

Basic Attention Token (BAT)

About :

Basic Attention Token radically improves the efficiency of digital advertising by creating a new token that can be exchanged between publishers, advertisers, and users. It all happens on the Ethereum blockchain.

The token can be used to obtain a variety of advertising and attention-based services on the BAT platform. The utility of the token is based on user attention, which simply means a person's focused mental engagement.

Advantages : This transparent system keeps user data private while delivering fewer but more relevant ads. Publishers experience less fraud while increasing their percentage of rewards. And advertisers get better reporting and performance.

Blockchain Digital Advertising

Introducing a decentralized, transparent digital ad exchange based on Ethereum Blockchain.

Stage 1: Brave Browser

Brave is a fast, open source, privacy-focused browser that blocks malvertisements, trackers, and contains a ledger system that anonymously captures user attention to accurately reward publishers.

Stage 2: Basic Attention Token

The Basic Attention Token can be used to obtain a variety of advertising and attention-based services on the BAT platform, as it is exchanged between publishers, advertisers, and users. The token's utility is derived from — or denominated by — user attention. Attention is really just focused mental engagement — on an advertisement, in this case.

Stages 1 + 2 = A New Deal

The Brave browser knows where users spend their time, making it the perfect tool to calculate and reward publishers with BATs. This service creates a transparent and efficient Blockchain-based digital advertising market. Publishers receive more revenue because middlemen and fraud are reduced. Users, who opt in, receive fewer but better targeted ads that are less prone to malware. And advertisers get better data on their spending.