



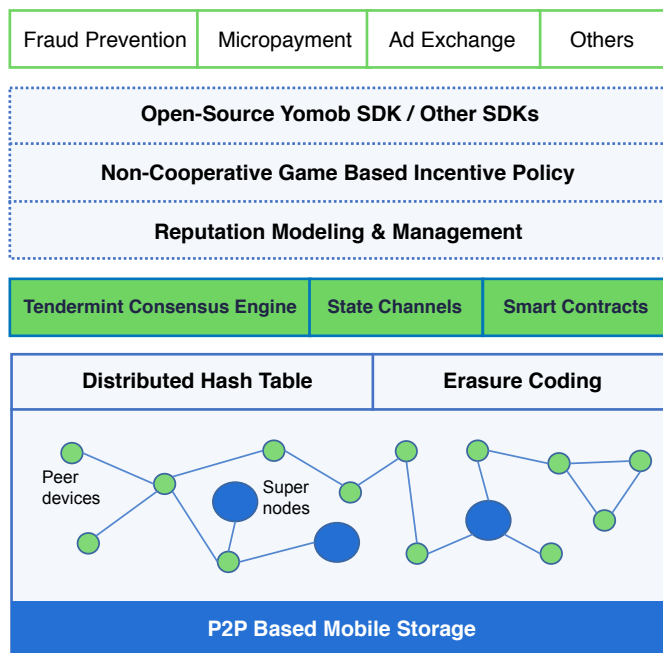
### Major Challenges in Online Ads Industry

- Untraceable Ad Fraud
- Overly Complex Middle Layers
- Monetization & User Experience Dilemma

### DATA Blockchain based Online Data Authentication Protocol

- Reward for User Attention
- Proof of Attention Token Distribution
- Non-Cooperative Incentives Modeling
- P2P based Mobile Data Storage Protocol
- Device based P2P Reputation Management Protocol for Ad Fraud Prevention

### DATA Platform Architecture Overview



### DATA Token (DTA) vs. Basic Attention Token (BAT)

	DTA	BAT
Type of Token	Protocol Token	Application Token
Area of Usage	Whole Internet	Within Brave browser
Blockchain Technology	A standalone blockchain	Ethereum ERC20 Token
Original Source of Reward	Distributed in a "mining" process	Advertisers buy the token (Impractical)
Reward Determination	Users' reputation modeling	Simply by time contribution
Management	Managed by the community	Centrally managed by Brave Company
Efficiency	Highly efficient	Low efficiency due to Ethereum's limitation
Ad Fraud	Help prevent Ad fraud	Subject to Ad fraud

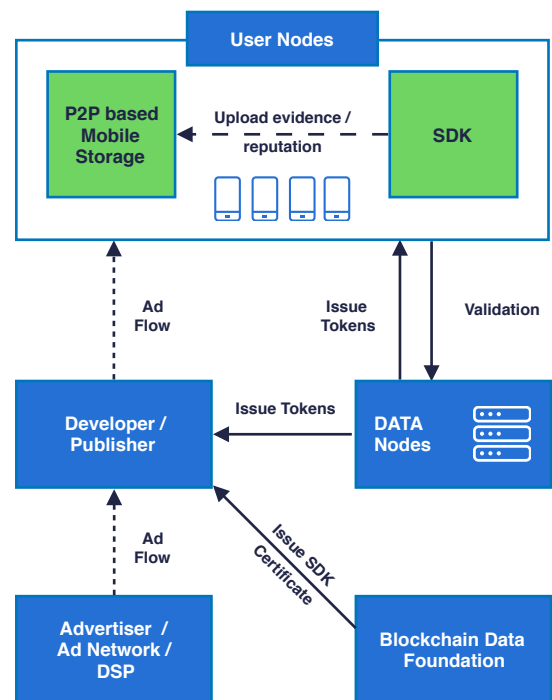


Illustration of the User Attention Reward Process

### DATA Platform Layers

#### 1. P2P based Mobile Storage Layer (M<sup>3</sup>)

- Mobile devices and static super nodes form a distributed hash table (DHT)
- User activity logs are encoded using Erasure Coding and distributed based on DHT

#### 2. Consensus Layer (Blockchain)

- A fork of Ethereum on Tendermint
- State channels for micropayment
- Proof of Attention (PoA) based reward distribution

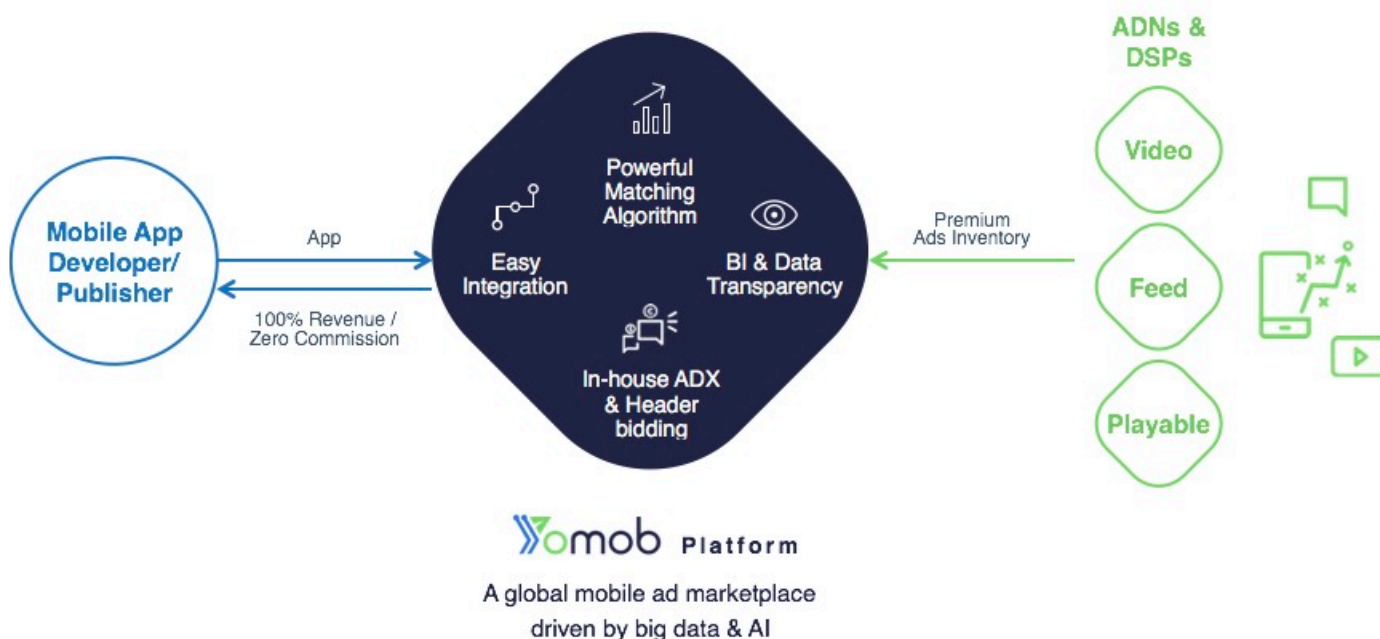
#### 3. SDK Layer

- Open-Sourced SDK protocol
- Non-Cooperative game based incentive modeling
- Reputation modeling and management protocol

#### 4. Application Layer

- Ad/Data fraud detection
- Mobile micropayment
- Decentralized Ad Exchange

## Yomob – Partner of Blockchain Data Foundation



MaaS (Monetization as a Service) – a unified mobile ad monetization optimization platform with over 2,000 developers & served over 1 billion end users worldwide.

Website: [www.yomob.com](http://www.yomob.com)

## Global Ad Network & DSPs Partners: 50+



## Core Team

U.S. & China Team, from Microsoft & Microsoft Research, Zynga, Oracle, MicroStrategy, Capital One, LinkedIn, Twitter, Vungle, Tencent, Alibaba, Snapchat and etc.