



NATIVE VIDEO BOX ICO

VIDEO DISTRIBUTION PLATFORM

WHITEPAPER

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Disclaimer

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Abstract

Native Video Box (NVB) is a next-generation decentralised video distribution platform, based on cutting-edge technologies of multi-tier blockchain and deep machine learning.

Our ecosystem is different from YouTube like cryptocurrencies differ from traditional banking system. We have created the service that meets the old pains of advertisers, publishers and video content creators at the same time. We believe it will disrupt the industry and has potential to change future of video advertising.

NVB is focused on programmatic video advertising with native eco approach. Nowadays a typical digital video ad platform is literally a black box, so NVB was created to be all the way transparent from scratch.

1. Ad fraud vs multi-tier blockchain

Fraud wastes up to 50% video advertising budgets due the lack of transparency. Processing the entire clicks and impressions flow via blockchain is the solution. But the ordinary blockchain isn't capable of handling workload (average 30-100k requests per second) that adtech requires. We are going to implement special multi-tier blockchain technology to make the entire advertising process 100% straight.

2. Transparent tokenized revenue share

There is a crowd of middlemen in supply chain who opaquely take up to 70% of advertisers money before they reach the publisher or video content creator. Tokenized revenue share mechanics is the answer: NVB tokens are the currency of the service. Smart contract grants transparent billing: 60% of any token spent by advertiser goes to owner of the website where the impression was made, 15% - to owner of content on which the impression was made, 25% - to NVB system as a service fee to cover the tech costs.

3. Transparent business: in the same boat with token holders

But we aim at delivering transparency even beyond revenue and impressions levels. Any company launching ICO must be transparent by design and fully token oriented. Unlike numerous companies that spend significant part of the revenue for capitalization growth and dividends, NVB entirely focuses on token benefits growth. NVB does not distribute dividends to shareholders; instead all revenues are distributed among participants of the ecosystem.

4. Decentralised. Truly decentralised.

Video content delivery is overpriced. That's why other digital video platforms keep most of the money to their own. We have created decentralised content delivery network, maintained by community. Being the part of our video cloud storage, publishers can host the videos.

Native Video Box fuses together digital advertising legacy, modern approach and cutting-edge technologies into the new era TV.

Introduction

Native Video Box (NVB) was originally launched in Russia in early 2016 as a native video platform for websites with editorial content. We would like to think of ourselves as a cohort of creative minds who *have set out to change the game of the video advertising market.*

Who will benefit from using NVB?

NVB is a platform that has been designed to benefit a diverse range of content creator market players such as: publishers, advertisers and video bloggers.

Positioning power

It provides websites with relevant video content and offers opportunities for additional monetisation, while ensuring brand values, a safe environment for advertisers and more than 90% complete views of video ads.

Pocket Friendly Profits

Historically platforms such as YouTube and other well known video-hosting sites have disrupted the media industry by giving a new generation of video content creators the opportunity to monetize their content.

However, the original systems for monetisation were effective for awhile. But as time elapsed rapidly growing platform fees and centralized work models of modern video-hosting became more biased towards meeting the need of intermediaries vs lining the pockets of the content creator communities.

According to *Never Stop Marketing's* Jeremy Epstein, intermediaries earn €44 out of every \$1 on each link in the chain of advertising market costs. We agree with Epstein that the advertising industry is ready to take **a step forward.**

So What's Next?

We're already witnessing shifts in areas such as the financial services sector and other fields who've adopted cutting-edge technologies to help reduce the traditional commission fees aka **Fintech**. With the help of **blockchain**, soon the advertising industry won't be needing centralized pricey intermediaries for effective content distribution anymore.

With this in mind, the creation of the **Native Video Box** ecosystem was born and links into the ongoing development of both **blockchain** and **tokenization technology**.

How does tokenization technology work?

Tokens and blockchain made it possible to implement Native Video Box ecosystem that resembles YouTube like cryptocurrencies resemble traditional banks. Token sale results will be used to develop that fair and effective ecosystem.

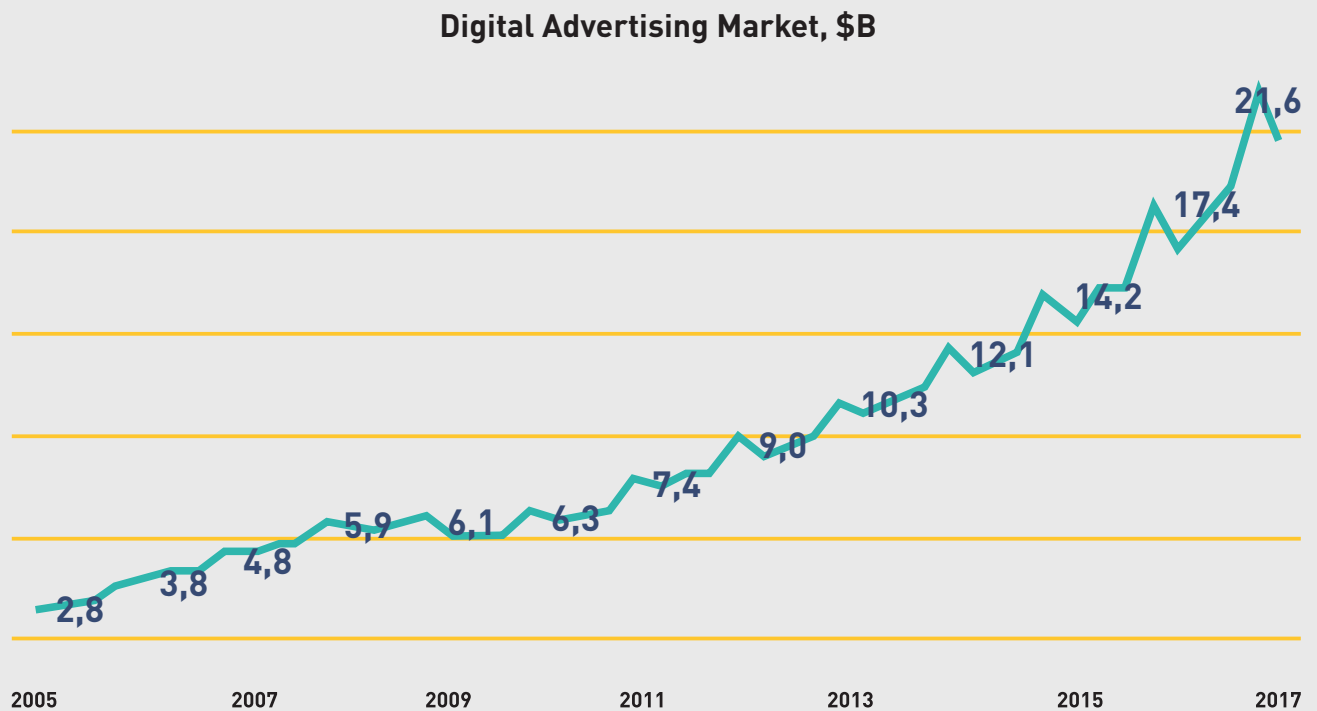
Native Video Box Token (NVB) is a currency of the service, which has a following role inside the ecosystem:

- Rewards for the participants: publishers and content creators
- A Security deposit and minimum Participation balance
- Payment for NVB platform services

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).

1. Market overview

According to IAB US¹ digital advertising market has grown almost 7-fold in 12 years:

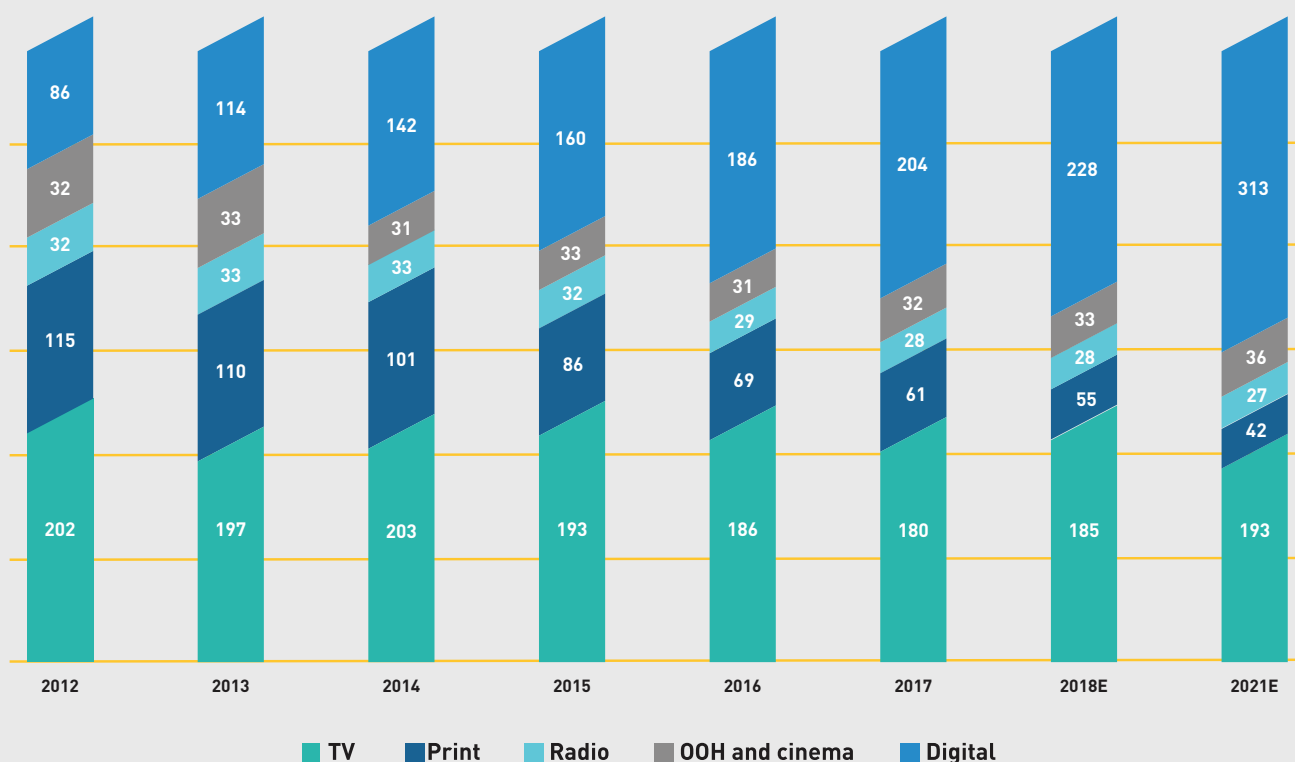


As report of Magna Global² intelligence agency states, “digital media has now surpassed linear television to become the No.1 category in advertising revenues”. In the same piece Magna points out that, “online advertising sales will grow by 14% this year while offline ad sales (television, print, radio, out-of-home) will decrease by -2%”. This trend is not new, below is the graph demonstrating comparative dynamics of digital and offline advertising totals:

¹ IAB Internet Advertising Revenue Report Conducted by PricewaterhouseCoopers (PWC)

² Global Advertising Forecast // Magna Global // June 14, 2017.

Global Ad Spending By Sector, \$B

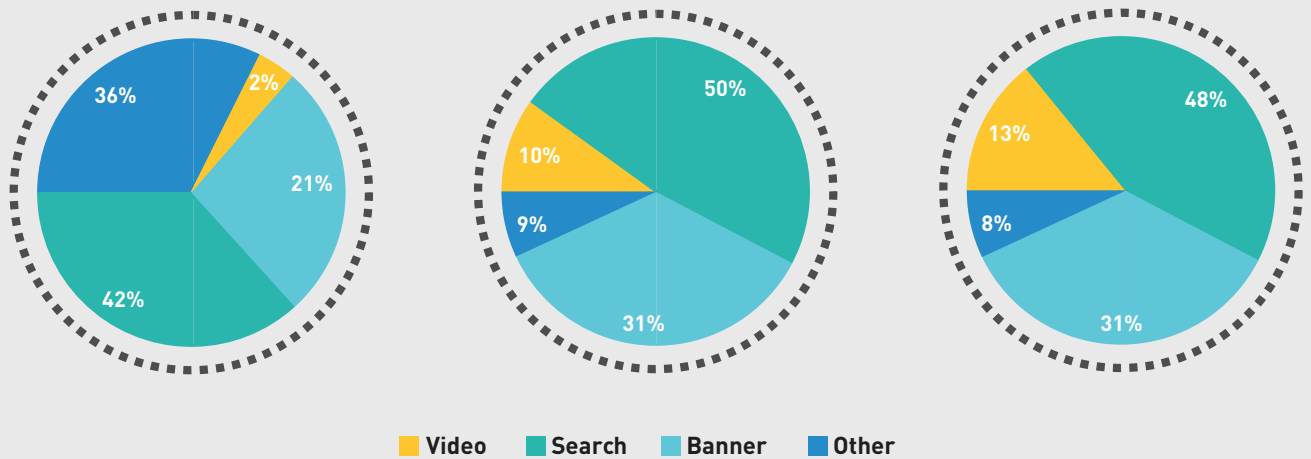


Magna predicts that digital advertising will comprise more than 50% of total volume of media budgets in 2021, whereas TV, 2nd most important category, will take only about a third of the market.

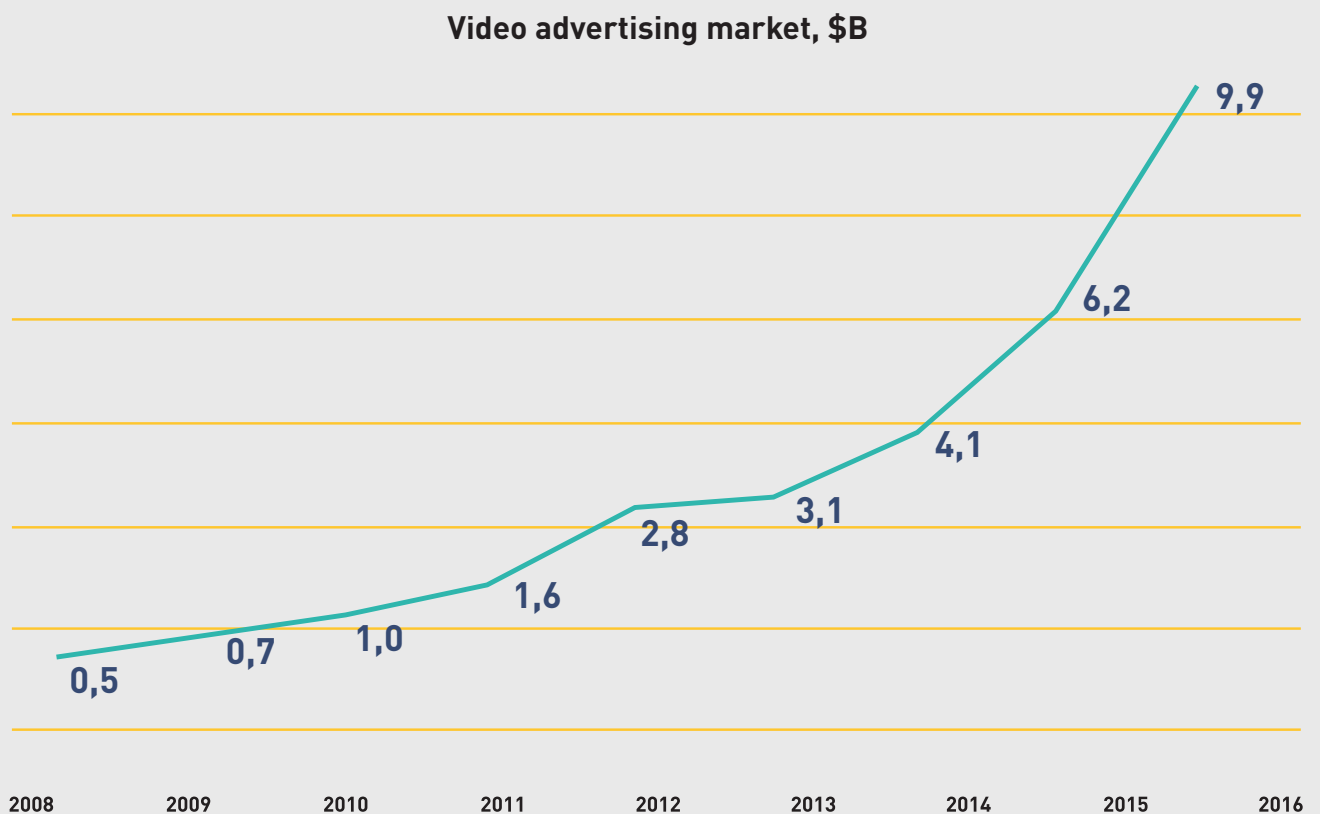
FACT: From 2010 to 2016 analytics identified growth of worldwide market of internet advertising as 15-22% per year.

2. The Video Advertising BOOM

As broadband speeds have increased and users' attention span has shortened, overcome by ever-growing information inflow, video advertising has become the most popular way of online advertising, taking on a share of other digital advertising segments such as banner advertising and search ads. Fastest-growing segments, as identified by Magna Global, are video and social advertising (predicted to grow 30% and 32% respectively), and share of video ad expenditures in desktop and mobile segments comprises 15% and 12% respectively as of the end of 2016 (or 13% of combined digital advertising), digital video advertising sector growing by more than 50% in 2016.



According to IAB data digital advertising growth was overwhelming during the past years, increasing in volume nearly 20-fold:



While video marketing power and reach peaks, the power of alternative formats of internet marketing is stagnating. So we can conclude that the video boom is on its way to dominating the marketing (with audio advertising also being more popular each year).

FACT: In November 2014 Yahoo! acquired the video advertising service Brightroll for \$640M³. In 2016 native video platform ConvertMedia was acquired by Taboola for \$100M⁴, while Adobe bought video platform TubeMogul for \$540M⁵.

However, video advertising aligns with accompanying content (films and videos by professional studios and amateur vloggers) more and more often, thus requiring better content discovery (for consumers) and targeting (for advertisers) on the part of technological platforms. Being heavier and more attention-demanding content, and, thus, having much bigger CPM price, video advertising by itself requires more effective and pronounced targeting, than any other type of advertising.

NVB is highly focused on delivering appropriate ad video to every consumer category, while allowing them to discover better content – thus, blurring the boundaries between advertising and content as good content is the best advertising possible.

3. Programmatic

Programmatic model, in its original interpretation, came across a series of obstacles on its way, remaining a popular method of marketing message delivery. Among such obstacles:

1. Inability of most players to get comprehensive data on users' behaviour and/or process it in effective way
2. Poor performance of current ML models/systems in relation to issues traditionally more difficult for AI to assess, such as message relevance and quality
3. Absence of established infrastructure, allowing players to share/trade users' data and integrate separate solutions into data/ad-serving pipelines seamlessly

³ Marissa Mayer Spends \$640 Million To Buy A Video Advertising Company.

[\[http://www.businessinsider.com/yahoo-buys-video-ad-platform-brightroll-2014-11\]](http://www.businessinsider.com/yahoo-buys-video-ad-platform-brightroll-2014-11)

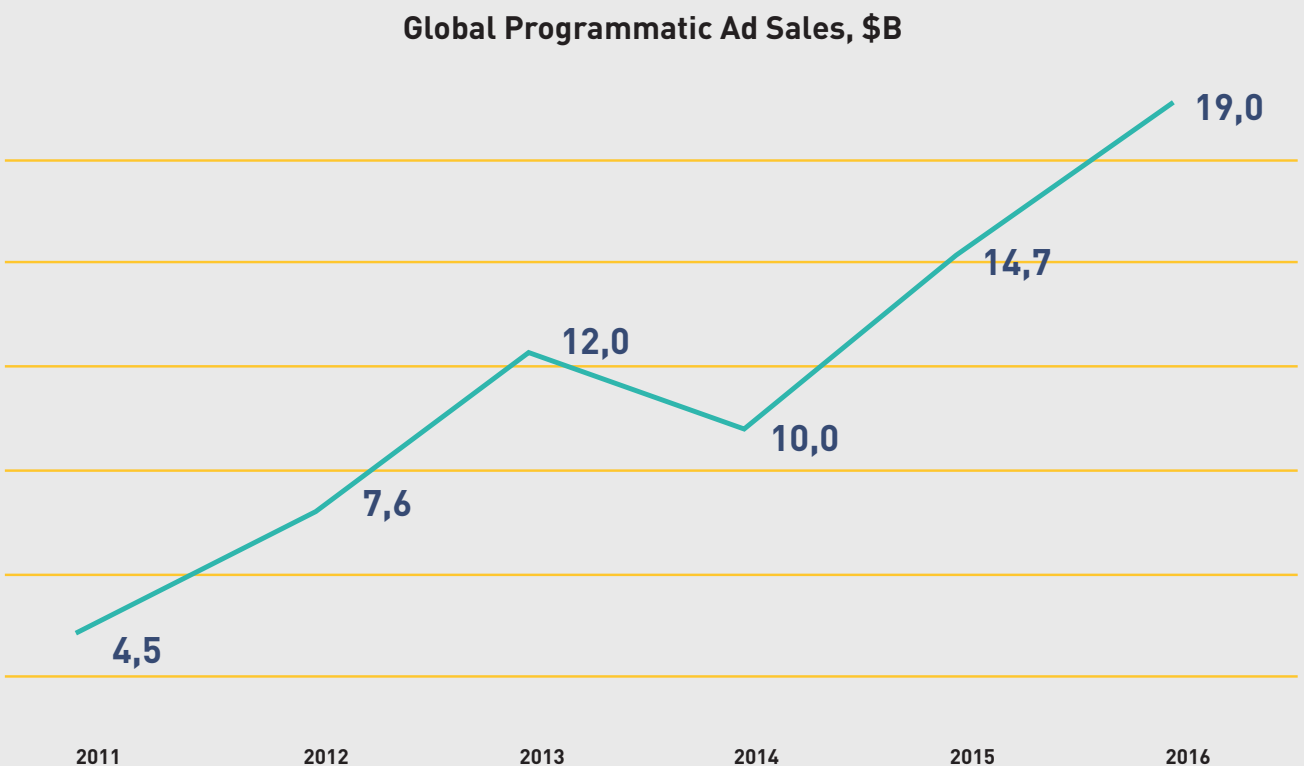
⁴ Taboola has splashed tens of millions of dollars on a video ad tech company to take on YouTube, Facebook, and Snapchat.

[\[http://www.businessinsider.com/taboola-acquires-convertmedia-2016-7\]](http://www.businessinsider.com/taboola-acquires-convertmedia-2016-7)

⁵ Adobe is acquiring ad tech company TubeMogul for \$540 million.

[\[http://www.businessinsider.com/adobe-is-acquiring-ad-tech-tubemogul-for-450-million-2016-11\]](http://www.businessinsider.com/adobe-is-acquiring-ad-tech-tubemogul-for-450-million-2016-11)

Beside that, concerns about brand safety and fraud, ubiquitous in programmatic world, ruined hopes of “classic programmatic” adepts - according to MediaRadar⁶, in the 1st quarter of 2017, 5000 fewer advertisers purchased ads programmatically than the first quarter of 2016, which is a 12% decline. On the other hand, Magna Global reports that programmatic sales have reached \$19B in 2016 (although growth slowed a little, pace decreasing from 54% to 27%) and are on the course to reach \$42B in 2020, remaining the key driver of digital growth for years forthcoming. As Magna notes in its report, whereas now programmatic technologies are mostly used for banner advertising rotation, by 2020 programmatic will have video and audio segments infiltrated.



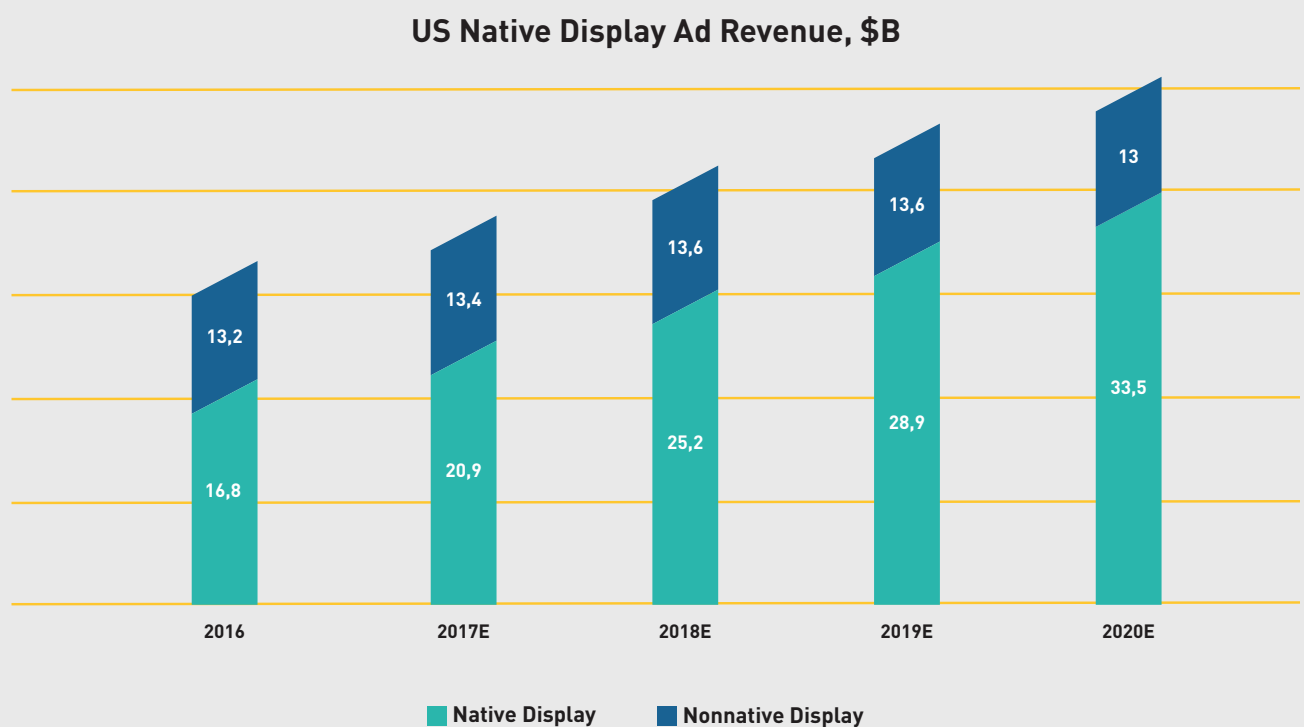
However, in our belief, even if some temporary reversal in programmatic growth trend is present, in a long-run, programmatic will dominate the market as using its element base is only a rational thing to do - just, it turns out, that some of the models tested proved to be wrong.

⁶ Consumer Advertising - Maximizing Impact // MediaRadar // June 6, 2017

4. Native Advertising

With ad blockers becoming more and more popular and selective blindness of internet users turning into ubiquitous phenomenon, native advertising – native in content as well as in style – is becoming more and more of a key to effective digital marketing. With users targeted better and more data available on particular user the more focused – and, in a way, non-intrusive – approach becomes the most effective way to sell products and services.

Native advertising has become a buzzword, more for apparent trend in digital advertising than for a need of new term (some even argue that “native advertising” is just another way to say “good advertising” with distinctive features of both being the same). According to Business Intelligence report, this sector of digital advertising, already bigger than non-native one, will grow to \$36.3 B in 2021, and constitute 74% of the market.



Whether you believe these numbers and agree with an addition of new taxon to ad ecosystem hierarchy or not - you are not going to argue with the statement that native advertising is clearly more efficient way to advertise **products, services and brands**.

5. Our Conclusions

The facts speak for themselves, the digital advertising sector is growing - FAST! Meanwhile, video advertising segment of the online marketing mix is growing even faster. The same is true, from the other side, for “native” and “programmatic” approaches – which we would rather consider as qualities and trends, but not advertising segments/ niches clearly separated. For such thing is possible as native video advertising with impressions delivered with use of programmatic methods (and it is exactly what some companies are doing already and others are going to; and it is exactly what we, ourselves, are going to do at NVB).

WHY? Because video is able to relay complex messages in visually stimulating way that connects people to products/services and brands. Because native and programmatic approaches are only rational, if applied properly. Because we have found a new way to address an old problem – content discovery – a way, which is going to make cross-content and cross-channel digital journey of user easy and seamless.

As of now cross-channel journey of user (unless your starting point is Wikipedia) is very complicated and fragmented. Although links and tags have simplified search significantly, whether it is broad or deep, most of the time, even if we consider only one medium (such as text, or audio, or video information), user returns again and again to the starting point, uses search engines of different kind to enrich his scope. For cross-media idea communication the process is even more complicated – you read an article in WSJ and go to YouTube or another channel after that.

Or, in many cases, you don't. Because, as a consequence of mechanisms currently in use by advertising/content delivery platforms, much of the content never even born – or can't reach you in current layout. Search for high-class educational content – it is hard to come by one. Search for news and analysis, for discussion clubs or language courses, for expert opinions – it is hard to discover such type of content. But not because it is unpopular – just because there is no mechanism of vlogger promotion now and only in some particular areas (gaming, toys & children entertainment, “how-to” videos, sport etc.) it is possible to sell independent video content efficiently. Even in these areas there is a big room for improvement and content of real quality is scarce.

There is little doubt that company, which would be able to work out a way to establish a platform, simplifying users' cross-media journey, streamlining it and enriching their

experience, would be able to build an ecosystem, incentivizing qualitative (vs. simply viral) content creation and progressive discovery, will bring high returns for its shareholders. Keeping it in mind, we would like to outline three reasons why NVB could be a huge success:

1. Right business model, targeting publishers and vloggers in the first place and enabling them to profit in more than one way without sharing a bulk of these profits with lead-generating platform
2. Effective combination of half-automated techniques of channel tagging/filtering and programmatic approach in ad serving
3. Clear message - strictly defined niche market, which has not yet attracted attention of many players, but is going to dominate advertising space in future, prevalence of quality over quantity, building of long-standing relationships without sacrificing efficiency

Competitors

Although NVB has no direct competitor, our business model in combination with approach being unique to the market, there are many companies working their way in adjacent fields:

1. YouTube and Facebook

As of 2017, these two platforms have become most common places to start you vlog at. Hundreds of millions watch video at one of those every day, with hundreds of millions/billions hours of video watched per day at every of those platforms. More than a billion people registered and more than a billion videos uploaded to both platforms. This is much more than competitors have – not more than 10M uploaded videos in most cases with max. 300M registered (DailyMotion; and it is significantly bigger than other platforms!). Unless we talk about specific niches – either by genre (Twitch) or by approach (Instagram and Snapchat) – these two places are the most popular starting points for vloggers. In both cases most of the discovery happens at the platform and, in most cases, videos are hosted by this very platform, too.

While both platforms has not build any cross-channel engagement tools and currently concentrated on intra-platform experience instead of cross-platform (with exception of, apparently, Google/YouTube interaction), have no particular editorial policy and mostly rely on user self-tagging, they could become our main competitors if they see a good opportunity in this market. However, they could become our strategic investors/buyers too. Presently, they represent most possible endpoints of user journey, where we are going to reroute users – thus, the bigger they grow and the more qualitative material they have, the better for NVB.

2. Google Video Ads and Facebook Business

(same players from the other side)

These two platforms/products are intended to serve as inner programmatic ad campaign facilitators for Google/YouTube and Facebook, respectively. However, as we have already mentioned above, these two products are neither platform-agnostic nor engaged in nourishing of content. Moreover, they are not concentrated on creating even better tuned marketing campaigns, and rightly so, judiciously leaving this part to advertisers and agencies. It is hard to define a right auditory and for a right video – to find its auditory at all – for Google/YouTube and Facebook are facilities/marketplaces and not agencies, although they do what is possible for them to increase the efficiency of ads running. Also, both platforms target advertisers first, which is understandable, concerning their stories, but doesn't help to improve/filter content much (the one you are going to align you product with; at least, in a way).

3. Vloggers' marketplaces

While this group's members are closer to NVB in terms of business model, its representatives lack significant impact and target advertisers first, working in more direct way. It is advertisers, who initiate marketing campaigns here, and after they do it, they should manually choose vloggers, promoting their products/services.

Not only these marketplaces do not compete with us in the end of the day - by helping vloggers to promote themselves, they increase capitalization of market we work at.

4. Agencies

Although sometimes very similar in approach to what NVB is going to do, they lack any technology on their part, thus, agencies are usually only able to work with big YouTube stars and unable to "plug in" many vlog sources for particular customer - there is also no automatic optimization inside and all the process is very labor-intensive.

Above-mentioned players can be separated into two groups: market makers, interested in further expansions of relevant platforms and attraction of advertisers (Facebook and Google/YouTube) and much smaller players, which doesn't support plug-and-play interaction and are able to work only with a handful of channels/advertisers and not intended to provide cross-platform communication (agencies and marketplaces).

Outlook

Nowadays video advertising services in many cases charge 40% to 80% commission fees from their partners. The majority of advertising benefits is received by intermediaries instead of content creators and publishers. On the contrary, NVB commission is only 25% from each view, which is enough to cover the net cost of system's work, while right owners and distributors get 75% of video advertising revenues.

While the traditional model of ads distribution doesn't give advertisers opportunity to control the surrounding content and quality of advertising contact, NVB avoids aggressive formats by using only licensed video content. This approach guarantees advertisers 100% brand safety.

Implementation of Papyrus⁷ smart contracts planned by NVB team guarantees the transparency in financial relations among right owners, advertisers, publishers and token holders. At the same time, our principled policy is maintenance of 100% privacy for our partner websites' visitors. We don't use cookie, fingerprints and other methods of visitor identification: video is compiled based on page contents only.

NVB team counts on support of cryptocurrency in the questions of privacy extension and confidentiality in the sphere of internet advertising.

⁷ <https://papyrus.global/>

Why NVB?

1. Content Creators / Right Owners

There are number of companies who provide video promotion services like Ironsrc, Viroot or Viboom. They spread your video over the internet by different methods and burn a piece of your budget. Native Video Box do the pretty same for content creators, but unlike the companies above NVB pay content owners instead of demand money from them. In relative numbers it's 15% of revenue, in absolute it's more than \$2 per thousand impressions. Once again, 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.

2. Publishers

- **Additional revenues from video advertising.**
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.
- **Up to 100% ads fill rate.**
All advertising in NVB network is sold via programmatic. It allows you to find out whether there is an advertising video for a visitor even while web page is loading. If not - you can hide the NVB block and show the third-party ad instead of it.
- **Visitors spend more time on the website.**
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.
- **Native eco-advertising.**
Machine learning algorithms find interesting videos in our storage according to the page's content. Native format of advertising block adapts to the design of web-page. NVB advertising is aimed at conscious clicks, the ad video doesn't pop up automatically. These features provide ecological format of advertising for a user and improves user experience (for publishers and webmasters who aim at fast monetisation, we offer more aggressive ad formats, including autoplay).

3. Advertisers

The system is based on good conditions for content right owners and publishers, while NVB also provides interesting high-quality video content for users, and the following advantages for advertisers:

- **Modern technologies.**
 - programmatic purchases according to OpenRTB protocol
 - direct deals support
 - Video advertising by VAST 3.0 and VPAID 2.0 standards
 - Full viewability control by IAB OVV (Open Video Viewability) and MRC Viewable Ad Impression 2.0
 - Anti-fraud systems in collaboration with Papyrus
- **Native in-stream format.**

Machine learning algorithms automatically pick the video content most relevant to the page's theme. The video block's design also automatically adapts to the page's design. At the same time, the advertising is shown in the player in-stream: Pre-roll, post-roll and mid-roll of the main video requested by the page's visitor, and also pause-roll.
- **Licensed video content.**

NVB works only with licensed video content via direct agreements with content creators and owners. Editing policy of NVB and high revenues for creators/right owners of video content guarantee its high quality.
- **Better involvement.**

NVB provides advertisers with premium quality of advertising contact with audience:

 - Conscious clicks (user consciously makes a click to launch a video)
 - During the video there is no other content on the screen
 - Player is always 100% visible and always has sound on

Because of these advantages we constantly raise efficiency and variety of interactive and high impact formats that give high level of involvement during the view of advertising.
- **More than 90% of complete views of advertising videos.**

Users are interested in video content, specifically chosen according to the page's content, and make a conscious decision to view it.

- **100% brand safety.**
 - Constant monitoring of content on the level of each page on the Internet
 - Custom technology to ensure the brand's reputation safety based on neuronet.
 - Moderation of publishers on the stage of network entrance
- **Improved post-click.**
Following a link from NVB shows higher level of post-click involvement of advertiser's website: higher conversion level, average duration of a user session is at least 30% higher, while the bounce rate is 20% lower than the average clicks from video advertising.

4. Token holders

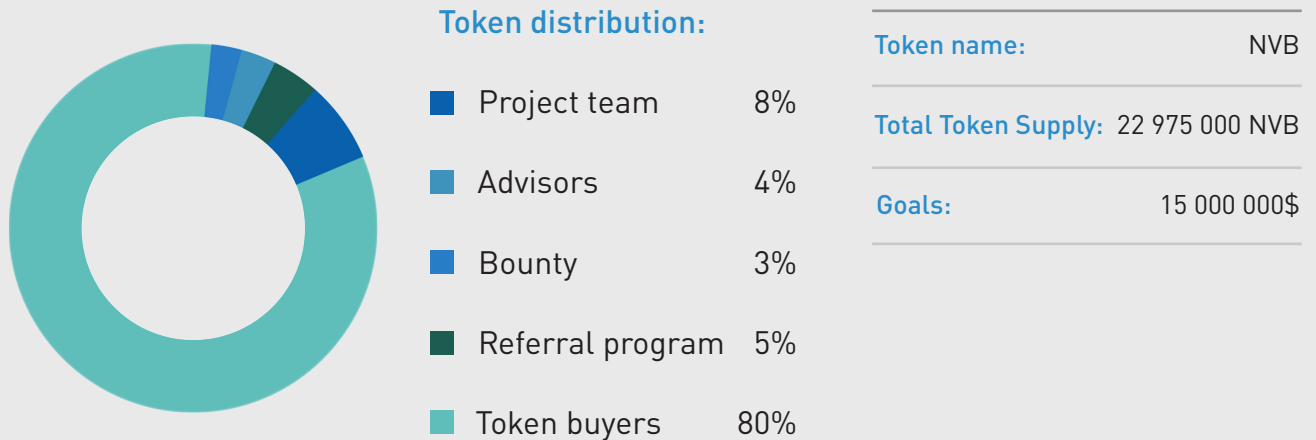
Token is an internal currency at NVB, then any token holder owe some, constantly growing, volume of NVB inventory, which can be used and exchanged to other cryptocurrency or converted into fiat money.

NVB aims to raise tokens' value. NVB doesn't pay dividends to its shareholders: instead, all revenues are shared between the ecosystem participants.

5. Web Users

- **Native advertising.**
NVB picks relevant video content for page's visitor. NVB's advertising videos play only if the visitors presses on the video, and it doesn't get in the way of his/her visit of the page. That's how they differ from out-stream videos that launch automatically when you open the page.
- **Environmentally friendly.**
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 choses 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.
- **Anonymity.**
Nowadays the privacy issues of users have become critically important. With many cases of websites collecting personal data without permission. NVB policy therefore states that we do not collect user data out of respect for the privacy of users and we expect the crypto community to support our values.

Token Distribution



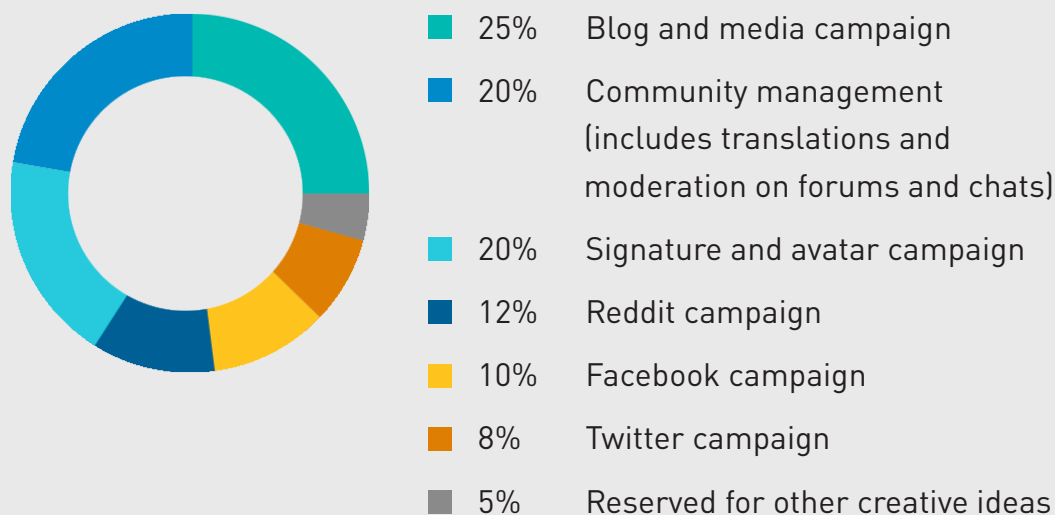
Due to participation in the ICOS platform, Native Video Box must pay tokens to ICOBOX for the amount of 240 BTC worth.

Native Video Box team and advisors don't have the right to sell their share of NVB tokens until after six months after the token issuance.

Bounty program:

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:



Technical solution

1. How it works

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

2. Interaction with publishers and right owners

Our work with publishers is based on the approach, where NVB is seen as a source of additional monetisation that doesn't occupy advertising place or irritate the user. Widget shows attractive video content that doesn't look intrusive and enhances the duration of user's stay on the page. NVB thoroughly picks the video content it places on the websites.

To start working with NVB advertising platform publisher has to register and make an application. After application the publisher is checked for conformity to NVB's editing policy. If the publisher passes the inspection, NVB starts to pick the content for it.

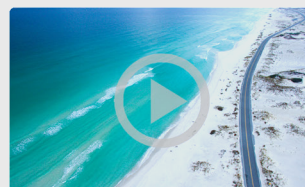
Videos you might also like



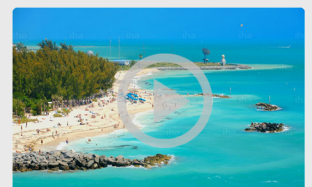
Florida Road Trip




10 things to do in Miami



Florida: 800+ miles of beaches



Florida Travel: Treasure Diving

Recommended by NVB 

To start working with NVB, the publisher accepts the contract and undertakes the following commitments:

- Place the widget's code as is, without editing.
- All actions taken by the publisher's account in NVB network are considered as actions of advertising publisher representatives
- Not to mislead NVB, including the restriction on faking the views of advertising videos

NVB undertakes the following commitments:

- Pay advertising revenues on time
- Place high-quality content on the website. The choice of content is customizable for the publisher
- When there are no suitable videos for the publisher, it doesn't show the widget, or it can show NVB logo or third-party widget according to the agreement.

3. Assessors

In NVB eco-system an **assessor** is a person responsible for content moderation and screening. Our assessor service is based on progressive model of **sharing economy**, like Uber and Airbnb. Anyone can access the test task to become an assessor. Assessors work for a fee, accrued separately for every successful action. This system ensures activity and professionalism of NVB assessors.

Assessors in NVB system are responsible for:

- **Initial content screening.**
Is performed according to NVB platform editorial policy. Assessor's task on this stage is to choose video content, suitable for placement on the platform.
- **Identification of right owners and publishers.**
Assessor's task on this stage is to ensure that platform or right owner is eligible and trustworthy. Identification methods are up to assessor to decide. Assessor gets his fee only when platform starts to work with the platform. If a platform or right owner were falsely identified, assessors will be fined.
- **Definition and assessment of content hashtag.**
This task implies assessor check of content's hashtags. In case if right owners haven't marked their content with tags or did it wrong, it's up to assessor to put the tags.
- **Constant moderation of platforms and content.**

Assessors regularly check video content and platforms in NVB eco-system. Assessor who has identified improper content is rewarded.

NVB is aimed at creating professional assessor community whose fees will be paid from network's funds. The opportunity of working with agency on author's rights is currently being researched. Assessors who make mistakes will be fined.

3. Advertisers

NVB has two types of advertising inventory: in-stream pre-rolls and native video. In order to use in-stream pre-roll inventory advertisers should use any DSP or AdExchange connected by open RTB protocol to one of SSPs that work with NVB via RTB ecosystem.

In order to use in spot native advertising, that is actually similar to content videos, advertisers should provide content that matches the NVB policy of content videos.

Roadmap of the project

Month Year	Product Milestone	Sales Milestone	Turnover* \$M	Network: Sites/Video Ads
January 2018	Network going global			
February 2018	Expansion of websites network		n/a	
March 2018	Self service interfaces go live		n/a	
April 2018	Final integration tests of several demand sources			
May 2018	Full scale self service and statistics interfaces go live		2.0	1.5K /120M
June 2018	Android SDK	Exclusive cooperation with particular DSP	2.6	
July 2018	IOS SDK	Europe & UK office	3.2	
August 2018	Mobile apps network		3.9	3K / 250M
September 2018	High Impact Ad formats implementation		4.7	

Month Year	Product Milestone	Sales Milestone	Turnover* \$M	Network: Sites/Video Ads
August 2018	Mobile apps network		3.9	
September 2018	High Impact Ad formats implementation		4.7	
October 2018	Direct Deals implementation	Launch of In-house DSP/ USA office	5.7	
November 2018	Integration with top 10 SSP and Ad Exchanges		6.9	
December 2018	Brand safety multilingual (European) pack		8.4	6K / 500M
January 2019	Leading CMS Integration		9.7	
February 2019	Latin America expansion	Brazilian office	11.3	
March 2019	In-house Advertising Agency (sale house)		13.1	
April 2019	Commencement of multi-tier blockchain		14.6	
May 2019	Top 50 programmatic demand sources		16.2	

Month Year	Product Milestone	Sales Milestone	Turnover* \$M	Network: Sites/Video Ads
June 2019			18	12K / 1B
July 2019			19.8	
August 2019	Native Promo Videos Launch		21.8	
September 2019			24	
October 2019			26.2	
November 2019	Native Promo Videos to worldwide advertising agency networks		28.6	
December 2019			31.2	
January 2020	Multi-tier blockchain fully implemented		35	24K / 2B
February 2020			36.4	
March 2020		Singapore office	39.4	
April 2020	China and South Asia expansion		42.1	
May 2020			45.1	

Month Year	Product Milestone	Sales Milestone	Turnover* \$M	Network: Sites/Video Ads
June 2020	Brand safety (Asia pack) multilingual integration			
July 2020			51.2	
August 2020			54.3	
September 2020			57.6	48K / 3.4B
October 2020			60.5	
November 2020			63.6	
December 2020			66.8	60K / 4B

* Opening to public of main NVB component

Network going global

First global websites integrated and tested. First global videos processed added to the storage. Implementation of ability to show ads integrated by industry standards.

Expansion of websites network

Partnerships with video content aggregators and website networks.

Final integration tests of several demand sources

Implementation of multisource demand technology (in order to maximise revenue)

Full scale self service and statistics interfaces go live

Release of full scale publishers interfaces with appropriate tools and instructions for widget tuning and integration. Detailed statistics reports for both publishers and content creators as well.

Android SDK

Implementation of “Android SDK” a tool that will make possible NVB integration right into many Android apps. Then NVB widget will be shown not only on a websites and their mobile versions but inside countless android platform applications and devices, from smartphones to smart TVs.

iOS SDK

Implementation of iOS SDK, like Android SDK its NVB bridge for spreading into Apple iOS ecosystem and iPhone and iPad mobile applications.

Mobile apps network

Start of mobile apps network as another branch of inventory growth. Integration of both mobile SDK with some number of mobile app developers and mobile ecosystem services.

High Impact Ad formats implementation

Implementation of high impact video advertising formats for stronger RPM on a selected site.

Direct Deals implementation

Ability to make direct deals on NVB inventory as a part of RTB ecosystem.

Integration with top 10 SSP and Ad Exchanges

Integration with leading worldwide SSPs like Doubleclick, Nexage, Inneractive etc.

Brand safety (Europe pack) multilingual implementation

Release of brand safety service for European languages in additional to basic english oriented brandsafe engine. Brand Safety means that ads will not show among aggressive, tragic or obscene (not safe in other words) content.

Leading CMS Integration

Release of plugins for popular Content Management Systems (website engines in other words) including Wordpress, Drupal, Wix and others. So huge number websites will be able easily integrate NVB widget into their projects.

Latin America expansion

Bunch of necessary, market specific, features to make NVB products participate in carnivals so Latin America publishers and advertisers will get all NVB benefits.

In-house Advertising Agency (sale house)

Full cycle advertising agency that will provide clients with appropriate service from brief to native video creative and effective media campaign.

Commencement of multi-tier blockchain

Selected events (clicks and ad loading) are placed into blockchain with multi-tier blockchain technology.

Top 50 programmatic demand sources

Reaching and connecting all specific, mobile and local demand sources to get maximum possible demand on our inventory.

Native Promo Videos Launch

Starting a bit different product for advertisers. A video that looks like more like content from our affiliated video creators then short video advertisement, but actually it is advertising. Those videos will be shown by the same way as creators content but without pre rolls and via NVB programmatic engine only instead of RTB ecosystem.

Multi-tier blockchain fully implemented

100% platform events are processed via blockchain (including all VAST and VPAID events, viewability etc).

China and South Asia expansion

Bunch of necessary, market specific, features to make NVB products spicy enough for Asian cuisine and let Asian publishers and advertisers get all NVB benefits.

Brand safety (Asia pack) multilingual integration

Release of brand safety service for Asian languages in additional to basic english and euro oriented brandsafe engine. Brand Safety means that ads will not show among aggressive, tragic or obscene (not safe in other words) content.

Fundraising process

The process is split into two stages.

First stage – pre-sale (1st of December, 2017 to 31th of December, 2017)

At pre-sale stage we are going to raise \$500k, pursuing two goals:

1. Checking token holders' attitude and level of interest
2. Closing deals with institutional token holders, willing to be early birds or not able/not willing to participate in later stages
3. Making a final check of overall ICO mechanics

Tokens of pre-sale and ICO stage will have the same structure and design, with no difference between them.

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 (January 1, 2018 - April 15, 2018)

In a second, or main stage of our ICO process, we are going to raise up to \$14,5M (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.

Due to the high demand, we introduce special bonuses during ICO:

- 01.01 -15.02 - 20% bonus
- 15.02-15.03 - 10% bonus
- 15.03-15.04 - no bonus

NVB tokens explained

NVB tokens are utility tokens based on the Ethereum platform in accordance with the ERC20 standard.

During pre-sale and ICO periods 20M of NVB tokens minted and sold, at a price of \$1, with no way to create new ones as a result of actions on the part of NVB or other entity. NVB team commits to distribute impressions delivered via outlined mechanism, with no inflows/ outflows of money beside those required for purchasing (or realized as a result) of buying/ selling tokens.

NVB tokens are the currency of the service: all the transactions among system participants are conducted solely in tokens. NVB network is monetizing with in-stream ad loads. To acquire ad impressions, advertiser needs to purchase NVB tokens.

NVB billing is hourly based. 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.

Tokens aren't burnt when used once within the system: they can be used endless number of times. However, NVB holds the right to burn up to 100% of the tokens it would receive as service fees.

After the ICO is over and before 1st of April of 2018 and launch of NVB platform, it is possible to trade tokens or to buy impression with them with tokens prices at nominal price of \$1.

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.

All the tokens activated in a system in a period of time have total value equal to turnover of the system, which can be approximately calculated as:

$$\frac{CPM}{1000} * Impressions$$

Apparently, "freezed" token can not be activated.

Example

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.

Risks

Purchase of tokens is connected with high level of risks: risks connected with price of token, author rights risks, blockchain and software related risks, safety risks. There is also a number of risks related to platform's development, company business and governmental activities.

Every buyer should thoroughly consider all the risks involved before making a purchase. If any of these risks occurs, NVB platforms and price of tokens can be negatively affected.

NVB tokens are not securities

User acknowledges, understands, and agrees that NVB tokens are not securities and are not registered with any government entity as a security, and shall not be considered as such. User acknowledges, understands, and agrees that ownership of NVB does not grant the user the right to receive profits, income, or other payments or returns arising from the acquisition, holding, management or disposal of, the exercise of, the redemption of, or the expiry of, any right, interest, title or benefit in NVB Platform or any other NVB property, whole or in part.

Absence of guarantees of income or profit

There is no guarantee that NVB tokens will grow in value. There are no guarantees that the price of NVB tokens will not decrease, including significantly, due to some unforeseen events, or events over which the developers have no control, or because of force majeure circumstances.

Risks associated with Ethereum

NVB tokens will be issued on the Ethereum blockchain. Therefore, any failure or malfunctioning of the Ethereum protocol may lead to the trading network of NVB tokens not working as expected.

Regulatory uncertainty

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. NVB tokens may fall under one or more requests or actions on their part, including but not limited to restrictions imposed on the use or possession of digital tokens such as NVB tokens, which may slow or limit the functionality or repurchase of NVB tokens in the future.

NVB tokens are not an investment

NVB tokens are not official or legally binding investments of any kind. In case of unforeseen circumstances, the objectives stated in this document may be changed. Despite the fact that we intend to reach all goals described in this document, all persons and parties involved in the purchase of NVB tokens do so at their own risk.

Risk of losing funds

Funds collected in fundraising are in no way insured. If they are lost or lose their value, there is no private or public insurance representative that buyers can reach out to.

Risks of using new technologies

NVB tokens are a new and relatively untested technology. In addition to the risks mentioned in this document, there are certain additional risks that the team of the NVB platform cannot foresee. These risks may manifest themselves in other forms of risk than those specified herein.

Author rights risks

NVB prohibits actions of ecosystem participants that violate intellectual property rights and deletes all content that contradicts with author rights law, including law of author's rights in digital age. NVB reserves the right to terminate the contract with video content creators in case of violation of author's rights.

There is a risk that individuals or companies who present themselves as right owners or use someone else's content will mislead NVB.

If NVB has to take part in judicial proceedings, this fact can negatively affect company's reputation. In case if a trial is lost, court may oblige the company to pay legal costs and compensation to the author right's owner. In this case NVB will face losses that can negatively affect NVB tokens value or lead to bankruptcy.

To minimize these risks NVB has introduces the institute of assessors and plans to finalize the user agreement, verification and filtration systems in case legal precedents occur. NVB asks all ecosystem participant to notify us in case they notice content that violates author's rights.

Advisory Board



Mike Raytsin

Co-founder of ICObox, the most scalable provider of token offering services. Serial entrepreneur, angel investor, crypto industry visionary.



Julian Zegelman

Legal advisor for NVB. Founding partner and corporate attorney at Velton Zegelman PC, entrepreneur and angel investor. Previous successful ICOs: Starta ICO, Suretly, [Goldmint.io](#), Blackmoon Crypto, Cindicator and ParagonCoin.



Yaacov Bitton

CEO and Co-founder of [Advanced Cash](#): easy to use and versatile online payment system that is one of the most popular payment service provider gateways for fiat - token operations the in the crypto community.



Georgy Mikhaylets

Co-founder and Vice President of Business Development in [Win Pay](#): one of the largest instant mass transfer systems on the East-European market of international banking services for individuals.



Alexander Miheev

Managing Director of Finam Global Investment Fund, focusing on executive management of equities and Chief Operating Officer of [GOSU.AI](#): AI-based startup in personalized cybersport coaching.



Alexei Morozov

Alexei has 14 years of experience in AdTech. His work experience includes top management positions in companies AdFox, Begun, CrearaMedia, Price, Rambler.

Team



Alexander Shishov
Founder and CEO

A project leader with 10+ years of experience in Ad Tech and Machine Learning projects. Alexander has managed development teams on multiple projects (Mirax Group, [Creative Mob](#)) before successfully launching [Botscanner](#), an automatized system for traffic quality control. In Native Video Box, he brings together expertise in Ad Tech and blockchain technology, aiming at creating the future of advertising.



Dmitriy Solodkiy
Blockchain evangelist

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



Andrey Smirnov
CTO

A team leader with 10+ years of experience in full stack development (serverside, frontend, databases), with comprehensive expertise in AI/ Machine Learning. Previously worked as technical director on Mirax Group, Shturmann and [Botscanner](#).



Andrey Tsvetkov
Front end developer

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
Head of marketing

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.



Pavel Vasin
CBDO

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. Pavel contributes to Native Video Box his deep experience in Ad Tech business development and extensive knowledge in the field.



Maxim Prudchenko
Head of Support

International head of support services professional. With a degree in Applied Informatics in Economics, Maxim brings together high-quality client service and professional knowledge of the field.



Peter Kozyakov
IR Director

Strategic Marketing 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).



Xenia Vyazemskaya
PR Director

3+ years experience in project management and leadership in multiple fields. Previous work experience includes PR team management in [e.Queo](#) - innovative technologies for interactive business communication and e-learning. Constantly learning and improving her professional skills, Ksenia brings practical knowledge of PR development and enthusiasm to NVB.



Alexander Vasilev
CCO

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.

Glossary

Direct deals – The deals is negotiated directly between buyer and seller (in-person or via a platform), the inventory and pricing are guaranteed, and the campaign runs at the same priority as other direct deals in the ad server.

AdExchange – An ad exchange is a sales channel between publishers and ad networks that can also provide aggregated inventory to advertisers. They provide a technology platform that facilitates automated auction based pricing and buying in real-time. the definition of an ad exchange excludes technology platforms that exclusively provide tools that enable direct media buying and selling between exchange participants.

Autoplay – video content that initiates “play” without user interaction or without an explicit action to start the video (essentially automatically starting without a “play” button being clicked by the user).

Bounce rate – Figured as a percentage, this compares the number of visitors to a website who arrive and immediately leave vs. those who stay and spend time on the site; can be used to measure the effectiveness of a website, a search campaign or an ad campaign. .

CDN – Content delivery network A service that hosts online assets and provides content management via servers located around the globe to reduce the latency of downloads to users.

Crawler – A robot (also known as an automatic indexer, bot, Web spider) in NVB system that goes through the web-pages to index their content to fit videos for them.

CTR (click-through rate) – The ratio of number of clicks on advertising announcement per total number of views.

Direct deals – The deals is negotiated directly between buyer and seller (in-person or via a platform), the inventory and pricing are guaranteed, and the campaign runs at the same priority as other direct deals in the ad server.

DSP (Demand Side Platform) – also called buy side optimizer and buy side platform is a technology platform that provides centralized and aggregated media buying from multiple

sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of these sources.

High Impact format – exclusive ad formats that can improve audience engagement and lead to better results. The most effective high impact ads include interactive takeovers, pre-roll ads, gravity advertising, and push down ads.

IAB OVV (Open Video Viewability) – technology that measures the portion of a video ad that is in view and the amount of time the ad is in view. developed by IAB (International Advertising Bureau).

ICO – initial coin offering, a process of initial distribution of tokens, undertaken by project, usually to fund its activities in some or the other way

In-Stream Video Ad – Played before, during or after the streaming video content that the consumer has requested (Pre-roll, Mid-roll, Post-roll). These ads cannot typically be stopped from being played (particularly with pre-roll). This format is frequently used to monetize the video content that the publisher is delivering. In-Stream Video Ads can be played inside short or long-form video and rely on video content for their delivery. There are four different types of video content where in-stream may play: UGC (User Generated Content/Video), Syndicated, Sourced and Journalistic. In-Stream Video Ads are displayed within the context of streaming video content.

Metainfo (meta data) – information about features and properties, characterizing some objects, that allows to automatically search and manage them in big information flows.

Metainfo Storage – storage of meta information.

MRC Viewable Ad Impression 2.0 – standard of fixation of video viewing, developed by MRC (Media Rating Council), according to which the video is considered watched if the user sees more than 50% of ad, 1 second or more.

Native advertising – A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. These paid ads aspire to be so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong.

OpenRTB – open protocol for the automated trading of digital media across a broader

range of platforms, devices, and advertising solutions created by IAB that allows an individual ad impression to be put up for bid in real-time.

Out-Stream Video Ad – A form of video advertising that takes place outside of In-Stream Video content. The key difference between in-stream and out-stream video ads is that out-stream video ads leverage the existence of standard display ad units to deliver a video experience as opposed to another static or rich media format. For example, a site visitor may view an article on a news website and a muted, auto-play video ad may load in a standard display ad unit and then be followed by some video footage.

Post-click – scheme of users accounting in internet advertising, where user is identified via a special cookie after he clicks on the advertising.

Programmatic – programmatic trading is the use of automated systems and processes to buy and sell inventory. This includes, but is not limited to, trading that uses real time bidding auctions.

Publishers – web sites owners who place NVB widget on their pages to show advertising videos.

Session duration – the time user spends on the website.

SSP (Supply/Sell Side platform) – A sell side platform (SSP), also called sell side optimizer, inventory aggregator, and yield optimizer is a technology platform that provides outsourced media selling and ad network management services for publishers. A sell side platform business model resembles that of an ad network in that it aggregates ad impression inventory. However, a sell side platform serves publishers exclusively, and does not provide services for advertisers.

The inventory managed by the SSP is usually purchased by aggregate buyers, either demand side platforms (DSPs) or ad networks.

Token holders – all the NVB token holders including the project team, bounty receivers, publishers, content right owners and other token holders who have acquired NVB tokens during ICO or Pre-Sale.

User experience – the overall experience of a person using a product such as a website or computer application, especially in terms of how easy or pleasing it is to use.

VAST – a standardized method for communicating the status of a video ad back to the ad servers in the case where the ad is served from a dynamically selected ad server. It is specifically designed for on-demand video player where the ad response is parsed prior to play. VAST is applicable to Linear Video Ads (such as “pre-rolls”), Non-linear Video Ads (such as “overlays”) and Companion ads as defined in the IAB Digital Video Ad Format Guidelines.

VPAID – (Video Player Ad Interface Definition) a protocol used for ad servers, ad units, and publishers to communicate with each other in order to serve video ads with interactive capabilities.

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