AdCoin WHITEPAPER

#REINVENTINGADVERTISING

Cryptocurrency standard for advertisers, publishers and online businesses

Version 3: 09-01-2018

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/ HOW WE ROLL

THE ADCOIN TEAM

Nice to meet you: We're a group of finance-, marketing- and IT enthusiasts with a strong need to innovate and be different than anyone else. From this point of view we launched a new cryptocoin for the online advertising market. The coin creates value by being used to buy and sell views, clicks and customers within advertising networks.

Almost all the ad platforms are using creditcards and traditional currencies as the only available payment methods. These methods have high transaction- and risk costs which result in higher costs for advertisers and lower payouts for publishers. Using the blockchain technology the frequency of transactions can be significantly increased while the transaction fees are so low that it's sustainable to do micro-transactions.

Using a generic cryptocurrency like Bitcoin or Ethereum means that advertisers and publishers will suffer from the volatility of the general cryptocurrency market, since there is no clear underlying value. AdCoin will be solely used for the advertising market and we expect a lot less fluctuations and a stable yet increasing value on the mid- and long term.

If you have any questions regarding this whitepaper or in general about the AdCoin, you can get in touch with us through one of our communication channels.

Kind regards,

The AdCoin Development team

Patrick van Dijl – Ricardo Oosterling – Jerry Donker – Niels Jan van der Hoek

/ THE BASICS

HOW TO PAY AND RECEIVE ADCOINS

Download an AdCoin wallet or register a webwallet at www.getadcoin.com.

The wallet will generate a unique string of letters and numbers: your AdCoin address. The address isn't tied to your name or any personal data, but it identifies you to the AdCoin network. Give this address to anyone who needs to pay you.

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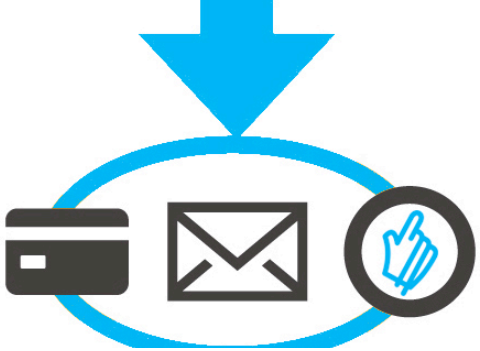
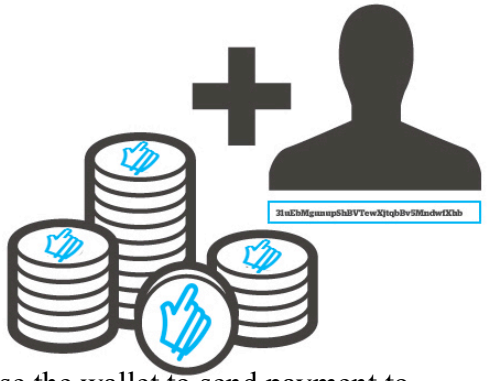


You can buy and get AdCoins on trading platforms or at getadcoin.com

The AdCoin network authenticates transactions by recording them in the block chain.



Use the wallet to send payment to other.

/ WHAT'S IN IT FOR ME?

USERCASES

Blockchain is a complex technology. The most crypto- and blockchain whitepapers explain you in depth how their systems are running and why they are a good choice based on specifications only IT-professionals can understand.

Because AdCoin is primarily for online advertisers, publishers and business owners we will explain in simple user cases why you should adept blockchain technology and especially AdCoin in your business.

WHAT IS 'BLOCKCHAIN'?

Currently, most people use a trusted middleman such as a bank to make a transaction. But blockchain allows consumers and suppliers to connect directly, removing the need for a third party.

Using cryptography to keep exchanges secure, blockchain provides a decentralized database, or "digital ledger", of transactions that everyone on the network can see. This network is essentially a chain of computers that must all approve an exchange before it can be verified and recorded.

WHAT IS ADCOIN?

AdCoin is the cryptocurrency standard for advertisers, publishers and online businesses. Methods like bank-transfers or creditcards have high transaction- and risk costs which result in higher costs for advertisers and lower payouts for publishers. Using the blockchain technology the frequency of transactions can be significantly increased while the transaction fees are so low that it's sustainable to do micro-transactions.

/ ADCOIN FOR ONLINE AD NETWORKS

GLOBALIZE: REMOVE TRANSACTION FEES

Directly cut costs by saving on transaction fees: No more transaction costs in your business when a advertisers pays in AdCoin or you payout an publisher in AdCoin. You want to know why your advertiser or publishers is going for AdCoin? Then read the ‘AdCoin for publishers’ or ‘AdCoin for advertisers’ section.

SLEEP BETTER: REMOVE PAYMENT RISKS

Are you billing afterwards just like Facebook Ads or Google Adsense? Then you have payment risks. When someone seems to be unable to pay your bill you need to start debt collection trajectS who are expense for your business. Remove this risk by letting your advertisers pay in AdCoin.

LAUNCH MICRO-TRANSACTIONS & ANONYMOUS CAMPAIGNS

Make live bidding or PPC (Payments per click) or PPM (Payments per mile) available within your network. You can also let advertisers and publishers advertise and publish completely anonymous because the transactions are fully encrypted and not traceable.

/ ADCOIN FOR ADVERTISERS

SINGLE WORLDWIDE CURRENCY

Instantly fund your ad account with AdCoin. No more hassle with bank-transfers with processement days or expensive creditcard fees. Just one wallet for all your advertising accounts worldwide.

ADVERTISE CHEAPER DUE TO LOWER TRANSACTION FEES

Since AdCoin-powered advertising networks experience lower, or almost zero, transaction fees, they can offer lower CPM or CPC for the advertiser.

STABLE CURRENCY

AdCoin is primarily used by advertisers, advertising networks and publishers. AdCoin removes macro-economic influences on your ad budget instantly by niching for a particular industry.

/ADCOIN FOR PUBLISHERS

BRINGING PAY-OUTS TO THE NEXT LEVEL

With regular fiat currencies, you need to wait several days or weeks for your payout to arrive. This is because advertising networks experience traditional bank- and transaction costs by paying their publishers so they want to batch their payments as much as possible. With AdCoin, advertising networks can payout instantly and experiencing almost zero transaction fee on the network.

INVESTING IN NICHE-CRYPTOVALUTA

As a publisher, you can choose to instantly convert AdCoin to fiat currency. Some publishers choose to invest in cryptocurrency by keeping AdCoins in their wallet. AdCoin has big potential to grow over the next several years so you can add value en earn more money by keeping your AdCoins where they are.

STABLE ADVERTISING CURRENCY

With fiat currencies, you can experience macro-economic influencies on your asset. Remove this macro-economic risk by using AdCoin who is solely used for advertising purposes.

/ TECHNICAL DEVELOPMENT

Segwit Protocol upgrade

In order to support many transactions as possible within a short period of time, Adcoin will be upgraded with the SegWit protocol. SegWit is the process by which the block size limit on a blockchain is increased by removing signature data from AdCoin transactions. When certain parts of a transaction are removed, this frees up space or capacity to add more transactions to the chain.

Segregate means to separate, and Witnesses are the transaction signatures. Hence, Segregated Witness in short, means to separate transaction signatures.

Lighting support

The second major upgrade of AdCoin will be Lightning support. Lightning is a decentralized network using smart contract functionality in the blockchain to enable instant payments across a network of participants.

Instant Payments

Lightning-fast blockchain payments without worrying about block confirmation times. Security is enforced by blockchain smart-contracts without creating a on-blockchain transaction for individual payments. Payment speed measured in milliseconds to seconds.

Scalability

Capable of millions to billions of transactions per second across the network. Capacity blows away legacy payment rails by many orders of magnitude. Attaching payment per action/click is now possible without custodians.

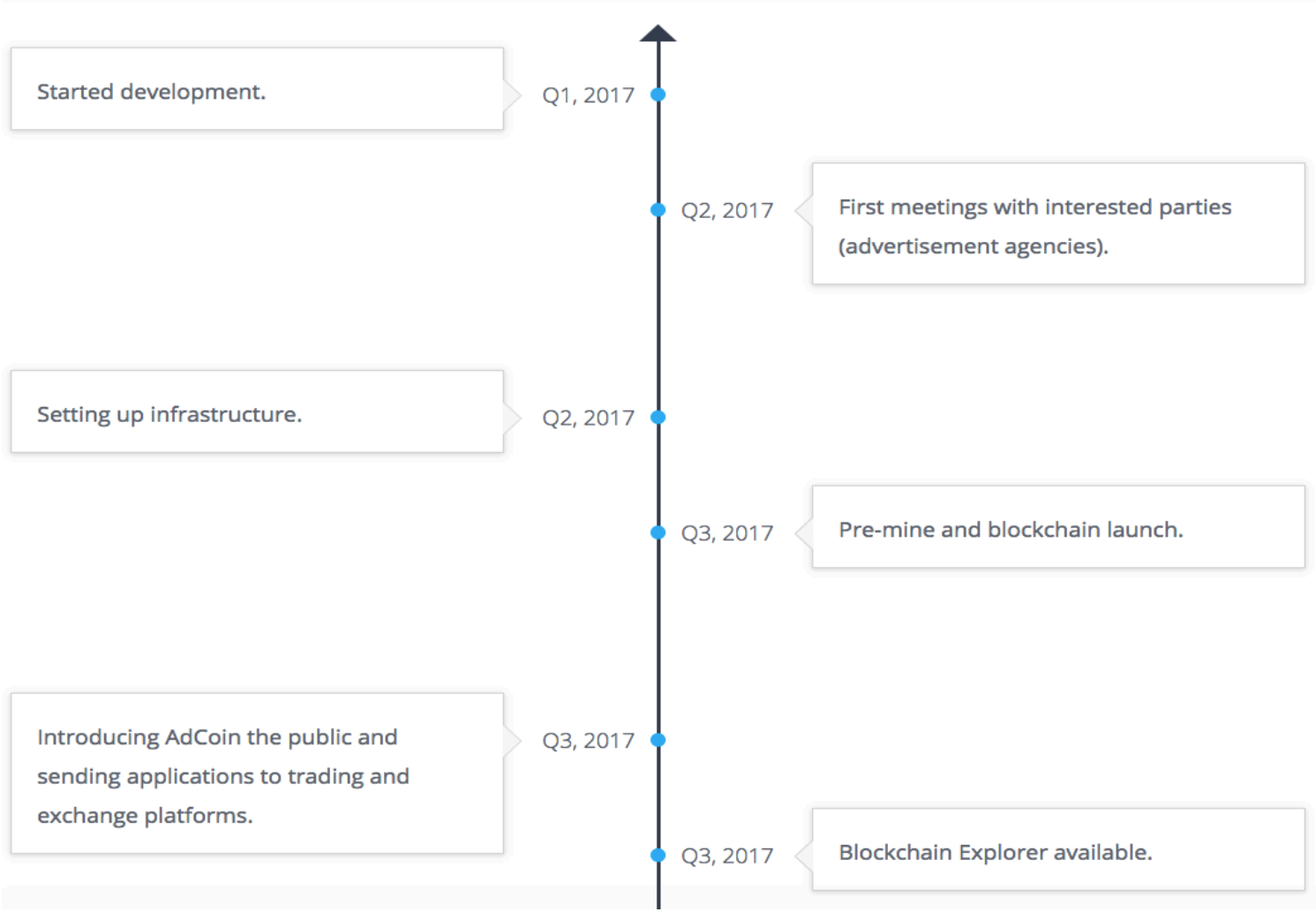
Low Cost

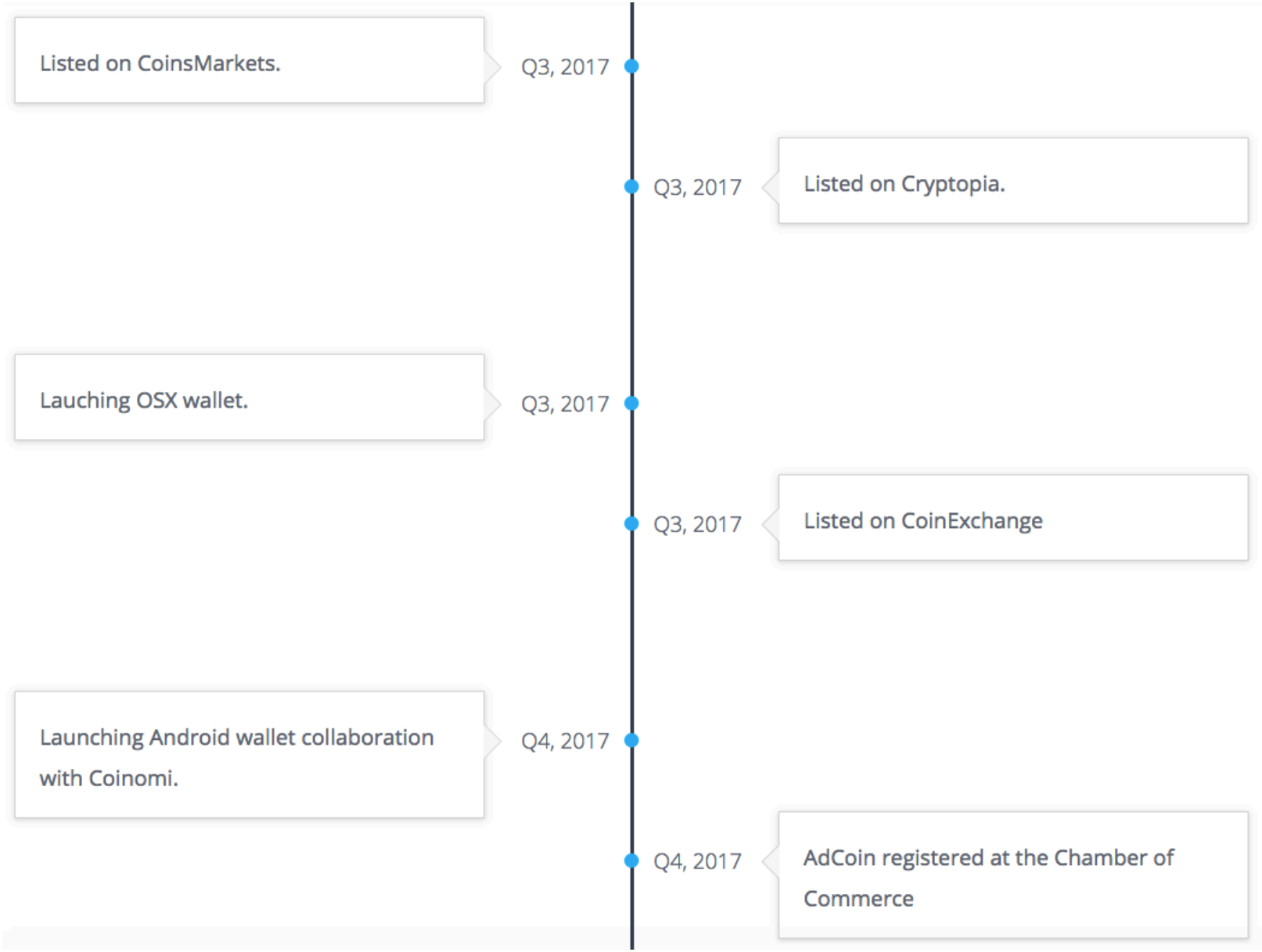
By transacting and settling off-blockchain, the Lightning Network allows for exceptionally low fees, which allows for emerging use cases such as instant micropayments.

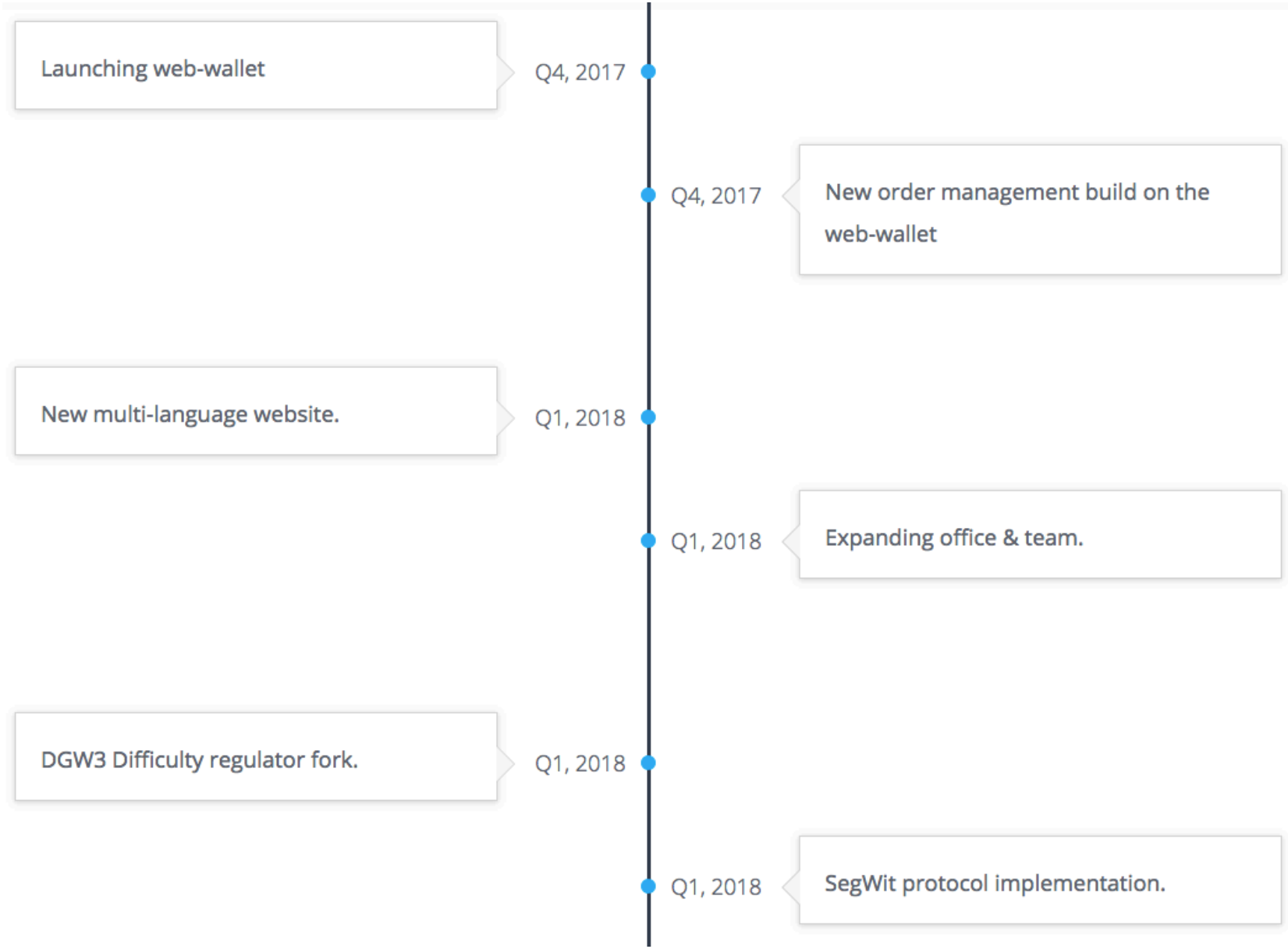
Cross Blockchains

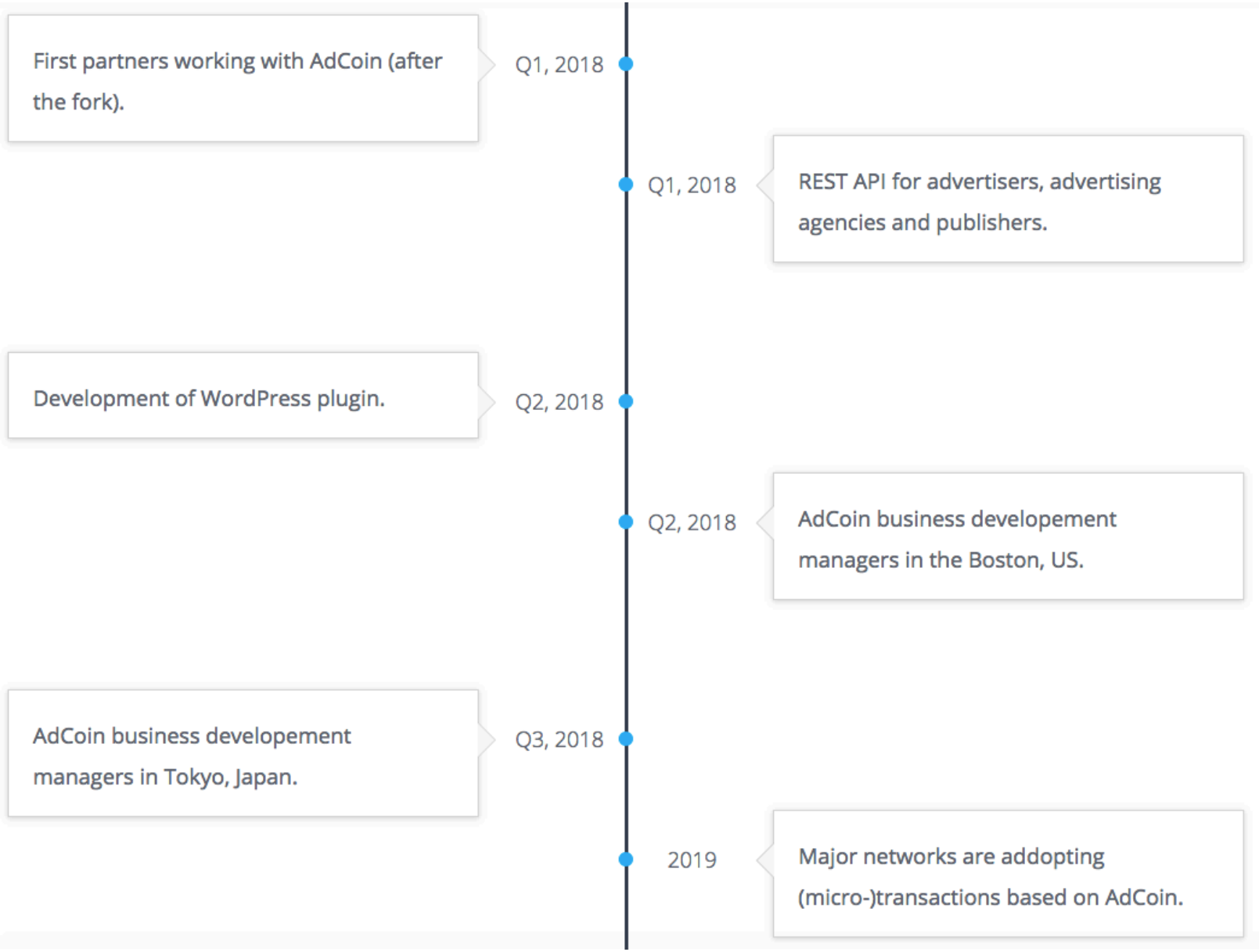
Cross-chain atomic swaps can occur off-chain instantly with heterogeneous blockchain consensus rules. So long as the chains can support the same cryptographic hash function, it is possible to make transactions across blockchains without trust in 3rd party custodians.

/ DEVELOPMENT & GROWTH PLAN




Listed on CoinsMarkets.
Q3, 2017
Q3, 2017
Listed on Cryptopia.
Lauching OSX wallet.
Q3, 2017
Q3, 2017
Listed on CoinExchange
Launching Android wallet collaboration with Coinomi.
Q4, 2017
Q4, 2017
AdCoin registered at the Chamber of Commerce


Launching web-wallet
Q4, 2017
Q4, 2017
New order management build on the web-wallet
New multi-language website.
Q1, 2018
Q1, 2018
Expanding office & team.
DGW3 Difficulty regulator fork.
Q1, 2018
Q1, 2018
SegWit protocol implementation.


First partners working with AdCoin (after the fork).
Q1, 2018
Q1, 2018
REST API for advertisers, advertising agencies and publishers.
Development of WordPress plugin.
Q2, 2018
Q2, 2018
AdCoin business developement managers in the Boston, US.
AdCoin business developement managers in Tokyo, Japan.
Q3, 2018
2019
Major networks are addopting (micro-)transactions based on AdCoin.

/ TECHNICAL DETAILS & CURRENCY INFO

Algorithm
Scrypt

Type
PoW

RPC port
19500

P2P port
19499

Block reward
25 coins

Block halving
600000 blocks

Total coin supply
100000000 coins

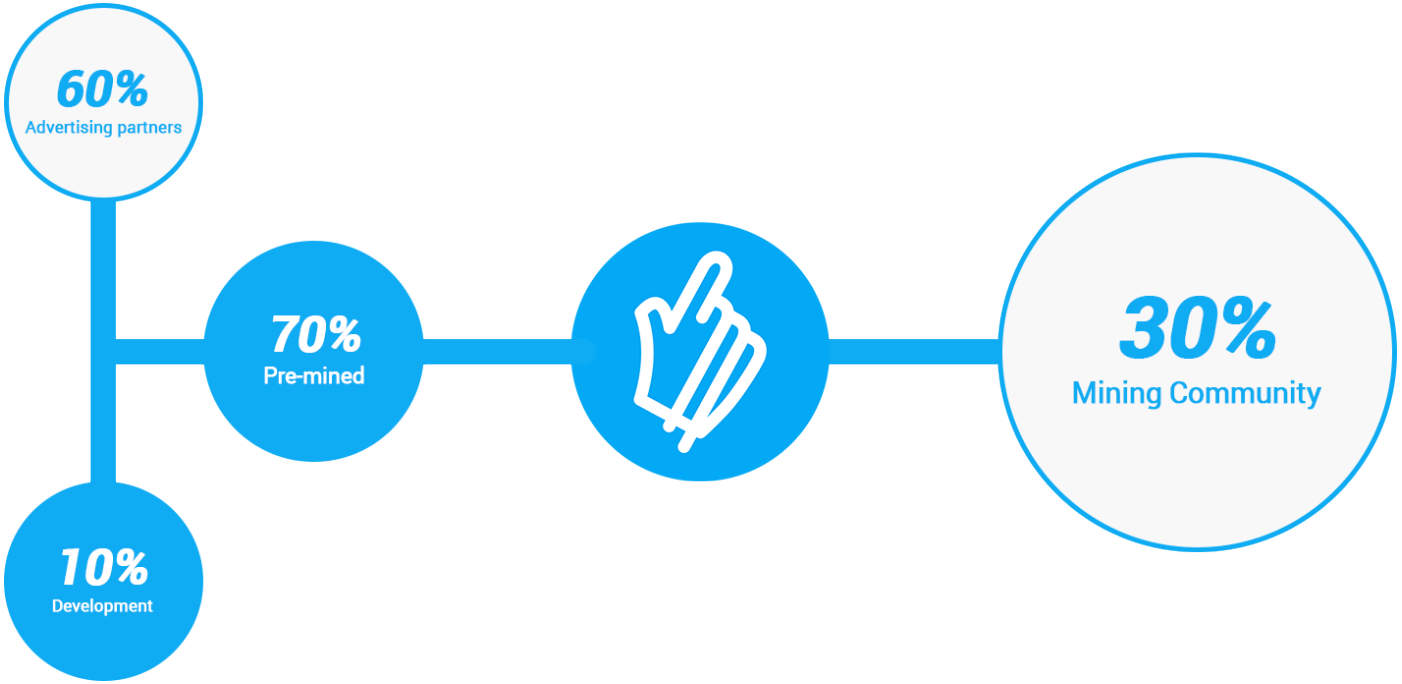
Coinbase maturityt
20 blocks

Target spacing
5 minutes

Target timespan
10 minutes

Transaction confirmations
6 blocks

Seednodes
node1.getadcoin.com &
node2.getadcoin.com



/ LET'S GET IN TOUCH

FEEL FREE TO CONTACT THE </DEV GUYS>

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