



# SNS CryptoCoin

GlobalSNS provides a unique Cryptocurrency Token for Digital Advertising Market.

The company, which was founded in 2016, is a cutting-edge digital platform for video, online display and mobile advertising, leading hundreds of campaigns for top market brands in the world.

Today we are going in a path to empower publishers, advertisers and customers (end users) with a platform that is simple, secure, transparent and beneficial for all the parties involved in the process of our advertising network.

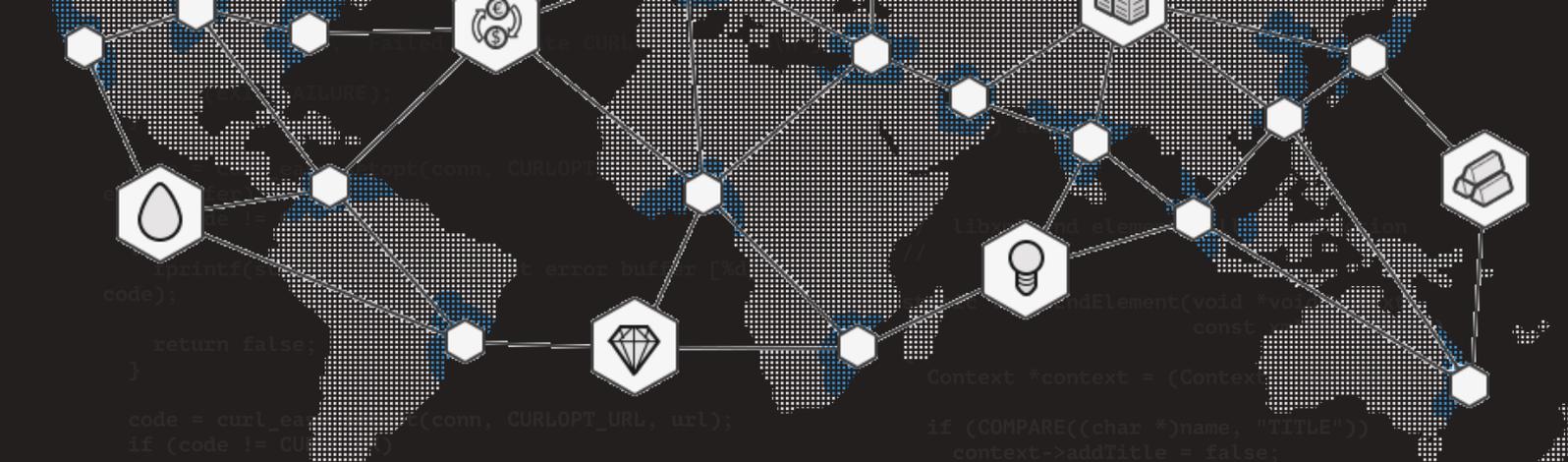
Our expertise in video streaming, online advertising, software development, and blockchain & cryptography gives us the confidence in creating an exchange platform that is built to scale and outperform existing solutions.

Today, most publishers do not accept cryptocurrencies, primarily because the general demand from traditional companies is not significant enough to justify the adoption of a new type of payment. However, in 2018 the advertising market will be facing an influx of companies have their budgets in cryptocurrencies.

These funds will need to be used and will create a few issues for companies who decide to convert it to fiat:

- Liquidity in crypto market causing the value to fall when converted.
- Local governments charges taxes over conversion of cryptocurrencies to fiat.
- Loss of trust of community and reputation of the investors of a post ICO company that converts cryptocurrency to fiat

SNSCoin.Global



### The publisher portal

The publisher portal that contains a GlobalSNS script is a client-side dapp bundled with a server instance of GlobalSNS. The publisher portal will handle publisher registration, registering different websites/apps (channels) and advertising properties (particular places on the given channel). But most importantly, the publisher will use this portal for accepting particular bids for their advertising property. The publisher will be able to set-up automatic bid accepting through the publisher portal - the portal server itself will be responsible for monitoring bids and accepting them for the free properties, based on rules set out by the publisher themselves. Multiple bids can be accepted for a single property too, which will lead to ad rotation and dynamic selection of ads depending on user profile.

### The advertiser portal

Similarly, to the publisher portal, the advertiser portal is a client-side bundled with a server that contains a hyper-log instance. The advertiser portal allows advertisers to register themselves, create different ad campaigns and then place bids over advertising space. The bids are placed by defining a conversion goal, how many times it has to be achieved, what's the GlobalSNS reward for executing the bid, maximum time to execute the bid and recommended target audience. The number of executed conversion goals is an important parameter of each bid. Smaller numbers ensure more granularity and control, while more conversion goals allow for a more hands-off approach for the publisher and advertiser, but less control over the price. Of course, the number has to be big enough to justify the gas\* that will be paid to confirm the execution of the bid. The need of balancing out this number will be eliminated in the future by adding real-time bidding with GlobalSNS V2. As with the publisher portal, advertisers will be encouraged to self-host the portal themselves.

### The user Profile

The GlobalSNS profile is a client-side dapp (HTML5, in-browser) that allows users to change their preferences regarding advertising and essentially describe their interests by themselves. To avoid the need for users to have ETH wallets, users will be completely passive, only reading from the Ethereum network. In order for them to change their taste preferences (or to log a conversion action), they would have to go through the publisher, who'd be responsible for paying the gas. The change of preferences can be verified directly in the Profile dapp, by reading information from the GlobalSNS core - reading data from smart contracts does not charge gas - and then displaying a success message or an error message. Through the same process, the user will be able to report particular advertisements to the publisher, in case they consider them inappropriate. Filling in the Profile will not be a mandatory requirement for ad delivery - i.e. ads will be shown to users even if they have not populated or edited their advertising preferences.

```
code = curl_easy_setopt(conn, CURLOPT_URL, url);
if (code != CURLE_OK)
{
    fprintf(stderr, "Failed to set URL [%s]\n", errorBuff-
er);
return false;
}

code = curl_easy_setopt(conn, CURLOPT_WRITEFUNCTION,
// libxml end element callback function
static void EndElement(void *voidContext,
const xmlChar *name)
{
    Context *context = (Context *)voidContext;
    if (COMPARE((char *)name, "TITLE"))
        context->addTitle = false;
}

// Text handling helper function
return false;
```

