of ads distribution don't give advertisers the opportunity to control the content and/or quality of advertising approach., NVB promises to avoid using aggressive formats by only using licensed video content. This approach guarantees advertisers 100% brand safety.

Smart Contracts

Use of smart contracts guarantees transparency across our financial relations between right owners, advertisers, publishers and token holders. At the same time our policy is to guarantee 100% privacy for our partner websites' visitors.

This means, we don't use cookie, fingerprints and other methods of visitor identification or data capture. Video selection is based on and designed to match subject matter of website pages, solely based on **page content only**.

NVB team counts on support of cryptocurrency in the questions of privacy extension and confidentiality in the sphere of internet advertising.

⁷ <https://papyrus.global/>

Why NVB?

1. Content Creators / Right Owners

There are number of companies who provide video promotion services like Ironsrc, Virool or Viboom. They spread your video over the internet using different methods whilst taking a cut of the revenue from your budget.

Native Video Box does pretty much the same job for content creators, but unlike the companies who have to pay a ton of middlement. NVB is set up give back, reward and pay content owners.

In relative numbers it's 15% of revenue, in absolute it's more than \$2 per thousand impressions. Once again, videos from vloggers or whoever meets our policies will be spread over the Internet among a relevant content with a link to content creator page or channel and NVB will pay for that.

2. Publishers

- **Additional revenues from video advertising.**
Share of video advertising expenditures on the Internet constantly grows. NVB opens the opportunities of growing video advertising market for websites that don't have their own video content. We pay 60% from advertising view cost: avg 9\$ per 1000 ad views.
- **Up to 100% ads fill rate.**
All advertising in NVB network is sold via programmatic. It allows you to find out whether there is an advertising video for a visitor even while web page is loading. If not - you can hide the NVB block and show the third-party ad instead of it.
- **Visitors spend more time on the website.**
Video player opens above the content on the same page: the user doesn't leave the website. This enhances the user session by 3-5, and often 7-10 minutes.
- **Native advertising with eco-approach.**
Machine learning algorithms find interesting videos in our storage according to the page's content.
- **Native format of advertising block adapts to the design of your web-page.**
NVB advertising is aimed at conscious clicks, the ad video doesn't pop up

automatically. These features provide ecological format of advertising for a user and improves user experience (for publishers and webmasters who aim at fast monetisation, we offer more aggressive ad formats, including autoplay).

3. Advertisers

The system is based on providing higher income streams and guaranteed brand identity for content right owners and publishers.

In tandem with providing inventory for website owners, NVB also provides interesting and well produced quality video content for users (viewers).

This provides the following advantages for advertisers:

- **Modern technologies.**
 - programmatic purchases according to OpenRTB protocol
 - direct deals support
 - Video advertising by VAST 3.0 and VPAID 2.0 standards
 - Full viewability control by IAB OVV (Open Video Viewability) and MRC Viewable Ad Impression 2.0
 - Anti-fraud systems in collaboration with Papyrus
- **Native in-stream format.**

Machine learning algorithms automatically pick the video content most relevant to the page's theme. The video block's design also automatically adapts to the page's design. At the same time, the advertising is shown in the player in-stream: Pre-roll, post-roll and mid-roll of the main video requested by the page's visitor, and also pause-roll.
- **Native in-stream video advertising format**

Machine learning algorithms automatically pick the video content most relevant to the page's theme. The video block's design also automatically adapts to the page's design. At the same time, the advertising is shown in the player in-stream pre-roll.
- **Licensed video content.**

NVB works only with licensed video content via direct agreements with content creators, owners and aggregators. Editorial policy of NVB and high revenues for creators/right owners of video content guarantee its high quality.

- **Better involvement.**
- **NVB provides advertisers with premium quality of advertising contact with audience:**
 - Conscious clicks (user consciously makes a click to launch a video)
 - No other content on the screen during the video playback.
 - Player is always 100% visible and always has sound on

Because of these advantages we constantly raise efficiency and variety of interactive formats that give high level of involvement during the view of advertising.
- **More than 90% of complete views of advertising videos.**

Users are interested in video content, specifically chosen according to the page's content, and make a conscious decision to view it.
- **100% brand safety.**
 - Constant monitoring of content on the level of each page on the Internet
 - Custom technology to ensure the brand's reputation safety based on neuronet
 - Moderation of publishers on entrance
- **Improved post-click.**

Following a link from NVB shows higher level of post-click involvement of advertiser's website: higher conversion level, average duration of a user session is at least 30% higher, while the bounce rate is 20% lower than the average clicks from video advertising.

4. Token holders

The NVB token is an internal form of payment, that any token holder can use. . The tokens will constantly grow in value as the volume of NVB inventory increased. The NVB tokens can be used and exchanged into other forms of cryptocurrency or converted into fiat money.

5. Web Users

- **Native advertising.**

NVB selects relevant video content for a particular webpage, that blends with the page subject matter or theme. Our USP is that advertising on our videos only plays if the visitor presses the play button on the video.

That's how NVB differs from out-stream videos, that launch automatically when you open the page. In short what we offer is a much less intrusive form for advertising

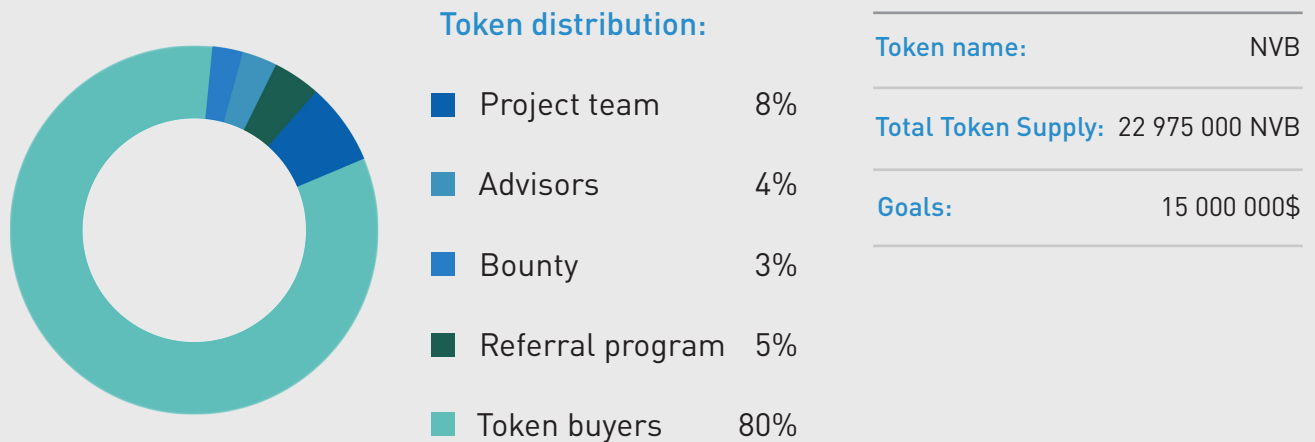
- **Environmentally friendly.**

The NVB team believes that advertising doesn't have to be intrusive, aggressive and uninteresting for website visitors. So the NVB widget uses Artificial Intelligence (AI) powered by technology to choose an appropriate piece of video content to be showcased as part of a webpage. This approach gains benefits users, website owners and advertisers within the NVB community. Less annoying ads results in better engaged customers and higher viewer numbers for niche video content that compliments the theme of specific websites. Native widget organically fits in the page's content.

- **Anonymity.**

Nowadays the privacy issues of users has become extremely important. With it being common place for websites to collect personal data without permission. Our ethos and NVB policy therefore states that we **do not collect user data** out of respect for the privacy of users and we expect the crypto community to support our values.

Token Distribution

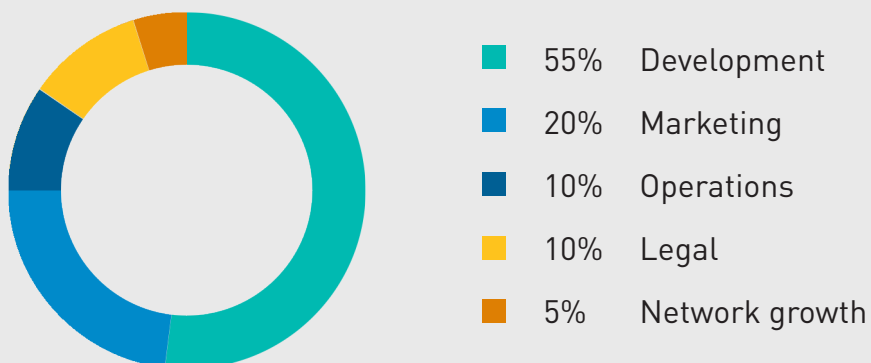


Due to participation in the ICOS platform, Native Video Box must pay tokens to ICOBOX for the amount of 240 BTC worth.

Native Video Box team and advisors don't have the right to sell their share of NVB tokens until after six months after the token issuance.

Funds distribution

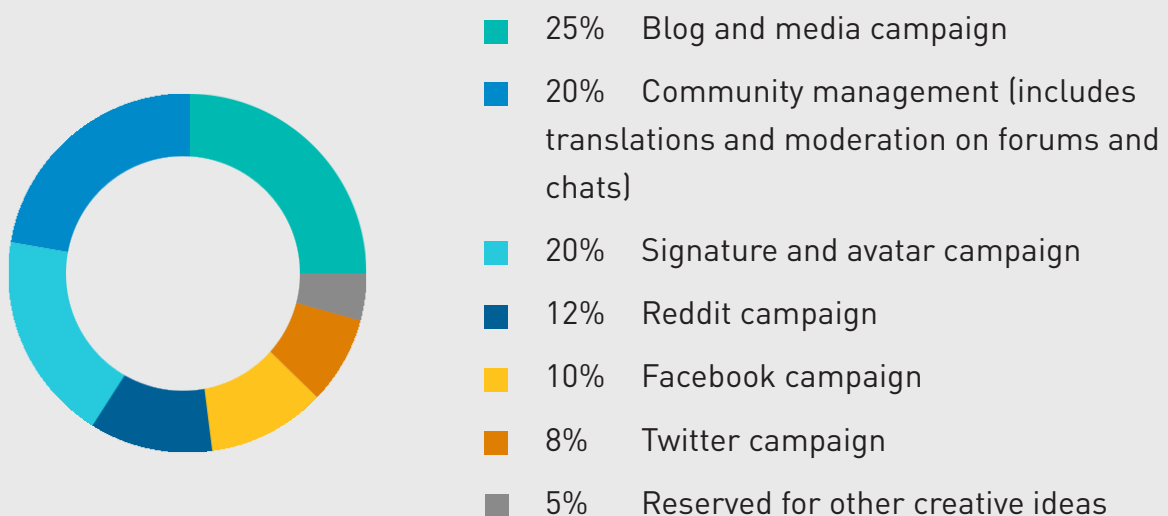
Due to participation in the ICOS platform, Native Video Box must pay tokens to ICOBOX to the value 240 BTC. The Native Video Box team and advisors don't have the right to sell their share of NVB tokens, until six months after the tokens have been issued..



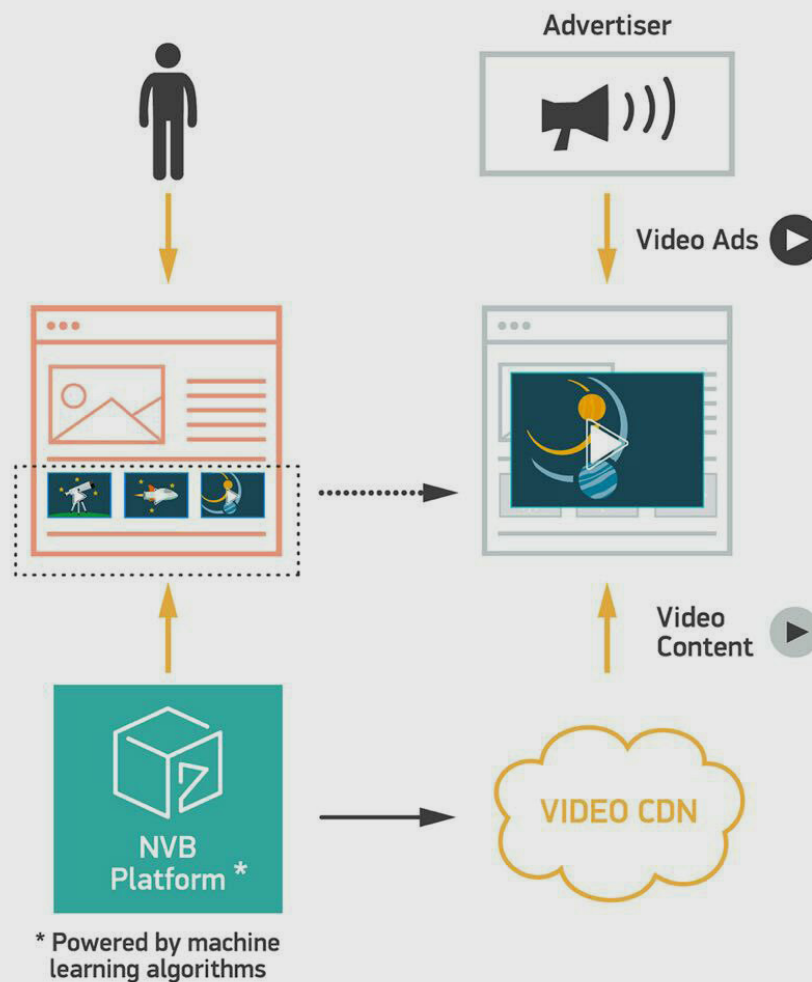
Bounty program:

Due to the fact that we consider our platform to be have a promising future. We believe that as many people as possible should have the chance to learn about it. That's why on the bounty program we will allocate 3% of all the tokens sold during the pre-ICO and ICO stages to bounty pool.

The NVB bounty pool will be distributed as follows:



Technical solution



1. How it works

(see demo <https://nvb.digital/livedemo/>)

1. A website visitor visits one of NVB's advertising network of websites pages.
2. With machine learning algorithms the system automatically picks the most relevant video for particular webpage from the NVB video storage
3. Thumbnail pictures of these videos with brief descriptions are shown to the website visitor
4. The visitor clicks on the thumbnail of the video that attracts their attention.
5. A video player appears on the same page and shows the chosen video.
6. Before the video itself, visitor sees the pre-roll ad: advertising video up to 15 seconds long.
7. Revenue from ad views are distributed between webmasters, right owners and the platform.

2. Interaction with publishers and right owners

Our work with publishers/website owners is based on providing them with the following benefits: following approach.

1. NVB is seen as a source of additional monetisation that doesn't occupy advertising space or irritate the user.
2. The NVB widget showcases attractive video content (that's not intrusive) (and increases the duration of user's stay on the page).
3. NVB carefully uses machine learning to place **the right video content onto the right websites, at the right time!**

How to get started

To start working with the NVB advertising platform a publisher has to register and make an application. After application the publisher is checked to ensure they meet the criteria of our editing policy. If the publisher meets the criteria, NVB is kick-starts and begins to pick out relevant video content.



To start working with NVB, the publisher accepts the contract and undertakes the following commitments:

- To place the widget's code on their website as is, without editing it
- All actions taken by the publisher's account in NVB network are considered as actions of advertising publisher representatives
- Not to mislead NVB, including the restriction on faking the views of advertising videos

NVB undertakes the following commitments:

- Pay advertising revenues on time
- Place high-quality content on the website. *The choice of content can be customized for publishers.
- When there are no suitable videos for the publisher, it doesn't show the widget, or it can show NVB logo or third-party widget according to the agreement.

3. Assessors

In NVB eco-system an **assessor** is a person responsible for content moderation and screening. Our assessor service is based on progressive model of **sharing economy**, like Uber and Airbnb. Anyone can access the test task to become an assessor. Assessors work for a fee, accrued separately for every successful action. This system ensures activity and professionalism of NVB assessors.

Our assessors will regularly check video content and platforms in the NVB eco-system. And assessors who identify improper content will be rewarded.

NV aims to create a professional assessor community whose fees will be paid from the network's funds. The opportunity to work alongside agencies on author's rights is currently being researched. Assessors who make mistakes will be fined.

4. Advertisers

NVB has two types of advertising inventory:

1. **In-stream pre-rolls and native video.** In order to use in-stream pre-roll inventory advertisers should use any DSP or AdExchange connected by open RTB protocol to one of SSPs that work with NVB via RTB ecosystem.
2. **In spot native advertising,** that is actually similar to content videos, advertisers should provide content that matches the NVB policy of content videos.

Roadmap of the project

Month Year	Product Milestone	Sales Milestone	Turnover* \$M	Network: Sites/Video Ads
January 2018	Network going global		n/a	
February 2018	Expansion of websites network		n/a	
March 2018	Self service interfaces go live		n/a	
April 2018	Final integration tests of several demand sources		n/a	
May 2018	Start of programmatic sales via SSPs		2.0	1.5K /120M
June 2018	Android SDK		2.6	
July 2018	Exclusive cooperation with particular DSP		3.2	
August 2018	Europe & UK office		3.9	3K / 250M
September 2018	High Impact Ad formats implementation		4.7	

Month Year	Product Milestone	Sales Milestone	Turnover* \$M	Network: Sites/Video Ads
October 2018	Direct Deals implementation	Launch of In-house DSP/ USA office	5.7	
November 2018	Integration with top 10 SSP and Ad Exchanges		6.9	
December 2018	Brand safety multilingual (European) pack		8.4	
January 2019	Leading CMS Integration		9.7	
February 2019	Latin America expansion	Brazilian office	11.3	6K / 500M
March 2019	In-house Advertising Agency (sale house)		13.1	
April 2019	Commencement of multi-tier blockchain		14.6	
May 2019	Top 50 programmatic demand sources		16.2	

Month Year	Product Milestone	Sales Milestone	Turnover* \$M	Network: Sites/Video Ads
June 2019			18	12K / 1B
July 2019			19.8	
August 2019	Native Promo Videos Launch		21.8	
September 2019			24	
October 2019			26.2	
November 2019	Native Promo Videos to worldwide advertising agency networks		28.6	
December 2019			31.2	
January 2020	Multi-tier blockchain fully implemented		35	24K / 2B
February 2020			36.4	
March 2020		Singapore office	39.4	
April 2020	China and South Asia expansion		42.1	
May 2020			45.1	

Month Year	Product Milestone	Sales Milestone	Turnover* \$M	Network: Sites/Video Ads
June 2020	Brand safety (Asia pack) integration		48.2	
July 2020			51.2	
August 2020			54.3	
September 2020			57.6	48K / 3.4B
October 2020			60.5	
November 2020			63.6	
December 2020			66.8	60K / 4B

* Based on the average estimate of 10M issued tokens

Network going global

Initial global websites integrated and tested. First global videos processed added to NVB storage. Implementation of ability to show ads integrated by industry standards.

Expansion of websites network

Partnerships with video content aggregators and website networks.

Final integration tests of several demand sources

Implementation of multisource demand technology (in order to maximise revenue)

Start of programmatic sales via SSPs

Platform start to show ads that programmatically sold by DSPs connected to SSPs NVB work with. 3 sources of programmatic demand already connected to the platform.

Android SDK

Implementation of “Android SDK” a tool that will make possible NVB integration right into many Android apps. Then NVB widget will be shown not only on a websites and their mobile versions but inside countless android platform applications and devices, from smartphones to smart TVs.

iOS SDK

Implementation of iOS SDK, like Android SDK its NVB bridge for spreading into Apple iOS ecosystem and iPhone and iPad mobile applications.

Mobile apps network

We intend to start af mobile apps network as another arm of inventory growth. Integration with both mobile SDK (Android and iOS). To mobilise this we'll bring a number of mobile app developers onboard to help launch an NVB mobile services ecosystem

High Impact Ad formats implementation

Implementation of high impact video advertising formats for stronger RPM on a selected sites

Direct Deals implementation

Ability to make direct deals on NVB inventory as a part of RTB ecosystem.

Integration with top 10 SSP and Ad Exchanges

Integration with leading worldwide SSPs like Doubleclick, Nexage, Inneractive etc.

Brand safety (Europe pack) multilingual implementation

Release of brand safety service for European languages in additional to basic english oriented brandsafe engine. Brand Safety means that ads will not show among aggressive, tragic or obscene (not safe in other words) content.

Leading CMS Integration

The release of plugins for popular content management systems including Wordpress, Drupal, Wix and others. This will allow a vast number of websites to easily integrate with the NVB widget.

Expansion into Latin America

We'll introduce market specific features so that NVB products are accessible to the Latin American market of publishers and advertisers too.

In-house Advertising Agency (sale house)

We plan to collaborate with full service advertising agencies that provide clients with appropriate services from brief to native video creative and effective media campaign planning.

Commencement of multi-tier blockchain

Selected events (clicks and ad loading) are placed into blockchain with multi-tier blockchain technology.

Top 50 programmatic demand sources

Reaching and connecting all specific, mobile and local demand sources to get maximum possible demand connected to our inventory.

Native Promo Videos Launch

Launching a different new style of video product for advertisers. A video that looks like more like content from our affiliated video creators than a short video advertisement, but is in actual fact advertising. These videos will be shown in the same way as creators content, minus pre rolls using the NVB programmatic engine only vs the RTB ecosystem.

Multi-tier blockchain fully implemented

100% of our platforms functionality are processed via blockchain (including all VAST and VPAID events, viewability etc).

China and South Asia expansion

Bunch of necessary, market specific, features to make NVB products spicy enough for Asian cuisine and let Asian publishers and advertisers get all NVB benefits.

Brand safety (Asia pack) multilingual integration

Release of brand safety service for Asian languages in additional to basic english and euro oriented brandsafe engine. Brand Safety means that ads will not show among aggressive, tragic or obscene (not safe in other words) content.

Fundraising process

The process is split into two stages.

First stage – pre-sale (1st of December, 2017 to 31th of December, 2017)

At pre-sale stage we are going to raise \$500k, pursuing two goals:

1. Checking token holders' attitude and level of interest
2. Closing deals with institutional token holders, willing to be early birds or not able/not willing to participate in later stages
3. Making a final check of overall ICO mechanics

Tokens of pre-sale and ICO stage will have the same structure and design, with no difference between them.

Pre-sale period consists of two parts:

1. 1st of December to 10th of December. Minimum amount of the purchase is \$5000. At this part, 50% discount to account for early investment is given, with 1 NVB token priced ETH equivalent of \$0.5 instead of \$1 (the exchange rate setting rule is to be defined).
2. 11th of December to 31th of December. Minimum amount of the purchase is \$1000. At this part, 25% discount to account for early investment is given, with 1 NVB token priced ETH equivalent of \$0.75 instead of \$1 (the exchange rate setting rule is to be defined).

Second stage - ICO (January 1, 2018 - April 15, 2018)

In a second, or main stage of our ICO process, we are going to raise up to \$14,5M (so that the ceiling cap for the whole ICO process would be \$15 M). Tokens this time are sold at equivalent of \$1 for each.

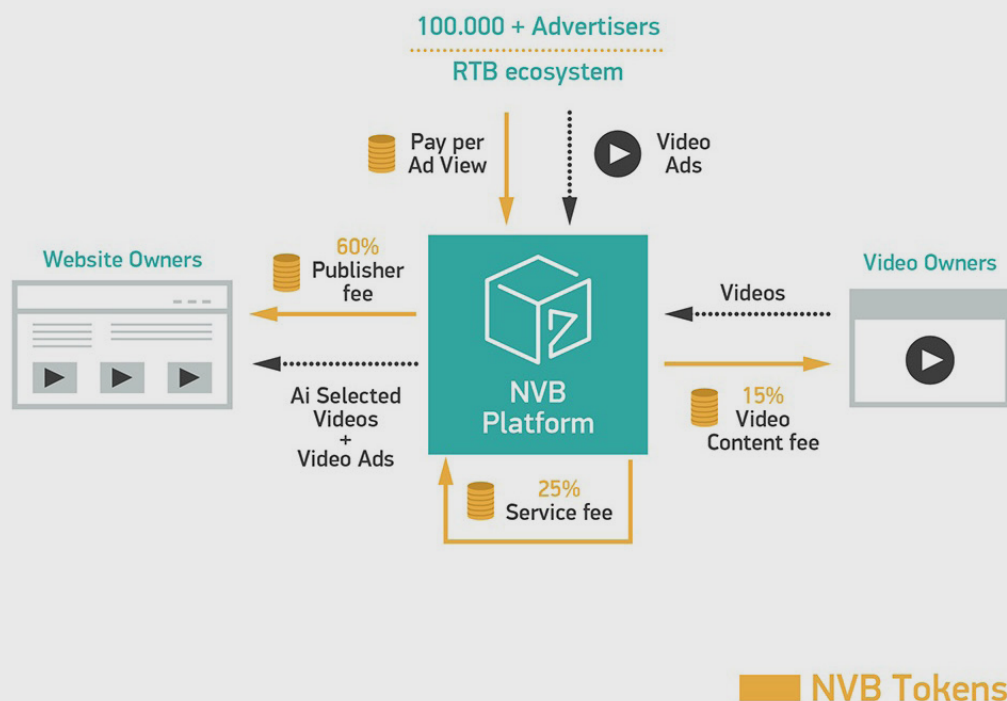
Due to the high demand, we introduce special bonuses during ICO:

- 01.01 -15.02 - 20% bonus
- 15.02-15.03 - 10% bonus
- 15.03-15.04 - no bonus

NVB tokens explained

NVB tokens are utility tokens based on the Ethereum platform in accordance with the ERC20 standard.

During pre-sale and ICO periods 20M of NVB tokens minted and sold, at a price of \$1, with no way to create new ones as a result of actions on the part of NVB or other entity. NVB team commits to distribute impressions delivered via outlined mechanism, with no inflows/ outflows of money beside those required for purchasing (or realized as a result) of buying/ selling tokens.



NVB tokens are the currency of the service: all the transactions among system participants are conducted solely in tokens. NVB network is monetizing with in-stream ad loads. To acquire ad impressions, advertiser needs to purchase NVB tokens.

NVB billing is hourly based. Tokens from advertiser's wallet for the ad impressions are transferred to other system participants:

- 60% - to owners of website where the impressions were made,
- 15% - to owners of content on which the impressions were made,
- 25% - to NVB system as a service fee to cover the tech costs.

Tokens aren't burnt when used once within the system: they can be used endless number of times. However, NVB holds the right to burn up to 100% of the tokens it would receive as service fees.

After the ICO is over and before 1st of April of 2018 and launch of NVB platform, it is possible to trade tokens or to buy impression with them with tokens prices at nominal price of \$1.

After 1st April tokens become the only medium at NVB, with no restriction on their worth at all and only one important restriction concerning their circulation - freezing period. Below is the schedule according to which freezing period length converges until it is 1 month:

Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sen 18	Oct 18	Nov 18
5	4	3	1	1	2	1	2

To encourage the publishers and video content creators to join NVB in the early stage (period when we'll practice token "freezing") we offer them a special 'platinum' status as one of early adopter participants. This means that will get lifetime priorities and essential bonuses in every aspect of the interaction with the system.

All the tokens activated in a system in a period of time have total value equal to turnover of the system, which can be approximately calculated as:

$$\frac{CPM}{1000} * Impressions$$

Apparently, "freezed" token can not be activated.

Example

1. Advertiser purchases tokens for 100\$ according to the current rate (let's assume a token's exchange rate is 1\$)
2. Video ads are shown of a value of purchased tokens.
3. At the end of an hour, tokens are withdrawn from advertiser's wallet and transferred to other system participants' wallets:
 - 60 tokens - to publishers, where the ads were shown
 - 15 tokens - to owners of content pre-roll of which ad was shown
 - 25 tokens - to NVB system as a service fee to cover the tech costs
4. NVB burns at least 5 tokens (basically, from 5% to 20% of all the tokens).
5. Any system participant can sell his tokens on exchange at any moment when the 'freeze' period is over.

Risks

Purchase of tokens is connected with high level of risks: risks connected with price of token, author rights risks, blockchain and software related risks, safety risks. There is also a number of risks related to platform's development, company business and governmental activities.

Every buyer should thoroughly consider all the risks involved before making a purchase. If any of these risks occurs, NVB platforms and price of tokens can be negatively affected.

NVB tokens are not securities

User acknowledges, understands, and agrees that NVB tokens are not securities and are not registered with any government entity as a security, and shall not be considered as such. User acknowledges, understands, and agrees that ownership of NVB does not grant the user the right to receive profits, income, or other payments or returns arising from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in NVB Platform or any other NVB property, whole or in part.

Absence of guarantees of income or profit

There is no guarantee that NVB tokens will grow in value. There are no guarantees that the price of NVB tokens will not decrease, including significantly, due to some unforeseen events, or events over which the developers have no control, or because of force majeure circumstances.

Risks associated with Ethereum

NVB tokens will be issued on the Ethereum blockchain. Therefore, any failure or malfunctioning of the Ethereum protocol may lead to the trading network of NVB tokens not working as expected.

Regulatory uncertainty

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. NVB tokens may fall under one or more requests or actions on their part, including but not limited to restrictions imposed on the use or possession of digital tokens such as NVB tokens, which may slow or limit the functionality or repurchase of NVB tokens in the future.

NVB tokens are not an investment

NVB tokens are not official or legally binding investments of any kind. In case of unforeseen circumstances, the objectives stated in this document may be changed. Despite the fact that we intend to reach all goals described in this document, all persons and parties involved in the purchase of NVB tokens do so at their own risk.

Risk of losing funds

Funds collected in fundraising are in no way insured. If they are lost or lose their value, there is no private or public insurance representative that buyers can reach out to.

Risks of using new technologies

NVB tokens are a new and relatively untested technology. In addition to the risks mentioned in this document, there are certain additional risks that the team of the NVB platform cannot foresee. These risks may manifest themselves in other forms of risk than those specified herein.

Author rights risks

NVB prohibits actions of ecosystem participants that violate intellectual property rights and deletes all content that contradicts with author rights law, including law of author's rights in digital age. NVB reserves the right to terminate the contract with video content creators in case of violation of author's rights.

There is a risk that individuals or companies who present themselves as right owners or use someone else's content will mislead NVB.

If NVB has to take part in judicial proceedings, this fact can negatively affect company's reputation. In case if a trial is lost, court may oblige the company to pay legal costs and compensation to the author right's owner. In this case NVB will face losses that can negatively affect NVB tokens value or lead to bankruptcy.

To minimize these risks NVB has introduces the institute of assessors and plans to finalize the user agreement, verification and filtration systems in case legal precedents occur. NVB asks all ecosystem participant to notify us in case they notice content that violates author's rights.

Advisory Board



Gabriel Zanko

Fintech entrepreneur with 12+ years experience. Founder of MobileYourLife, tech solutions provider for AI Fintech companies. Angel investor and ICO advisor with expertise in international development.



Yaacov Bitton

CEO and Co-founder of [Advanced Cash](#): easy to use and versatile online payment system that is one of the most popular payment service provider gateways for fiat - token operations the in the crypto community.



Andrew Playford

Senior Vice President of Operations at Sonic Foundry, Inc, a world leader in automated video capture solutions. It's flagship platform, Mediasite, is used by over 3,000 customers in 60 countries.



Alexander Miheev

Managing Director of Finam Global Investment Fund, focusing on executive management of equities and Chief Operating Officer of [GOSU.AI](#): AI-based startup in personalized cybersport coaching.



Mike Raytsin

Co-founder of ICObox, the most scalable provider of token offering services. Serial entrepreneur, angel investor, crypto industry visioner.



Julian Zegelman

Legal advisor for NVB. Founding partner and corporate attorney at Velton Zegelman PC, entrepreneur and angel investor. Previous successful ICOs: Starta ICO, Suretly, [Goldmint.io](#), Blackmoon Crypto, Cindicator and ParagonCoin.



Georgy Mikhaylets

Co-founder and Vice President of Business Development in [Win Pay](#): one of the largest instant mass transfer systems on the East-European market of international banking services for individuals.



Dima Zaitsev

Head of International PR & Business Analytics Department Chief at ICOBox, PR advisor to 30+ successful ICOs to date. Has his own columns on several Media Outlets in the U.S. including FXStreet.com and [CoinSpeaker.com](#)



Alexei Morozov

Alexei has 14 years of experience in AdTech. His work experience includes top management positions in companies AdFox, Begun, CrearaMedia, Price, Rambler.

Team



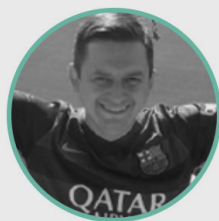
Alexander Shishov
Founder and CEO

A project leader with 10+ years of experience in Ad Tech and Machine Learning projects. Alexander has managed development teams on multiple projects (Mirax Group, [Creative Mob](#)) before successfully launching [Botscanner](#), an automatized system for traffic quality control. In Native Video Box, he brings together expertise in Ad Tech and blockchain technology, aiming at creating the future of advertising.



Dmitriy Solodkiy
Blockchain evangelist

Data scientist on programmatic advertising systems with 5+ years of experience in business and sectoral analysis. Experienced ICO advisor ([ITO.SG](#)) with expertise in research&analytics. Among Dmitriy's previous projects is development of AdTech (RTB) Algorithmic Trading Platform. Holds a degree in economics from Bonn University.



Andrey Smirnov
CTO

A team leader with 10+ years of experience in full stack development (serverside, frontend, databases), with comprehensive expertise in AI/ Machine Learning. Previously worked as technical director on Mirax Group, Shturmann and [Botscanner](#).



Andrey Tsvetkov
Front end developer

7+years experience in frontend development with expertise in advertising implementation (GPM-Digital, BrightCove, DoubleClick, VAST, VPAID) and video player/widget creation. Andrey's previous work experience includes video ads technologies companies for VAST / VPAID, Open RTB & programmatic advertising ([Weborama](#), Bazoola).



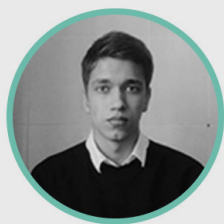
Nikki Stewart
Head of marketing

A marketing media pro with 10+ years of experience in digital media and communication. CSCC Media founder and digital influencer with comprehensive experience in organic digital marketing strategy and social media engagement.



Pavel Vasin
CBDO

A business development manager with 10+ years of experience in Marketing, Ad Tech and account teams management: «[Begun](#)», the first service for contextual advertising and «[Between X](#)», the leader on Russian programmatic advertising market. Pavel contributes to Native Video Box his deep experience in Ad Tech business development and extensive knowledge in the field.



Maxim Prudchenko
Head of Support

International head of support services professional. With a degree in Applied Informatics in Economics, Maxim brings together high-quality client service and professional knowledge of the field.



Peter Kozyakov
IR Director

Strategic Marketing with 10+ years of experience in banking and finances. Previous successful projects include [Win Pay](#) (co-founder, BDM), [PayU](#) (Sales Director), [Payonline](#) (Head of Key Account Sales).



Xenia Vyazemskaya
PR Director

3+ years experience in project management and leadership in multiple fields. Previous work experience includes PR team management in [e.Queo](#) - innovative technologies for interactive business communication and e-learning. Constantly learning and improving her professional skills, Ksenia brings practical knowledge of PR development and enthusiasm to NVB.



Alexander Vasilev
CCO

Fintech and banking professional with 10+ years experience. Among Alexander's previous successful projects are [Rapida](#), [PayU](#) and recently [Win Pay](#), where he is a co-founder and commercial director.



Masha Vyazemskaya
Community Manager

A social media and event specialist in entertainment & blockchain spheres. Community management, digital strategies and content creation.



Anton Noginov
Blockchain Architect

Pro in highload systems design, cryptographic algorithms, blockchain development and smart contract implementation.

Glossary

Direct deals – The deals is negotiated directly between buyer and seller (in-person or via a platform), the inventory and pricing are guaranteed, and the campaign runs at the same priority as other direct deals in the ad server.

AdExchange – An ad exchange is a sales channel between publishers and ad networks that can also provide aggregated inventory to advertisers. They provide a technology platform that facilitates automated auction based pricing and buying in real-time. the definition of an ad exchange excludes technology platforms that exclusively provide tools that enable direct media buying and selling between exchange participants.

Autoplay – video content that initiates “play” without user interaction or without an explicit action to start the video (essentially automatically starting without a “play” button being clicked by the user).

Bounce rate – Figured as a percentage, this compares the number of visitors to a website who arrive and immediately leave vs. those who stay and spend time on the site; can be used to measure the effectiveness of a website, a search campaign or an ad campaign.

CDN – Content delivery network A service that hosts online assets and provides content management via servers located around the globe to reduce the latency of downloads to users.

Crawler – A robot (also known as an automatic indexer, bot, Web spider) in NVB system that goes through the web-pages to index their content to fit videos for them.

CTR (click-through rate) – The ratio of number of clicks on advertising announcement per total number of views.

Direct deals – The deals is negotiated directly between buyer and seller (in-person or via a platform), the inventory and pricing are guaranteed, and the campaign runs at the same priority as other direct deals in the ad server.

DSP (Demand Side Platform) – also called buy side optimizer and buy side platform is a technology platform that provides centralized and aggregated media buying from multiple

sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of these sources.

High Impact format – exclusive ad formats that can improve audience engagement and lead to better results. The most effective high impact ads include interactive takeovers, pre-roll ads, gravity advertising, and push down ads.

IAB OVV (Open Video Viewability) – technology that measures the portion of a video ad that is in view and the amount of time the ad is in view. developed by IAB (International Advertising Bureau).

ICO – initial coin offering, a process of initial distribution of tokens, undertaken by project, usually to fund its activities in some or the other way

In-Stream Video Ad – Played before, during or after the streaming video content that the consumer has requested (Pre-roll, Mid-roll, Post-roll). These ads cannot typically be stopped from being played (particularly with pre-roll). This format is frequently used to monetize the video content that the publisher is delivering. In-Stream Video Ads can be played inside short or long-form video and rely on video content for their delivery. There are four different types of video content where in-stream may play: UGC (User Generated Content/Video), Syndicated, Sourced and Journalistic. In-Stream Video Ads are displayed within the context of streaming video content.

Metainfo (meta data) – information about features and properties, characterizing some objects, that allows to automatically search and manage them in big information flows.

Metainfo Storage – storage of meta information.

MRC Viewable Ad Impression 2.0 – standard of fixation of video viewing, developed by MRC (Media Rating Council), according to which the video is considered watched if the user sees more than 50% of ad, 1 second or more.

Native advertising – A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. These paid ads aspire to be so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong.

OpenRTB – open protocol for the automated trading of digital media across a broader

range of platforms, devices, and advertising solutions created by IAB that allows an individual ad impression to be put up for bid in real-time.

Out-Stream Video Ad – A form of video advertising that takes place outside of In-Stream Video content. The key difference between in-stream and out-stream video ads is that out-stream video ads leverage the existence of standard display ad units to deliver a video experience as opposed to another static or rich media format. For example, a site visitor may view an article on a news website and a muted, auto-play video ad may load in a standard display ad unit and then be followed by some video footage.

Post-click – scheme of users accounting in internet advertising, where user is identified via a special cookie after he clicks on the advertising.

Programmatic – programmatic trading is the use of automated systems and processes to buy and sell inventory. This includes, but is not limited to, trading that uses real time bidding auctions.

Publishers – web sites owners who place NVB widget on their pages to show advertising videos.

Session duration – the time user spends on the website.

SSP (Supply/Sell Side platform) – A sell side platform (SSP), also called sell side optimizer, inventory aggregator, and yield optimizer is a technology platform that provides outsourced media selling and ad network management services for publishers. A sell side platform business model resembles that of an ad network in that it aggregates ad impression inventory. However, a sell side platform serves publishers exclusively, and does not provide services for advertisers.

The inventory managed by the SSP is usually purchased by aggregate buyers, either demand side platforms (DSPs) or ad networks.

Token holders – all the NVB token holders including the project team, bounty receivers, publishers, content right owners and other token holders who have acquired NVB tokens during ICO or Pre-Sale.

User experience – the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.

VAST – a standardized method for communicating the status of a video ad back to the ad servers in the case where the ad is served from a dynamically selected ad server. It is specifically designed for on-demand video player where the ad response is parsed prior to play. VAST is applicable to Linear Video Ads (such as “pre-rolls”), Non-linear Video Ads (such as “overlays”) and Companion ads as defined in the IAB Digital Video Ad Format Guidelines.

VPAID – (Video Player Ad Interface Definition) a protocol used for ad servers, ad units, and publishers to communicate with each other in order to serve video ads with interactive capabilities.

CONTACT US

nvb.digital

info@nvb.digital

t.me/nvb_en

m.facebook.com/nativevideobox