



# Adz Token Whitepaper

## Empowering the Creator Economy and Rewarding Viewers

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### Introduction

The digital advertising landscape is ripe for disruption. Traditional models are plagued by intrusive ads, declining user engagement, and questions about transparency and fairness. Adz Token offers a revolutionary solution: a blockchain-powered ecosystem that rewards viewers for their attention, empowers creators to monetize their content, and provides advertisers with a highly engaged audience.

Adz Token achieves this by reimagining the relationship between viewers, creators, and advertisers. It leverages the transparency and security of blockchain technology to create a more equitable and sustainable advertising model.

## The Problem

- **Viewers:**
  - Bombarded with irrelevant and intrusive ads.
  - Lack control over their data and privacy.
  - Receive no compensation for their valuable attention.
- **Creators:**
  - Struggle to monetize content effectively beyond relying on advertising revenue models.
  - Face limited revenue share and platform restrictions.
  - Lack control over their audience and data.
- **Advertisers:**
  - Struggle to reach targeted audiences and measure ad effectiveness.
  - Face challenges with ad fraud and viewability concerns.
  - Seek innovative ways to engage with consumers and drive conversions.

## The Adz Token Solution

Adz Token addresses these challenges with a unique ecosystem built on the following pillars:

- **Interactive Video Ads:** Engage viewers with interactive elements and reward them for their attention.
- **Ad Revenue Sharing:** Distribute ad revenue fairly between viewers, creators, and the platform.
- **Blockchain Transparency:** Ensure transparency and accountability with on-chain tracking of ad views and payouts.
- **Creator Empowerment:** Provide creators with tools and resources to build their own independent platforms and monetize their content directly.

## Potential impact to related industries

The potential impact of the ADZ Token and Zyply platform on related industries includes:

- 1. Advertising Industry:** The ADZ Token introduces a new model where viewers are paid to watch ads, potentially increasing viewer engagement and ad effectiveness. This could disrupt traditional advertising models and shift more ad spend towards platforms that offer such incentives.
- 2. Small Business Marketing:** With Zyply's interactive videos and QR codes, small businesses can market their products and services more effectively without needing extensive technical skills or a website. This could democratize digital marketing and make it more accessible to small businesses.
- 3. Payment Processing:** By integrating with payment providers like Stripe and PayPal, Zyply allows businesses to receive payments directly, potentially reducing the reliance on traditional e-commerce platforms.
- 4. CRM and Marketing Automation:** Zyply's all-in-one platform, which includes CRM, email, and SMS marketing, could impact the CRM and marketing automation industries by offering a more integrated and streamlined solution.
- 5. Content Creation and Monetization:** Creators can earn ad revenue through the ADZ Token, providing a new revenue stream and potentially attracting more content creators to the platform. This could impact platforms like YouTube and Patreon.
- 6. Blockchain and Cryptocurrency:** The use of ADZ Tokens for ad rewards and transactions could drive adoption of blockchain technology and cryptocurrencies in mainstream applications, influencing the broader financial and tech industries.
- 7. Event Management and Ticketing:** Zyply's interactive sale funnels for booking and ticketing could impact the event management industry by providing a more efficient and integrated solution for managing events and ticket sales.
- 8. Video Streaming and Engagement:** The platform's focus on interactive videos and QR codes could change how video content is consumed and monetized, impacting the video streaming industry.

## The Adz Token (ADZ)

The Adz Token (ADZ) is a BEP-20 token built on the BNB Chain that fuels the Adz Token ecosystem. It serves as a utility and reward token, facilitating transactions and incentivizing user participation.

### Token Utility

- **Viewer Rewards:** Viewers earn ADZ for watching and engaging with ads.
- **Creator Rewards:** Creators earn ADZ for triggering ads on their content that viewers watch in full.
- **Advertiser Payments:** Advertisers purchase Ad Packs with USD to fund their campaigns. 72% of this revenue is used to buy back ADZ tokens on the open market and store them in the Adz Rewards Foundation wallet.
- **Future Utility:** Governance and access to premium features.

### Tokenomics

- **Total Supply:** 1 billion ADZ tokens
- **Token Distribution:**
  - 5% Pre-Market Trading (50 million tokens for Launchpad)
  - 20% DEX Liquidity Pool (200 million tokens released gradually)
  - 20% Airdrops (200 million tokens airdropped)
  - 35% Reserved for future development and partnerships (350 million tokens)
  - 20% Foundation Team (200 million tokens, 24-month lock)

## Token Release Schedule

Event	Date	Amount (ADZ)	Notes
Airdrop Promotions Start	January 1, 2025	200,000,000	Two campaigns: Affiliate Partner Code and Hidden Gems.
Pre-Market Trading	Q1 2025	50,000,000	Launchpad offering.
DEX 1 Listing	Q1, 2025	50,000,000	Initial DEX 1 offering on PancakeSwap.
Seed Investor Marketing	Q1, 2025	50,000,000	Marketing the major token release on DEX 2.
Seed Investor Liquidity	Q1, 2025	50,000,000	To provide initial liquidity for DEX 2.
DEX 2 Release	Q1, 2025	100,000,000	Gradual release over 2 months.
Marketing Partners	Q1, 2025	200,000,000	Released over the first 2 years.
Future Fund Raising	Q1, 2026	250,000,000	Locked until this date.
Team Tokens	January 1, 2027	200,000,000	Locked until this date.
Airdrop Withdrawals Start	July 1, 2025	-	Users can withdraw their earned ADZ tokens.
Adz Credit Withdrawals Start	December 1, 2025	-	Users can withdraw their earned ADZ rewards from watching ads and other activities.

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## Adz Token Platform & Partners

The Adz Token platform provides a suite of tools and services for creators, viewers, and advertisers:

- **Zyply:** A centralized video streaming platform that allows creators to create interactive videos with embedded booking calendars, product showcases, and more. Zyply will be the first platform to integrate Adz Token's ad revenue sharing model.
- **AdzShare Ad Manager:** A platform for advertisers to create and manage ad campaigns, track performance, and access detailed analytics.

## Benefits for Stakeholders

- **Viewers:**
  - Earn rewards for their attention.
  - Enjoy an ad-free experience by default.
  - Have control over their data and privacy.
- **Creators:**
  - Monetize their content effectively.
  - Build a loyal community.
  - Gain independence from centralized platforms.
- **Advertisers:**
  - Reach a highly engaged audience.
  - Pay only for 100% engagement.
  - Access transparent and verifiable data.

## Roadmap

- **November 2024:** Zyply Beta Release
- **Q1 2025:** DEX Release and Adz Manager (TestNet)
- **March 2025:** Adz Partner Platform (TestNet) (interactive videos, ad revenue share)
- **July 2025:** First Burning Event
- **September 2025:** AI Modelling and Billing & Streaming Nodes
- **December 2025:** Adz Everywhere Beta Widget
- **December 2025:** Advertiser Refund Feature - Advertisers can get a 70% refund for unused Adz Credits, paid out in ADZ tokens.
- **December 2025:** Adz Manager (MainNet)

## Marketing & Promotion Strategies

- **Limited Time Offer - ADZ Token Airdrops (Hidden gems) :** 200 million tokens will be given away through two campaigns:
  - **Hidden Gem 1 - Referral / Affiliate Partner Link:** Users earn 1000 ADZ for every 6 referrals.
  - **Hidden Gem 2 - Ad Pack Bonus :** Advertisers earn 1000 ADZ for every Ad Pack purchased.
- **Zyply Home Page Hero Block:** Promote Zyply's key features and benefits, including getting booked and paid upfront, building an online community, and earning ad revenue share.
- **Targeted advertising campaigns on YouTube and other social media platforms.**
- **Content marketing, including blog posts, articles, and social media updates.**
- **Community building through online forums and social media groups.**
- **Partnerships with influencers and other businesses in the creator economy(e.g. Zyply), affiliates, marketers, and investors.**

## Call to Action

- **Target, Reward & Thrive - Join the Adz Token community**
- **Visit the Adz Token website to learn more and participate in the Token sale.**
- **Follow Adz Token on social media for the latest updates and announcements.**
- **Spread the word about Adz Token and help us build a fairer and more rewarding advertising ecosystem.**



## Conclusion

Adz Token is poised to revolutionize the digital advertising landscape by creating a fairer and more rewarding ecosystem for everyone involved. By empowering creators, rewarding viewers, and providing advertisers with a transparent and effective platform, Adz Token is building the future of video advertising.

## Disclaimer:

This Whitepaper is for informational purposes only and does not constitute financial or investment advice. Investing in cryptocurrencies carries risks, and you should always do your own research before making any investment decisions.

**AdzToken.com**

**Zyply.com**

## References

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