

## **ABSTRACT**

Social networks advertising is broken. Content publishing, online marketing activities continues to increase in volume leading to immense saturation. Referral traffic from social networks declined significantly during 2017, and were overtaken by Google sites. The medium for content shares fell 50% during 2017, from 8 to just 4 (based on a sample of 100 million posts.)

Average social sharing for a piece content has decreased due to: Facebook and Twitter changes, increased competition, and an increase of Private sharing to the detriment of publishers and content marketers. The change in social networking algorithm has affected content sharing on the platform:

- Both organic and referral traffic, and also engagement to posts for brands/publishers has fallen significantly
- Viral posts that previously gained thousands of shares now see large performance declines
- Clickbait titles are no longer effective at generating social engagement

In order to remain competitive in this world of saturated content and diminishing shares, it has become imperative to disrupt the social network advertising system. The solution is a decentralized P2P, transparent social networks advertising platform based on Blockchain and network effect.

The first component is privacy-focused platform for a community of social network users. It will introduce NOCC (Network Of Champions Coin). NOCC is intended as a utility currency to reward Participants of the noccoin platform see it as a currency for Likes, Retweets and Shares on social networks.

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The Noccoin Community Provides a platform for:

1. A platform for networks within a network - Network of social network users
2. A source of curated social networks ad campaigns
3. Free payment
4. A cryptocurrency for the payment of Likes, Retweets and Shares
5. Jobs providing above services to members.
6. A cheaper and more effective social networks advertising than paid ads.
7. Noccoin has its own currency - NOCC, which enables purchases of likes, retweets and share via the Noccoin network platform.

Noccoin also offers a social incentive of token bonus to produce more inclusive engagement for everyone involved within its network. This paper will take a deep look at the existing incentives and demonstrate how Noccoin incentives may result in better outcomes for most participants.

## Introduction

Online advertising, simply put, is advertising on the internet. Online advertising encompasses display adverts found on websites, adverts on search engine results pages, adverts placed in emails and on social networks, and other ways in which advertisers use the internet. Of course, this is not just limited to computers – digital advertising can be found anywhere you access the web, for example, through mobile devices.

The main objective of online advertising is to increase sales, improve brand awareness and raise share of voice in the marketplace. It is based on the simple economics of demand and supply. Advertisers aim to stimulate a consumer need (demand) and then satisfy that need (supply).

Online advertising, naturally, follows the web user behaviour. Advertisers want to place their adverts where potential customers will see them. Digital advertising is not limited to one specific medium or location – it can be placed almost anywhere on the web and can consist of images, text, videos, interactive elements, and even games.

Although the internet provides new scope for creative approaches to advertising, we see its true advantages are. It is possible to track all interactions with the advert itself: the number of impressions served, how many clicks it received, post-click-and view data, and how many unique users were reached. This leads to valuable data that can be used to make sensible, effective business decisions

## Online advertising objectives

Advertising, whether online or offline, has a number of objectives.

### Building brand awareness

Making people aware of a brand or product is an important long-term goal for any marketer. Once customers know about it, they are more likely to trust the brand. The

better known a brand is, the more business it can do. And the ultimate goal is to sell more of the product or service.

Online advertising is largely visual, making it an ideal channel for promoting brand imagery and making people familiar with its colours, logo and overall feel.

## Creating demand

Creating customer demand is a three-step process: inform, persuade and remind.

Customers can't want what they don't know about. Advertising needs to convince them about what they should want and why they should want it. Online advertising provides a great way to communicate the unique selling points (USPs) of a product, helping to stimulate demand and reminding customers about the product and why they want it.

## Satisfy demand

Once somebody wants a product, they need to find out how to satisfy that desire. At this point it is important for the marketer to show the customer how their particular brand or product will best meet that need.

All forms of digital marketing need to drive traffic and sales in the long term. However, the immediacy of online advertising also drives traffic and sales in the short and medium terms. Unlike traditional media advertising, online advertising can turn the potential customer into an actual customer right there and then. What's more, it is possible to measure accurately how effective the online advertising campaign has been in this regard.

## An Industry in Need of Disruption

Some of Facebook's users may find it even harder to accept what happened with Cambridge Analytica. How could the site that we use to keep in touch with friends and family, share baby pictures, and keep up with politics and volunteer work be made so easily to cater to the interests of Nazis?

But anyone who understands how Facebook works shouldn't have been surprised. That's because the same digital platform that offers us social interaction, news, entertainment and shopping all in one place makes its money by making it cheap and easy to send us commercial or political messages, often guided by algorithms. The recent scandal is just a reminder.

Almost every feature of Facebook is designed to make the site engaging to encourage you to spend time there while Facebook serves more ads to you. At the time, users can share "promoted posts"- targeted messages that advertisers pay Facebook to place in their feeds-merging pay for-play content with the natural flow of information among friends and family.

People who use the platform to keep in touch with loved ones may forget that the site makes its money by serving as a conduit for whatever messages people with money want to push at us. You'll rarely hear Mark Zuckerberg , mention that when he offers

lofty statements about how his company makes the world more open and connected and brings us closer together.

While it social networks help us communicate and stay in touch, it also does much more: Facebook has become the go to site for anyone hoping to reach a big audience - whether to sell shoes or to sell politics, and it's become profitable by doing so. That is because most of its systems are either largely or entirely automated. This let's the site scale up - it is has up to 2 billion active monthly users now and keeps cost down.

So why do billions of us still use Facebook? Because everyone else is already there. Economists call this a "network effect" - there are products that are hard to conjugate with once they capture an substantial audience.

Facebook has already hoarded giant amounts of data that provide it with ad-targeting advantages that would-be competitors cannot easily replicate. It's a combination that leaves it without effective competition.

This combined with deep surveillance-based profiling, enormous scale, automation, lack of sufficient human oversight and a tendency to react to public relations crises instead of making proactive changes helps to explain why, during the 2016 presidential race, the site was swamped with misinformation and outright fraudulent fake news, with actors ranging from foreign troublemakers to ideologically motivated political groups.

Here's the hard truth: All these problems are structural. Social networks are approaching a trillion dollars in market capitalization because the business model – ad-targeting through deep surveillance, emaciated workforce, automation and use of algorithms to find and highlight content that entice people to stay on the site or click on ads or share pay-for-play messages – works.

The trouble is social networks have a business model that is structurally identical whether advertisers are selling shoes, politics or fake diet pills, the algorithms don't know the difference, and their customers are not its users.

Rather, as this latest incident should remind us, we are Facebook's product. We are Twitter's product. Our attention and eyeballs are sold to the highest bidders, whatever they may be bidding.

## Network Effect

Network Effect is achieved when adding new users creates value for existing users. That is, the overall experience and value being inside the network increases with the addition of new users.

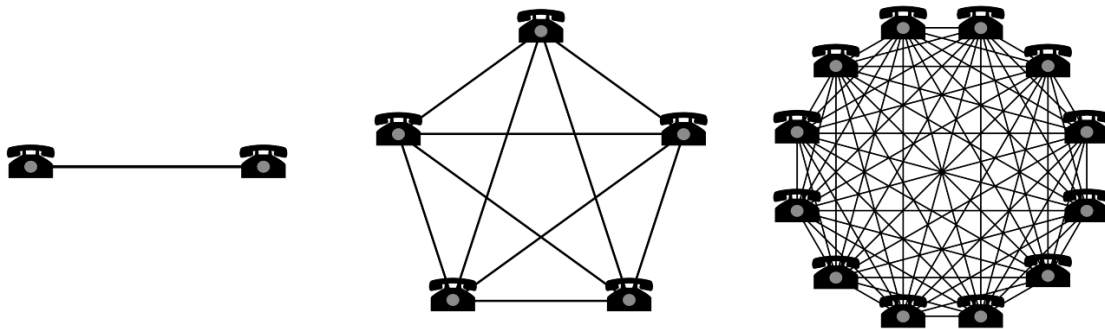
### How exactly does it work?

Users want something from each other. Each user in the Noccoin network is both producer and consumer. In so doing, every user in the Noccoin network works and spends. This increases the utility of the Noccoin token.

For example, A user posts campaigns, and shares other people's campaigns. In other words, they're both producer and consumer.

There are a few different kinds of network effects:

**Direct Network Effects** —increases in usage lead to direct increases in value.



Direct network effects work because existing users gain the option to interact with an increasing number of people as the underlying product/service is adopted. Basically all closed-loop communication networks exhibit this type of network effect, including Internet-based services such as Facebook and Whatsapp.

**Indirect Network Effects** —increased usage of the product spawns the production of increasingly valuable complementary goods, which results in an increase in the value of the original product. Operating systems (OS) are the most famous type of product that benefit from indirect network effects. App developers are drawn to build on an OS to reach consumers; by building an app for a given OS, that OS becomes more attractive to new consumers, creating a larger market for future app developers.

**Two Sided Network Effects**—increases in usage by one set of users increases the value of a complementary product to another distinct set of users, and vice versa. Some famous examples include eBay, Uber and Lyft, AirBnB, and Amazon’s marketplace business. In each of these networks, consumers benefit from more choice and competition among suppliers, which drives more consumers, which attracts more suppliers.

**Data Network Effects**—when a product, generally powered by machine learning, becomes smarter as it acquires more data users. Data network effects occur in most modern cloud-based apps today, though their relative strengths vary widely by use case and sophistication.

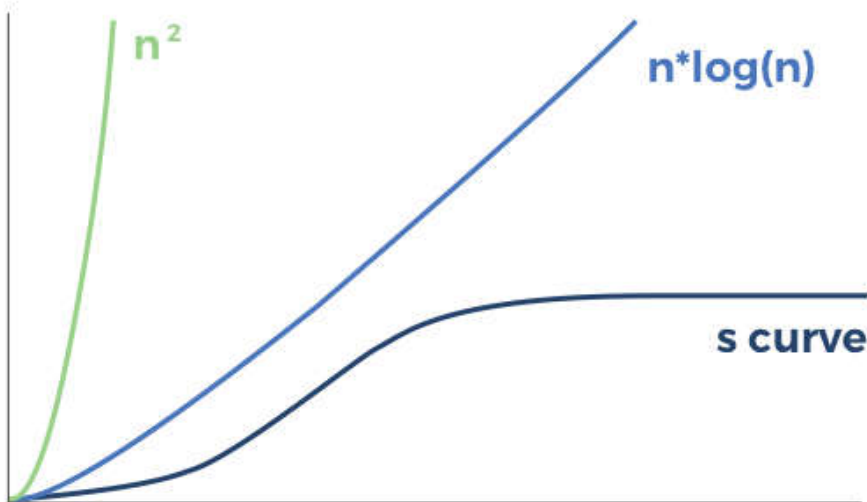
## Quantifying The Strength Of Network Effects

Measuring the precise strength of network effects is rather difficult. It’s not an exact science.

It’s particularly challenging because the marginal value of additional users to the system changes over time. For example, many of my friends have begun to delete their Facebook profiles in the last few years. Facebook is approximately just as useful to me now as it was 3 years ago. The loss of 5% or even 10% of my Facebook friends has relatively little impact on my Facebook experience because I still have 500 other friends who use Facebook.

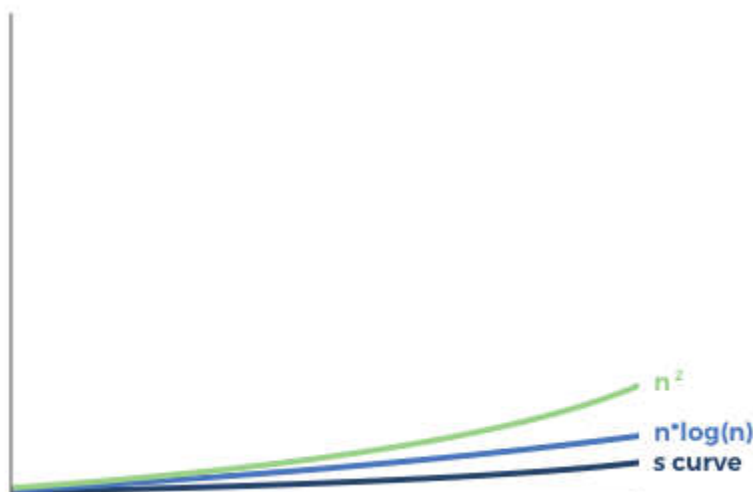
It is often said that the defensive moat of a network-effect bound business can be quantified using [Metcalf’s Law](#), which states that the value of a network is proportional

to the square of the number of users. For readability, it can be said the network effect of businesses that are subject to Metcalfe's law have a network effect of  $n^2$ . Since Metcalfe proposed this working definition of the value of a network, it's been thoroughly [debunked](#). There are [no known networks](#) that exhibit a network effect of  $n^2$  in perpetuity as they grow. Moreover, the original assumption driving  $n^2$  was that all connections in a network are equally valuable. Instead, it's more commonly recognized that the network effects of most networks are likely closer to  $n \cdot \log(n)$  than  $n^2$ . While this certainly makes more sense than  $n^2$  (nothing can grow quadratically forever), even  $n \cdot \log(n)$  is a perpetually super-linear curve. What we see in reality is that not only are all connections not equally valuable, but that after a certain point, the value of each marginal connection in the system begins to decrease (e.g. the next 10M Facebook users in Asia are worth very little to existing American users). In practice, *best case* network effects resemble an S-curve more than  $n^2$  or  $n \cdot \log(n)$ .



There are many case studies that empirically demonstrate the S-curve nature of network effects in practice. This is why the Macintosh survived the 90s (if the network effect of Windows was actually  $n^2$ , Apple probably wouldn't have survived), why there are so many messaging apps (Whatsapp, Telegram, Facebook Messenger, Signal, etc), why Lyft can effectively compete with Uber (I don't care how many drivers are on the road as long as I get a car in less than two minutes), and why so many specialty e-commerce stores can compete with Amazon.

Why do people continue to say that networks are subject to  $n^2$  or  $n \cdot \log(n)$  network effects given the very high-profile examples as evidence to the contrary? Because in all three curves, it's very hard to discern the difference between the left-most part of each curve:



It's the right half of each curve—the part that only occurs once a network has achieved critical mass—in which these three curves materially diverge. The  $n^2$  curve continues to accelerate upwards quadratically. The  $n \cdot \log(n)$  curve also accelerates upwards in perpetuity, albeit at a much lower rate. On the other hand, the S-curve turns from super-linear to sub-linear as the network crosses some saturation point.

Of course, not all networks are subject to identical S-curves. And not all networks are even subject to the *best-case* network effects of an S-curve.

Some network effects never achieve exponential-like network effects such as the left half of the S-curve. Some networks are only subject to  $\log(n)$  network effects from inception, making them perpetually sub-linear, as opposed to the S-curve, which is super-linear at first.

The most common example of a  $\log(n)$  network effect is an exchange for a liquid, fungible good. Even if you make the very aggressive assumption that each additional user increases daily liquidity, the marginal value of that extra liquidity becomes increasingly worthless to all existing users. This holds true even from the earliest days of a network. This curve is never super-linear; it's always sub-linear.

Let's consider a simple case in which each new user trading for some fungible good adds .01% to the daily liquidity of the good.

When there are 100 users, daily liquidity is 1% of the market cap of the good.

When there are 1,000 users, daily liquidity is 10% of the market cap of the good.

When there are 10,000 users, daily liquidity is 100% of the market cap of the good.

When there are 100,000 users, daily liquidity is 1,000% of the market cap of the good (10x daily turnover).

If a user owns .1% of the goods in being traded, the value of the liquidity provided by each marginal users becomes increasingly worthless. Technically, slippage will decrease as the number of users and therefore liquidity grows, but in practice the marginal liquidity benefit will be so low that it will be imperceptible not just to a given user, but all existing users.

All exchanges for a given fungible asset have a network effect of approximately  $\log(n)$ , which can be visualized as follows:



# log(n)



There is ample evidence that this is empirically true. If the network effects of exchanges for fungible goods were super-linear at any point on the curve, we wouldn't have so many crypto exchanges. What we can observe is that if an exchange has some liquidity—a fraction of that of the market leader—it's often enough to sustain a viable exchange, and to provide reasonable liquidity to market participants.

## The Network Effect Of Digital Gold

Which type of network effect does digital gold exhibit?

To answer this question, let's walk through the mechanics of how users will use digital gold.

The purpose of a store of value such as digital gold is to... store value for consumption at some later date. Other than the time in which the digital gold is converted into something else, digital gold just sits there, doing nothing. It doesn't benefit from the addition or removal of new users.

When a user wants to liquidate their digital gold to consume some other good or service, she needs to find liquidity: someone who is willing to purchase the digital gold. This can be done at an exchange that specializes in fungible digital gold.

The utility of digital gold is a function of its liquidity. As described above, this means that the network effect for Bitcoin can be approximated as  $\log(n)$ .

## The Network Effect Of Digital Cash

Which type of network effect does digital cash exhibit?

To answer this question, let's walk through the mechanics of how users will use digital cash.

The purpose of digital cash is to both store value and be used as a medium of exchange. Additionally, digital cash can become a unit of account.

The utility of digital cash in aggregate therefore is a function of how many merchants want to accept payment for goods and services in digital cash.

This resembles the direct network effect (the telephone diagram) as described above.

The more people who accept payment using digital cash, the more merchants existing users can do business with.

All major global currencies exhibit this network effect in their respective jurisdictions.

Because merchants and consumers must pay taxes in each jurisdiction in the native fiat currency of their country, they choose to receive wages (employees) and revenues (businesses) in the form of the local fiat currency. This creates a powerful network effect, as very few people want to take on the balance sheet risk of holding a currency that's subject to price-fluctuations relative to the currency with which they purchase goods/services and pay taxes with.

Intuitively, this is likely to be subject to an S-curve network effect. The first 50% merchants that accept digital cash for payment make it exponentially more useful than the second 50%.

## Store Of Value Vs Utility

Bitcoin maximalists will argue that the argument presented above is based on semantics. Specifically, they'll argue "Of course new users will make Bitcoin more valuable. They'll buy it and hold it, by definition making it more valuable! The liquidity argument is a red herring."

While this is true in a narrow sense, it ignores the competitive reality: what if something else becomes digital cash and achieves a super-linear network effect? That's the broader point I'm making. The sub-linear network effect of liquidity alone is, in isolation, a red herring. But if something else becomes digital cash with a super-linear network effect while Bitcoin remains digital gold with a sub-linear network effect, then Bitcoin will be surpassed.

In crypto circles, this framing is often presented as the [store of value \(SoV\) vs. utility debate](#). The SoV view is based upon reflexivity: The more people hold it, the more valuable it becomes, therefore driving more people to hold it.

Of course, reflexivity works going up and down. This creates excessive volatility and therefore instability, defeating the purpose of a store of value entirely. It's very easy to believe the SoV hypothesis when the price only increases. But when the price decreases, the underlying value of the utility value creates an organic price floor.

It's easy to forget how early we are with regard to cryptocurrency. There are 7 billion people on Earth. Less than 50 million have any cryptocurrency. We're at less than 1% global saturation. In a world of open-source software where [every feature can be copied](#), the key to winning is to achieve network effects as quickly as possible. And this

is why the strength of the underlying network effect is so important. Over tens and hundreds of millions of users, these benefits compound (or fail to), creating massive differences in the terminal value of the network.

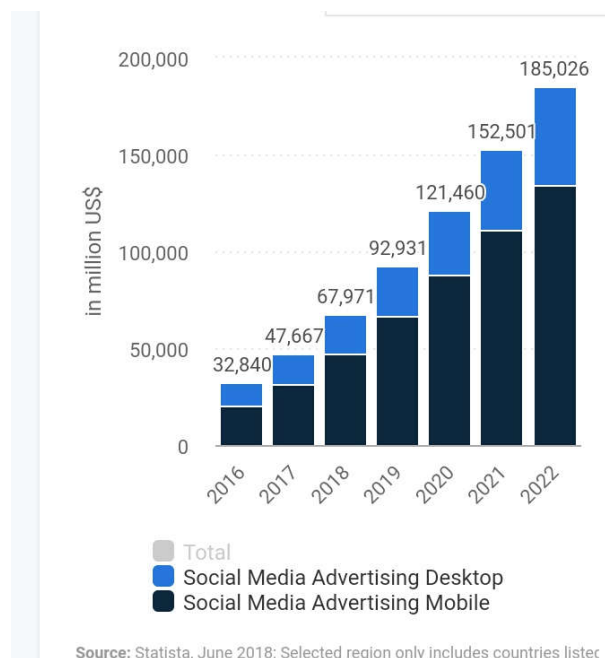
## Market Context

More money will be spent advertising on social media networks than on the entire TV ad market within two years.

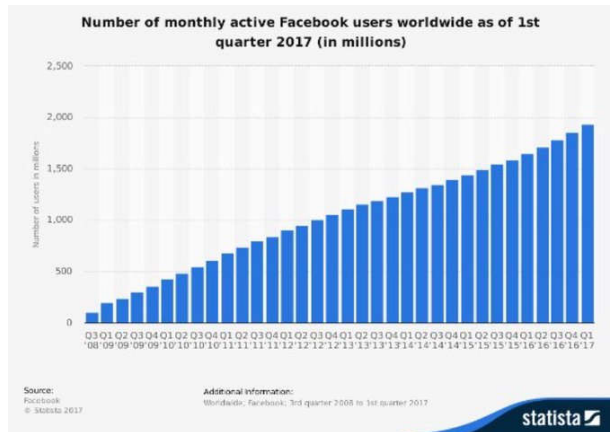
The global Digital advertising market is composed of four major segment:

Banner Advertising, video advertising, search advertising and social media advertising.

In 2018 these four markets had total notional ad spend of US\$557.99 Billion. Desktop social media ad spend is expected to amount to US\$23.39 Billion. Social networks advertising is expected to be the second largest digital ad format after search advertising in 2018.



A younger generation of digital savvy consumers is fast emerging that has dramatically eroded the once unquestioned power of traditional television as the most important medium advertisers had to spend on in order to reach big audiences.



Growth in social networks advertising spend will rocket 40%, some US\$20 billion, between 2013 and 2020.

## Process For Distributing Currency

In a cryptocurrency community, people can either buy in, or they work in. In both cases users are adding value to the currency. In a situation where the majority of people have more free time than they do have spare money. For instance, the reason of increasing the value of a currency in a poor community with no monthly but plenty of free time. If the people can earn money by working for one another then they will increase the value through mutual exchange, where a member of the Noccoin network will participate in an advertising campaign and the advertiser will reward them, and this is facilitated by a transparent currency system.

Successfully distributing a currency to as many people as possible in a manner thought to be fair is an uphill task. The task that can be entirely evaluated by an objective computer algorithm are limited in nature and have limited positive external benefits.

In order to give everyone an equal opportunity to get involved and earn the currency, people must be given an opportunity to work.

Individuals are rewarded on the relative quality and quantity of work they provide on the platform. This ensures authority to allocate funds must be as distributed and decentralized as possible.

In the commitment in rewarding millions of users, the distribution of a fixed amount of currency as specified by the campaign.

However, to answer the question of "Whom should we pay?" we adopt the Bitcoin model of rewarding miners: 50 BTC is awarded to whoever finds the most difficult hash. This has however halved to 12.5BTC. Like Bitcoin, all work must be done prior to payout and nothing should be paid speculatively on the promise to do work in the future.

## Process For Payout Distribution

One of the primary goals of the Noccoin reward system is to provide the best platform for advertising of online content. Each and every active participant in a campaign will receive their reward at the end of the campaign as specified.

The actual distribution of rewards will happen via a central airdrop developed by the Noccoin dev team. The airdrop will be distributed to the participants of a campaign. A campaign can run for the duration specified by its owner, and at the end of the campaign, the participants will be rewarded.

The next step is to reward everyone who does anything of benefit to the network with something. This is accomplished by the bonus system.

## Token Technology

Historically, transactions have depended on processes that build much needed trust – that is, each party must offer evidence that it has the capacity to hold up its end of the bargain. If one party hands over cash, and the other party fails to deliver the security, serious market inefficiencies will arise. Financial intermediaries – whether for commercial reasons or due to regulatory mandate – have blossomed in every place that market integrity is lacking, in order to provide assurances that the markets will function without undue friction. The blockchain can resolve that issue.

For the first time in history, an immutable decentralized ledger exists on a global scale, eliminating the need for middlemen, complex auditing systems, and long settlement times. Open (permissionless) protocols mean settlements no longer depend on connecting fragmented legacy systems. Additionally, because the ledger is append-only (existing records are immutable), it provides a high degree of accountability, with blockchain timestamping built-in. In other words, a reliable audit trail is built into the technology. The most commonly used methods for ensuring consensus on a blockchain are Proof-of-Work and Proof-of-Stake. They ensure truthful consensus by making the costs of manipulating the network greater than the profit to be made from such deceitful transactions. For example, on the Bitcoin blockchain, the cost of censoring new transactions at the time of this writing would be billions of dollars. Few entities have the capability to pull off such an attack, and as the network grows, the cost of attack increases, making them increasingly impossible.

The most popular blockchains are decentralized. Transactions are algorithmic and the security of the network is maintained by thousands of independent nodes. Blockchain systems eliminate the need to trust the operators of a centralized system. Without a single source of truth to lobby, blackmail, or bribe, the decentralized model greatly reduces the chance of regulatory capture. Blockchain technology opens the possibility of more transparent markets that are less susceptible to the control of financial oligopolies operating within a regulatory environment they have helped create.

## Smart Contracts

Over the past few years, Turing-complete programming languages have been implemented into decentralized blockchains. These systems use “smart contract” (software programs stored on-chain that are automatically implemented upon specific conditions being satisfied) to add and modify data algorithmically however a user designs it. This data extends will beyond simple account balances, and may include metadata, account restrictions, transfer rules, as well as any other calculations a regular computer can perform. The most widely used Turing-complete blockchain. Ethereum, grew out of a frustration with trying to implement complex logic on top of Bitcoin. Ethereum simplifies the task of implementing complex financial logic on a blockchain. With only a few lines of code, smart contracts can transfer assets or establish escrow conditions to be executed algorithmically, with all the benefits of blockchains as described earlier. In other words, if two parties enter into a smart contract, and each party presents their asset, the transaction is automatically effected without risk of failure; if one party retains its asset and can move on. There is no risk of payment on one side, and the failure to deliver on the other side. The smart contract can be designed to effect a transaction instantaneously, or can be designed to effect upon future conditions being met.

Noccoin is a decentralized P2P, transparent social networks advertising platform based on blockchain. Noccoin and associated technologies combines the concept from network effects with lessons learned from building cryptocurrencies and their communities.

## Ways To Run Campaigns

For a startup company to grow, it requires a long term commitment. Long-term commitment enables communities to make long-term plans and affords them greater time to make plans that will result in sustainable growth rather than short-term gains. We understand the vagaries of the cryptocurrency industry that is mostly averse to long-term financial commitments, rather speculators jump from cryptocurrency to cryptocurrency based mostly on which one is pumping. Noccoin wants to build a community that is mostly owned and controlled by those with a long-term perspective. We want an army that are willing and ready to to to war and win.

## Noccoin Tokens (NOCC)

In order to power this new platform for the rewarding of individuals in the Noccoin network, an ERC 20 standard Noccoin (NOCC) token will be created and distributed to network participants. Two billion NOCC tokens will be minted and no additional NOCC tokens will ever be minted after that. This is considering that Facebook the largest social Networking site has 2 billion active users and still growing. Nocc tokens are the underlying economic unit of the Noccoin marketplace.

NOCC token allows value created in the system to be captured within the system. Just as almost all countries have their currency, requiring these transactions to be in NOCC sets up incentives to remain in the system.

If all transactions were in bitcoin/ether(the native currency of Ethereum), the participants wouldn't be storing value in the Noccoin platform. By requiring that people hold and transact in NOCC, participants become subject to the same forces of incentivization that have helped ecosystems like Ethereum (and many so called "alt-coins") grow and develop in active and diverse communities so that their products can remain viable and useful. Meanwhile, systems without their own native coin or with a "pegged" coin have struggled to develop growing or even sustainable communities or all-important network effects.

In the following sections, we describe how NOCC tokens are used throughout the platform.

### Advertisers:

Advertisers are able to post campaigns in NOCC tokens, in order to encourage users to participate in distributing it through their social network accounts. The size and amount of the campaign posted is at the discretion of the advertisers. Campaigns that are more complex will likely require a greater amount of NOCC for users to be interested. Factors that will determine the complexity includes advertisers jurisdiction, users jurisdiction(s), requirements, and social networks audience limits. The higher reward campaign carries, the more likely it is they will receive a wider variety participants. Rewards will generally be payable after the duration of the campaign as listed by the advertiser.

### Users:

Users will earn NOCC for participating in campaigns. In order to incentivize users to participate, advertisers will be required to have the NOCC fees/rewards locked up for a minimum of 24 hours before the campaign is posted on the platform. Rewards will generally be payable after the campaign has elapsed and also upon enumerated events of payment.

## Dealing With Transaction Fees

Noccoin is developed to reward people for contributing to the network. It would be counterproductive to subject people to pay fees for every time they attempt to interact with the community.

Blockchain technology currently depends upon transaction fees to prevent spamming the network. These fees suffer all of the known problems with microtransactions and prevent blockchains from being used for low-value transactions.

Ethereum network uses gas to control the amount of resources that a transaction can use - Gas is the fuel of Ethereum. Gas is not Ether. It's a separate virtual currency with it's own exchange rate against ether. The gas Price field in a transaction allows the

transaction originator to set the exchange rate of each unit of gas that they are willing to pay. Gas price is measured in wei per gas unit.

To eliminate the transaction fees users will have\$ to pay for every time the they attempt to reward campaign participants, we propose the NOCC - a dApp for airdropping Noccoin to participants. In a situation where a campaign is looking at rewarding over 10,000 participants in an advertising campaign with potentially thousands of people/participants that will be rewarded with the token, doing the above, one by one, would be time consuming and cost more gas. Therefore, the NOCC is an Airdrop Central. An airdrop refers to sending tokens to multiple accounts for free.

The NOCC is a dApp to airdrop Noccoin to each account that participated in an advertising campaign. That data has been collected over the duration of the advertising campaign from the company's site and contains the addresses of every account that successfully completed the task to qualify for the reward. See it as a game. You have to complete the designated tasks to qualify for the reward. At the end of the advertising campaign, the specified amount of Noccoin will be distributed as reward to the successful accounts.

## Marketplaces and Exchanges

All amounts in the marketplace are denominated in NOCC, and the management of looking and releasing rewards is performed by a Noccoin Smart Contract. This section provides an overview of each marketplace.

OTC Marketplace: This marketplace matches up individuals with Noccoin traders who offer Noccoin for cash services in their jurisdiction. OTC trades post these rates and terms.

## Summary

The Noccoin platform is designed to lower threats to security, threats to privacy, costs in maladvertisements, overcharging for ads, that threaten social networks advertising.

This threat for advertisers has only gotten worse over the lasat the years as Google and Facebook have taken more and more share of advertising revenues. Together they claim over 73% of online digital ad revenue, and whooping 99% of all growth form 2015 to 2016 in global total online ad spends.

Noccoin presents an open protocol for advertisers, digital marketers (intermediaries) and participants to display and distribute adverts on social networks, and could ultimately help usher a complex, global, advertising landscape onto the Ethereum blockchain. If this technology can lower data commercialization, it could help spur economic growth and opportunities to more people and in more places than ever before.

With the multi-billion dollar advertising industry coming to the blockchain, the Noccoin platform provides technological tools for individuals and companies to participate in valuable blockchain-based asset ownership and opportunities.



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