



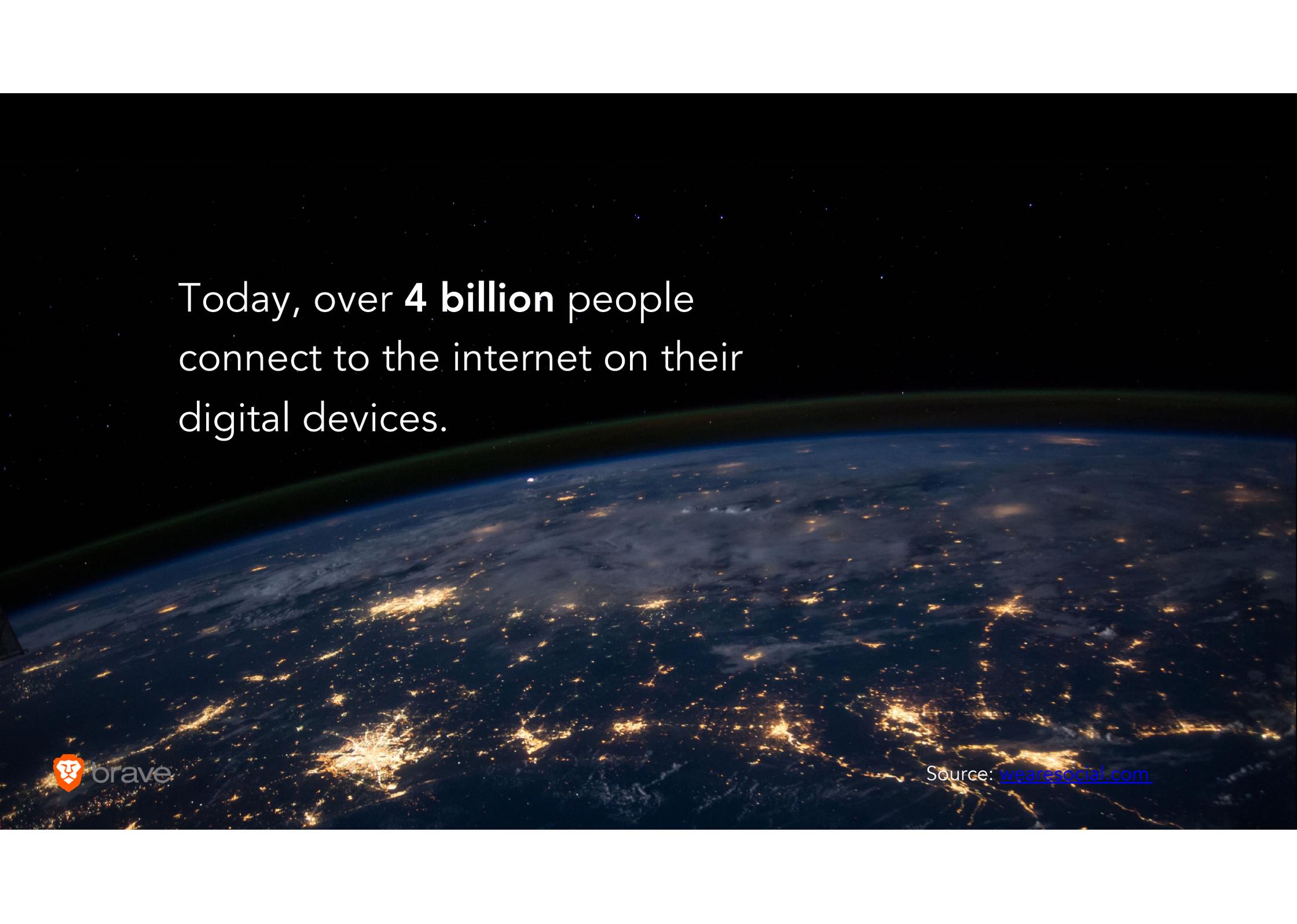
Brave Ad platform

Private by Design

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Today, over **4 billion** people connect to the internet on their digital devices.

Every year, **300 billion** dollars are spent globally for online advertising.



Every hour, over
30 million dollars in digital
advertising transactions will
be processed.

marketer

pub

people

Nearly ALL of this digital advertising ecosystem is controlled by only 50 companies

Two of these companies control 80% of the market (the other 1000 companies pick up the scraps)



Publishers ad revenue has dramatically declined as tech giants take 96% of every new digital ad dollar.

Users Are Actually Paying for Ads

And paying a high price in slowness, battery life, data, safety

Slow

5

seconds per
mobile page load
wasted by Adtech

Invasive

124

trackers
on media
sites like TMZ

Expensive

\$23

monthly average
users pay to
download ads
and trackers

Insecure

54%

growth of
Malvertising in 2017



Data source: Bullet 1, *New York Times* and *Medium*; Bullet 2: TMZ: *Ghostery*; Bullet 3: *New York Times*; Bullet 4: *Forbes*: *Cylance*.

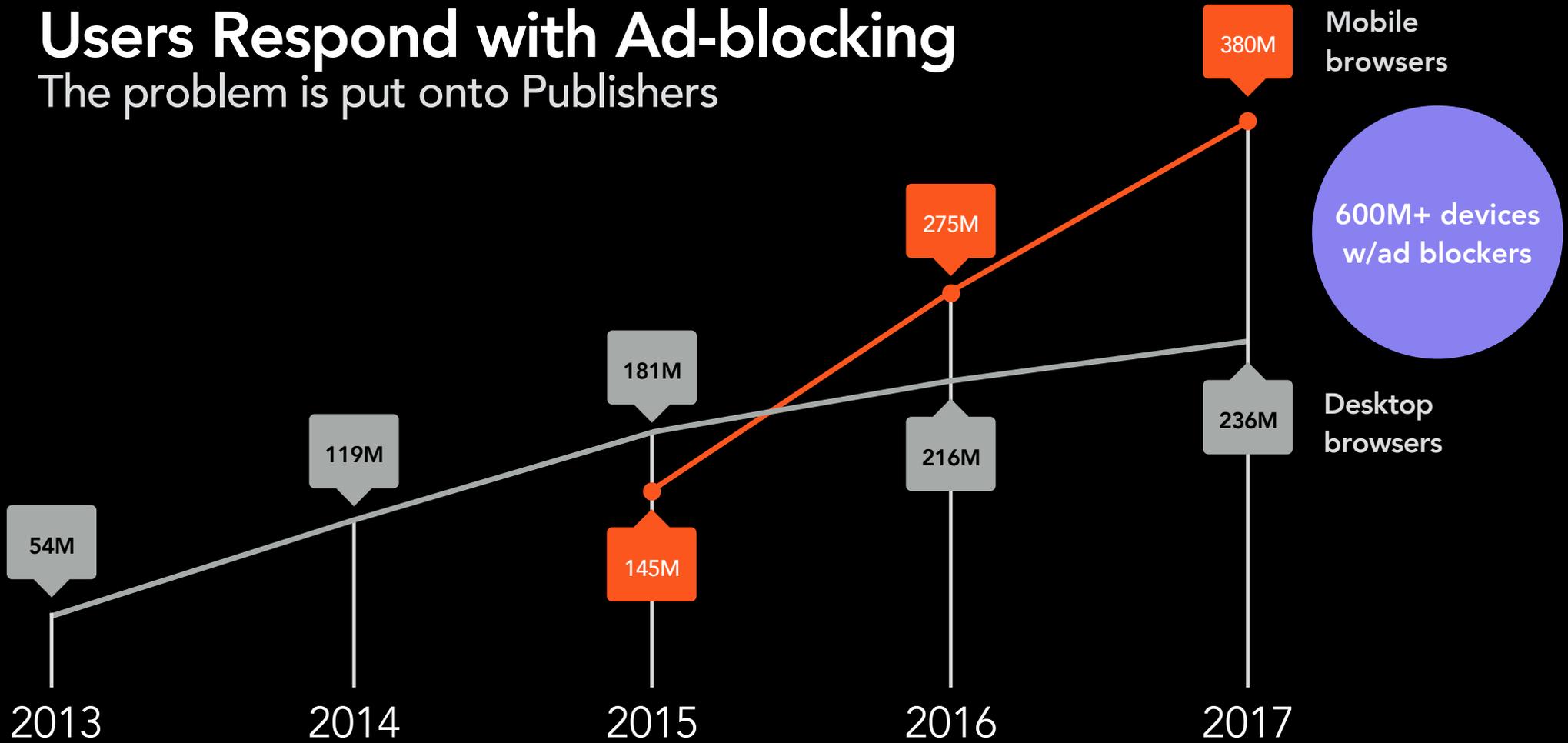
Is it at least effective?

Region	Overall Click-through Rate Percent (%)
North America	
Canada	0.09%
United States	0.10%
EMEA	
Austria	0.11%
Belgium	0.13%
Denmark	0.12%
Finland	0.05%
France	0.12%
Germany	0.11%
Greece	0.17%
Ireland	0.10%
Italy	0.10%
Luxembourg	0.09%
Netherlands	0.14%
Norway	0.11%
Spain	0.12%
Sweden	0.08%
Switzerland	0.12%
United Arab Emirates	0.18%
United Kingdom	0.07%
JAPAC	
Australia	0.07%
China	0.12%
Hong Kong	0.17%
India	0.18%
Malaysia	0.30%
Singapore	0.19%

Source: DoubleClick for Advertisers, a cross section of regions

Users Respond with Ad-blocking

The problem is put onto Publishers



Publishers Respond with Paywalls (1/2)

The end of free web?

The screenshot shows the homepage of The Wall Street Journal. The main article is titled "Trump Tax Cut to Be Eroded Next Year by Inflation Switch" by Richard Rubin. The article text is partially visible, starting with "WASHINGTON—Last year's big tax cut is about to start shrinking. The Internal Revenue Service on Thursday announced the tax code's parameters for 2019, implementing a new method for making inflation adjustments that will result in higher tax payments—and government revenue—over time." Below the article, there are social media sharing icons and a "SUBSCRIBE" button.

The screenshot shows the Miami Herald website with a paywall overlay. The overlay text reads: "You have viewed all your free articles this month". Below this, it offers "UNLIMITED DIGITAL ACCESS" for \$1.99 per month. There is a "SUBSCRIBE NOW!" button and a "Subscribe with Google" button. At the bottom of the overlay, it asks "ARE YOU A SUBSCRIBER?" with a "Sign into your account" link.

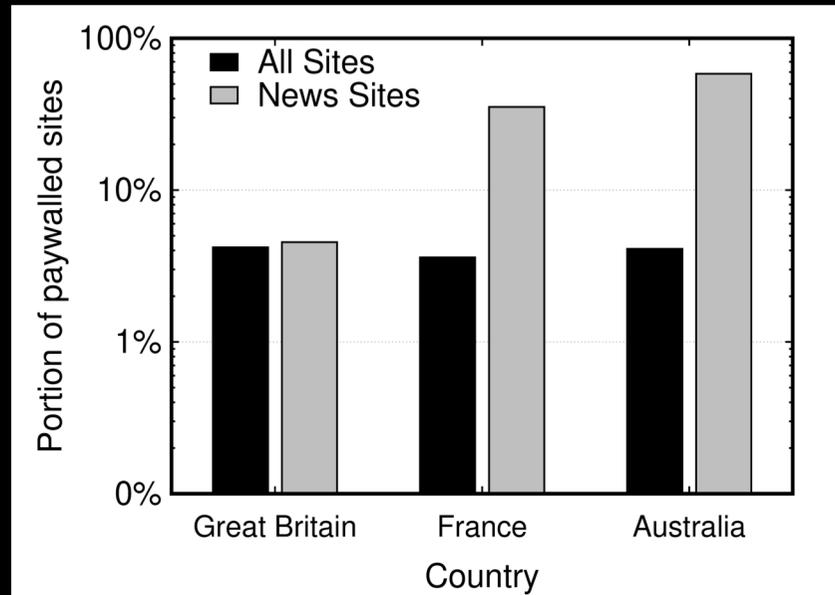
The screenshot shows the homepage of The Irish Times with a paywall overlay. The overlay text reads: "Insightful opinion is just a click away." Below this, it offers "only €1 first month" for digital access. There is a "GET STARTED" button and a link for "Already a subscriber? Sign In".



Publishers Respond with Paywalls (2/2)

Prevalence of Paywalls

- Paywalled sites in Alexa Global 1K: 7.6%
- Paywalled sites in Alexa News 1K: 33.4%



News sites in Great Britain follow the overall paywall adoption rate

In France and Australia the adoption of paywalls is far higher in News sites with 35.29 and 58.33% respectively.

Read more:

Panagiotis Papadopoulos, Peter Snyder, Benjamin Livshits,

Another Brick in the Paywall: The Popularity and Privacy Implications of Paywalls

Our Vision

Brave + BAT For a Better Web



Our Vision

Brave + BAT For a Better Web



A Faster, Private Browser
that Rewards Users



The First Global Private
Ad Platform

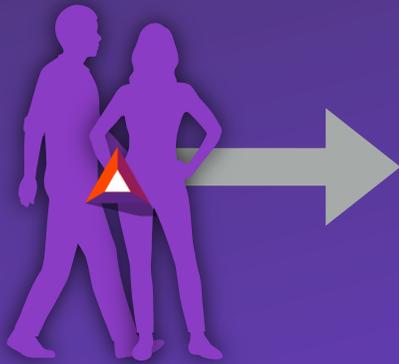


Normalizing Crypto into
One-Click eCommerce

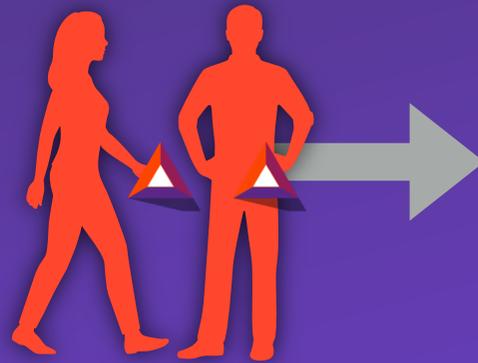
Everyone Benefits from a BAT Powered Experience



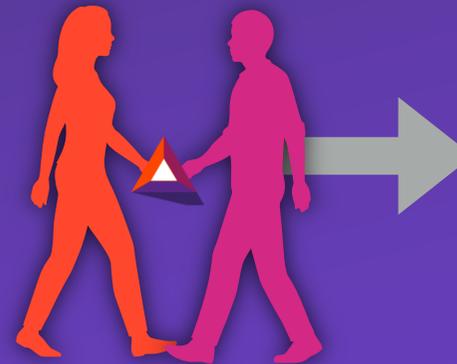
Advertisers **buy** ad-slots



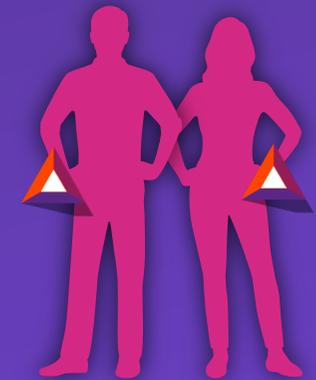
Users **earn** BAT



Users **reward** Creators



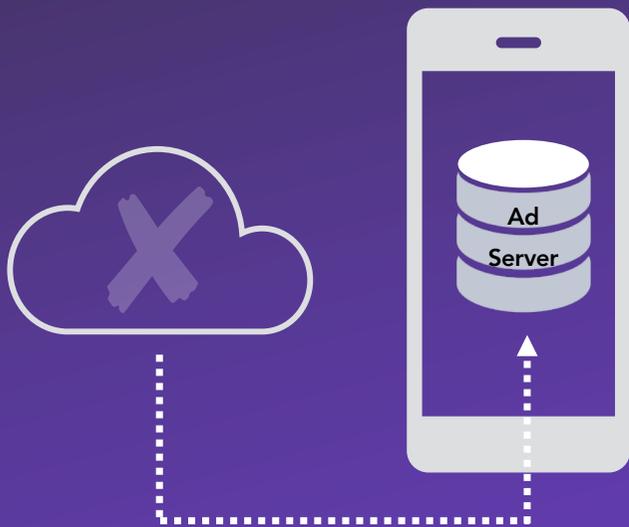
Creators **earn** BAT



Brave Ads

First Global Private Ad Platform

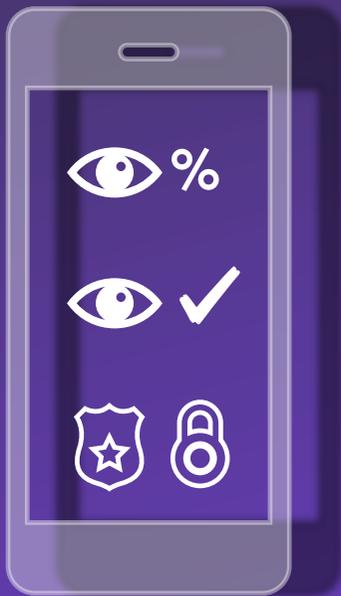
Brave Ads Decentralized Ad Matching



A new approach to ad delivery:

- ▶ Match ads directly on the user's device
- ▶ Use local browsing/search data for ad selection
- ▶ Let users control ad frequency and scheduling

Brave Ads Private By Design



- ▶ Local ad matching: the user's data stays on device
- ▶ Local attention and engagement measurements
- ▶ Zero Knowledge Proofs: report campaign delivery; protect user privacy
- ▶ Brave shields protect the user from illicit data collection

Brave Ads Reduce Fraud



- ▶ **Lower Volume:** Users see a max of 20 ads per day
- ▶ **Fewer entry points:** Brave Shields reduce fraudulent traffic and malvertising
- ▶ **Anti-Fraud:** Brave has built anti-fraud defenses
- ▶ **CAPTCHA, KYC/AML:** Required from users to claim rewards and convert BAT to fiat

The Brave Way to Deliver Ads

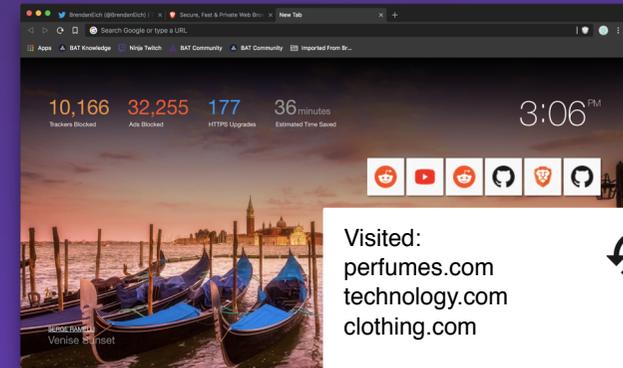
1 Self-serve Dashboard



2 Ad Catalogue



3 Brave Browser



4 User Model

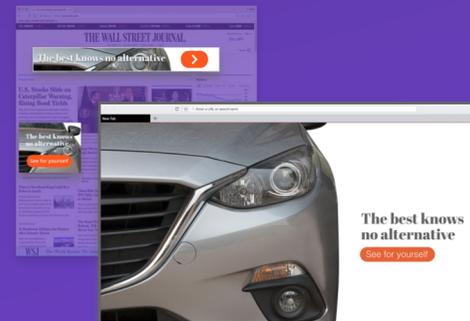
- Looking for a car
- Into fashion
- Into tech



5 Local ML Matching Algorithms



6 Ad rendering



7 User rewarded in BAT for attention



THANK YOU

Browse
Faster!

No Tracking!

Pay for my
attention!

