

FAQ

What is Native Video Box?

Native Video Box (NVB) is an independent native video platform with native eco approach to advertising, which enabling sites to enhance users' experience with highly relevant content.

NVB shares 75% of ad views revenue with videos owners (15%) and website owners (60%): with those who actually create video content and those who bring it to the audience. These values and transparency grants our network fast organic growth and highest inventory quality standards, which magnetically attract the advertisers.

How does it work?

User visits one of NVB's advertising network's website. By means of machine learning algorithms system automatically picks most relevant videos from the NVB video base. Thumbnails with brief descriptions are shown to the visitors. The visitor clicks consciously on thumbnail of an interesting video. A video player that shows the video opens. Before the video itself, visitor sees the pre-roll ad: advertising video up to 15 seconds in length. Advertising view revenues is shared among webmasters, right owners and a platform.

What does "native" video mean?

Native video like any 'native' content by definition is any video that is "in-feed" and inherently non-disruptive.

What do you need ICO for? Where does the money go?

Just as many good projects out there looking for a new ways to raise money, we simply need resources to go at pace fast enough. The advertising industry is very crowded and it is hard to get in it even if you have relatively new idea and a niche market to conquer. For our startup to succeed, we must develop our platform with all its main features within 1-1,5 year timeframe.

We have a strong enough local traction with most of basic functionality, including machine learning algorithms. But to go global, we have no other choice but to look for investors' money to finance our endeavour.

When is the Token Sale? How long will it be?

First stage – pre-sale (1st of December to 31st of December).

Pre-sale period consists of two parts:

- 1) 1st of December to 10th of December. Minimum amount of the purchase is \$5000. At this part, 50% discount to account for early investment is given, with 1 NVB token priced ETH equivalent of \$0.5 instead of \$1 (the exchange rate setting rule is to be defined).
- 2) 11th of December to 31th of December. Minimum amount of the purchase is \$1000. At this part, 25% discount to account for early investment is given, with 1 NVB token priced ETH equivalent of \$0.75 instead of \$1 (the exchange rate setting rule is to be defined).

Second stage - ICO (1st of January - 28th of February).

In a second, or main stage of our ICO process, we are going to raise up to \$14M (so that the ceiling cap for the whole ICO process would be \$15 M). Tokens this time are sold at equivalent of \$1 for each.

Is there a soft cap? What happens if you don't achieve it?

There is no soft cap necessary for project realization. We will issue as much tokens as the raised funds will allow.

Is there a hard cap for the pre-ICO?

Hard cap for first stage is \$1 000 000.

Is there a hard cap for the ICO?

Hard cap for second stage is \$14 000 000.

In which currencies do you accept payments?

We accept BTC, ETH, LTC, DASH, ZEC, ETC, and USD.

Why do you not accept payments by credit card?

We decided to not accept credit card payment for security reasons. If your payment amount of over \$1,000 you can pay by wire transfer. You can also quickly and easily purchase bitcoins:

-For cash or by card at <https://localbitcoins.net/>

-By card through any of the popular exchanges, such as <https://www.coinbase.com/>.

You can see the full list of exchanges at <https://www.cryptocoincharts.info/markets/info>.

How can I make a payment? How long does the payment take? What are your fees and charges?

You can pay by transferring money from any wallet in cryptocurrencies mentioned above, and in USD by wire transfer (the wire transfer option is offered only for payments of \$1,000 and up). The funds are credited to your personal account on Native Video Box platform, from which you can pay for tokens purchased through the NVB token launch.

We do not charge transaction fee. But they may be charged by third parties who transfer the funds:

- If paying in fiat currencies, the wire transfer fee and the processing time is set by your bank. The token holder is responsible for paying any processing fees or charges collected by the financial institutions.
- When paying in cryptocurrencies, transaction fee is charged by the relevant blockchain's infrastructure. You set its amount, and the transaction speed is determined by the transaction fee you have set.

Is there a minimum or maximum amount of money I can invest?

During Pre-ICO:

-1st of December to 10th of December. Minimum amount of the purchase is \$5000.

-11th of December to 31th of December. Minimum amount of the purchase is \$1000.

During ICO: Minimal investment is BTC 0.01 and ETH 0.1.

There is no maximum amount if hard cap is not reached.

Are there any restrictions for purchasing NVB Token?

There are no restrictions for purchasing NVB token. We can accept contributions from people all over the world.

I would like to invest a large sum of money. Am I entitled to any additional privilege like a right of vote?

There are no privileges.

How can I be sure my ETH and BTC won't be stolen?

To ensure maximum safety of your wallet, we use two-factor authentication

(2FA). We also offer an option of changing password in case you need to restore access to your account.

I bought a token and changed my mind. How can I get my money back?

Refunds are possible only if you have not yet purchased the tokens.

Where can I follow the ICO progress and how much money has been raised?

On the first day of token sales a live sales information module will be posted on the homepage <http://nvb.digital>.

How will the tokens be distributed during the ICO?

Total token supply — 22 975 000 NVB;

Project team — 8% of all sold NVB tokens;

Advisors — 4% of all sold NVB tokens;

Bounty — 3% of all sold NVB tokens;

Referral program — 5% of all sold NVB tokens;

Token buyers— 80% of all issued NVB tokens;

Due to participation in the ICOS platform, Native Video Box must pay tokens to ICOBOX for the amount of 240 BTC worth.

Tokens that will not sold/distributed within this model will be destroyed.

When will I get my tokens?

All donators will be awarded NVB tokens to their wallets over the period of 01/03/2018 — 07/03/2018.

Where and how can I store my token?

NVB is an ERC20 token and can be stored in ERC20 compatible wallets or in the NVB platform.

When will your tokens be available on exchange platforms?

On April 1, 2018, tokens will be placed on exchanges. Please follow the news on our official resources.

What is NVB Token?

NVB tokens are utility tokens based on the ERC20 Ethereum Token Standard. NVB tokens are the currency of the service: all the transactions among system participants are conducted solely in tokens.

Due to cryptocurrency nature of NVB tokens, it's an easy way to make payments for each individual blogger or publisher in variety of countries, solving the problems with financial clearing and regulatory paperwork as well as high payment commissions of fiat banks (for currencies conversions).

I am an advertiser. Why do I need NVB?

To acquire ad impressions, advertiser needs to purchase NVB tokens.

NVB provides advertisers the advantages of cutting-edge technologies, native video & in-stream video ads and 100% brand safe environment for your content. We offer premium quality of advertising contact with audience through conscious clicks and no distracting content during the ad view. We constantly raise efficiency and variety of interactive and high impact formats that give high level of involvement during the view of advertising as well as post-click.

I am a blogger. Why do I need NVB?

NVB pay content owners instead of demand money from them. In relative numbers it's 15% of revenue NVB gets, in absolute it's about \$2 per thousand impressions. Videos from vloggers or whoever meets our policies will be spread over the Internet among a relevant content with a link to content creator page or channel and NVB will pay for that.

I am a publisher. Why do I need NVB?

Share of video advertising expenditures on the Internet constantly grows. NVB opens the opportunities of growing video advertising market for websites that don't have their own video content. We pay 60% from advertising view cost: avg 9\$ per 1000 ad views. Also video player opens above the content on the same page: the user doesn't leave the website. This enhances the user session by 3-5, and often 7-10 minutes.

What are the advantages of NVB for common web users?

NVB team believes that advertising doesn't have to be obtrusive, aggressive and uninteresting to the user. NVB uses video advertising with in-stream technology that chooses the advertising videos according to page's content and doesn't cause the visitor's irritation. Native widget organically fits in the page's content.

How much tokens participants of NVB system will receive?

Tokens from advertiser's wallet for the ad impressions are transferred to other system participants:

- 60% - to owners of website where the impressions were made,
- 15% - to owners of content on which the impressions were made,
- 25% - to NVB system as a service fee to cover the tech costs.

Do you use the mechanics of burning tokens?

Tokens aren't burnt by default, but NVB reserves the right to burn up to 100% of the tokens it would receive as service fees.

Do you use the mechanics of freezing tokens?

After 1st April tokens become the only medium at NVB, with no restriction on their worth at all and only one important restriction concerning their circulation - freezing period. Below is the schedule according to which freezing period length converges until it is 1 month:

| Apr 18 | May 18 | Jun 18 | Jul 18 | Aug 18 | Sen 18 | Oct 18 | Nov 18 |
|--------|--------|--------|--------|--------|--------|--------|--------|
| 5 | 4 | 3 | 1 | 1 | 2 | 1 | 2 |

To encourage the publishers and video content creators to join NVB in the early stage (period when we'll practice token "freezing") we offer them a special 'platinum' status as one of early adopter participants. This means that will get lifetime priorities and essential bonuses in every aspect of the interaction with the system.

I don't really understand how system works. Can you give an example of one system iteration with certain numbers?

1. Advertiser purchases tokens for \$100 according to the current rate (let's assume a token's exchange rate is \$1)
2. Video ads are shown of a value of purchased tokens.
3. At the end of an hour, tokens are withdrawn from advertiser's wallet and transferred to other system participants' wallets:

- 60 tokens - to publishers, where the ads were shown
 - 15 tokens - to owners of content pre-roll of which ad was shown
 - 25 tokens - to NVB system as a service fee to cover the tech costs
4. NVB burns at least 5 tokens (basically, from 5% to 20% of all the tokens).
 5. Any system participant can sell his tokens on exchange at any moment when the 'freeze' period is over.

Will there be a bounty program? What will the rewards be for?

Due to the fact that we consider our platform to be promising and extremely interesting, we believe that as many people as possible should learn about it. That's why on the bounty-program we will allocate 3% of all the tokens sold during the pre-ICO and ICO stages.

The NVB bounty pool will be distributed as follows:

25% Blog and media campaign;

20% Community management (includes translations and moderation on forums and chats);

20% Signature and avatar campaign;

12% Reddit campaign;

10% Facebook campaign;

8% Twitter campaign;

5% Reserved for other creative ideas;

We will announce details later. Please follow the news on our official resources.

What's about referral program?

Your reward amounts to 5.0% of all NVB tokens bought by your referrals. We will announce details later. Please follow the news on our official resources.

What do you think about competitors?

We don't have direct competitors as a video distribution platform that is both a turnkey solution for video advertising revenues for publishers who do not have enough relevant videos on their websites , and provides video bloggers opportunity to spread their videos outside of their usual video hostings audience and be generously paid for that at the same time.

However, majority of video inventory anyway is provided to advertisers by YouTube and TubeMogul (acquired by Adobe). We don't compete with them due to their size, but we have a key advantage of being a distributed system with native advertising format and ML based selection of most relevant videos (according to the page content) - and flexibility, provided by these features.

There are also native advertising systems as Taboola and Outbrain: compared to them, our main advantage is focus on videos selected on ML analysis of the page content instead of user behavior.

Besides, there are Plista and Engageya, also aimed at video ads earnings. In this case, our advantage is a choice of relevant videos because of our focus on communication and close cooperation with video bloggers and content creators.

What escrow agency do you use?

Escrow services are provided by the company <http://blockchainlawgroup.com/>

How long has your company been operating on the market?

Our company has been operating since 2016.

Who is on the NVB team?

Native Video Box (NVB) brings together a dream-team of experienced professionals from the fields of AdTech, community management and blockchain for successful work on the project. With experience and skills in various fields, NVB team provides wide-range expertise that makes us a truly game-changing company.

Alexander Shishov, NVB founder and CEO is a project leader with 10+ years of experience in Ad Tech and Machine Learning projects. Alexander has managed development teams on multiple projects before successfully launching Botscanner, an automated service for engagement scoring. In Native Video Box, he brings together expertise in Ad Tech and blockchain technology, aiming at creating the future of advertising. Alexander is a technical advisor for blockchain project Papyrus Global, a decentralized advertising ecosystem that has currently proceeded to the next round of crowdsale.

Petr Kozyakov, NVB IR Director is a Strategic Partnerships professional with 10+ years of experience in banking and finances. Previous successful projects

include [Win Pay](#) (co-founder, BDM), [PayU](#) (Sales Director), [Payonline](#) (Head of Key Account Sales).

Andrey Tsvetkov, NVB front end developer, has 7+years experience in frontend development with expertise in advertising implementation (GPM-Digital, BrightCove, DoubleClick, VAST, VPAID) and video player/widget creation. Andrey's previous work experience includes video ads technologies companies for VAST / VPAID, Open RTB & programmatic advertising ([Weborama](#), Bazoola).

Nikki Stewart, NVB Head of Marketing is a marketing media pro with 10+ years of experience in digital media and communication. CSCC Media founder and digital influencer with comprehensive experience in organic digital marketing strategy and social media engagement.

Dmitriy Solodkiy, the project's blockchain evangelist is an experienced ICO advisor ([ITO.SG](#)) with expertise in research&analytics. A data scientist on programmatic advertising systems with 5+ years of experience in business and sectoral analysis. Among Dmitriy's previous projects is development of AdTech (RTB) Algorithmic Trading Platform. Holds a degree in economics from Bonn University.

Pavel Vasin, NVB CBDO is a business development manager with 10+ years of experience in Marketing, Ad Tech and account teams management: «[Begun](#)», the first service for contextual advertising and «[Between X](#)», the leader on Russian programmatic advertising market.

Alexander Vasilev, NVB Commercial Director is a Fintech and banking professional with 10+ years experience. Among Alexander's previous successful projects are [Rapida](#), [PayU](#) and recently [Win Pay](#), where he is a co-founder and commercial director.

For further details, see NVB team's LinkedIn profiles on <https://www.linkedin.com/company/native-video-box/>.

How do I get updates on the status of the project?

For updates, see our website and follow us on social media:

Website - <http://nvb.digital>

Facebook - <https://www.facebook.com/nativevideobox>

Twitter - https://twitter.com/nvb_channel

LinkedIn - <https://www.linkedin.com/company/native-video-box/>

Instagram - <https://www.instagram.com/nvbchannel/>

YouTube - <https://www.youtube.com/channel/UCHtKo8gG0eiOiUFhzZjeXaw>

Medium - <https://medium.com/@nvbchannel>

Bitcointalk [ANN] - <https://bitcointalk.org/index.php?topic=2294109>

Telegram [EN] - https://telegram.me/nvb_en

Telegram [RU] - https://telegram.me/nvb_ru

Telegram [KR] - https://telegram.me/nvb_kr

Telegram [TR] - https://telegram.me/nvb_tr