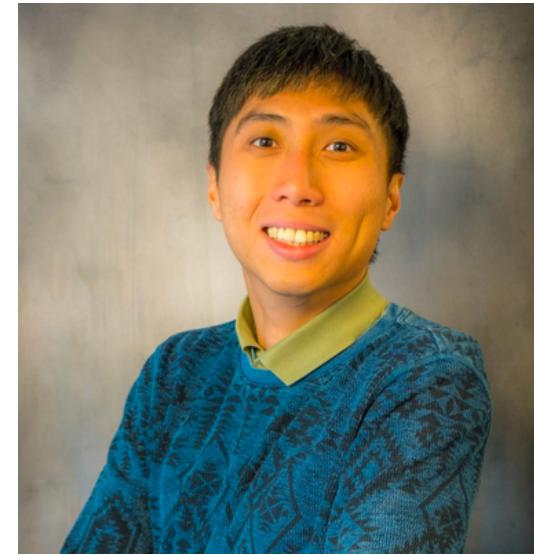


Brave Browser

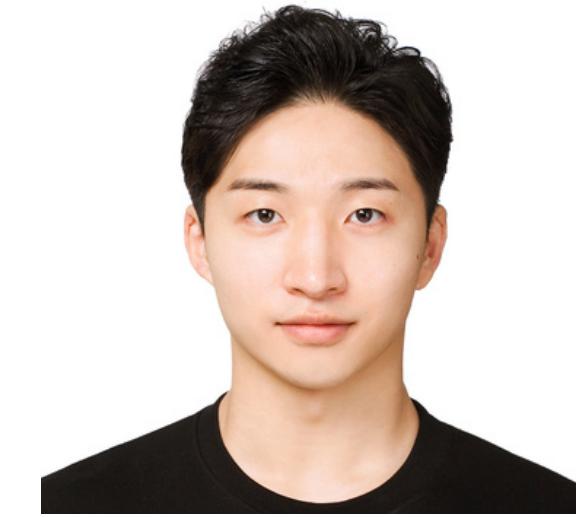
Team 4



Team 4 Members



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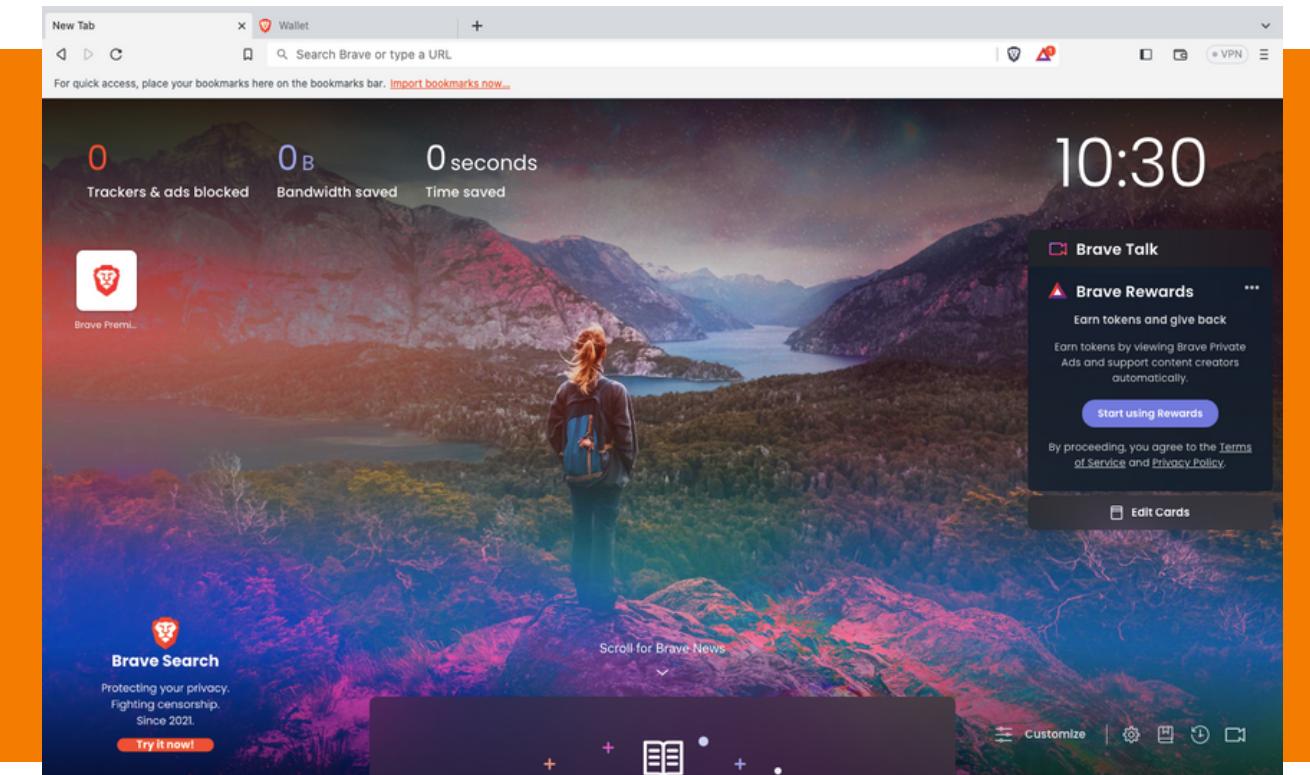
Sandeep Reddy Obula
India



Introduction



- The **Brave browser** was developed by Brave Software, which Brendan Eich and Brian Bondy, a co-founder of the Mozilla project and creator of the JavaScript programming language founded.
- Brave began its development in 2015, and the browser was formally released in January 2016 and is based on the Chromium web browser.
- As of MAY 2023, Brave reported more than **58.22 million** monthly active users, **22.13 million** daily active user.
- In 2021, Brave browser launched "**Brave Search**," claimed to be the first independent privacy search alternative to big search giants like Google and Microsoft.



Global Rank ⓘ

#291

-1

Country Rank ⓘ

#214

+12

United States

Category Rank ⓘ

#12

-1

Computers Electronics and
Technology > Computers Electronics
and Technology - Other
(In United States)

Total Visits ⓘ

178.1M

Bounce Rate ⓘ

56.26%

Pages per Visit ⓘ

3.06

Avg Visit Duration ⓘ

00:04:02

- Brave has gained popularity among privacy-conscious users seeking a faster, more secure browsing experience with built-in privacy protections.
- The browser offers features like ad blocking and Brave Rewards, which allow users to control their online experience and earn rewards for opting into privacy-respecting ads.
- Brave.com's audience is 75.66% male and 24.34% female. The largest age group of visitors are 25 - 34 year olds (Desktop) based on data from SimilarWeb.
- Brave Software, the developer of Brave Browser, boasts a private valuation of approximately \$1 billion.
- The total market capitalization of Basic Attention Tokens (BAT), the cryptocurrency used by Brave, was approximately \$180 million as of July 15, 2023, with a current price of around \$0.12.



△ Unique features of Brave Pros

- Ad-Blocking
- Crypto Rewards
- Tor Integration
- Shields
- IPFS integration

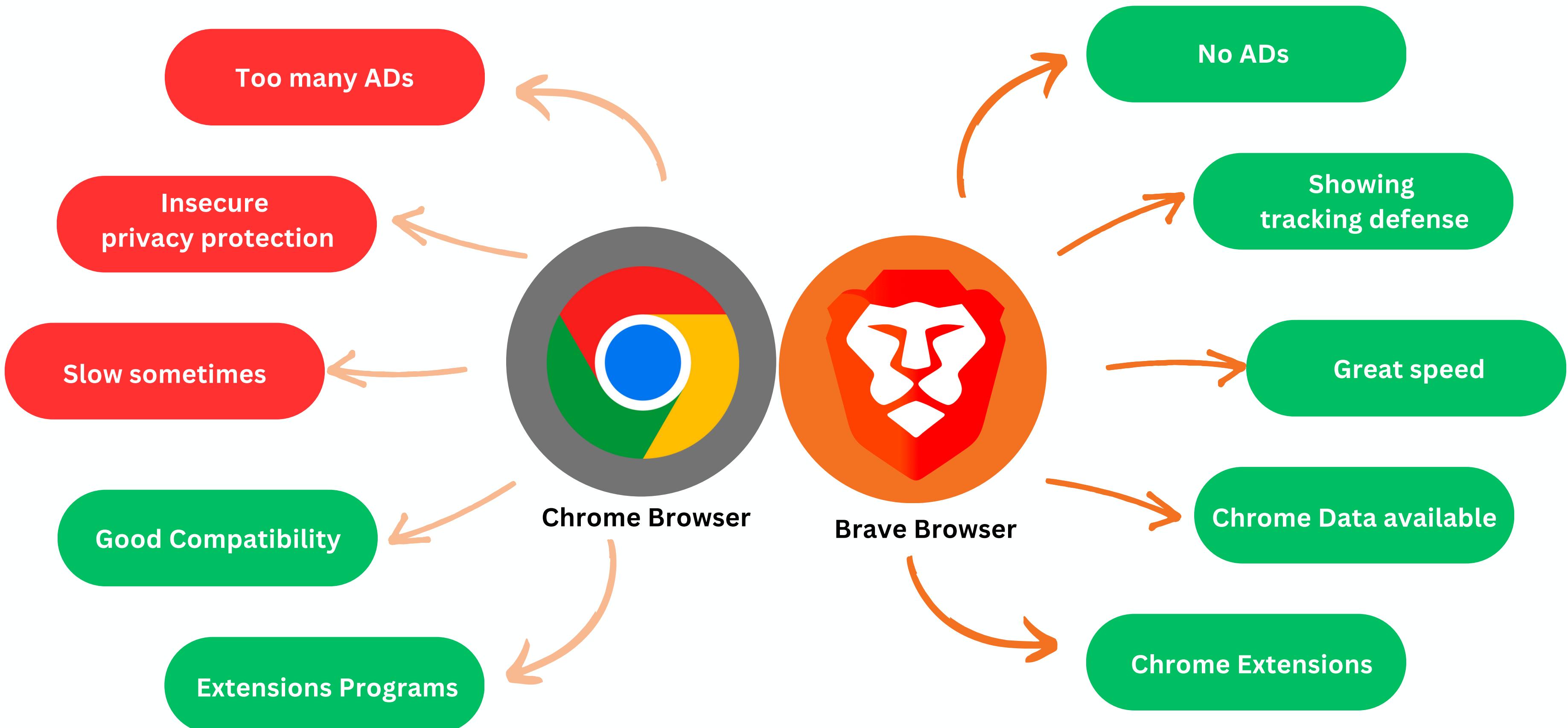




▲ Pain points of Brave Cons

- Complex reward system
- Syncing issues
- Limited mobile features
- Restricted Extension support

User Experience





Unique Privacy and Impact on monetize

Privacy

- **Ad and Tracker Blocking**
eliminating intrusive advertisements and trackers
- **Enhanced Privacy Setting**
providing customizable privacy settings
- **Brave's Shields**
allowing users to customize their browsing experience by controlling various site settings

User's benefit

- **Strong Privacy Protection**
providing a more private browsing experience
- **Respectful Advertising**
displaying privacy-respecting ads that do not rely on invasive tracking methods.
- **Faster page loading**
By Ad and tracker blocking, faster page loading times and reduced data consumption.

Impact on Monetize

- Not monetizing for advertisers who rely on **extensive data collection and user tracking**.
- Monetizing for advertisers who **respects user's privacy**.

How Brave Handles Third-Party Cookies

TL;DR

Default Blocking (TL; DR Function): blocks third-party cookies by default to protect user privacy.



Enhanced privacy settings: allow users to control cookie handling, including blocking all cookies, blocking third-party cookies, or allowing all cookies.



Exceptions and site-specific settings: Users can set exceptions for specific websites to customize cookie settings on a per-site basis.

TL; DR: Too long; didn't read



How Brave Handles Third-Party Cookies



Private browsing mode: It called "Private Window with Tor" routes browsing through the Tor network, enhancing privacy by anonymizing IP addresses and blocking third-party trackers



Clearing cookies: provides the option to manually clear cookies and site data.



Shield protection: a built-in feature, includes cookie control to block or allow cookies and tracking technologies on a per-site basis.



8

OUR RECOMMENDATION

- Privacy and Security
- Faster Browsing
- Built-in Shields
- Brave Rewards { Basic Attention Tokens (BAT) }
- Cross-Platform Support
- Customisability
- Syncing and Data Management





**THANK
YOU**



APPENDIX - BRAVE VS OTHER BROWSERS

Online privacy by default: Brave vs. other browsers



Strong protection



No protection



Limited protection

Built-in features	Brave	Chrome	DDG	Edge	Firefox	Safari
Invasive ads blocked	✓	—	✓	✗	✗	✗
Cross-site trackers blocked	✓	✗	✓	—	—	✗
Third-party cookie tracking blocked	✓	✗	✓	—	✓	✓
Fingerprinting blocked (cookie-less trackers)	✓	✗	—	✗	—	—
Malware & phishing protection*	✓	✓	✗	✓	✓	✓
Protections against bounce tracking	✓	✗	—	✗	—	✗
Anonymized network routing (Tor mode)	✓	✗	✗	✗	✗	✗

* Google safe browsing + malware & phishing protection from crowd-sourced lists. Table describes default desktop browser configurations.



APPENDIX - BRAVE BROWSER EXPERIENCE



Pleasant environment

- Couldn't find ADs unless allowed it
- Great Speed(3x faster than Chrome)



Privacy Protection

- Instantly show how much Brave Browser blocked tracking
- The level of information disclosure that users can determine



Compatibility with Chrome

- Receive and use Google Chrome's information
- All bookmarks, cookies, etc., are available



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