



Engagement Token

WHITEPAPER

March, 9th 2018

This whitepaper is being issued relating to the Token Sale Memorandum (the "Memorandum"). This whitepaper is qualified in its entirety by reference to the Memorandum. To the extent that the information set forth in this White Paper is inconsistent or conflicts with the information set forth in the Memorandum, the information set forth in the Memorandum shall control. Prospective purchasers of the Memorandum and prospective purchasers of Engagement Tokens (defined and described in the Memorandum) should consult with their own financial, legal and tax advisers. The information set forth herein is neither financial, legal or tax advice.



Engagement Token

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Not your average whitepaper

This is not your average whitepaper. Engagement Tokens have passed most milestones laid out by whitepapers you might have read before. EGT International Corp has reached the objectives other projects are hoping to reach in the future.

Engagement Platform Today



Established Production System



4.4+ million Users



18+ million monthly engagements



Up-to 100,000 monthly transactions



Top tier client sites, including L.A. Times, Chicago Tribune, Baltimore Sun



Technology funded with \$7.7 million in Venture Capital and Publishers



Successful executives involved with several \$100 million exits



Seasoned development team in place

Introduction

The Engagement Token rewards interaction with publisher content. The value of your engagement is set by the site owner through the reward of tokens. Users who earn Engagement Tokens with their comments, content and other online activity can use these tokens to buy advertising, upvote commenting or offering these for sale to third parties wanting to perform such activities on sites making use of the Engagement Platform and Token.

Over the past four years, The Platform already has fostered the ecosystem of engagement which is created by publishers, their readers and quality advertising. Publishers set the rewards specific to their user base for content interaction. And, advertisers have full visibility into the audience and site activity to place relevant contextual product information in a pay-per-article model.

The Engagement Platform is not an idea but an existing technology and vibrant community of users, publishers and advertisers.



The Sad State of Online Publishing

As a user of news and other content sites, you likely have noticed that advertising has taken over most of the online real estate of even well-established publishers. To compete with data-driven ad exchanges with retargeting options, content creators clutter their websites with more and more banner ads. This does not only make for an unpleasant user experience but is also hurting the publisher's brand and finally their bottom line.

Today, news publishers, as well as many other creators of quality content, forfeit their communities and creative work to advertising conglomerates. The largest ad networks - masked as search engines and social media companies - are in fact competing for user engagement with the very publishers they pretend to serve with their advertising network. These aggregators disrupted the longstanding relationships of publishers and their advertising partners.

Algorithms created or adopted by companies such as Google and Facebook, not only direct users to their own respective websites but also control the flow of online advertising budgets. As a result, less and less advertising spend is going to the creators of actual content and news. Worse, current advertising networks do not distinguish between publishers who have spent decades and millions of dollars building a brand and a reputation and low-quality clickbait sites. With advertising spending being directed to retargeting behavioral models, advertisers are seemingly content with following a user's eyeballs regardless of the sites they visit.

LOSS OF USER-GENERATED CONTENT. The top four US online destinations: Google, YouTube, Facebook and Reddit share one thing in common: they do not generate their own content but aggregate publisher and user-generated content. A large percentage of user-generated content finds its initial spark in an article created by a paid staff writer of a traditional publication. However, while newspapers and other serial publications still create most of the quality editorial content published or shared on the World Wide Web, engagement with publisher content has mostly moved to social networks which monetize this user-generated content, including the users' engagement with content, by displaying advertising from their own ad networks and for their own profits.



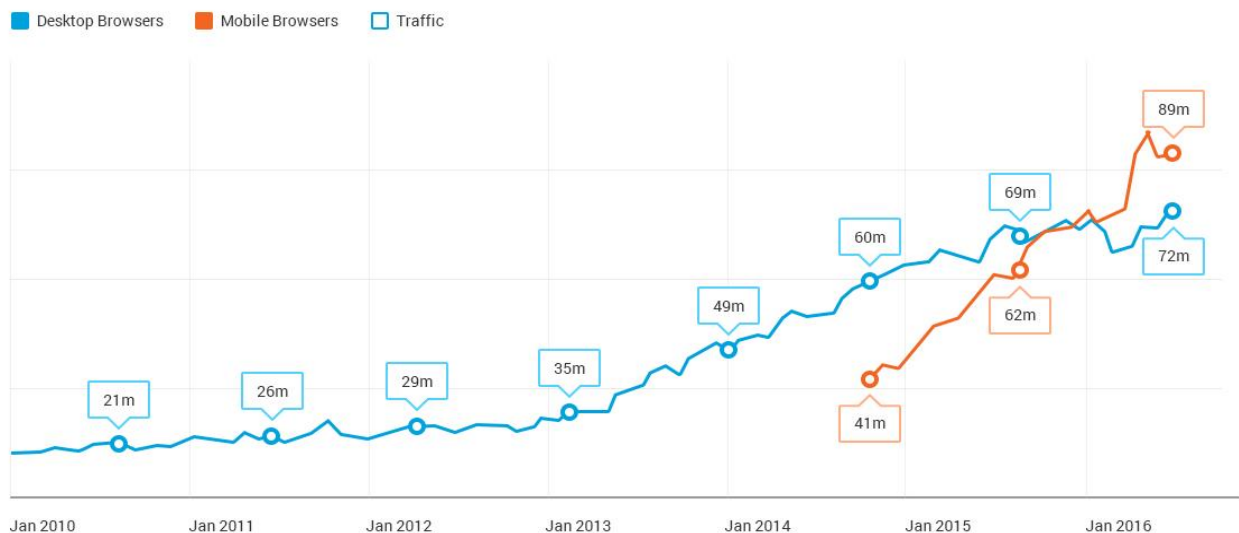
Websites such as Facebook and Reddit further successfully 'gamified' their own platforms, incentivizing user behaviors that increase time-on-site and return rates - two of the most important factors leading to advertising revenues while effectively "borrowing" content from publishers.

GOING AD BLIND. As a user of the world wide web, you are used to advertising embedded on websites you visit because of your interest in the content these sites offer. And, you have likely trained yourself to ignore most online ads since they are often not relevant to you. You have become *ad blind*. You might even have installed an adblocker in your browser.

Because third-party ad networks are easily detected by the simplest advertising blockers, millions of Internet users no longer see display ads on publisher websites. The global number of desktop and mobile devices that block ads grew by 142 million year-over-year to reach 615 million devices by the end of 2016 (see table below).¹ In the United States, 26.3% of internet users—more than one in five people in general— used an ad blocker last year.²

Almost a third (29%) of users who installed adblocking solutions found advertising to be an interruption to their online reading, consequently the use of ad block solutions has consistently increased over the past six years.³

Adblock Increase



SHRINKING PUBLISHER REVENUES. With less than 10% of readers in English-speaking countries paying for online news in 2016⁴, advertising is still the only sustainable business model for all but a



handful of content creators. But publisher revenues from advertising have been continuously shrinking year after year. Newspapers and magazines alone have lost more than 65% of their revenues over the past decade.⁵ Especially newspapers and magazines still beholden to pre-Internet cost structures, with millions of dollars invested every week in printing and staffing costs are losing money.

2016 marked an all-time high for online advertising revenues with a total of \$17.6 billion spent on digital ads.⁶ However, it also marked a peak in the concentration of advertising spending, with 75% of all revenue going to just two ad networks: those maintained by Google and Facebook.⁷ Publishers, on the other hand, gained almost no revenue (see details below).⁸ If newspapers and magazines want to survive, they must adopt new engagement models now.

U.S. Ad Revenues	Q3 2015	Q3 2016	Growth	Share of Growth
Google	\$7.9B	\$9.5B	\$1.6B	54%
Facebook	\$2.1B	\$3.4B	\$1.3B	45%
Everyone else	\$4.6B	\$4.7B	\$40M	1%
PWC/IAB	\$14,7B	\$17,6B	\$2,9B	

MALVERTISEMENT. According to a 2016 PageFair survey, 30% of users were motivated by security concerns to use adblocking solutions.⁹ Legacy online advertising systems are an easy target for spreading malware. Malvertising involves injecting malicious or malware-laden advertisements into online advertising networks and webpages. It provides malefactors an opportunity to push their attacks to web users who might not otherwise see the ads, due to firewalls and other safety measures. According to security firm AO Kaspersky Lab, in 2016 banking trojans were distributed to news sites using Google's advertising network AdSense.¹⁰ Prominent victims of past malvertisement campaigns include the New York Times¹¹ and Yahoo.¹²

CENTRALIZED ADVERTISING SYSTEMS. Ad exchanges, audience segmentation, complicated behavioral, cross-device user tracking, and opaque cross-party sharing through data management platforms have led to centralized ad systems that create profitable results for search engines and



social networks whose page views are in the billions. However, the websites of traditional publishers and other content creators have much lower visitor numbers and therefore require a more fine-tuned approach to creating relevance and advertising engagement. This approach must consider the specific community of the publisher and thus engage with relevant content. This is where centralized advertising systems - which deal in quantity not quality - fail. Centralized advertising systems serving ads unrelated to the publisher's community interests make for a bad user experience and reduce engagement, return rates, and time-on-site.

LOSS OF ENGAGEMENT. In the past publishers maintained direct relationships with their readership via the distribution of paper products. Motivated readers would engage with publications by sending letters to the editor, the most relevant of which would reward the writer by seeing his comment published in one of the next issues. Advertisers benefited from being included in a publisher's physical content distribution by reaching an audience loyal to a limited number of publications. This tight-knit engagement system enabled a business model that allowed publishers to build profitable companies.



With the emergence of the World Wide Web, news became instantly available to everybody connected to the Internet. And, while readership increased for most publishers through their online publication, it drastically reduced physical distribution and with it the publisher's ability to direct readers to printed advertising.

INEFFECTIVE THIRD-PARTY AD NETWORKS. The effectiveness of third-party advertising networks and the ads they are serving has continuously declined over the past ten years. As networks have been acquired by larger operators, these have favored ad optimization on their own destination sites. While advertisers on Google, Facebook and other social media sites are being offered many useful features to increase engagement, advertising solutions for publishers have mostly been limited to clunky embedded display ads which slow down publishers' websites and create bad user experiences - something these ad network providers would never permit on their own destination sites.



BOUNCE RATES INCREASING. A bounce is a single-page session on a publisher's website. In Analytics, a bounce is calculated specifically as a session that triggers only a single request to the Analytics server, such as when a user opens a single page on a website and then exits without triggering any other requests to the Analytics server within the same session.



Bounce rates increase when sites are slow loading and/or display an excessive number of (irrelevant) advertising to the visitor. Publisher websites are often burdened by many external ad-serving and ad-tracking scripts which slow down the display of a web page. According to Search Engine Journal the number one reason for users to leave a website are slow-loading pages.¹³

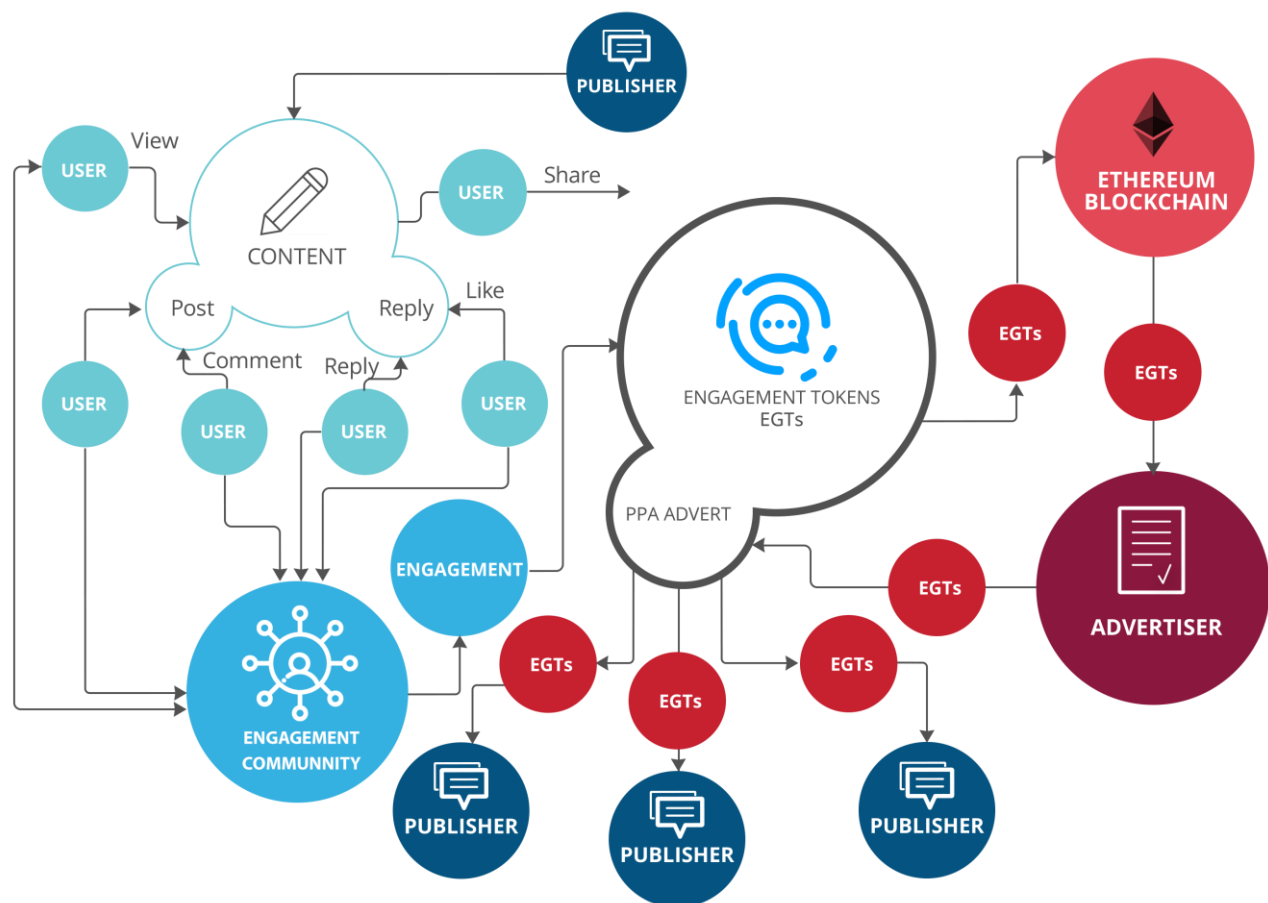
Additionally, legacy networks may show ads unrelated to the content the user was expecting and visually overpower the page, further causing the reader to leave upon retrieving just one page.



The Solution

Engagement Tokens reward user interactions on the Platform, enabling publishers to qualify and quantify all user engagements - for example, viewing a page will generate a minimum engagement value, while leaving a comment or voting up a post, or sharing a post will generate additional engagement value.

For each page on the platform that engagement can be added up and rewarded with Engagement Tokens (EGT). Users can earn these tokens according to the publishers' specifications. And advertisers can purchase the tokens and place their ads as promoted comments or headlines in the premium space just below the article which most closely aligns with the advertisers' target group.



Engagement Platform

The Engagement Platform is centered around three major components: An engagement amplifier embedded in the publisher's website, an advertiser portal (see for yourself at <http://www.ppacentral.com>) that connects advertisers to publishers, and a comment search engine that allows advertisers to identify targeting opportunities.

ENGAGE – With Publisher Engagement Controls

- Embedded Commenting Platform
- Promoted Headlines & Promoted Comments Element
- Publisher Dashboard with Configuration and Statistics
- Moderation Tool
- User Dashboard

You can experience these tools right now if you register as a publisher at <http://solidopinion.com/publishers/>

DISCOVER – With Comment1000 and CommentsRadar

Comment1000 is a ranking system for engagement on the World Wide Web. Tens of thousands of sites across the web commenting sections are crawled and the comment traffic aggregated to create this list. Supported commenting systems include Facebook, Disqus, Viafoura, and others. Monthly reports are created with the highlights published on Comment1000.

CommentsRadar is a search engine, spidering all top commenting sites on the World Wide Web to identify trending topics and influencers. Radar scans and categorizes every comment on the internet into an easy to digest heatmap. Marketers can save keywords and follow the changing dynamics of each on the sentiment graph. Give it a try at: <https://commentsradar.com/>



ADVERTISE – With PPA Central

PPACentral is the advertiser portal located at <http://ppacentral.com> (see screen-print below). As with Google's pay-per-click pricing, ad pricing is established through a Dutch auction procedure. The highest bidder for the ad place or comment will occupy the top spot until another company offers a higher bid. Buyers initially pay the lowest amount but can set a maximum price that they are willing to pay. Should another buyer enter a new bid, the initial bid is automatically raised to outbid the new entrant until the initial buyer's bid limit is reached.

Rank	Website name	Category	Site	Comment Platform	View
1	REDDIT.COM		USA, UK, Canada, Australia, Germany	Proprietary	
2	THESTRONGMONEY.CO.UK		UK, USA, India, Spain, Germany	Proprietary	
3	YAHOO.COM		USA, India, Taiwan, Indonesia, Brazil	Proprietary	
4	MSN.COM		USA, Brazil, Mexico, Japan, India	Facebook	
5	DAILYMAIL.CO.UK		USA, Japan, Canada, UK, South Korea	Proprietary	
6	WASHINGTONPOST.COM		USA, Germany, UK, France, Japan	Proprietary	
7	DISQUS.COM		USA, Canada, China, UK, Japan	Discus	
8	ADL.COM		USA, Canada, UK, Japan, Germany	Livefyre	
9	FORNERS.COM		USA, Canada, China, UK, Japan	Livefyre	
10	THEHILL.COM		USA, Canada, UK, Japan, Germany	Discus	
11	DAILYWOS.COM		USA, Canada, Japan, UK, Germany	Proprietary	
12	HUFFINGTONPOST.COM		USA, Canada, China, UK, Japan	Proprietary	
13	BANKERSGASDA.COM		USA, Canada, China, UK, Japan	Proprietary	
14	DAILYCALIB.COM		USA, Canada, China, UK, Japan	Proprietary	
15	INDEPENDENT.CO.UK		USA, Canada, China, UK, Japan	Facebook	
16	DAILYWOS.COM		USA, Canada, China, UK, Japan	Proprietary	
17	CANAL SUPPORTERS.COM		USA, Canada, China, UK, Japan	Proprietary	
18	INFORMUS.COM		USA, Canada, China, UK, Japan	Discus	
19	TME.COM		USA, Canada, China, UK, Japan	Livefyre	

In Support of Content Creators

The Engagement Platform supports content creators by comprehensively addressing the problems they face.



RECLAIMING PUBLISHER REVENUES. On the Engagement Platform, publishers sell their inventory directly to advertisers with no middle man enforcing an auction that mostly benefits the aggregator. Advertisers set the price for specific articles based on the objective value of engagement, creating transparency and trust in the marketplace. Publishers regain control over their ad inventory and are no longer beholden to opaque ad algorithms created by third parties with interests not in alignment of the content creators.

TARGETED ADVERTISING. The advertiser portal PPA Central enables marketers to place advertising laser-targeted to content and audience on an auction-based pay-per-article model. Unlike the scatter-shot approaches created by ad farms, advertisers have immediate access to engagement scores and user activity around desired content, eliminating uncertainty in data and in placement.

DECENTRALIZED ADVERTISING. Blockchain technology has proven the tremendous power of decentralized systems to create efficient marketplaces. The Engagement Platform has embraced these principles since its inception in early 2013. Just like discerning publishers build their brand and audiences through careful selection and curation of content, advertisers too are empowered by the engagement platform to present their brands next to quality content and engagement.

NO ROOM FOR MALVERTISEMENTS. Products on the Platform - such as promoted comments and promoted headlines - are not banners and go through the same moderation process as user comments on the platform. This careful selection of all content – and great advertising is part of good content and virtually eliminates malvertisement vulnerabilities so often witnessed across legacy advertising aggregators serving banner ads.

RE-ENGAGEMENT OF USERS. The Engagement Platform empowers publishers to re-engage with their user base by rewarding content generation by readers and allowing user influence over their contributions. Visitors of publisher websites will be rewarded with EGTs for subscribing to newsletters, commenting on articles and many other activities, as designated by the publisher. Readers may use these tokens to upvote their own comments or the contributions of other users. This way, users stay engaged with publishers through notifications of their interactions with content and other users.

GAMIFICATION AND REWARD SYSTEMS. It is a little-known secret, that discussion sites such as Reddit.com generate 50% higher “time-on-site” numbers among desktop users than even YouTube.

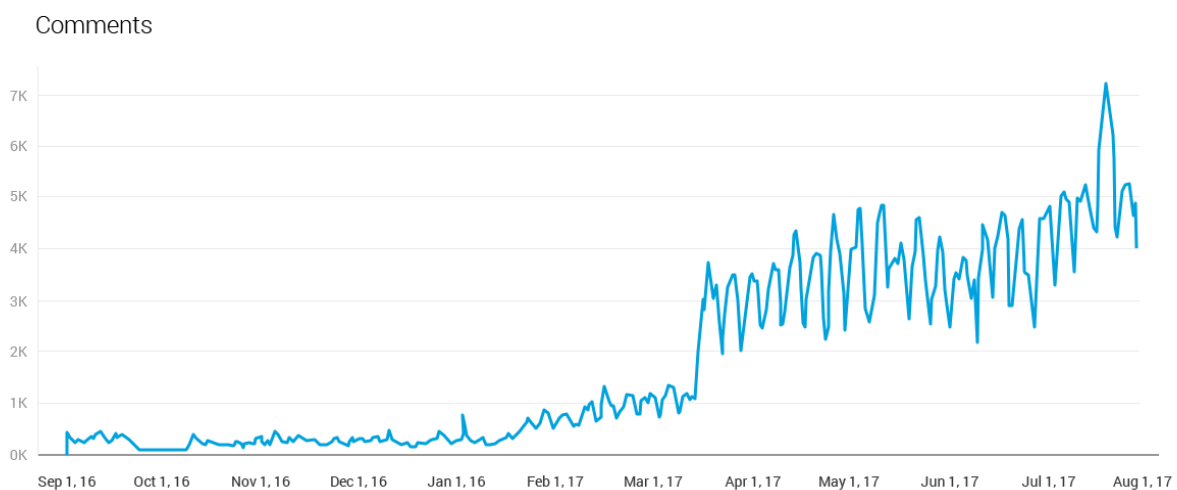


The reason for this retention rate is the gamification built into the site which allows publishers to reward contributors by using points.

Social media has trained readers to expect instant gratification for engaging with published content. And companies such as Facebook have made 'time-on-site' their most important key performance indicator (KPI), as this value will eventually determine the success of a publisher to sell and convert its ad space.

The Engagement Platform empowers publishers to utilize the same gamification mechanism employed by social networks on their own websites. The Engagement Platform combines the best practices of regular commenting sites with those of pay-per-click advertising by enabling publishers to reward the users for engagement and enabling advertisers to allocate their marketing dollars to high-converting relevant users.

Publishers who install the Engagement Platform often experience more than 30% higher engagement and time-on-site within a matter of weeks (see graphic below).¹⁴



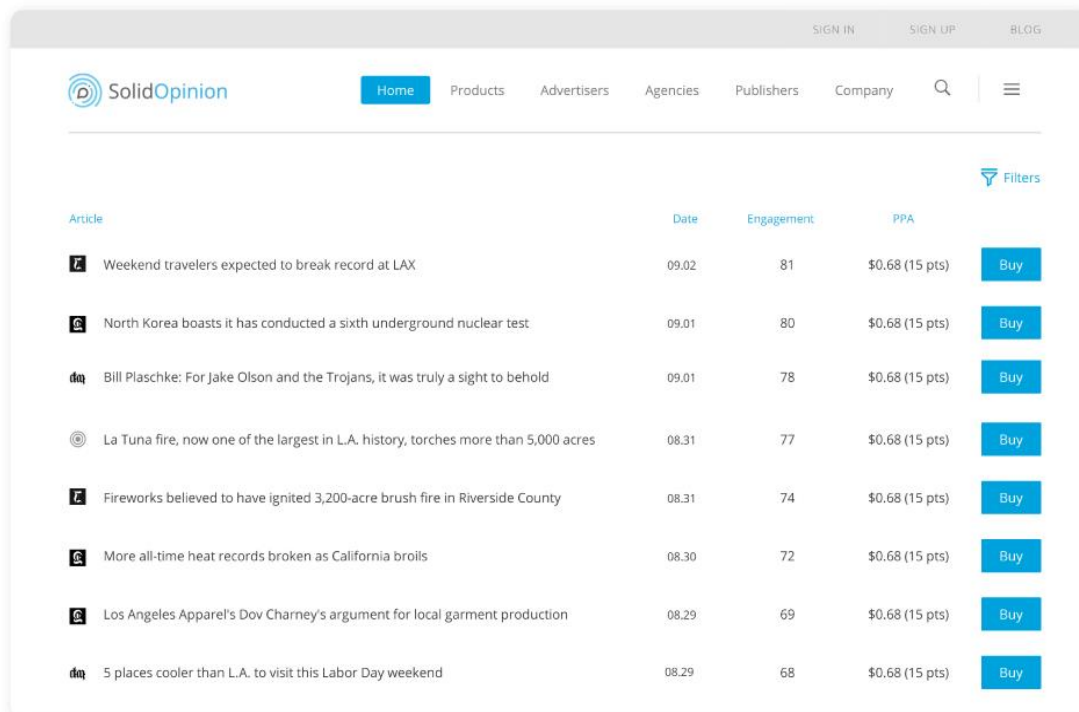
IDENTIFY INFLUENCERS. Influencer marketing (also: influence marketing) is a form of marketing in which focus is placed on influential people rather than on the target market. It identifies the individuals who have influence over potential buyers, and orients marketing activities around these influencers. The engagement platform allows publishers to easily identify and reward influencers for their contributions to the online community and therefore create loyalty to the publisher and its brand.



Platform Economy

The Engagement Token aligns the interest of users, publishers and advertisers on the engagement platform. Publishers reward users and share advertising revenues with the platform provider and content creators. Advertisers and users purchase media opportunities through a transparent the pay-per-article model (see buyer dashboard below).

As with Google's pay-per-click pricing, PPA pricing is established through a Dutch auction procedure. The highest bidder for an ad or comment will occupy the top spot until another bidder pays a higher price. Buyers initially pay the lowest amount but can set a maximum price that they are willing to pay. Should another buyer enter a new bid, the initial bid is automatically raised to outbid the new entrant until the initial buyer's bid limit is reached.



Article	Date	Engagement	PPA	
Weekend travelers expected to break record at LAX	09.02	81	\$0.68 (15 pts)	Buy
North Korea boasts it has conducted a sixth underground nuclear test	09.01	80	\$0.68 (15 pts)	Buy
Bill Plaschke: For Jake Olson and the Trojans, it was truly a sight to behold	09.01	78	\$0.68 (15 pts)	Buy
La Tuna fire, now one of the largest in L.A. history, torches more than 5,000 acres	08.31	77	\$0.68 (15 pts)	Buy
Fireworks believed to have ignited 3,200-acre brush fire in Riverside County	08.31	74	\$0.68 (15 pts)	Buy
More all-time heat records broken as California broils	08.30	72	\$0.68 (15 pts)	Buy
Los Angeles Apparel's Dov Charney's argument for local garment production	08.29	69	\$0.68 (15 pts)	Buy
5 places cooler than L.A. to visit this Labor Day weekend	08.29	68	\$0.68 (15 pts)	Buy

While legacy advertising systems show declining click-through rates due to increasing “banner blindness” of Internet users whose eyes are trained to ignore non-contextual images, the Platform's integrated analytic tools proof that promoted comments (text ads) receive click rates that are up to 500% higher than click rates of legacy banner advertising.



Market and Timing

As demonstrated, today's centralized advertising systems neglect and even exploit publishers' and content creators' work, and are an easy target for ad-blocking solutions. As *PageFair* studies show, ad-blocking software is on the rise, and as of 2016 as many as 19% of Internet users in the US were using ad-blocking solutions.¹⁵ According to reports by *eMarketer* this trend is holding strong and in 2017 more than 80 Million Americans will no longer see advertising from the legacy advertising networks.¹⁶

The Engagement Platform is part of the publisher's site itself. It cannot be hidden by ad-blocking software. And, the Platform's sophisticated sentiment analysis ability lets advertisers chose the right audience for their offer, thus increasing engagement.

As publishers are starting to recognize that readers are engaging with their articles on third-party websites and that these benefit from user-generated content, they are turning to solutions that empower them to retain this user engagement on their own online publications.

Why Engagement Token

Engagement Tokens are used by publishers to reward their engaged audience and allow ad buyers to acquire advertising space on a dynamic marketplace uninhibited by legacy ad serving and banking technologies.

After careful review of several viable solutions, EGT international Corp chose to combine Ethereum's ERC20 token and interface with the Engagement Platform as the technology that would support the creation and distribution of Engagement Tokens.

The Engagement platform provides a proven advertiser framework and gamification system which has been tested by more than four million users across dozens of traditional publications. The technology is trusted by websites such as the latimes.com, baltimoresun.com and sandiegouniontribune.com. Engagement Tokens will be the token reward system for current and future websites deploying the engagement platform.

The accountability and reliability of the Ethereum blockchain enables the transparent transition from point system to tokens which can be accepted across the online publisher community. As the de-facto industry standard for issuing custom digital assets and smart contracts, the ERC20 token interface allows further for the deployment of a standard token that is compatible with the existing infrastructure of the Ethereum ecosystem. Ethereum's ability to deploy Turing-complete trustless smart contracts enables complex issuance rules for cryptocurrencies, digital financial contracts, and automated incentive structures thought after by the publishing industries. Smart contracts are stateful applications stored in the Ethereum blockchain. These contracts are cryptographically secured and can verify or enforce the performance of the contract. Token contracts are a standard feature of the Ethereum blockchain system. Fortune 100 companies such as JP Morgan, Deloitte, IBM, Microsoft have invested in and deployed Ethereum.



Token Sale

EGT International Corp will create a total of one billion Engagement Tokens (EGT) through a smart contract system. Out of this number, a total of four hundred million EGT will be available in the token sale (the "Token Sale"). A total of two hundred million EGT will be sold to Platform provider and its owners. Advisors and early backers will receive one hundred and fifty million EGT. Two hundred and fifty million EGT will remain with EGT International Corp as reserve.

EGTs are priced at 0.0002 ETH.

EGT International Corp's private, invitation-only pre-sale of EGT will begin on January 15th, 2018 12pm GMT and last until February 28th, 2018, or until the entire Token a Sale allotment has been allocated.

The company's whitelist pre-sale will begin on March 1st 2018 12pm GMT and end on March 31st, 2018, or until the entire ICO Allotment has been allocated. The company's public sale will start on April 1st, 2018 12pm GMT and last until June 1st, 2018, or until the entire token allotment has been allocated.

To participate in this token sale, buyers must agree to the Terms of Sale which can be found at <https://engagementtoken.com/terms/> and in the pre-sale dashboard.



Advantages of the Engagement Platform

PARTNER MODEL. The largest advertising networks and commenting systems are taking a competitive stand against their partners by competing with publishers and content creators for users, engagement and advertising dollars. Ad networks often favor their own destination sites over those of publishers, often providing enhanced ad tools and analytics to advertisers within their own platform while not making these options available to publishers.

The Engagement Platform embraces a partnership, which puts the publisher first by providing them with the same and superior tools employed by search engines and social media companies on their websites.

PUBLISHER'S BRAND PROTECTION. Current online advertising models do not take the secondary effects to the publisher's brand into account. Ad network algorithm not controlled by publishers assign the same valuation to advertising on reputable publishing sites as ads on obscure blogs. With the per pay article advertisement, publishers engage with advertisers on a one-on-one basis, auction pricing their brand based on the engagement their property generates.

EFFECTIVE ADVERTISEMENT. The Engagement Platform offers advertisers the ability to buy promoted comments and promoted headlines slots. Because these slots are treated no different than other content they benefit from thematically matching with specific articles, as a result click rates of these ad slots exceed those of legacy ad networks. Brands and marketers have a preference to place their ads in premium spots that are guaranteed. Opaque advertising aggregation solutions lack the visibility into the actual placement of ad copy and banners. As a result, programmatic advertising has been the preferred target of fraudsters gaming the system to obtain unearned ad revenues. The PPA Central solution continuously monitors all advertising on the platform and transparently provides live engagement statistics to each advertiser.



Platform Technology

A big part of growing a publisher network is knowing where to look for opportunities. CommentsRadar, a technology that continuously scans the Internet and indexes all the comments it can find – already the number of indexed comments exceeds 100 million from over 100,000 webpages. CommentsRadar is the first comprehensive search engine for indexing and analyzing comments.

CommentsRadar indexes what any given user has written on a variety of topics. Using this tool, Platform users can establish pages on the Internet which generate the highest engagement. CommentsRadar's proprietary data is further evaluated to establish desirable future publishing partners for the Platform.

To showcase the top results created by CommentsRadar's search engine, the top Internet properties ranked by engagement are constantly updated and published at <http://Engagment1000.com>. These storehouses of Engagement value are not indexed and are little understood by the advertising community.



ENGAGEMENT SEARCH ENGINE. In support of the Engagement Platform, SolidOpinion launched the first search engine for comments 'Engagement1000' (live at <http://engagement1000.com>). The search engine spiders active websites for comments and visitors and ranks these in order of engagement. Marketers and brands can make better informed decision about their advertising spend by monitoring engagement across all relevant websites.

Comment 1000 Ranking How to purchase Terms and conditions About Contact

Top commenting sites

June 2017 May

Rank	Website Name	Category	Geo	Comment Platform	View
1	REDDIT.COM		USA, UK, Canada, Australia, Germany	Proprietary	
2	THISISMONEY.CO.UK		UK, USA, India, Spain, Germany	Proprietary	
3	YAHOO.COM		USA, India, Taiwan, Indonesia, Brazil	Proprietary	
4	MSN.COM		USA, Brazil, Mexico, Japan, India	Facebook	
5	DAILYMAIL.CO.UK		USA, Japan, Canada, UK, South Korea	Proprietary	
6	WASHINGTONPOST.COM		USA, Germany, UK, France, Japan	Proprietary	
7	DISQUS.COM		USA, Canada, China, UK, Japan	Disqus	
8	ADL.COM		USA, Canada, UK, Japan, Germany	Livefyre	
9	FOXNEWS.COM		USA, Canada, China, UK, Japan	Livefyre	
10	THEHILL.COM		USA, Canada, UK, Japan, Germany	Disqus	
11	DAILYKOS.COM		USA, Canada, Japan, UK, Germany	Proprietary	
12	HUFFINGTONPOST.COM		USA, Canada, China, UK, Japan	Proprietary	
13	BANKERSADDA.COM		USA, Canada, China, UK, Japan	Proprietary	
14	DAILYCALLER.COM		USA, Canada, China, UK, Japan	Proprietary	
15	INDEPENDENT.CO.UK		USA, Canada, China, UK, Japan	Facebook	
16	DAILYKOS.COM		USA, Canada, China, UK, Japan	Proprietary	
17	CANAL SUPPORTERS.COM		USA, Canada, China, UK, Japan	Proprietary	
18	INFOWARS.COM		USA, Canada, China, UK, Japan	Disqus	
19	TMZ.COM		USA, Canada, China, UK, Japan	Livefyre	

Showing 15 of 2000 items

VIEW DETAILED RANKING

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Powered by SolidOpinion

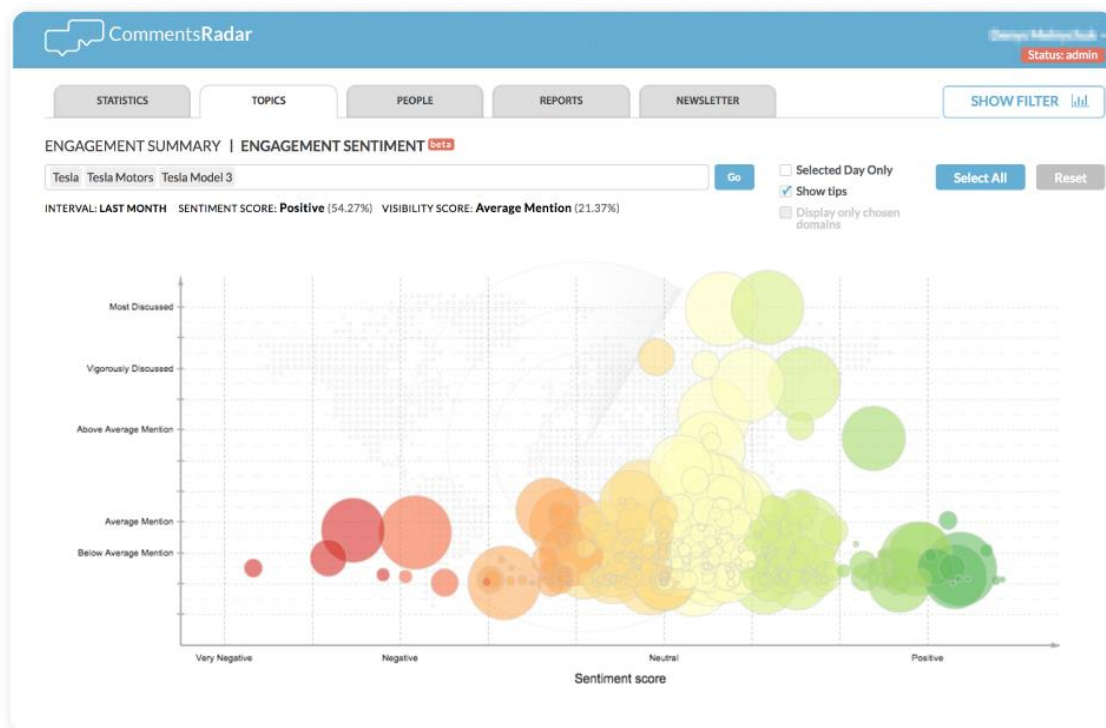
SENTIMENT ANALYSIS. The system integrates a state-of-the-art sentiment analysis engine based on deep neural networks. Sentiment analysis is the process of computationally identifying and



categorizing opinions expressed in a piece of text, especially to determine whether the writer's attitude toward a specific topic, product, etc. is positive, negative, or neutral (as shown in the dashboard of CommentsRadar below).

Standard approaches to sentiment analysis usually represent a recurrent network that takes a sequence of vectors obtained from pre-trained word embeddings as input, encodes the input (short) text as a fixed size feature vector, and processes it with the final dense layers to get a sentiment estimate.

The model significantly improves upon this basic approach with modifications inspired by the latest encoder-decoder architectures used for machine translation using tunable word embeddings, a deep architecture with three recurrent layers, and added skip-layer connections to improve connectivity in the network. As a result, the system uses a state-of-the-art sentiment analysis model for practical sentiment evaluation of user comments by property/publication over time (see graphic below).



Legacy Advertising Networks

As shown above, current advertising systems are highly centralized and create bad user experiences, while ignoring the brand value created by quality content publishers.

Google AdSense. AdSense is an ad network of Google (Alphabet, Inc.) which allows publishers of content sites to serve automatic text, image, video, or interactive media advertisements. These advertisements are administered, sorted, and maintained by Google with little say by the publishers about the ads being served. Advertisers in the Google ad network strongly favor Google's own destination sites and its pay-per-click AdWords product, decreasing attention and quality of ads served by Google's AdSense program. As a result, click-through rates and ad prices for ads served by AdWords have steadily declined.

media.net. Like Google's AdSense network, media.net's primary focus is to serve advertising for search portals of Yahoo and Microsoft's Bing. While it is used by a few select publishers (notably: The New York Times), it is mostly seen as a less refined version of AdSense and has an even lower converting ad inventory.

Taboola. Taboola develops and markets a service for online content publishers and advertisers that recommends digital content to website visitors. Taboola is mostly known for providing the "Around the Web" and "Recommended for you" boxes at the bottom of online news articles and web pages. The content being recommended is often regarded as being of low quality and little news value and the stereo-typical example of "click-bait". Sites such as Facebook, which monitor the quality of their advertising, are no longer allowing this type of ads on their own properties.

Legacy Commenting Systems

Current commenting systems are centralized, and all the leading providers are competing for user attention with their own destination sites. The systems include:

Disqus. 84% of the top 1,000 publisher websites have embedded the Disqus commenting system.¹⁷ In the past, publishers did not recognize the importance of user-generated content and embedded third-party commenting systems on their own websites. Reminiscent of Yahoo's failure to recognize Google's search function as a threat to its own portal, publishers have allowed Disqus to build their



own destination site on content generated and delivered by users of their software. Unlike Yahoo's blunder, publishers today are still in the position to remove the Disqus code from their websites and replace it with an engagement- and revenue-preserving system such as the Engagement Platform.

Facebook. Of the 1,000 most active publisher websites (as indexed by Comment1000), less than 10% have chosen to integrate Facebook's commenting system. Publishers who implemented the plugin will see their users move the engagement with their content to Facebook's own website with little control over their advertising options.

Reddit Gold. Reddit offers a membership program, granting access to extra features to improve experience. While Reddit is a major publisher, its program is designed by and limited to its own destination site: reddit.com. It does not offer publishers a mechanism for publishers and users to monetize using a blockchain-based token.

Future Competitors? A possible future competitor is Brave and the project's Basic Attention Token. However, it could be years before the company has a viable solution, given that it must still develop the actual software. As Brave's solution requires a specialized browser, switching costs are likely to be very high. Companies such as Microsoft have spent millions of Dollars in advertising without convincing a significant number of users to install their latest browser.



Company Management



CEO

Constantine Goltsev is a veteran of the online advertising industry. He has more than 20 years of experience in software and product development. Constantine is the former CEO and founder of the pioneering video advertising network AdoTube, which grew from humble beginnings to 200 employees selling in 23 markets with 13 offices worldwide. AdoTube was sold to Exponential Interactive.

VP Corporate
Development

Chris Kameir Before accepting the role of COO at a California venture fund in 2000, Chris lead the merger of two of Europe's first Internet service providers as general counsel for NIKOMA, today part of Europe's largest ISP Tiscali. After founding Yelp-predecessor Colizer in 2004, and selling the operation in 2008, Chris joined the board of several technology companies. He is a guest lecturer at the Rady School of Business (UCSD) and writer for multiple technology magazines. In addition to majoring in business, Chris is certified in NLP and a graduate of Muenster's School of Law.

Platform Support Team



CTO

Nick Urmach is a seasoned engineering lead with extensive experience in managing and growing software development teams in high-growth startups. Prior to joining SolidOpinion, Nick served as VP of Engineering in Adotube (Exponential Interactive) for more than 6 years. Nick holds a Computer Science diploma from the Zhitomir State Technological University, in the Ukraine. He and his family reside in Orange County, California.



CSA

Alexander Prokopyev is a veritable cornucopia of innovative brainstorms related to all technical matters of the company, as well as an unstoppable jackhammer destroying all obstacles faced by his team. He is a very talented engineer and an effective team lead, always keen on keeping up with the latest developments in technology, applying knowledge, creativity and problem-solving skills to building robust and innovative solutions.





EVP of Sales

Arthur Meyerovich brings 18 years of Internet entrepreneurship to the team. He has founded a media agency, a video advertising network, and one of the largest health publisher groups, with eight figures of revenue and consecutive years on the Inc 500 list. Arthur's Internet companies have serviced Fortune 500 clients in technology, direct response, branding, and strategy, across a myriad online marketing channels.



VP of Sales

Lena Knysh has more than 13 years of advertising experience, having worked for big brands, agencies, networks and service providers. Before joining SolidOpinion, she spent over 5 years at Adotube, an online video advertising network. After having managed key US clients, she became head of Adotube's International Client management department. When Adotube was acquired by Exponential, a leading digital advertising network, Lena transitioned to become a key member of the international sales management team. There, she helped expand the company, uncover new markets and, ultimately, open over a dozen offices worldwide.



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