



Abstract

It's estimated that in 2015 alone ad blockers have caused a loss of 22 billion dollars for web publishers, and this number keeps on rising as ad blocking is going mainstream all over the world. Adzbuzz will help web publishers to recoup this loss by solving the problem at the root. It's clear ad blocking is here to stay and the ad-supported web as we know it has come to an end. We believe the only viable solution is to allow users to block all ads, centralize advertising and use the revenue from this centralized platform to become the main source of income for publishers. This system will be beneficial for publishers who recoup their loss, for advertisers who can promote their products more effectively, for the online consumer who has a place to go before he wants to make a purchasing decision and for the website visitor who can keep on surfing the web 100% ad-free.

Introduction

The ad blocking issue for publishers is real, and according to a study conducted by Pagefair, the total revenue that publishers have lost because of it in 2015 amounted to 22 billion dollars. This is mainly because ad blocking has gone mainstream and the amount of users grew by over 40% in just 1 year.

Source: <https://pagefair.com/blog/2015/ad-blocking-report/>

Probably the worst of all is the fact that there is no viable alternative for the ad-supported web available at the moment. The only solutions presented at the moment revolve around "annoying" visitors who have an ad blocker installed.

There are 3 main strategies that are currently being tested by web publishers:

Anti-adblock scripts

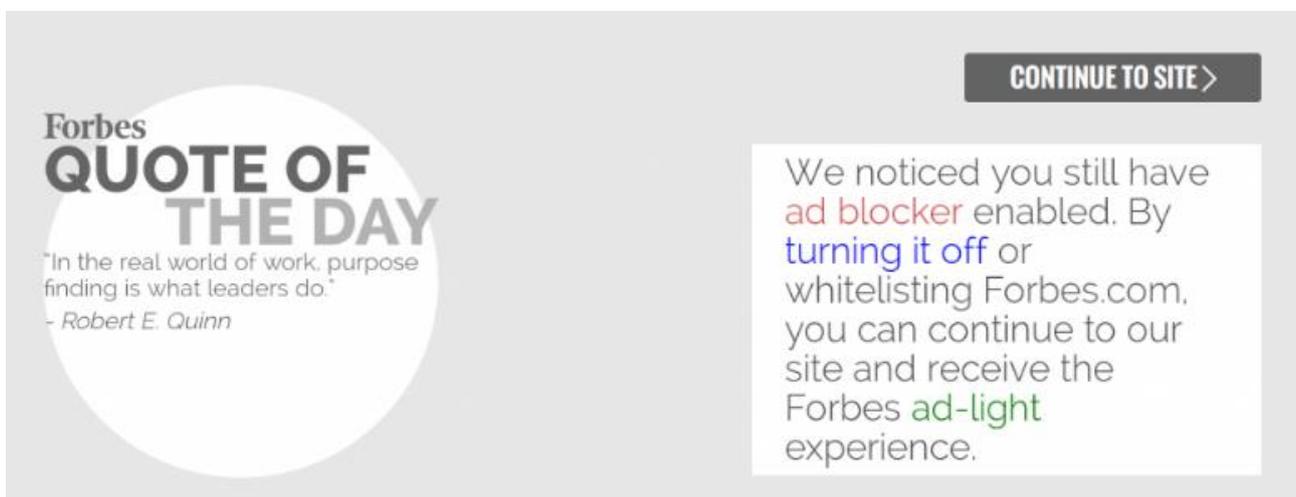
There are numerous scripts available that offer a solution to block ad-blockers. However this is a cat and mouse game which can't be won by any provider of these scripts. As soon as a script is detected the community blacklists the provider, who in return creates a new script to let ads pass through. This clearly isn't a permanent solution and destroys a publishers brand completely.

On top of that there are already multiple solutions to eliminate the anti-adblock scripts.

Blocking adblock users

Some sites have been testing an option to block visitors who have an ad blocker installed. This simply means that visitors with an ad blocker installed aren't able to access the site and are asked to turn it off before continuing or before using certain features on the site. A study conducted by Forbes has shown that only about 42.4% of visitors with an ad blocker effectively turned it off when they were presented with this in order to continue to the site.

Source: <http://www.forbes.com/sites/lewisdvorkin/2016/01/05/inside-forbes-from-original-sin-to-ad-blockers-and-what-the-future-holds/>



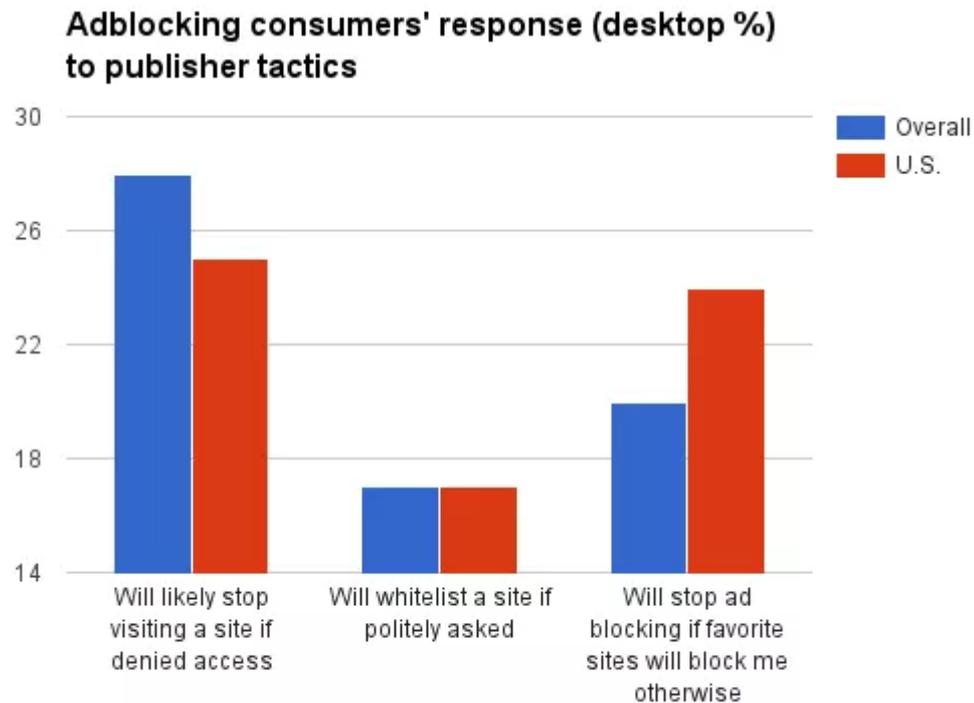
Now in any other situation it would be completely absurd to assume that losing over half of your audience is anywhere near a good result. This just shows how big the problem has become for publishers and why a solution is urgently needed.

Make content paid

The final solution to the ad blocking issue currently presented is to make premium content paid and make money this way. This doesn't require advertising as a revenue

stream as the paywalls are the main source of income for the publishers. This is probably the best solution so far, but the problem here is that people are so used to getting the online content for free that it is not an easy sale, especially for sites other than the big newspaper companies with a huge amount of daily readers.

Here's an overview of a survey conducted to find out how adblock users respond when denied access to a site:



Source: Midia Research survey in March of 3,600 consumers in U.S., Brazil, Australia, France, Sweden, U.K.)

It's clear that the current "solutions" aren't nearly solving the problem. Adbuzz will offer the first all-in-one solution for everybody involved.

The Adbuzz Solution

Adbuzz will solve the problem at the root. There is no other solution than allowing the 200 million+ people (and growing fast) to block ads while at the same time keep on allowing them to consume high quality content for free.

In fact, a survey has shown that over 80% of the people that know about ad blockers actually use them.

Source: <http://digiday.com/publishers/survey-80-percent-know-ad-blocking-use/>

With this in mind, we can conclude that it's not the fact that ad blocking is a choice for the billions of people who are not using ad blockers at the moment, it's merely a

lack of awareness holding them back.

The Adzbuzz solution listens to the will of the people and revolves around blocking all ads on publisher sites, which inevitably will increase awareness for ad blocking and will speed up the transition of the outdated ad-supported web into the new paradigm.

Creating an ad blocker that blocks all ads

Fighting ad blocking isn't a viable solution. This has been proven by many surveys and case-studies and the websites that attempt to do this will lose out in the long run. There is no way that blocking visitors who make a conscious decision (blocking your ads) is a good long-term business practice. So Adzbuzz Unblock will be the world's first adblocker that directly pay publishers from revenue generated by a centralized advertising platform.

Centralized platforms generate billions of dollars in revenue each year:

- > Google 2015 total revenue: \$74.54 billion
- > Facebook 2015 total revenue: \$17.92 billion
- > Yahoo 2015 total revenue: \$4.97 billion
- > LinkedIn 2015 total revenue: \$2.99 billion
- > Twitter 2015 total revenue: \$2.22 billion

Source: https://en.wikipedia.org/wiki/List_of_largest_Internet_companies#List

Now that we know that the total revenue lost from ad blocking was 22 billion dollars the same year, it makes sense that the revenue from 1 major centralized platform can solve the ad blocking issue for publishers forever.

What Adzbuzz will do is create an adblocker along with a script that publishers can install on their site and that is able to identify if a user has our adblocker installed. If visitors arrive on the site, the script tracks how many visitors come to the site and it will determine the amount of revenue the publishers earn.

What does this mean?

- > The publisher needs to add a simple script to his site (in 1 minute)
- > Visitors who have our ad blocker installed will be counted by the script
- > The script will count visits and other metrics without tracking users data
- > The publishers can check his earnings in his Adzbuzz account

As mentioned, the revenue will come mainly from a centralized platform that generates revenue from selling advertising. In other words: the wasted money from ad space on publishers sites gets centralized onto a platform where people actively

look for products to buy.

Adbuzz Savers

This centralized platform will be a search engine for products. The idea behind this is that advertising should only be shown if people actively look for a product to buy.

Here's how it will work:

- > Visitors wants to buy a television and enters "Television" in the search box
- > The search results will display all televisions in the database
- > Visitor can compare prices in all online stores offering the television
- > Visitor can read reviews from other consumers
- > Visitor can find coupon codes to save money
- > When a visitors clicks to the online retailer, Adbuzz Savers makes money
- > Adbuzz Savers distributes this money to publishers

So what Adbuzz Savers is doing is pre-qualifying visitors, because the only people who are searching for "Televisions" on our centralized platform are people who want to buy one. This not only makes the advertising way more effective, it also eliminates the need to advertise in places where people aren't looking for info to buy a product.

The added value for consumers is that they can easily make a purchasing decision based on several factors and can easily find products.

Product	Price	Sellers	Action
Samsung J5000 50"-Class Full HD LED TV	as low as \$327.99	1 Seller	SEE IT
LG Electronics OLED55B6P Flat 55-Inch 4K...	as low as \$1,797.00	4 Sellers	COMPARE NOW
Samsung LN-32C350 32" LCD TV	as low as \$10.00	2 Sellers	COMPARE NOW
LG Electronics OLED65E6P Flat 65-Inch 4K...	as low as \$2,699.00	5 Sellers	COMPARE NOW

Every search will show the products, the price, where they are sold and allow them to compare to find the best value for their money.

Overview | Compare Prices | Product Details

\$1,797.00 - \$1,997.00 [Set Price Alert »](#)



★★★★☆ Write a review

Today's Average: \$1,847.50
Today's Lowest: \$1797.00

Free Shipping ZIP Code:

Store	Store Rating	Details	BasePrice	Tax & Shipping	BottomLinePrice™	
Amazon.com	See all-time ratings 36 Reviews		\$1,797.00	Enter ZIP code to see Tax and Shipping	Enter ZIP code to see BottomLinePrice	SEE IT
 BUYDIG.COM	★★★★★ 38881 Reviews		\$1,797.00			SEE IT
B&H Photo-Video-Pro Audio	See all-time ratings 62298 Reviews		\$1,799.00			SEE IT
Jet.com	Not Rated Write a Review		\$1,997.00			SEE IT

Shipping costs are based on an estimate of UPS ground or equivalent carrier within the contiguous US, excluding Alaska and Hawaii. Please see Seller's website for actual shipping costs.

When people click the “See It” button the advertiser is charged a fee, which in return gets distributed to the publishers using our automated system.

In other words: Adzbuzz Savers will become the number 1 place to visit whenever somebody is ready to make a purchasing decision. A platform like Adzbuzz Savers has the potential to replace the ad-supported web with something far superior because it cuts out the ad agencies and the need for advertisers to “annoy” people who surf their favourite sites, which in fact works very counter-productive.

The advertising is simply relocated to a centralized platform and publishers earn the same way as they earn from regular ads, which users now block.

Adzcoin - The Final Piece In The Puzzle

Adzcoin is a digital currency similar to Bitcoin and it can easily be exchanged into cash. The process is not much more complicated than withdrawing your Paypal balance to your bank account.

Adzcoin will become the world’s first mainstream cryptocurrency as it’ll soon have millions of users.

Everybody that installs the Adzbuzz Unblock extension will receive daily Adzcoins as reward, which they can either donate to their favourite publishers with 1 click or spend in Adzcoin accepting shops.

Using Adzcoin has several benefits, here’s an overview.

Additional Income Streams

Adzcoin allows us to build assets inside the Adzbuzz platform that will generate more

revenue so we can distribute more money to publishers. Some of these assets are:

- > AdbuzzPay - Adzcoin payment processor
- > Adbuzz web wallet - Securely store your Adzcoins on Adbuzz
- > Adbuzz Marketplace - Fiverr-like marketplace targeted to publishers

As Adbuzz grows, these assets will generate a lot of revenue and allows us to solve the adblocking issue for publishers much faster.

Redistributing Fees

Because publishers get paid in Adzcoin we can cut the transaction fees we would otherwise pay to third-party services and use them to redistribute amongst publishers. These fees are:

- > Transaction fees
- > Withdrawal fees
- > Exchange fees

While using third-party services this would mean millions of dollars less revenue for publishers eventually.

Integrate P2P Donation Feature

Even though publishers will get paid directly from the revenue generated by the Adbuzz Savers platform, everybody that adds the Adbuzz Unblock extension to his browser will receive daily bonus ADZ which they can use to donate to their favourite publishers. The earnings will come from the other assets inside the Adbuzz platform as seen before.

Adzcoin is the perfect currency to make anonymous P2P payments to the publishers you love and support their cause, 100% free. The donation feature can be added in any place that value is provided for free, such as:

- > Free E-books
- > Free software
- > Free videos
- > Charities

The potential is huge and the micro-payments feature will definitely become a huge aspect of the Adbuzz project in the long run.

Adzcoin Is A Limited Asset

The value of Adzcoin is determined by the law of supply and demand on the open

market. This means that if the demand goes up, so will the value.

This is the same as with any other currency in the world, but since Adzcoin is a brand new currency with a relatively small market to begin with, the value will see an exponential growth the first months/years after the project is launched.

There have been many examples of this and most notably Bitcoin who went from merely cents to about \$741 at the moment of writing.

What does this mean for publishers?

It is expected that Adzcoin will gradually grow in value as the company generates more and more revenue and these dollars push the demand upwards. So this makes Adzcoin much more interesting because of the increased leverage that comes with a limited asset.

No Need For Venture Capital Funding

A project like this requires a lot of funding. The core development team consists out of 15 full-time developers and as the company grows the need for more developers will be clear.

For regular companies this means they require outside funding to stay in business, and these sponsors will want to see a return on their investment over a certain period of time.

Because the Adzbuzz project owns millions of the 84 million coins that will ever exist, there is no need to search for investors and basically sell part of the company before it even generates revenue. This will allow Adzbuzz to remain 100% independent during the beta phase up until it generates enough revenue to become profitable.

Conclusion

The adblocking problem for web publishers is about to be solved. By now it's clear that the ad-supported web that allows advertisers to promote their products or services on publisher sites has failed. Visitors suffer from banner blindness making non-intrusive ads basically worthless, so the only solution right now is to distract people in such a way that a normal browsing experience becomes impossible.

This is why adblockers exist and why people block ads. It's a self-perpetuating problem that can not be solved by the ad agencies because they are the ones that created the problem in the first place.

Adbuzz presents the only possible solution to this problem, and that is to centralize advertising, to make people aware that this is the place to go when they are ready to make a purchasing decision and to distribute the revenue generated from this platform to compensate the publishers, who are currently losing billions of dollars because they are stuck with a failed business model.

It's time for all publishers to consciously realize that nobody visits news sites in order to buy something. This business model makes no sense what so ever in the first place, so what is happening is a natural evolution.

Adbuzz Ublock will give the final push to make the entire outdated ad-supported web collapse and replace it by something no other adblocker is managing to achieve: Restoring the bond between advertisers, publishers and website visitors.

On a final note, here is an interesting comment on a Wired news article explaining how facebook will try to "fool" adblock users to keep on making billions of dollars:

No One Can Stop Ad Blocking. Not Even Facebook



James Beeson · 3 months ago

I think the ad-blocking debate has been distorted. Solutions so far have been about how to "punish" those who use ad-blockers when, in fact, I think we need to understand the reasons why people (including myself) consciously block ads and, instead, look for smart solutions to the problem. Ad fraud, bandwidth (at a stretch) and privacy are some reasons, but there's something deeper at work. Simply, where is the value exchange? The invasiveness is one thing, but I think the ad industry has lost the trust of generations. Instead, people are looking to their peers for recommendations. So the issues are lack of trust, poor value exchange and invasive belligerence in my opinion. And are we, as publishers, marketers and advertisers addressing these?

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In reply to James:

“Adbuzz Ublock will indeed address all the valid remarks you are making. Nobody really trusts ads and they need to be eradicated from publisher sites. Adbuzz Ublock aims to become the ultimate adblocker that take care of that. On the other hand advertisers will have a platform they can promote their products on where it actually makes sense to promote. A place where people can find reviews of real consumers instead of fake marketing messages. This is the way forward and the only way to solve this immense problem that can and will not be solved by fooling the people by “blending in ads with regular content so adblockers can’t detect the ads”, which Facebook is testing as stated in that article. A 22 billion dollar problem can be solved by publishers and consumers in 1 minute, the moment Adbuzz Ublock launches.”

Source: <https://www.wired.com/2016/08/no-one-can-stop-ad-blocking-not-even-facebook/>