



Chill Protocol

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Abstract

Chill Protocol is a protocol that unifies leading BSC protocols and blockchain infrastructure by standardising communication between them to create and execute complex financial transactions, while championing Privacy, Anonymity and Sovereignty..

Chill Protocol is a distributed network consisting of a blockchain ledger, native cryptocurrency (DGM) and robust ecosystem of on-chain applications and services...

CHILL PROTOCOL African kids are able to Understand What Play, to improve their Social, Mental & Emotional, Physical, Self Confidence, Experience success as a result of persistence and perseverance and lots more ..

Our expertise in the fields of software development, blockchain & cryptography, video streaming and online advertising give us the confidence in creating an ad exchange that will be superior to all existing solutions used around the world.

Essentially, All major details about our Token are mentioned in the whitepaper

Introduction

Chill Protocol is a protocol that unifies leading BSC protocols and blockchain infrastructure by standardising communication between them to create and execute complex financial transactions, while championing Privacy, Anonymity and Sovereignty.

The core feature of Chill Protocol will be the so-called *Chill Protocol User Profile* - a personalized page that allows every end user to understand and control the ads delivered to them. Giving more control to the user is highly beneficial since users voluntarily provide more information about their preferences and consumer behavior, about their shopping habits and purchase preferences. This means that with the help of the user's Chill Protocol Profile achieve surgical precision for ad targeting and ensure a high Return On Ad Spending (ROAS).

The Chill Protocol profile will be automatically generated for each user. Users will still be shown ads even if they do not tweak their profile and preferences.

The technology of Chill Protocol leverages blockchain and smart contracts, thus eliminating the complexity and confusion of existing ad serving networks. The network is regulated by the users and the users only, taking care of the most common issue advertisers today are facing: lack of transparency and incorrect/unclear reporting of advertising campaign results.

Business case

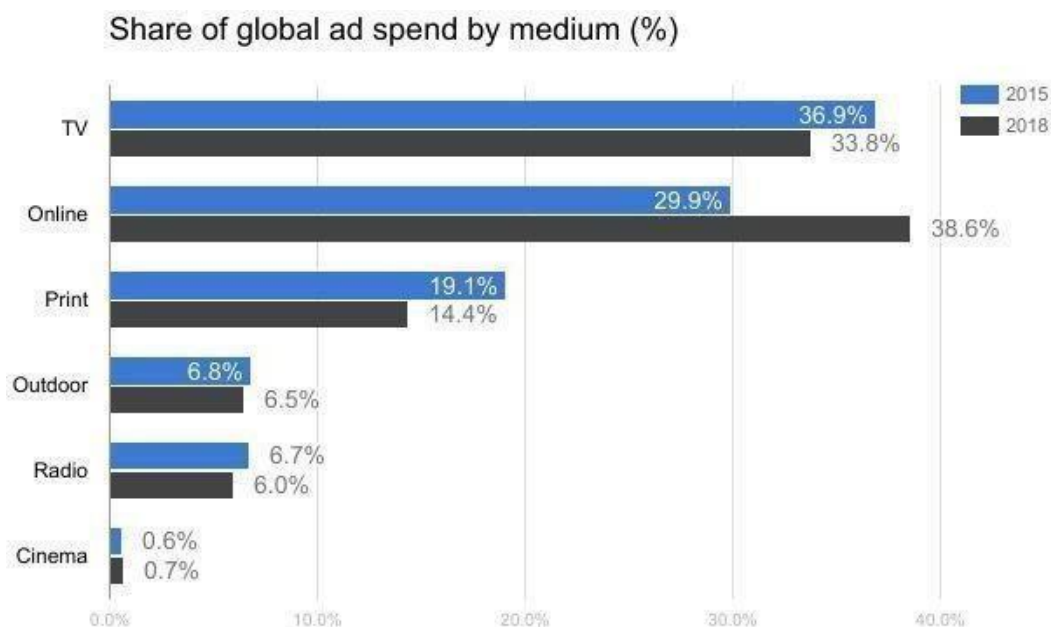
Why are we building the Chill Protocol Network? We are creating a token of influence that solves the current problems

Global and marketing investments continue to grow exponentially around the world, and since last year we see a significant shift in the importance carried by different mediums: while TV has always until now been king, it is slowly being outrun by online & digital channels.

In 2017, global online advertising will outspend the ad king - television for the first time. Zenith's *Advertising Expenditure Forecasts* report (September 2016) predicts an average growth of 14% for internet advertising in the period 2015-2018.

The report stipulates that by 2018, the internet would account for 38.6% of all global advertising investment. In 2018 alone, advertisers are expected to spend more than \$220 billion, up 11.7% from the 2017 projection of \$198.8 billion.

Despite its huge growth, however, the online advertising industry struggles with a lot of issues. We have identified the ones that affect it the most.



Source: Zenith

Problem #1: Lack of consumer consent

While popular networks like the ones of Google and Facebook allow for some extent of consent and control over what ads users see, this functionality is very limited, and a lot of options are simply hidden from the end user (Facebook, for example, collects data from the so-called “data brokers” but it took us purposeful research to find [information on opting out](#) of these) . Furthermore, it is directly bound with the targeting parameters of each campaign, launched by an advertiser - if an advertiser makes a mistake when defining these, the ad will be broadcast to people who may not be interested in it and may not want to see it.

Solution: The Chill Protocol Profile

As we mentioned earlier in this paper, each and every user, to whom Chill Protocol serves ads, will have their own profile where they can be as precise as they want outlining their interests and preferences. This profile will ensure that consumers only see ads that are relevant to them. For advertisers this means more precise targeting, less opportunities for mistakes when setting their campaigns, and higher conversion rates.

Problem #2: Privacy concerns and data misuse

Major ad serving networks and exchanges operate with huge amounts of centralized data that can easily be traced back to the consumers’ identities. Despite legal disclaimers, consumer have no knowledge of the purposes, for which their data is used, which is a threat to their online privacy - a threat the end users can do nothing about. Most advertising networks include disclaimers about disclosing data to third parties, however despite these disclaimers, consumer and marketing data is being sold by data brokers (unfortunately, there is no reliable information available on the data broking market size but we have reasons to believe it’s a multi-billion dollar industry).

Solution: Blockchain ensures anonymous use of big data

The blockchain technology, which Chill Protocol utilizes, allows to anonymize large chunks of data so it is only used for statistical purposes. Put simply, with the help of blockchain, advertisers

still get to receive and process data about their target audiences and consumers in the form of statistics only - without compromising the privacy of these consumers.

Problem #3: Lack of bidding transparency

Existing real-time bidding (RTB) platforms offer no information about ad bids whatsoever. This means that an advertiser is *told* the maximum bid for a particular ad property is \$X but is not given the opportunity to verify this.

Solution: A decentralized exchange that can be audited

Due to the fact that Chill Protocol is based on blockchain, advertisers can easily trace every click/view and verify every component of a campaign (participants, ad placements, impressions and clicks, etc.). The information is decentralized so it can't be hogged or manipulated by the ad exchange so advertisers are only paying for actual results.

Problem #4: Unclear and/or misleading reporting

Online campaign reporting is every advertiser and marketer's nightmare. Each and every existing advertising network measures different metrics - one would report on clicks, another one - on sessions; one would give details about invalid clicks, another wouldn't; and so on. This prevents advertisers from being able to cross-check data and results, from using unified KPIs across all networks, and from accurately tracking return on ad spend (ROAS).

Solution: Unified real-time reporting

Blockchain provides a universal data set that every advertiser can understand and use to analyze campaign performance. Further to that, Chill Protocol will allow real-time reporting (existing networks require at least few hours to aggregate the data and show it to the advertisers).

This way, advertisers can quickly spot trends and adjust their campaigns for maximum conversions. With real-time reporting they can also easily test if a campaign is set and

Problem #5: Ad fraud

The current online ecosystem is flawed. It enables fraud committed by Chill Protocol networks, by advertisers and by malicious third parties. According to reports from ad agency The & Partnership and the Adloox audit verification company, in 2020 brands will suffer losses in the amount of \$16.4 billion due to ad fraud (bots, exploiting backdoors in ad serving networks, etc.).

The question of fraud should also be addressed by ad publishers. The global media supply chain also needs to change to ensure ads viewability transparency, reliable measurement, compliance rules and common standards.

Solution: The Chill Protocol anti-fraud mechanisms

Chill Protocol will equip with technical mechanisms to trace and prevent fraud and invalid ad traffic. This technology in combination with the transparency, real-time reporting and audit accessibility of blockchain helps deliver a platform where advertisers know exactly how much and why they are paying for inventory.

Problem #6: Ad blockers & ad blindness

Ad blocking software rose 30% in 2016, reaching a total of 615 million devices worldwide where ads and sponsored messages are blocked (308 million of these were mobile devices). Users are deliberately choosing to install ad blockers, growing weary of ads that are too intrusive and/or irrelevant.

On top of this, users are also prone to developing ad blindness - a condition of consciously or subconsciously ignoring any piece of visual information that resembles an ad or a banner.

These two phenomena cause revenue losses to advertisers as the latter are unable to fully reach their target consumers.

Solution: Clever, meaningful ads that people want to see

Chill Protocol will deliver unintrusive ads that are precisely targeted. Through this, the end users will be seeing ads that are facilitating their consumers habits rather than annoying them.

The exchange will also offer advertisers to select for their ads visual design that resembles native content as much as possible .

Problem #7: Central regulation

Most of the existing ad exchanges rely on central regulation, in some cases from tech giants like Facebook and Google. While this has advantages, it's also extremely limiting, restrictive and authoritarian. It's not uncommon to see ad campaigns, or even advertisers/publishers getting banned unfairly, with little to none ability to appeal, let alone quickly.

Even considering those restrictions, scam/malware ads still exist to date, even on Facebook and AdSense.

Solution: User-powered governance

With Chill Protocol, the consumer determines what's right or wrong. The power of crowdsourcing has proven itself over the recent years, and the "consumer is always right" statement has never been more true.

Furthermore, we believe that giving users the power to essentially filter out bad advertisements will be beneficial for overall conversions, and therefore advertisers and publishers.

Problem #8: Payment methods limitations

All existing ad networks require advertisers to use verified payment methods such as bank accounts, credit cards, etc. However, for many advertisers (especially micro businesses in developing countries), that's an issue.

Solution: Cryptocurrency

Blockchain and the use of cryptocurrencies allows literally anyone to take advantage of advertising possibilities to grow their business.

Problem #9: Lack of focus

General networks and exchanges act as mediators between advertisers and ad inventory providers - and usually cater to very diverse ranges of both groups. This is why there are often issues like inappropriate ad formats, wrong audience targeting, etc.

Solution: Focus on one niche industry

The Chill Protocol team comes from a background in VOD and video streaming - and this is why the network will initially work with publishers who are exclusively video entertainment providers. We know this market and we know how to best serve it so advertising there is beneficial for all the involved parties.

This does not exclude the possibility of Chill Protocol opening up to other types of publishers in the future with Chill Protocol V2 (see Roadmap), or developing multiple subdivisions of Chill Protocol, each catering to a specific niche.

Summary

As you can see, there are way too many things wrong with the current state of the online industry. That means that the time has come for an impactful disruption of that landscape, and this is where decentralized ad exchanges such as Chill Protocol come in.

With these new solutions, **advertisers** will be able to regain control over their advertising spend, they will be able to limit their exposure to potential ad fraud and will be empowered to achieve higher return on their marketing spending.

Publishers will benefit from more interest from advertisers, more targeted ads and higher level of end user satisfaction and ultimately - higher advertising revenues.

Last but not least, **end users** will finally have an online environment where they can receive targeted, tailor-made ads without compromising their privacy and personal data



Competitive landscape

Traditional ad networks

There are currently hundreds of traditional local and global ad networks available on the market; however, Google and Facebook are the main players there. Both companies support their own advertising networks that are very popular among advertisers because of the large amounts of data both Facebook and Google collect about the end users.

However, being giants, these networks do very little to please the advertisers. They bring unclear reporting that is easy to be misinterpreted, as well as too many restrictions as to what and how can be advertised.

Furthermore, there is plenty of room for ad fraud left by these networks and as a result, advertisers are exposed to humongous losses.

Decentralized ad solutions

A couple of other similar projects related to advertising with smart contracts have been announced recently: Brave Software's Basic Attention Token (BAT), NASDAQ's NYIAX,

While all these exchanges come from strong teams, the truth is we are all sailing in uncharted waters here. This is why it is extremely important to have exceptional understanding of both cryptography and ad tech, as well as to stay as open in possible in terms of platform and device availability.

On top of this, the more decentralized ad solutions, the more viewpoints will be introduced to solving the issues of existing ad networks, and the more the different networks will be able to learn from each other. By doing so, we will accomplish a positive and empowered ecosystem.

We are excited about the fact that we do have competition as this will push us to deliver a service superior to the others. The Chill Protocol network will be universally usable on all devices and operating systems; the CHILL token will be used for trading property rather just for governance, and will thus be easier for advertisers and publishers to understand and adopt.

Chill Protocol Adoption

Once the Chill Protocol is fully operational, it will kick off with Stremio as the exchange's first publisher. The expertise in the video entertainment industry that we have will help us quickly attract other similar publishers looking for an efficient way to monetize.

will be attracted by the platform's merits - clear and transparent reporting, limited to no possibility of ad fraud, cross-platform/device availability, exceptional user targeting, etc.

Further to that, Chill Protocol token holders will be incentivized to bring more to the platform as they would benefit from a more active ad property marketplace.

Last but not least, we will invest a significant effort working with ad blocker providers in order to get Chill Protocol ads whitelisted. We are positive that this effort will be rewarded as Chill Protocol will stand for "clean", targeted and meaningful advertising, and will offer ad blockers the option to monetize whitelisting the rewards via smart contracts.



Token

Name: Chill Protocol

Symbol: CHILL

Total Supply: 1 00,000,000

Network: BSC

Type: (BEP-20)

Decimal: 18

Contract: 0x802fec88bb874e44a05f5320e03cdffb2b3a7f04

Platform: Binance Smart Chain

Price: 0.59000\$

Target: 10\$-15\$-20\$

Listing: PancakeSwap, Julswap, Latoken, Hotbit, Probit, Cointiger, MXC, BW

Website: <https://chillprotocol.net/>

Twitter: <https://twitter.com/>

Youtube: <https://www.youtube.com/>

TG group: <https://t.me/ChillProtocol>

TG Channel: <https://t.me/ChillProtocol>

Bscscan:

<https://bscscan.com/token/0x802feC88bb874E44A05f5320E03cdFFB2B3A7F04>

Email: support@CHILLapps.network , CHILLapps.us@gmail.com



Technology

Overview

The Chill Protocol token itself (CHILL) will be based on Binance Smart Chain, a blockchain-based distributed computing platform. Binance Smart Chain allows smart contracts - distributed computer programs that can facilitate online contractual agreements in a cryptographically secure manner.

Binance Smart Chain is open-source and adopted by institutions like JP Morgan, Deloitte, IBM, Santander Bank, Microsoft, the Luxembourg Stock Exchange and Toyota.

Smart contracts are what enables the existence of Chill Protocol as a truly transparent and decentralized ad serving exchange. Smart contracts are essentially computer programs that run on a distributed public ledger, therefore ensuring their result is always consistent, transparent and cannot be manipulated.

This technology also ensures that Chill Protocol removes the need for intermediaries and having a central authority you need to trust - through smart contracts, the complex process of choosing ads, tracking ads and facilitating bidding/payment can be described in the contract itself, while still running on the distributed Binance Smart Chain network and taking advantage of the blockchain qualities.

The fundamental philosophy of Chill Protocol is its balanced/correct use of blockchain. The Chill Protocol Network only uses the blockchain for mission-critical data, such as accomplished conversion goals* and payments. That way, it eliminates the opportunities for fraud and lack of transparency when it comes to the critical events; this, in its turn, removes the incentive to manipulate statistics, which will be kept off-chain to allow for bigger volumes of analytics data.

We call the critical set of smart contracts facilitating the most important interactions between publishers, users and advertisers "the Chill Protocol Core". The Chill Protocol Core will be kept small and highly modular to mitigate the possibility and impact of potential bugs in smart contracts.

The Chill Protocol Core will be made publically available with an open-source license and will go through multiple security audits on every update.

The architecture of the Chill Protocol Core

- CHILLToken: the BEP-20 token used to trade advertising space;
- CHILLPublisherRegistry: handles information about publishers, such as accounts and individual websites/apps;
- CHILLAdvertiserRegistry: handles information about advertisers, such as accounts and individual campaigns;
- CHILLUserRegistry: handles information about end users and their legitimacy;
- CHILL Exchange: handles the bidding, bid accept/execute, payment processes; once a bid has been accepted, it locks the CHILL tokens until both publisher and advertiser have successfully confirmed the execution of the bid, after which it unlocks the CHILL tokens and transfers them to the publisher

Possible additions:

- CHILLToken2 (CHILL): an upgradable BEP-20 token with an inflation model designed to improve the token's scalability and avoid too much scarcity.

Chill Protocol Core versioning scheme

- The entire package has a generation number; e.g. Chill Protocol Core V1; this number is only meant to change when the model is significantly altered (essentially a new big iteration of the Core). This will happen when enough real-world usage data has been gathered to design an improved model; it's not expected that modules from older generations of the Core will be compatible with the next generations, with the exception of the tokens (CHILLToken/CHILLToken2). Within one generation, there must be a common interface of interaction between the modules.
- Every module has an individual version, and within the same generation of the Core, every module can be upgraded individually without breaking other modules. This allows for easy upgradability.

Level two

For later generations of the Core, there's the possibility of adding off-chain solutions that supplement the main smart contracts, for example an IOTA-based solution that will handle real-time bidding and commit the overall results to the Binance Smart Chain block

The Chill Protocol Profile

The Chill Protocol 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 Binance Smart Chain 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 Chill Protocol 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.



Storage

The metadata and multimedia for advertising campaigns is kept in a peer-to-peer storage system called IPFS.

IPFS will be used to keep advertisement-related media, such as images, videos and larger media (e.g. video/interactive ads), as well as smaller files like metadata JSON, HTML and CSS.

IPFS is an open source project developed since 2014 by Protocol Labs with help from the open source community.

Chill Protocol would still allow ads hosted on existing infrastructure (e.g. CDNs), to allow compatibility with the existing ad industry, while still having the reporting transparency and overall process efficiency of our solution.

In the HTML5 SDK, IPFS can be read through a HTTP gateway (just like regular CDNs), or WebSockets/WebRTC, which are planned transport protocols for IPFS.

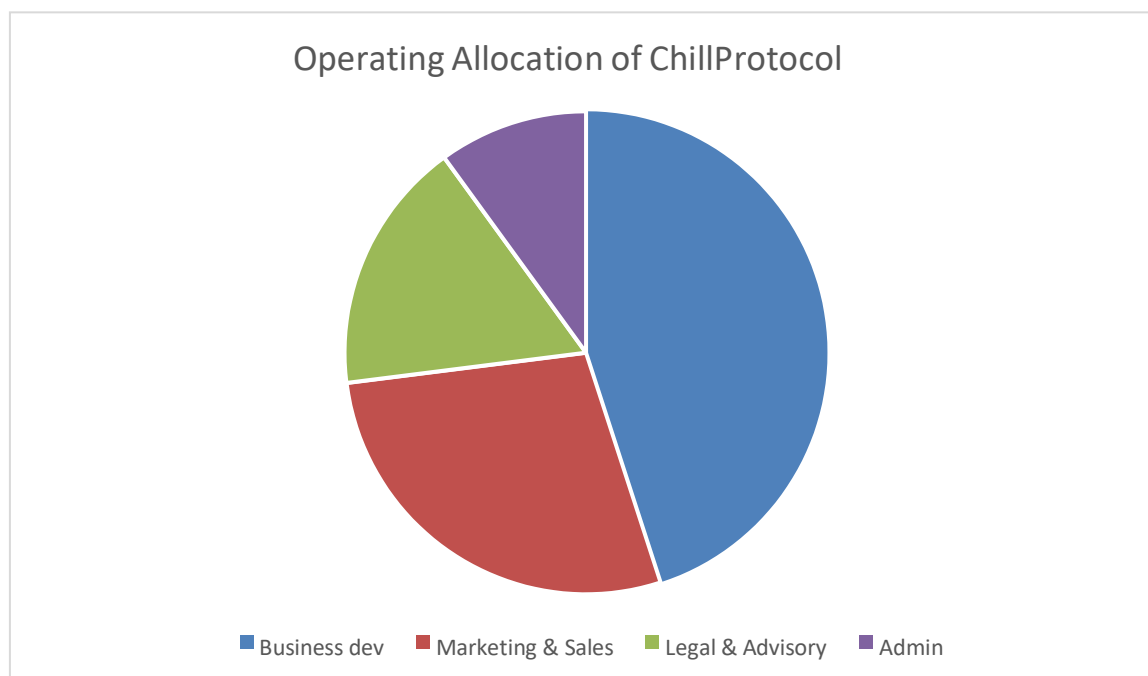
Exchange mechanism

The exchange mechanism is implemented by the CHILL Exchange module of the Chill Protocol Core - it works by keeping a simple list of bids and giving the opportunity for publishers to accept them. Automatic or real-time bidding will be implemented in later generations as the technology evolves, but for now manual or semi-automatic bidding (see [Publisher Portal](#) section) are the two available options.

Scalability

The system is designed in such a way that only critical data is verified on the blockchain. Detailed data is only synced between publishers/advertisers, and the overall result of that is verified on the blockchain upon completion of certain bigger goals (e.g. 1,000 conversions). Bids on the exchange are done for whole packages (e.g. "1,000 conversions for this ad") instead of granularly, which allows us to define the bigger goal that the blockchain part (Chill Protocol Core) wi

Operating Allocation

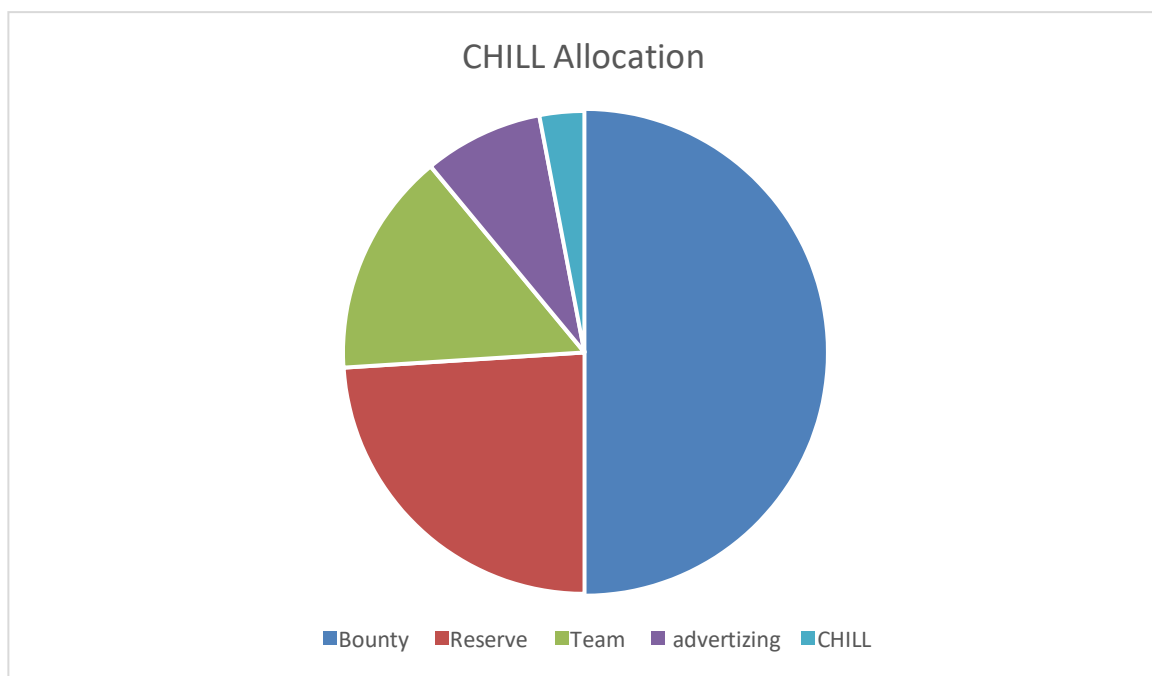


- **Business development: 45%** of the budget will be required for business development, in order to attract more publishers and advertisers and gain traction ; this will require attracting business development/adtech specialists
- **Marketing: 28%** of the budget will go driving awareness to the Chill Protocol project to raise awareness and attract a significant number of open-source contributors and build the community around the project
- **Legal and administration: 17%** - most of which will be allocated for developing a solid legal framework for the Chill Protocol network; a minor part of that will go to administration/accounting
- **Admin: 10%** - set aside for unforeseen costs

CHILL token allocation

The total amount of CHILL token created initially will be 100,000,000

- 50% will go the Chill Protocol Bounty Programme
- 24% will go the Chill Protocol Reserve
- 15% will go to Team
- 8% will be go to advertising
- 3% will be available for sale to the public*



*** - because of the hard cap, not all tokens will be sold in the initial crowdfunding event;**

The rest of the tokens will be kept in an Chill Protocol Fund address and be vested for 24 months with a 6 month cliff, and used by the Chill Protocol organization for allowing easy purchase of CHILL within the Chill Protocol dapps themselves, making the onboarding process easier for advertisers while Chill Protocol is gaining popularity. This also allows for continued project funding.

Bounty program

Please use our bounty portal, <https://chillprotocol.net/> to claim bounties related to Facebook, Twitter, Slack and other social channels.

You can also see the bitcointalk thread for signature campaign and ANN thread bounties: <https://bitcointalk.org/>

In total, **2 000 000** tokens will be allocated for the bounty program

- **150 000 CHILL** will be given to translators
- **200 000 CHILL** will be given for to the bitcointalk signature campaign
- **125 000 CHILL** will be given for the Facebook campaign
- **125 000 CHILL** will be given for the Twitter campaign
- **150 000 CHILL** will be given for joining Slack/Telegram
- **1 250 000 CHILL** will remain for additional rewards

Adoption

Besides Chill Protocol's technological advantages, we need a clear go-to-market strategy in order to be able to efficiently establish Chill Protocol as a big player on the market. Our strategy is based on the divide-and-conquer principles, where we're starting with very specific markets and niches, and taking them one by one until we reach significant volume to get to the next stage.

Extended use cases

Due to Chill Protocol's versatile and modular architecture, it's possible to adapt it into many alternative "spin-off" use cases. One such example of using the Chill Protocol core (exchange and registry smart contracts) to facilitate the business relationship between a publisher and an advertiser in the case of sponsored social media content, such as Tweets, Facebook posts, Facebook covers/avatars and etc. This will serve the purpose to automatize this process and make it easier, while adding escrow, transparency and quick payment.

Furthermore, the system could be configured, through external oracles based on bots, to track the performance of such sponsored social media.

Roadmap

