

Blockchaining digital advertising

JoorsChain transforms digital advertising by introducing a full advertising network and end-user applications running on a next generation blockchain. This makes the yearly **+200 BUSD** online advertising business more efficient, transparent and gives possibility for new business models where the end-user gets incentives.

The initiative is backed by well established companies in both general on-line and mobile-centered digital advertising with large customer bases. The RTB (Real Time Bidding) marketplace through JoorsChain gives advertisers access to **billions of ad impressions**, generated by **hundreds of millions of unique users** across the globe and all devices, and the mobile side reaches ca **150 operators** through the initial partners alone. Thus, the first usage and growth of the JoorsChain platform is controlled in-house by the initial partners, ensuring a successful roll-out.



Instant access to an interface with **+1 billion** users a click away



Deliver more than **50M ad views per day** on phones, tablets and PCs



The consortium has more than **1300 employee based in more than 20 countries.**



Ad views delivered in **more than 200 countries**

Huge Values To Be Created

Digital advertising turnover is expected to reach \$237 billion in 2018¹ and grow to \$335 billion in 2020². But the industry suffers from inefficiency and fraud which are reaping more than 50%³ of the returns from company's digital advertising investment, without providing any real value.

JoorsChain will redistribute a significant part of this +200BUSD business to advertisers, publishers and the owners of the JoorsCoin. JoorsChain's advertising network will be running as dApps and sub-chains on blockchain. The JoorsChain Initial Coin (JIC) is used for the validation network, settlements in smart contracts as well as end-user incentives to promote channels and share targeting information.

¹ <https://www.prweek.com/article/1452002/magna-predicts-global-ad-spend-will-grow-5-2018-thanks-sports-politics>

² <https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>

³ <https://procurementandsupply.com/2016/05/70-digital-advertising-budgets-wasted-agency-tech-fees/>

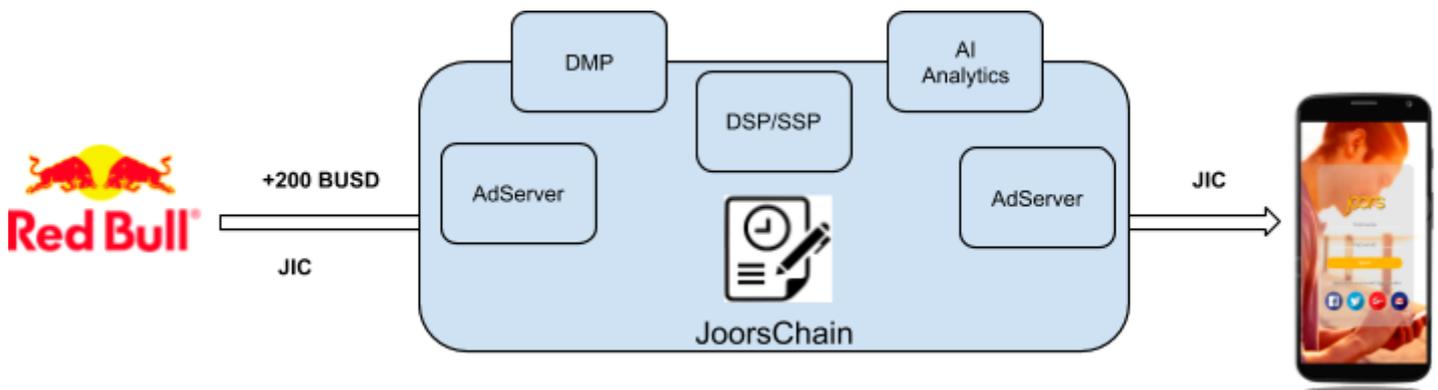
Market and deployment strategy

The JoorsChain existing RTB enabled advertising marketplace gives advertisers access to billions of daily ad impressions generated by hundreds of millions unique users across the globe, every day.

The adtech solution is gradually transformed to the decentralized blockchain solution using dApps and smart contracts. The JoorsChain wallet and first dApps are targeted for commercial launch in Q3 2018. This gives JoorsChain a unique head-start in transforming today's centralized online advertisement marketplace into a decentralized real-time bidding compatible marketplace and redistributing the ad spend to validators, end users and publishers.

The advertiser, who fuels the ecosystem, gets transparency of the ad-campaign effectiveness and can audit all transactions. While the publisher, with the end-user access, can be sure that only ads which complies with the requirements are displayed.

The end-users get incentives where part of the advertising spending are automatically shared to the end-user's wallets. The easy to use wallet is pre-integrated with mobile operators to buy mobile data access and other services, which will lead to even quicker market adoption and usage of JIC.



Supported by Industry Players

JoorsChain is fully supported and backed by a number of seasoned global companies with a common goal to disrupt and transform the digital advertising industry. Some of the most prominent is **TalkPool** - a Swiss/Swedish Nasdaq listed company, **Joors** - a Swedish pioneer in mobile advertising, **Wiget Media** - a global full stack digital ad exchange and **Starfish Mobile** - an African mobile marketing company

TalkPool AG (www.talkpool.com / www.talkpool.io)

TalkPool provides IoT solutions and telecommunication network services globally. Talkpool was founded year 2000 and is **listed on Nasdaq First North Stockholm**. Headquarter is in Chur, Switzerland, currently ~ 1 300 staff in more than 20 countries. Through its cutting-edge technical expertise, long experience and agile business model, TalkPool offers high-quality services on short notice no matter the location. The JoorsChain technology enhances TalkPool's integration offering, leveraging on TalkPool's Mobile Network Operator relations and geographical footprint.

IntJoors Holding AB (www.joors.com)

A **swedish pioneer in mobile advertising**. Joors empowers mobile operators and media companies to monetize users by making Internet affordable through video ad serving and premium content. Joors will co-develop a JoorsChain client and also a service solution that will help Advertisers, Publishers and MNOs to find each other and agree on terms to be codified in the smart contracts on the Joorschain. This service will be one of many possibilities offered by Joors or other Integrators that wish to take advantage of the business opportunities offered by JoorsChain.

Wiget Media AB (www.wigetmedia.com)

Wiget Media is a global digital performance agency with a variety of products such as a proprietary real time digital ad exchange (an RTB-exchange). The RTB compatible ad-platform is built in-house has fueled over **150 billion impressions/unique hits across the globe over the past 6 years**. Wiget Media has since 2008 worked with thousands of partners to drive performance to their advertisers and revenue to their publishers.

