



For a Better Web

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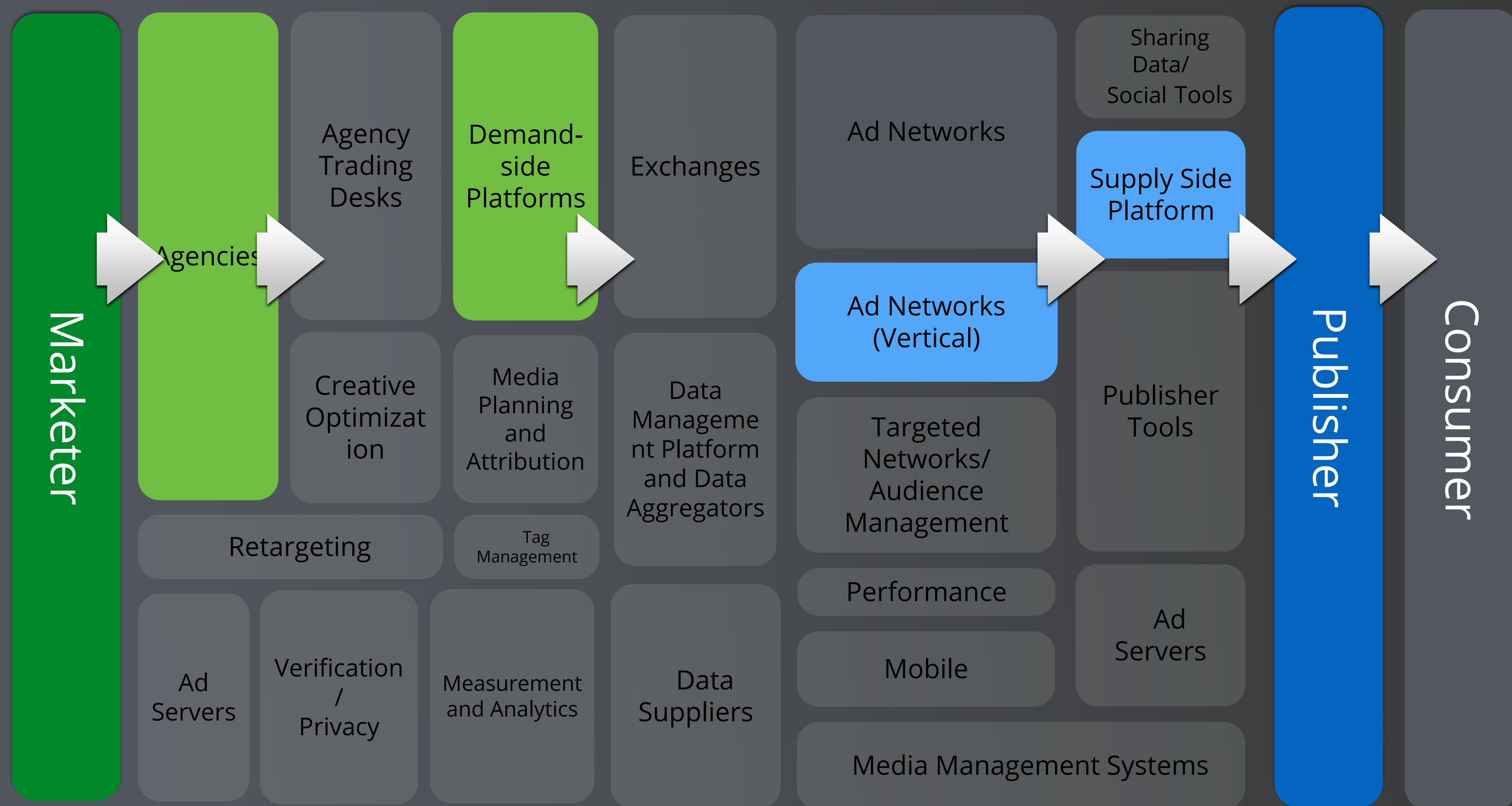


- is the fastest browser
- with best privacy and security
- shares the most revenue with publishers and content owners

Today's Overcrowded Lumascape



The Brave-Optimized Landscape



Brave offers publishers the best deal



Brave

70% programmatic rev share

Publisher demand pass thru



ABP

A negative sum game where users still see ads and advertisers who pay the fee still face blocked ads



Facebook

70% rev share today
tomorrow is uncertain



Google AMP

Speed improvements for mobile that reduce the programmatic landscape, ignoring the desktop user base



The walled garden trap

Publishers need their own
web sites to control their
destinies

Reclaim ad revenue
from FB and Google
(over 80% of total ad spend)

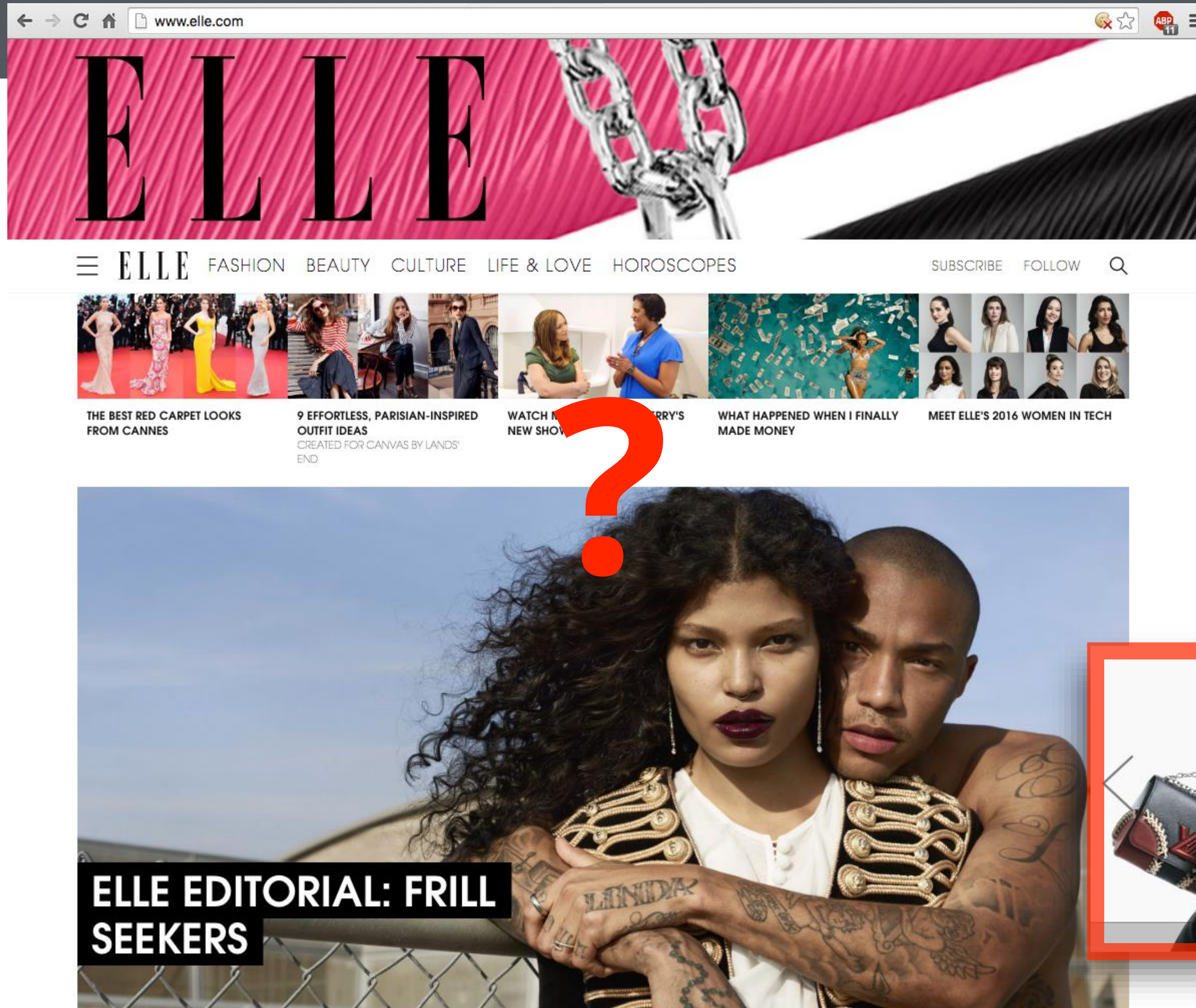




What makes Brave different?

- Replace tracking with on-device, browser-private placement algorithms
- Fraud-resistant, anonymous ad-action confirmation
- Publisher demand pass-thru to show your best ads without tracking
- Automated micropayment system for user top sites

Your best ads are blocked with normal methods

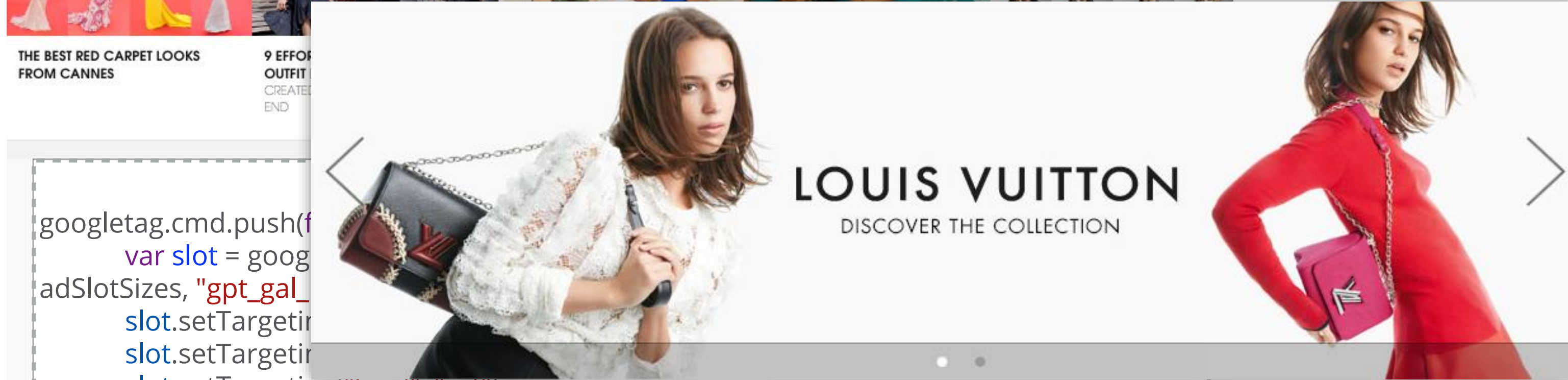


- Normal ad-blocking blocks the Louis Vuitton ad at elle.com
- Ads like this are often direct-sold but are still blocked





Publisher demand pull-thru



```
googletag.cmd.push(function() {
  var slot = googletag.defineSlot(
    adSlotSizes, "gpt_gal_1",
    slot.setTargeting("load", "ret");
    slot.setTargeting("loc", "interstitial");
    slot.setTargeting("call", gptLayer.intCount + 1);
  });
});
```

- Brave has the ability to let direct-sold ads through
- In-browser confirmation eliminates tracking
- Speed increase on desktop comparable to Facebook Instant Articles on mobile



The cognitive cost of a micropayment
outweighs its value.

Automatic is the only way.



Micropayments UI concept

General

Search

Tabs

Privacy

Security

Bravery

Advanced

search

Sync

Options











Personalize

Intent Map

Top Sites Recipients

account balance \$85.00 +

monthly budget \$5.00 edit

Rank	URL	Page Views	Time Spent	auto-pay		%
				off	on	
1	 reddit.com	149	5h 12m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10
2	 nytimes.com	120	4h 34m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	9
3	 huffingtonpost.com	111	4h 11m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8
4	 theguardian.com	82	3h 42m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8
5	 engadget.com	61	2h 42m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	8
6	 forbes.com	53	1h 42m	<input type="checkbox"/>	<input type="checkbox"/> skip	0
7	 sfgate.com	46	1h 42m	<input type="checkbox"/>	<input checked="" type="checkbox"/>	50
8	 bloomberg.com	32	1h 42m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4
9	 drudgereport.com	18	1h 42m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	2
10	 cbsnews.com	14	1h 42m	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1

Allocations will process at 12:00am on March 28, 2016



Thank you.