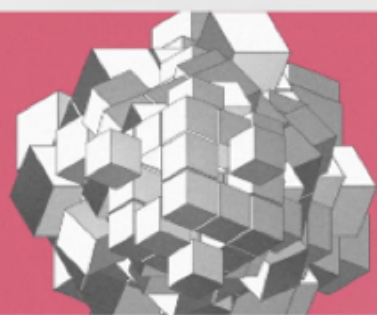


THE ULTIMATE CRYPTO CURRENCY

THE MARKET,
HOW IT BROKE,
HOW TO FIX IT





2018 Is Going To Be A Massive Year For Blockchains, The Tech Behind Bitcoins

The word "bitcoin" was a top search on Google this year, as everyone who didn't understand the cryptocurrency (which was most of us) rushed to learn how it works and how they could make money off of it. Some people did make money, at least on paper. The price of one coin surged from less than \$1,000 on January 1, 2017 to more than \$18,000 by mid-December (as we write this).

But bitcoin's value jump was probably not the most important event in crypto this year. It was the decentralized ledger technology that tracks bitcoin transactions—known as a blockchain—that really promised to shake up the world. This year, developers came up with hundreds of new use-cases for blockchains, and 2018 is likely to see a lot more exciting activity.

"As [blockchain] has joined the mainstream, it's piqued the interest of millions of new people," says Ben Siegel, impact policy manager at ConsenSys, an Ethereum

CRYPTOCURRENCY WHAT IS IT?



Reddcoin: Cryptocurrency N. Gains 500% In a W

Reddcoin, a relatively new coin called Reddcoin, has exploded toward the end of 2017. A major milestone was achieved a \$263 million market cap at the end of the year, putting it into the list of the top 50 cryptocurrency.

But what is Reddcoin? And how did it achieve such a significant milestone?

Reddcoin markets itself as a "social currency for the digital age." It is designed to be used on major social media platforms like Instagram, Facebook. From a marketing standpoint, the currency is unique in hoping to harness social media in this way.

However, Reddcoin does provide an interesting technology. It uses a proof of stake velocity algorithm, a new version of valid coins have used proof of work or proof of stake (Bitcoin uses these two methods, respectively).

Reddcoin makes use of both ownership and activity to sit on Reddcoin is a process known as "mining," not "minting." It takes significantly less computing power than mining on mobile devices. As such, every Reddcoin user is seen more Reddcoin year over, the greater the likelihood that they receive additional rewards.

Why did Reddcoin suddenly surge in value at the end of 2017? Success may be due to Bitcoin, whose price spiked to a record of 2017. (See more Crypto Market Cap Hits Record High Again.)



The global cryptocurrency market hit a new record high above \$700 billion

LONDON — The overall value of the global cryptocurrency market surpassed \$700 billion on Wednesday to reach a fresh all-time high.

According to data provider Coin Market Cap, the market capitalization of all combined cryptocurrencies is now \$707 billion, as of around 8:45 a.m. GMT (3:15 a.m. ET) on Wednesday. The market has since dipped and is worth \$693 billion at 10:55 a.m. GMT (3:55 a.m. ET) but the record high reached earlier in the day remains significant.

Market capitalization is a basic valuation metric which multiplies the value of an asset — usually a share in a company — by the amount of that asset in circulation. The total market cap of the crypto market has spiked higher in recent months as many of the more than 1,300 cryptocurrencies in circulation rise.

**WHAT MAKES
CURRENCY
VALUABLE?**

FINITE

LIQUID

USEFUL

**WHAT WOULD
BE THE MOST
VALUABLE
CURRENCY?**

FINITE

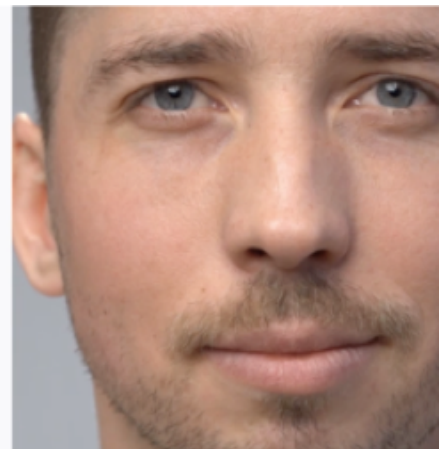
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FINITE

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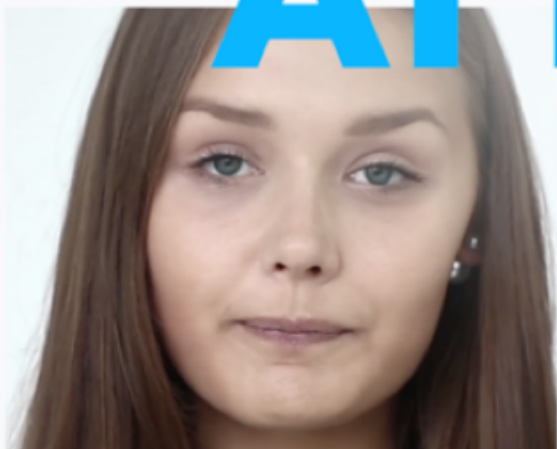
UNIVERSALLY
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USEFUL

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ANYTHING



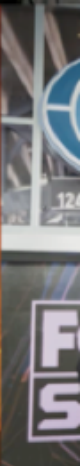
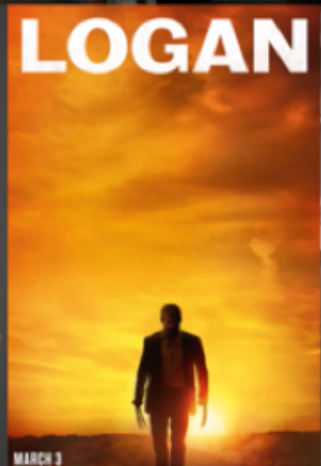
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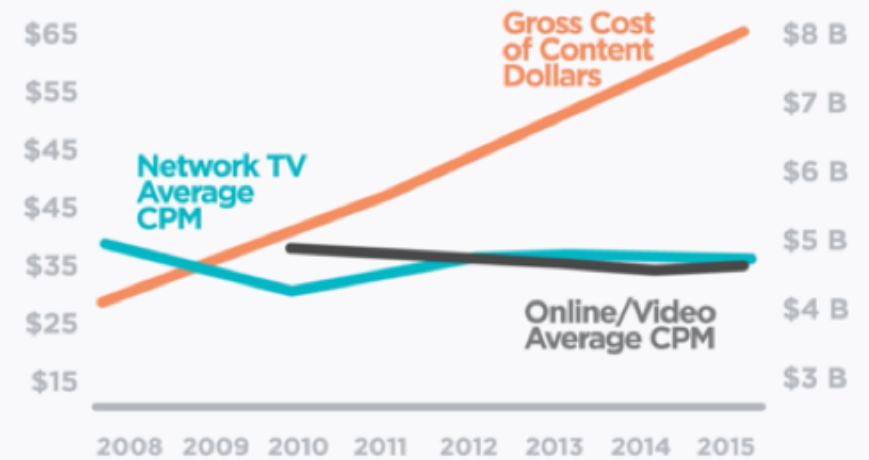


WORLD'S MOST VALUABLE COMPANIES

- | | | |
|-----|--------------------|--------|
| 1. | APPLE | \$806B |
| 2. | ALPHABET | \$676B |
| 3. | MICROSOFT | \$608B |
| 4. | FACEBOOK | \$497B |
| 5. | AMAZON | \$467B |
| 6. | BERKSHIRE HATHAWAY | \$432B |
| 7. | JOHNSON & JOHNSON | \$385B |
| 8. | EXXON MOBIL | \$352B |
| 9. | JP MORGAN CHASE | \$349B |
| 10. | BANK OF AMERICA | \$286B |



Why is the cost of gathering  Spiking





ENVIRONMENT



DISTRIBUTION



SEARCH



FEEDS





BUY



VOTE



LOVE

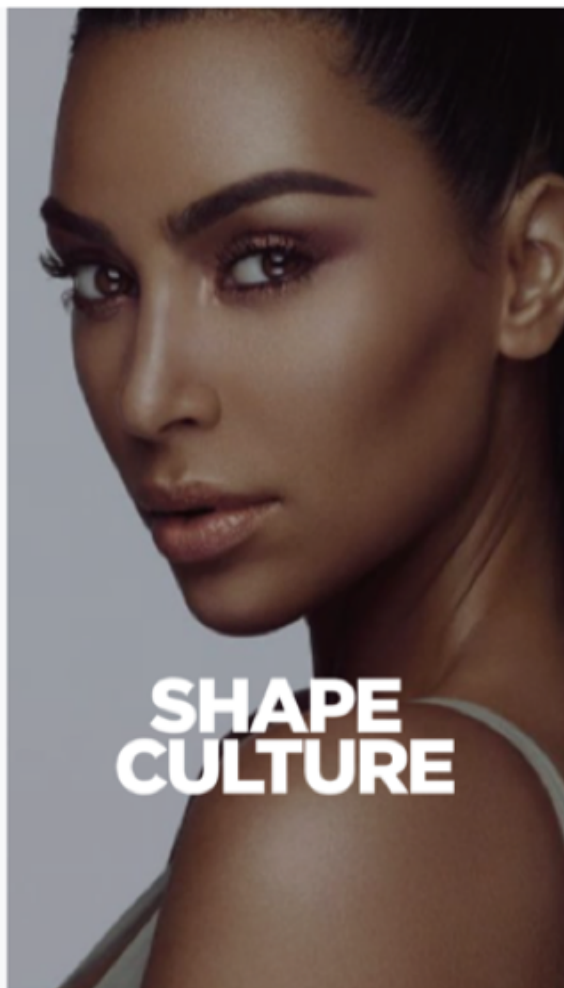


HATE

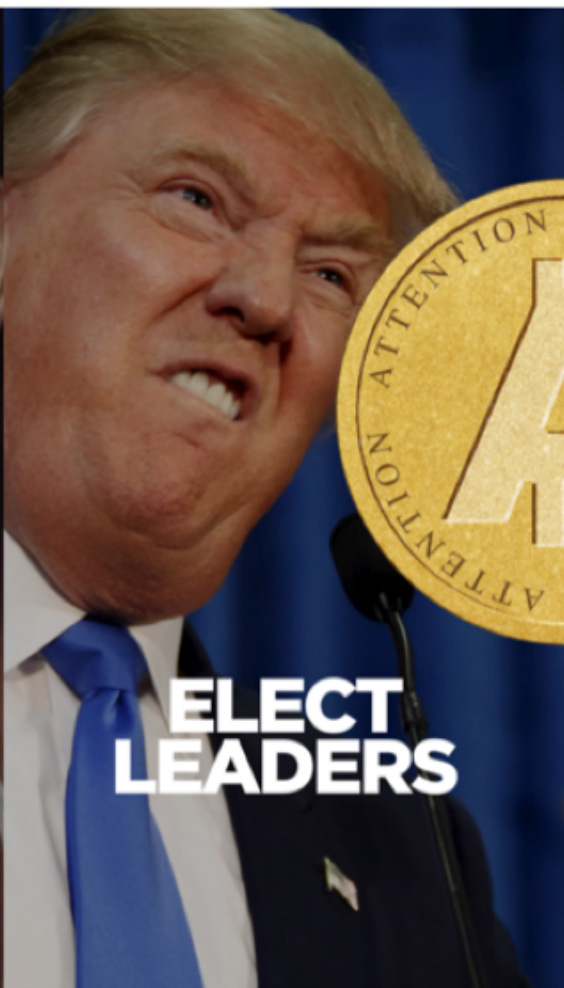
With Enough



You Can



**SHAPE
CULTURE**




**ELECT
LEADERS**



**CREATE
PEACE**



**CURE
CANCER**

Even one  can create a feeling
that lasts forever effecting millions
of future actions



NY TIMES

Russian Cyberforgers Steal Millions a Day With Fake Sites

SAN FRANCISCO — In a twist on the peddling of fake news to real people, researchers say a Russian cyberforgery ring has created more than half a million fake internet users and 250,000 fake websites to trick advertisers into collectively paying as much as \$5 million a day for video ads that no one ever watched.

The fraud, which began with sophistication among cybercriminals, is one that pretend to be people.

"We think that nothing Michael Tiffany, a founder of computer security firm, says, is bringing in adversaries are bringing in.

The thieves impersonate advertising revenue that they are not getting.

The scheme exploited lack of a consistent, real to the promised audience. Continue reading the main story. Related Coverage



The Perfect Weapon Ads Show Up on Breitbart Automated Pro-Trump NOV. 17, 2016

Advertisement Continue reading the main story.

The spoofed outlets include CBS Sports, large print Journal, major content

WIRED

Inside the Macedonian Fake-News Complex

Veles lies plumb in the center of Macedonia, on either side of the Vardar River, and its red-brick-roofed buildings appear to be climbing the slopes of low knuckled hills. It was once a town of modest shore, turning out revolutionaries and intellectuals and alive

The Market For Is Broken



The Follower Factory

Everyone wants to be popular online. Some even pay for it. Inside social media's black market.

By NICHOLAS CONFESSORE, GABRIEL J.X. DANCE, RICHARD HARRIS and MARK HANSEN

JAN. 27, 2018

Leer en español

Lots of



currency being created...



GOOD



**USER
INITIATED**



**TIME
SPENT**



**FIELD OF
VISION**



INTERACTION



EXCLUSIVITY



BAD



it



the One Tiny Error

ENTERTAINMENT

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1.11 M



136 K



469 K



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What's up for February? Use [#Venus](#) + [#Mars](#) to find the zodiacal light 🌟 plus two comets and the ✨ brightest ✨ asteroid



2:56 min 13.8K views



7



243



415



Rep. Barbara Lee @RepBarbaraLee · 4h

Deeply concerned by Tillerson's confirmation. We can't allow Pres Trump's radical policies threaten US global leadership & our natl security



25



149



412



TCHO Chocolate @TCHOchocolate · 4h

New from TCHO- the triple berry bar! Dark chocolate mixed with our house blend of strawberries, raspberries and bl...



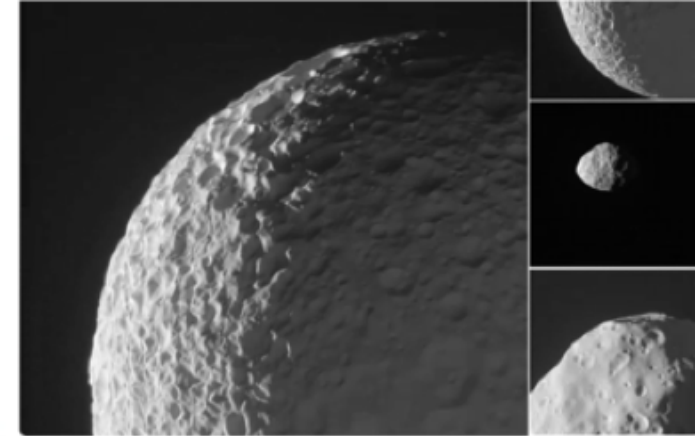


BOT



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on

4 5 ...



4 184 386



Natalie Andrews @nataliewsj · 7h

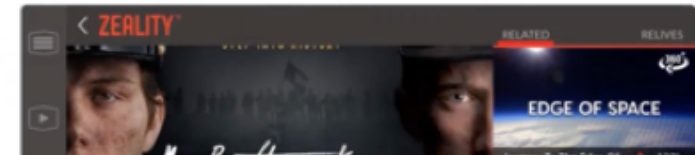
Republican Susan Collins will oppose Betsy DeVos: "I simply cannot support her confirmation."

3 38 96



Brian Seth Hurst @BrianSethHurst · 7h

For those with @zealtyVR #VR app #mybrotherskeeperPBS is now live. @PBSDDS @Perception_2 @storytechIM #civilwar





GOOD



BAD



BOT

If Attention
is the battle...



If Attention
is the battle...





GOOD



**USER
INITIATED**



**TIME
SPENT**



**FIELD OF
VISION**



INTERACTION



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