INTRODUCTION

World globalization! Have you ever thought about the consequences of globalization - particularly in the media? I'm sure you have. After all, hardly anyone fully trusts what they tell us on TV or write in the newspapers. In our world, there are fewer and fewer independent news sources that faithfully present the events around the world. Moreover, there is practically no media source that could technically resist the pressure of "Big Brother". We are not satisfied with this situation!

That's why we created TheWorldNews.net - the first and largest of its kind - a decentralized news aggregator, built on blockchain technology using neural networks. Now users of TheWorldNews.net have a unique opportunity to read honest news from all around the world in one place, and no one will ever be able to delete or otherwise influence the news as a phenomenon.

THE OBJECTIVE

TheWorldNews.net stands for openness and accessibility of information for all,regardless of countries, languages, political systems or religion. The goal of the project is to become the largest decentralized news aggregator in the world with free access to the most objective information from around the world. Using neural networks, will provide people all over the world with verified and reliable news content. The scalable platform that identifies fake news and plagiarism will force the leading media giants to ensure the authenticity of information before publication.

THE PROBLEM

They're lying to us! According to unofficial data, the percentage of falsified or somehow altered news content is as high as 90%. This situation exists for several reasons:

• World globalization. Transcontinental corporations more than ever work with the media to meet their commercial interests.

• Geopolitical and political ambitions. Governments and alliances use the media everywhere to shape public opinion and implement their political plans.

• Increased activity of security forces. In the light of the active war on terrorism throughout the world, security forces often use the media's ability to conceal, distort, or blatantly falsify facts.

At the same time, most users and readers of the media are not even aware of the situation. They a priori suggest that this might happen in the media of the third world, but not in the US or the EU countries.
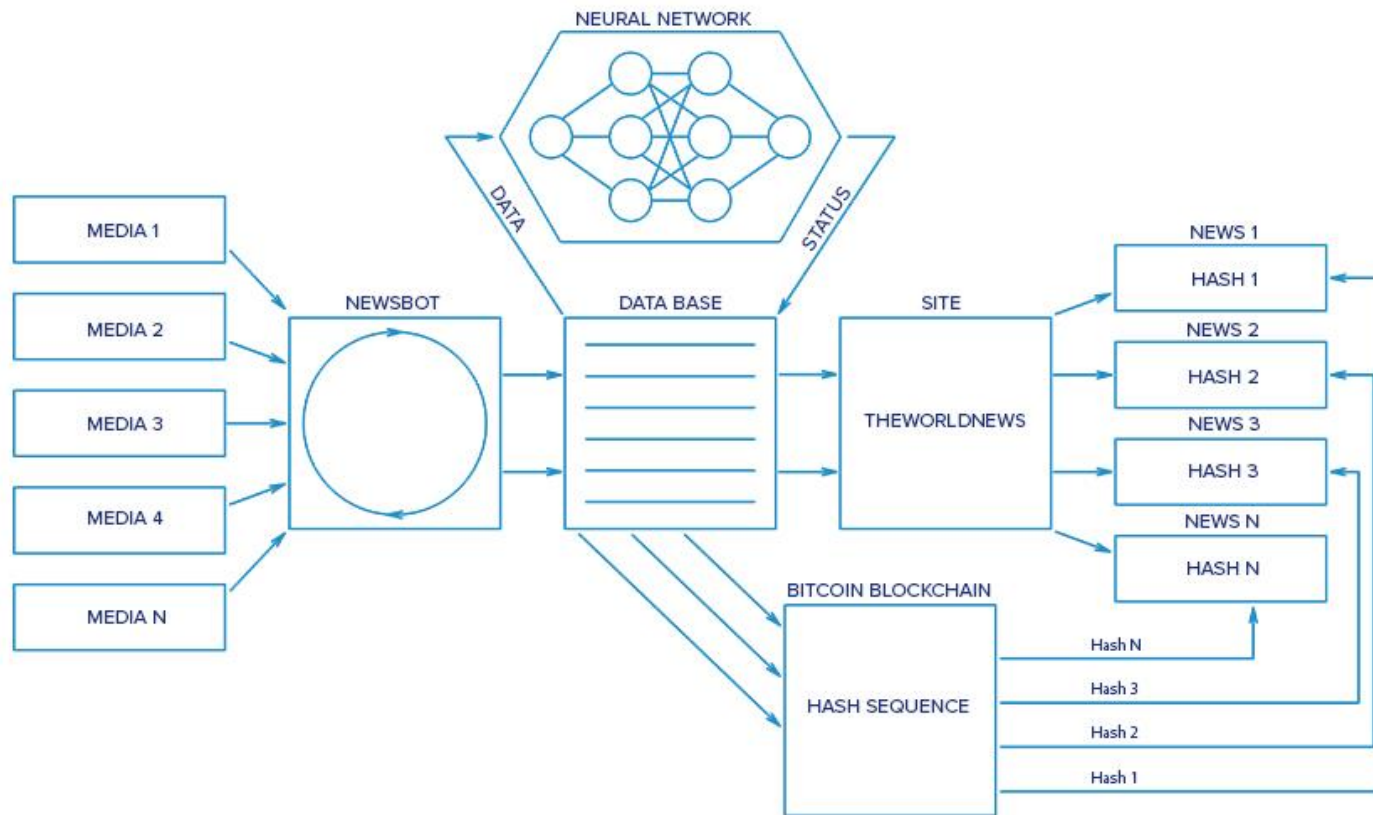
THE SOLUTION

The solution to the above problem is the creation of a platform that is able to collect all the news on the planet, analyze the collected material and reveal what news sourcesare worthy of the reader's trust and which ones are not. Such a platform would allow any person to read all global news in one place from anywhere in the world. Additionally, such a project would fundamentally change the situation with fake news, and even to some extent oblige the media to monitor the quality and truthfulness of its content. The era of removal of inconvenient materials "by call" will be over. Now, all the news of the entire world's media would be recorded in the blockchain and could never be deleted by anyone.

TheWorldNews.net is a unique project, created for dozens, maybe hundreds of years, until humanity invents the Internet's analogue, surpassing it in terms of capabilities. In only 2 months we have become the largest aggregate of news in the world and the first aggregator of news in the world on the basis of blockchain technology. 60,000 news are reported daily. Just imagine this figure, and know this is just the first stage.

TheWorldNews.net – How does it work?

The basic algorithm of the news aggregator operation, based on blockchain technology using a neural network.

- Created by us the NewsBOT collects and in parallel checks, on the subject of, alterations of all the news that are gathered from all over the world from the open media sources. It happens automatically in 24/7 mode. At this point the NewsBOT processes about 60'000 news per day, taking into account that calculated maximum in the current configuration is up to 200'000 news a day. Moreover, the whole platform is scalable, this means, when reached calculated maximum all we need is to raise the resource of hardware, that would increase calculated maximum;

- All collected content is stored in distributed, non-relational database that provides compact storage and quick access to data. The hash tags of all news reports are stored in the blockchain bitcoin network, that you can check directly on the website either using the link on blockchain aggregator or manually;

- The self-learning neural network analyzes the content in the database and, based on morphological inconsistencies, identifies poor-quality content, namely, deleted or modified and automatically assigns the appropriate rating to the media source - reliable, dubious and unreliable. Apart from that, we developing an algorithm that identifies blatantly fake news;

- All high or low quality content is appropriately marked - reliable news, suspicious news, and unreliable news. The criteria and algorithm for identifying ''quality'' of the content is discussed, in detail, in chapter "Honest News";

All news are linked by a chain of hash tags and stored in blocks of the bitcoin network. This ensures that nothing can be changed or deleted; otherwise, the chain will be broken. Any user has the opportunity to view the hash tag of separate news and the whole chain. In a month time we will publish 250,000 news daily, and it will be 100% verified news traffic from all around the world.

Within the framework of the project, we are developing a decentralized marketplace that will allow independent journalists and reporters to offer media their unique content, specifically, news, photos and video content. Additionally, the media will be able to receive truthful and unique information from around the world, even from places where they do not have full-time employees. According to the alleged data, the marketplace will daily generate several thousand unique news reports, photos and video materials daily.

Honest News

The issue of news honesty is becoming more relevant in the current world of globalization, transcontinental corporations, and permissiveness of security forces. It is impossible to know for certain what is objective and fully truthful. There is always a chance that this is custom-made material pursuing certain goals for shaping the public opinion, or it is a corrected, distorted or deleted piece of material, which the editors had to accept under the pressure of interested structures. Such cases of falsification of information and news are found everywhere.

But not on TheWorldNews.net. The NewsBOT constantly monitor the media that we present for us to compile our rating of "reliable" or "unreliable" media. Our team has developed a special algorithm to identify incorrect and/or unreliable information.

1. Using the NewsBOT, we are constantly collecting news content from all over the world, and tracking for the altered content, if there is any.

2. Our neural network analyzes given data by NewsBOT and identifies if the changes were made, when and which. This way, we globally monitor every media source, how often they alter or either delete their content. Just to point out, that neural network by many factors can compare what sort of changes were made, were there it was grammar or punctuation issues. Or, for example, live broadcast, which always changes content during whole broadcast. Before from that, we introduced the procedure of fact-checking, when our team of editors manually checking those or other news.

3. The platform could show the users original or altered content. You, personally, could always assess what was changed in the content.

4. We also give an opportunity for our readers to personally assess the "reliability" of this or that news. The users receive functionality that allows them to inform us, that the news is not trustworthy or has been changed or deleted from the original source. Having reached 50 negative reviews on one specific content, the article is forwarded to fact-checking team.

5. If the results of analysis reveal that the number of deleted and/or modified articles of a particular media source is below 0.5%, then this is a "reliable" source of information. We always leave an opportunity for media to delete some of their content. For example, that is possible when media honestly mistaken, and shortly altered the material published due to the official refutation. Cases like that usually forwarded to fact-checking.

6. If the number of deleted and/or modified articles is 0.501% to 2%, then this is a "suspicious" source of information;

7. If the number of deleted and/or modified articles is 2.001% and over, then this is an "unreliable" source of information;

8. The status of the media will be updating once a months. In future, we might, reconsider the frequency of updating the status.

9. We also developing algorithm that could identify blatantly fake news, in case of single phenomenon, as well as, in large-scale cases. Considering morphology and different languages, neural network analysis, how often and how much material is written on that or other topic. This way, we could detect release of fake news and discrepancy of facts from different sources.

This is how we define and inform our readers whether the media is trustworthy or not. The rating and reliability rating (reliable, doubtful, unreliable) of the media is not a constant value and may vary depending on the results of our periodic analysis.

Moreover, using the blockchain technology, we can guarantee that our news will never be changed or deleted without destroying all the hash tag chain.

Convenient Functionality

In order not to get lost in all the variety of news in all languages of the world, we have developed a user-friendly design.

1. *Selection of news on the main page by GeoIP*. If the user is in the US, then by default, TheWorldNews.net will offer the US news, nearby countries news, and all the news in his language, as well as news of the iconic countries of the world.

2. *Personal choice of news.* In case the user is not satisfied with the selection of news by GeoIP, we give him the opportunity to select, with just one click, news from countries he is interested in or specific media source. Moreover, the reader could personally choose what news or media he is interested in - reliable, suspicious or unreliable.

3. *The key function for viewing the news would be checking of the changed content*, which will allow the readers to see both, the original publication, as well as, the altered parts of publication.

4. *Sections of thematic news*. We will provide an opportunity for users to read the news not only by countries and languages, but also by sorting them according to the most popular news topics, for example, blockchain, sports, finance, politics, gambling, and many others.

The Best Content in One Place

We are not exaggerating when we say that we provide our readers with the best global content. Functionality of TheWorldNews.net allows users to determine which news is more interesting and which is less, exposing their own rating. At the same time, the lists of the newest and most interesting news articles from around the world are offered unobtrusively to the user for review.

Imagine that thanks to you and users like you, you will be aware of all the highest trending events from around the world. No other media or news agency can provide you with this opportunity. From now on, you determine the news trends by yourself.

Moreover, we have provided additional thematic sections. Users will be able to read news not only by country and language, but also by sorting it according to the most popular topics, for example, blockchain, sports, finance, politics, gambling, and many others.

Global Information Marketplace for Professionals
Unique News Content for the Media

We are all familiar with the concept of freelancing as such. However, this concept is rarely associated with news content. And this is for a reason. It is extremely difficult to unite a large number of independent journalists, reporters, photographers and media representatives in one project or platform. This can only be done by a large aggregator of news content that can unite media and journalists under its wing, as well as provide the necessary functionality.

However, the demand for news content around the world is only growing. Large media sources additionally hire freelancers to solve this problem. This solves the problem partially, but it remains a poorly organized and highly specialized service. Smaller media sources cannot afford foreign freelance correspondents at all.

TheWorldNews.net will solve this problem. We are developing a multifunctional information platform that will allow independent journalists to sell their unique content to the world's leading media.

Imagine the situation when the media, for example, from Germany, wants to get the fullest information about some significant event in Brazil, but they do not have their own journalist on the scene. What should I choose - to prepare the material on the basis of a third-party unverified report or to acquire a full, truthful and verified piece of content prepared by a local journalist who visited the scene directly? The answer is obvious.

The information marketplace TheWorldNews.net will unite under its compound all independent journalists, reporters, photographers, and mass media, will provide all users of the platform with convenient functionality, and will offer multi-language verification of the content. According to preliminary calculations, we plan to generate about 3,000 unique and 250,000 aggregated news a day from around the world using our information platform.

Despite the fact that all content will be unique and authoritative, we will adhere to two strategies responsible for the quality and reliability of it.

1. *The author is responsible for his content*. As the author of any piece, the user of the platform is fully responsible for the reliability and quality of his materials. Otherwise, we stop cooperating with him.

2. *Authentication of the author.* The platform is interested only in honest news, so we will undertake the responsibility to authenticate the author's identity in order to avoid anonymous throw-in or information fraud.

3. *Pre-moderation of content.* We are developing a protocol by which our multilingual team will be able to check the sources of information used by the author. Only if we meet our strict requirements for content will we post the proposal on the platform.

APPLICATION

As mentioned above, the scope of the news blockchain platform can be very broad. However, the main areas of application describe the purpose of the project, namely, the fight against poor-quality and/or falsified news content. It is described below in more detail:

• A convenient news aggregator, which allows users around the world to read verified news in any language in one place;

• A tool that allows the media and legal organizations to objectively assess the reliability of a particular news piece;

• A database of un-editable and indelible content that can be used as an evidence base in various disputes and litigation;

• An informational news platform, which allows the media to receive unique and verified content.

ROAD MAP

- **May 30, 2017** - The start of the project TheWorldNews.net

- **July 16, 2017** - The beginning of project's technology testing. Processing 10 countries and 100 media

- **November 24, 2017** – The launch of the alpha version of TheWorldNews.net with 200 processed countries and more than 2500 integrated media

- **December 17, 2017** - The start of the Private Sale

- **January 17, 2018** - The start of the Pre-ICO

- **January 26, 2018** - The launch of a full-fledged version of the project on the blockchain

- **January 31, 2018** - The end of the Pre-ICO

- **March 1, 2018** - Test launch of the neural network and the algorithm for identifying unreliable sources

- **March 1, 2018** - The start of the ICO

- **March 17, 2018** - The end of the ICO

- **April 1, 2018** - The placement of the TWN token on the crypto-currency exchanges

- **June 1, 2018** – The launch of a full-scale section of topical news

- **September 1, 2018** – The launch of monetization. An advertising module and the introduction of paid services for users and the media

- **December 1, 2018** – The launch of the global information marketplace for the media and independent journalists

MONETIZATION

Despite the fact that TheWorldNews.net pursues important social goals, one should not forget about the project's self-repayment, as well as the growth of the TWN token and investors' assets. That is why we have developed a symbiosis of traditional and non-traditional ways of monetizing a news portal.

Paid Services For The Media And Professionals

• *Including the media in the list of our feeds.* We have done a tremendous job collecting news from over 2,500 media sources. However, the number of media sources around the world reaches more than 10,000 and it is constantly growing. If any media sources do not find their feed in our stream, then we are ready to process the request on a priority basis.

• *Information marketpace services for the media.* Independent journalists write unique articles and sell through our site. An appropriate functionality is being developed like freelance sites, but strictly for the media. Photo bank, video content, and access to unique news from around the world - all verified news in one place!

- *Purchase a translation of a news item into the required language in only two clicks.* The functionality of the platform will allow us to determine the number of characters and the complexity of the language and instantly offer the price of the translation to our authorized users and/or journalists. After acceptance of the application by the users the customer on the basis of an index of trust will define, to whom to give his order. Thus, we can instantly provide any media with proven localized content in all world languages.

Advertising on TheWorldNews.net

Everybody nowadays understands the concept of Internet advertising in more or less the correct way. We decided not to reinvent the wheel, or create a square wheel, and instead to integrate an advanced advertising module into the news platform.

The resources of TheWorldNews.net will allow users not only to place trivial banners, but also to work with audience analysis, namely, expanded targeting in geo, language, social status, interests, and other factors. And given the growth trends of the audience, we can count on colossal coverage around the world.

BLOCKCHAIN PLATFORM AND ICO

Why did we choose the blockchain technology and ICO for TheWorldNews.net? It's simple. On the one hand, TheWorldNews.net uses blockchain technology to solve issues of transparency, independence, and security of news by storing all information in non-editable databases. To date, only blockchain technology can technically provide an adequate level of security for projects with "sensitive" information.

In turn, the release of its own TWN token and the release of the ICO will ensure the financial independence of the project from financial and industrial groups, corporations, and governments of different countries.

In addition to all the foregoing, the project, built on blockchain technology, allows you to bring the project monetization to a new level of trust of all parties, along with the security of transactions and audience involvement.

The price of the TheWorldNews.net tokens will not depend on the prices of Bitcoin, Ethereum or any other crypto currency. The cost and growth of the TWN token will be ensured by the growth of the internal payment ecosystem and the growth of monetization, namely, through the development of paid services, advertising and other envisaged monetization methods.

OFFER FOR PRE-ICO AND ICO

ICO is a global step for TheWorldNews.net. Due to it, TheWorldNews.net will receive not only a financial resource for the further development of the largest independent news aggregator in the world, but it will also gain recognition in the market and provide a secure future for the spread of reliable news content.

The process of distribution of TWN tokens is based on the technology of smart contracts of Ethereum.

- Name of the token: **TWN;**

- Full name of the token: **TWN Shares;**

- Decimals: **18;**

- Total number of tokens produced: **10,000,000,000;**

- The initial price of the token: **1 TWN = 0.00002 ETH, 1 ETH = 50,000 TWN. The rate of the TWN token to the ETH will be fixed and will remain fixed throughout the Pre-ICO and ICO;**

- Issue: **single issue;**

- Token distribution:

    - Developers: **10%;**
    - Primary investor: **10%;**
    - Bounty team: **2%;**
    - Consultants: **1%;**
    - For sale: **77%;**

- Start of the Private Sale: **December 17, 2017, 12:00 GMT;**

- End of the Private Sale: **January 16, 2018, 23:59 GMT;**

- Start of the Pre-ICO: **January 17, 2018, 12:00 GMT;**

- Terms of sale: **first day + 40%, remaining time + 30%;**

- Minimum contribution amount: **0.25 ETH;**

- Number of tokens sold: **any;**

- Hard cap for Pre-ICO: **50,000 ETH;**

- End of the Pre-ICO: **January 31, 2018, 23:59 GMT;**

- Start of the ICO: **March 1, 2018, 12:00 GMT;**

- Terms of sale: **first 5 days + 25%, second 5 days + 15%, remaining time + 10%;**

- Minimum contribution amount: **0.25 ETH;**

- Number of tokens sold: **any;**

- Hard cap for ICO: **50,000 ETH;**

- End of the ICO: **March 17, 2018, 23:59;**

- Total soft cap: -

- Total hard cap: **100,000 ETH;**

- Remaining tokens: **All unsold tokens are destroyed.**

After the release, any number of TWN tokens can be sent to any purse in the blockchain. In the future, investors can use them in many ways, namely:

- To pay for services within the platform on more favorable terms;

- As an investment asset: when TWN tokens grow in value, they will be exchanged for other crypto currencies or fiat money, thus earning a profit.

ABOUT THE COMPANY

TheWorldNews.net belongs to the European company Pasaulio Naujienos JSC (World News), a registered media in the EU governed by EU law, which in turn provides the highest level of legal protection in matters of information independence and security.

THE TEAM

Alexander Shevchenko
Founder and Primary Investor
Successful businessman, hockey club owner

Vitaliy Shumakov
CEO
Experienced project developer and manager including PokerNews, Cardmates and others

Max Frai
Head of Research and Development
Expert software engineer with experience in the Serena Software

Alexander Strakh
Smart Contract Developer
Leading specialist of the Institute of System Programming of the Russian Academy of Sciences

Vlad Ivanenko
PR Director
Editor-in-Chief of Playboy magazine, PR professional

Ilya Novikov
Legal Support of the Project
Experienced lawyer, a famous player of the television game "What? Where? When?"

Konstantin Barannikov
Analysis and Communication
PhD, associate professor, ten years of public service and almost twenty years of scientific experience

Anastasia Bazhenova
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Igor Klivinskiy
Developer
Experienced full stack developer

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One of the best campaign managers on the Bitcointalk.org. Successful, responsible, punctual.

Anna Illienko
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Skillful content manager and translator

David Brook
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Experience: Marketing Director of Channel 5, Marketing and Dev director at Guardian Newspapers

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Boris Abramov
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Film actor and TV-projects participant