



# INCENTIVIZED MOBILE ADS AND GAME MONETIZATION

Platform built using blockchain technology

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## WHITEPAPER

# TABLE OF CONTENTS

<u>Project Introduction</u> .....	3
<u>Abstract</u> .....	3
<u>The Problem</u> .....	3
<u>The Solution</u> .....	4
<u>Tercet Platform</u> .....	5
<u>Creative Studio</u> .....	5
<u>Private Exchange</u> .....	5
<u>Tercet Platform for Publishers</u> .....	5
<u>Tercet Platform for Marketers</u> .....	6
<u>Tercet Platform for Gamers</u> .....	6
<u>Tercet Technology</u> .....	7
<u>Ads Server</u> .....	7
<u>Blockchain</u> .....	7
<u>IPFS</u> .....	8
<u>Machine Learning</u> .....	8
<u>Tokenomics</u> .....	9
<u>Business Model</u> .....	11
<u>Roadmap</u> .....	12
<u>Important Links and Support</u> .....	13
<u>Disclaimer</u> .....	14

# PROJECT INTRODUCTION

## Abstract

This document will describe Tercet Network, a blockchain-based advertising platform for mobile games that will incentivize users to engage with ads.

The document is not intended as investment advice, but serves to explain the project and related technologies such as blockchain networks, smart contracts, and machine learning. The document further describes various advertising metrics and techniques with accompanying research to support the thesis that Tercet Network will prove to be a superior alternative to current mobile gaming architecture.

## The Problem

The mobile gaming industry generates over 40 billion USD worth of revenue worldwide.<sup>1</sup> Mobile ads play a huge role in that industry, with approximately half of all gaming developers supporting the use of in-game ads and 21% believing that ads even increase player progress, a figure which has doubled in the last year.<sup>2</sup>

51% of mobile game developers are against the use of advertisements in their games because of the impact on user experience - users find ads annoying, distracting, and immersion-breaking, creating an incentive among developers to forego potential monetization in favor of customer experience. As well as offering **no rewards**, traditional ads have a **low rate of recall** among users, low effective cost per thousand impressions or **low eCPM** and as such generate a **low ROI** for marketers and lower monetization for publishers.

Choosing not to include ads or even to include the low-quality ads which populate the marketplace results in a major loss of potential revenue.

With 51% of game developers opposed to using ads, a huge chunk of the potential consumer market is being ignored. However, a recent study<sup>3</sup> released in partnership with comScore has

concluded that incentivizing users to view ads results in a more than seven-fold increase in awareness, twice the ad recall and four times the message association.

The tendency for people to be far more willing to engage in incentivized advertisements creates the opportunity to overhaul the entire mobile gaming industry's marketing model in a major way.

That's where Tercet Network comes in.

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1. <https://www.statista.com/statistics/536433/mobile-games-revenue-worldwide>

2. <https://deltadna.com/blog/game-advertising-study-2017-developers-now-see-ads-important-monetization-opportunity>

3. <http://marketingmag.ca/tech/the-rewards-of-rewards-based-online-ads-180474>

# The Solution

Tercet Network aims to change that by changing the way mobile gamers look at ads - instead of an annoyance or an interruption, the ads will serve as part of the gaming experience, offering cryptocurrency rewards in exchange for engagement that can then be spent on in-app content or exchanged for other currencies and spent elsewhere.

By making ads appealing to users, Tercet believes that there is huge potential to disrupt the \$40 billion mobile gaming industry by increasing the acceptance of mobile ads as part of an overall gaming experience.

Tercet aims to build an all-in-one mobile ads platform that enables game developers and publishers to maximize their in-app monetization thanks to premium reward based in-app video ads by Tercet and its partners, while marketers would have access to an Ad inventory from top publishers which can be used to maximize their ROI, creating an ecosystem of maximum engagement and consumer interaction.



## Platform Features:

- **Cryptocurrency:** Internal cryptocurrency for rewards and discounts
- **Premium Video Ads:** Premium reward based in-app video ads for higher monetization
- **High-Impact Ad Targeting:** Data-driven ads targeting for higher impact
- **Advanced Analytics:** Real-time insight how your Ad campaigns are performing
- **Creative Studio:** Creative professionals to handle your video and interactive ad creation
- **Tercet Private Exchange:** Private exchange for marketers for programmatic ads bidding

# TERCET PLATFORM

Tercet strongly believes that blockchain and incentivized ads are the future of in-app monetization. We aim to build an all-in-one platform that will provide tools and services that Publishers would need to build their effective monetization strategy and Marketers to manage their campaigns successful, while rewarding gamers for engaging at the same time.

## Creative Studio

Creating effective in-app video and interactive ads require time and a high level of competency. Well-executed ads can be highly effective, but at the same time low quality ads can decrease Click-through rate (CTR) and makes ads less effective. Tercet realizes this challenge and we will provide a professional service for creating and editing ads optimized for higher impact - this service will be available to Marketers directly through Tercet.

## Tercet Private Exchange

Tercet private exchange is a marketplace for Marketers to deliver in-app video Ads programmatically. Exchange would allow Tercet to massively scale and partner with other mediators.

## Tercet Platform for Publishers

In order to display Tercet Ads in games, publishers will need to integrate Tercet SDK into their games and use a valid API Key generated from publisher portal to initiate Ads.

Authenticated publishers on the portal will be able to manage and track the performance of Ads in each game. For testing and debugging purposes, Tercet will have a testing mode that simulates the behavior of Ads in a test environment. The portal will provide tools for advanced analytics, custom reports, track revenue and option to manage withdrawals.

For advanced security the portal will use 2FA security.

# Tercet Platform for Marketers

Marketers can begin displaying their rewards-based Ads on Tercet Network and its partners in a matter of minutes. The Creative Service and Marketplace will greatly help marketers reach their targeted audience at the lowest rates.

Authenticated marketers on portal can manage their Ad Campaigns, Payments, Generate Reports and Advanced Analytics. With innovative campaign management features, Ads will only run when they are needed.

For advanced security, marketer's portal will also use 2FA security.

Marketers will be offered special discounts on advertisement fees for paying in Tercet's utility Token TCNX.



# Tercet for Gamers

Tercet is all about empowering mobile gamers. We are building an ecosystem in which gamer will be reward with TCNX token for engaging with in-app ads, reward can be used to unlock in-app content and can easily be withdrawn to Tercet Digital Wallet and traded in crypto exchanges.

Gamers will enjoy improved gaming experience, self-paid game content and cryptocurrency rewards.

# TERCET TECHNOLOGY

Tercet platform is a complex enterprise grade advertisement solution. For performance, scalability and practicality reasons we plan to use both on-chain and off-chain technologies. We came to this decision after evaluating number of blockchain based solutions and all of them are way too experimental to rely on completely.

Tercet is using the best of both worlds to create a powerful and a commercial solution while staying true to our decentralization approach and still being able to compete with other projects.

## Ads Server

The Ads Server is a piece of software that distributes Tercet Platform's advertisements to the mobile game ads inventory.

Apart from the standard ad's engine features, Tercet Network would integrate Ads Engine with Blockchain to serve rewards-based ads and autonomous distribution of reward.

## Blockchain

Tercet Network integrates with the most widely adopted and developed platform for building decentralized applications in the world, the Ethereum blockchain.

Blockchain technology is the underlying technology behind cryptocurrencies and operates as a distributed database of information to be stored across multiple "node" devices. The nodes can be stored maintained in separate locations and must reach mutual consensus before altering the information being stored on the network, making it very difficult for cyber-attacks to take place. This system is a great leap forward in cybersecurity and enables Tercet Network to take advantage of two main features:

- a. Through blockchain technology, Tercet can issue TCNX Token for rewards and discounts within the platform. The biggest advantage of having TCNX token for rewards compare to traditional virtual coins is the real-world value of it - not only can TCNX tokens can be used to pay for in-app content, they can also easily be sold for other cryptocurrencies like Bitcoin and then spent or exchanged for fiat currencies like the US dollar.

- b. Using the Ethereum blockchain also allows the project to run Ethereum Smart Contracts to automate reward distribution. Smart contracts are autonomous blockchain programs which are given a set of conditions by which to carry out certain actions. They can be used to facilitate real-time rewards on the Tercet Network and can also significantly increase the level of automation in business operations, reducing the human labor required and thus the level of human error as well as related overhead costs. Smart contracts, like everything on the Ethereum blockchain, are open-source and can be audited by any programmer, ensuring complete transparency.

## Machine Learning and Data Science

Tercet platform will use Machine Learning and Data Science for in-depth data analytics to learn about user behavior and interaction patterns - this will allow the company to serve data-driven ads that are most relevant to the users.

Machine Learning is revolutionizing online marketing with 84% of marketing firms implementing or expanding AI and Machine Learning practices, and 3 out of 4 companies that do this see a sales increase of 10%.<sup>4</sup>

## IPFS

Tercet ads will be distributed using InterPlanetary File System (IPFS), a peer-to-peer file sharing network and protocol which is the P2P alternative to traditional CDN. Inspired by the 2008 invention of blockchain technology for use with the Bitcoin protocol, IPFS is a means by which unalterable data can be stored and distributed in a highly secure manner.<sup>5</sup>



4. <https://www.forbes.com/sites/louiscolumbus/2018/02/25/10-ways-machine-learning-is-revolutionizing-marketing/#80a19125bb64>  
5. [https://en.wikipedia.org/wiki/InterPlanetary\\_File\\_System](https://en.wikipedia.org/wiki/InterPlanetary_File_System)



# TOKENOMICS

TCNX Token is an Ethereum ERC-20 based utility token, designed to be used as a standard currency within Tercet Network ecosystem for rewards and discounts.

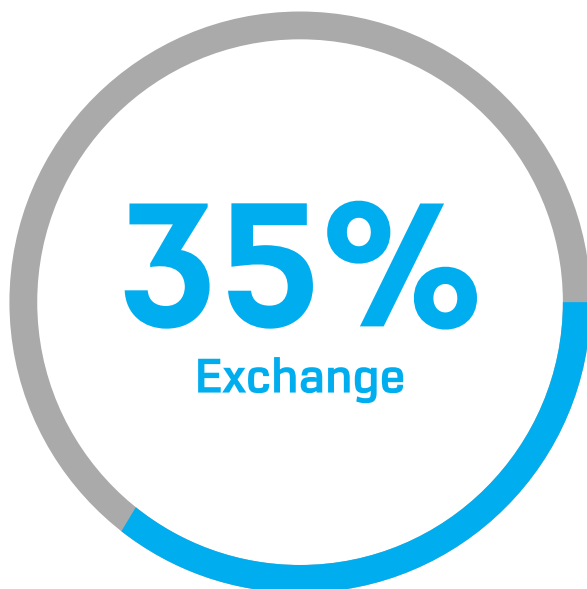
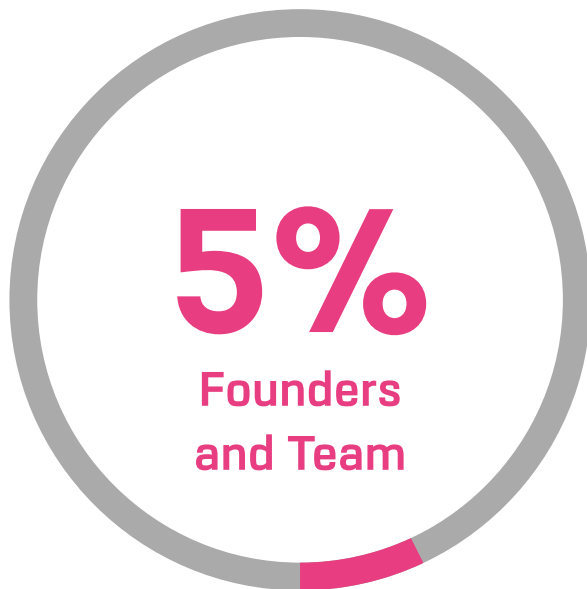
Following are TCNX token utilities.

- **Exchange Tradable:**  
This will allow investors to grow their funds.
- **In-app Purchases:**  
Buy in-app items or unlock new levels in the game.
- **General Ecosystem:**  
Internal currency for Tercet Network.
- **Token Rewards:**  
Token holders will benefit from reward programs.
- **Fees Discount:**  
Marketers will receive discount when they pay with Tercet Token.



# Token Distribution

The maximum token supply is set at 20,000,000,000 TCNX token. 50% of the token would be locked till 2nd of June, 2019 and funds are reserved for development, growth, and other unforeseeable expenses. Reserved token can be verified on Etherscan. [Click Here](#)



# BUSINESS MODEL

Tercet Network's business model is simple and traditional, charging brands and marketers to run Ads on the network while focusing on forging partnerships.

## Partnerships

Tercet Network's team is comprised of serial entrepreneurs, consultants and game developers with years of experience in the mobile game industry who are leveraging their expertise to pursue partnerships with top game publishers, brands, marketers and other Ad networks to increase market share. Partnerships are one of the most important aspect of the TN growth model and the team will be continuously evaluating potential companies and influencers for partnership opportunities.

## User Acquisition

Tercet Network Platform's primary users are the game developers and publishers. User acquisition will take place through expert content marketing and growth hacking being the main focus once the platform is fully developed and ready to use.



# ROADMAP

## Q3 of 2018

- Inception of the Idea
- Market Research & Analysis
- Business Planning
- Company Formation

## Q4 of 2018

- Website Launch
- Exchange listing
- Bitcointalk Announcement
- Bounty Campaign
- Twitter Marketing Campaign
- Telegram Moderation

## Q1 of 2019

- Whitepaper 1.0 Release
- 2 Exchange Listings
- Marketing and Promo Campaigns
- Partnership Announcement
- MVP Date Announcement
- Development Plan
- Product Preview
- Airdrop Announcement

## Q2 of 2019

- New Website
- Whitepaper 2.0 Release
- MVP Release
- New Exchange Listings
- Partnerships
- Team Introduction
- Advisory Board

## Q3 of 2019

- Tercet Platform Launch
- Client-side SDKs
- Marketers Acquisition Campaign
- Partnerships
- Programmatic Exchange Dev Initiation
- Roadmap Update
- Asian Exchange

# IMPORTANT LINKS AND SUPPORT

Website:

<https://tercet.network>

Twitter:

<https://twitter.com/TercetN>

Medium:

<https://medium.com/tercet-network>

Bitcointalk:

<https://bitcointalk.org/index.php?topic=5082853>

Telegram:

<https://t.me/TercetN>

Trade on STEX Exchange:

<https://app.stex.com/en/basic-trade/pair/LTC/TCNX/30>

# DISCLAIMER

The information presented in this whitepaper is subject to change as the project (referred to herein as 'Tercet Network,' Tercet Platform,' 'Tercet,' or 'the project,') progresses. This document is aimed to inform readers and raise awareness about the project as well as helping readers decide if they would like to pursue involvement in the project - the document and should not be construed as legal, accounting, or investment advice of any kind, and has not been written in accordance with any regulatory or legal framework. Interested parties are responsible for ensuring that their actions in engaging with the project are legally compliant under the laws of their nation of residence or other relevant legal jurisdiction.

The whitepaper is not intended to solicit investment and does not represent a sale or offering of any kind but is purely for informational purposes.

Purchase and storage of TCNX tokens is carried out at the user's risk. The forward-looking statements in the whitepaper regarding future developments are based on the genuine plans and estimates of Tercet Network team members.

However, as the project evolves there is no legal guarantee that these developments will come to pass in the way described in the whitepaper. Features of the platform, elements of the business model, and all other aspects of the project described herein are subject to change or elimination. As a startup company in development, there is no legal guarantee that the Tercet Network will launch and develop the platform and services anticipated.

