

# The ADZcoin Project

## A Decentralized Replacement For The Ad-Supported Web

### Introduction

We all know that there are multiple ways to monetize online content, but the majority of content is monetized through advertising.

Everybody can set up a website, add some content and join an advertising network to put ads alongside this content, and earn money whenever somebody views or clicks that ad.

Many of us can hardly remember, but there was actually a time that the internet consisted of websites created by people who considered adding content to the web as a hobby.

Those days are long gone and the majority of sites have become big businesses who only care about making as much revenue from the visitors to their site as they can.

What happened simultaneously is the fact that people got used to advertisements and hardly pay any attention to them anymore, resulting in much lower earnings.

The only solution was to make advertisements so obnoxious and attention-grabbing that a normal browsing experience without being annoyed has become impossible.

It's a vicious circle that is referred to in medical terms as "circling the drain", which in this context means that the ad-supported web is death, yet the engineers who caused its death are trying to cling to life as if there was a solution.



Earn free ADZcoin for being social

It's time to admit that the ad-supported web is a failed business model, and the only solutions are to either create way less intrusive ads and abandon tracking mechanism, or create an alternative for the ad-supported web that doesn't put advertisements inside news and info stories or videos where nobody cares about them, which is the way it was before the advertisement companies took over.

The main issue (from the advertising agencies point of view at least) is ad blocking software which can be installed in a couple of clicks and completely eliminates the nuisance advertisements and tracking, and is felt as a breath of fresh air to just about everybody browsing the net.

While nobody really misses advertisements, at the same time publishers lose their main source of income.

The solution: ADZcoin Monetization!

## **How Does Adzcoin Monetization Work?**

Online advertising is a multi-billion dollar industry, so this is not easy to replace. However, a study has shown that about 22 billion dollars has been lost due to people using ad blocking software.

We firmly believe that a crypto currency with a unique purpose and setup can fill this gap!



More than other currencies or assets, the value of crypto currencies is determined by the usage, adoption and idea behind it.

The ADZcoin project is developing features that will enable everybody to earn ADZcoins and reach millions of people worldwide.

In fact, if you take a close look at the ADZcoin project you'll see the chances of the coin going mainstream are much higher than any other coin out there, since it serves a purpose that is affecting everybody who spends time online!

By adding a simple widget to your site, blog, Youtube videos, forum signatures or anywhere else where you can add a simple link, you can receive ADZcoins from other people.

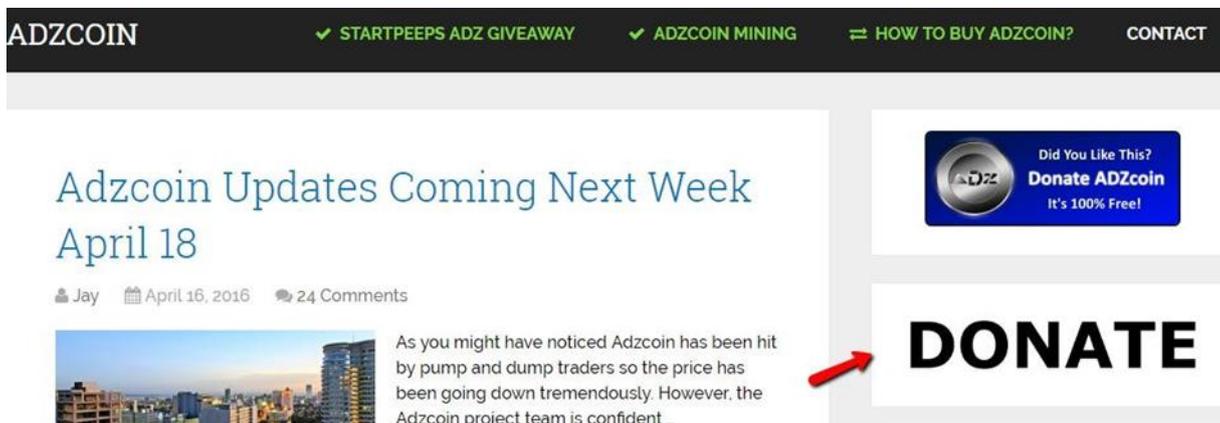
The ADZcoin widget will allow you to:

- Get paid from your audience 100% free
- Engage your audience like never before
- Get rewarded for adding value to the web!

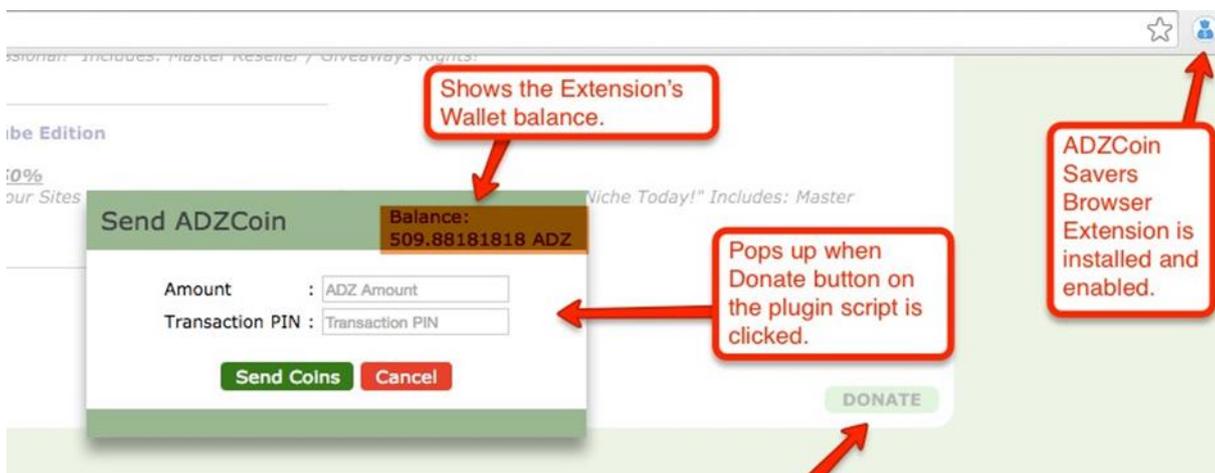
The best thing about this is that everybody who installs a lightweight browser extension will **earn free ADZcoins** every day which they can send to you in a couple of clicks!

The extension will also have a referral program which means you'll earn 10% of the daily ADZ (straight to your ADZcoin wallet) that your referrals earn for as long as they have the extension installed.

So when people click the donate button:



They will either be able to install the browser extension using YOUR affiliate link in a couple of clicks and send you ADZ, or if they already have the extension installed they can send you ADZ like this instantly:



That's it!

People who have the extension installed will earn free ADZcoins every day, the person who referred the user will earn 10% of that straight to their ADZ wallet and everybody can send ADZ to publishers in a matter of seconds.

This is truly a viable replacement of the ad-supported web through the power of P2P payments using ADZcoin to transfer value, which is the main reason why crypto currency was created in the first place.

## **Conclusion**

In this short intro you have seen the main purpose of the ADZcoin project. We are striving to making P2P payments available for everybody who comes online without having to do anything special. It won't just be an extra source for websites or bloggers, but for everybody who adds value to the web!

There's much more to it though but I'm sure you got the picture of how big this can become.

We are convinced that mass adoption of ADZcoin monetization will result in an improved version of the web, without annoying ads and people trying to sell you stuff everywhere you go.

This is how the web should be, and this is what we strive for.

And there is no way we will stop until ADZcoin is just as engrained in everybody's mind as Facebook, Twitter, Youtube or Google!

The future of web monetization is coming, and it's called ADZcoin monetization!

