

# RookieCoin White Paper

The coin for fair advertisement market



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## 0. Abstract

We want to provide more clear and verified system to clients and establish more effective and helpful blockchain system to operating the system when online advertising platform sells online advertisements. Now online advertising market induces good users to access false postings and many clients and advertising platforms are damaged by false advertisements. And many companies are spending a lot of money to prevent these malicious attempts.

We want to make a platform to prevent false traffic inducement caused to access malicious false postings, to investigate these postings and media to post them and to minimize source consumptions accordingly. This platform helps that online advertising with low reliability and expectation can have higher efficiency and reliability, so that the online advertising market and related fields can develop ultimately.

## 1. Introduction

### 1.1. Fraud in Online Advertising Market

At the end of 2017, there was a big fraud of international online advertising<sup>1)</sup>. It was a large scale fraud which caused 1.3 million USD of damages for one day in U.S.A<sup>2)</sup>. According to a thesis of Adform, an advertising platform company<sup>3)</sup>, a new bot called as 'hyphbot' created fraud traffics on 34,000 websites and damaged about 500 thousand systems by causing about 1.5 billion precise false advertising.

Every time there is a large scale of damages, each advertising platforms input huge resources to respond and hire more monitoring staffs to watch malicious advertising frauds. In addition, we are developing many solutions to prevent many kinds of damages on our platform with many research & development. However, malicious bots are evolving to penetrate these defenses and continue their malicious advertising frauds, and their scares are getting bigger in more intelligent attacking methods. Repetitive malicious actions in advertising field such as these advertising fraud attacks and thereon defense reduce efficiency and reliability of online advertising to have a bad influence on the growth of internet advertising market and spend enormous costs.

Therefore, each advertising platform can share their own developed solutions to prevent malicious bot's attacks and fraud traffics to prevent these damages and reduce restoration costs in terms of the whole market. But they are competing against each other to win more advertising orders, so it is not easy to share their own solutions with other competitors.

In addition, though the platform develops and adopts a solution to prevent this malicious fraud advertising to lend their solution to the other platforms with use fee, it is not easy to determine reasonable use fee clearly and fairly depending on its contribution in the existing advertising market.

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1) CNBC News on 2017- 11-12 (URL: <https://www.cnn.com/2017/11/22/ad-fraud-hyphbot-generates-fake-web-traffic-s-cams-advertisers.html>)

2) www.thedrum.com, News on 2017-11-29 (URL: <http://www.thedrum.com/news/2017/11/29/inside-adform-s-hyphbot-a-d-fraud-takedown-0>)

3) Thesis published by Adform (URL: [https://site.adform.com/media/85132/hyphbot\\_whitepaper\\_.pdf?utm\\_source=The+Adform+Insider+Newsletter&utm\\_campaign=19ef9caf87-EMAIL\\_CAMPAIGN\\_2017\\_11\\_20&utm\\_medium=email&utm\\_term=0\\_0eb4077096-19ef9caf87-417579041](https://site.adform.com/media/85132/hyphbot_whitepaper_.pdf?utm_source=The+Adform+Insider+Newsletter&utm_campaign=19ef9caf87-EMAIL_CAMPAIGN_2017_11_20&utm_medium=email&utm_term=0_0eb4077096-19ef9caf87-417579041))

## 1.2. Mission of Rookie Block

To solve above problems of RookieCoin, we establish an interoperable platform to open information clearly using blockchain technology and share their technologies of each platform to receive rewards reasonably and fairly. Rookie Block has a goal to share solutions and know-hows to verify traffics using blockchain technology based on the above features.

Accordingly, it tries to resolve inefficient and unreasonable parts of existing advertising and improve the reliability of online advertising market. Consequently, Rookie Block will be given to existing platform founders, users, clients and influencers in advertising fields to promote developments of the whole online advertising industry.

## 2. Suggestion of Alternative - Strength of RookieCoin

### 2.1. Fair and Transparent

We can filter actions which cause excessive traffics through users with many wise observers in the blockchain or harmful advertisements to users. In addition, many observers who participate in filtering activity can be encouraged in active monitoring and verification activities by reasonable rewards.

### 2.2. No ICO

RookieCoin doesn't provide ICO (Initial Coin Offering) and it raises funds from influencers who are active on 'Socialite', an advertising platform. Influencers can receive rewards depending on their advertising activities and they can select cash or RookieCoin for their compensation. When they select RookieCoin, it naturally becomes an investment.

### 2.3. Very Cheap Charge

Existing advertisements go through several steps of complex distribution process to be posted; this blockchain has very simple process to post advertisements for cost reduction.

### 2.4. Reliability

This blockchain has two-step verification to fine fraud traffics by false advertisement posting and it can block fraud traffics for prevention, so it is more reliable than other platforms in advertising market.

### 2.5. Transparency

It shares all processes in the platform between the platform nodes (users) based on blockchain characteristics and it is open to all platform users clearly. Using this strength of blockchain, it can establish more transparent advertising life cycle and advertising ecosystem.

### 2.6. Security

Because it is difficult that external attackers can change existing history based on characteristics of blockchain, this blockchain platform strongly confronts malicious external attacks using strengths of blockchain security rather than existing advertising platforms and it is safer to operate the platform.

## 2.7. Interoperability

This blockchain platform shares solutions and monitoring staffs to prevent fraud traffics generated by bot to reduce costs for security and management. In addition, each user can have rewards as much as they contribute to prevention of fraud traffic in this reliable blockchain.

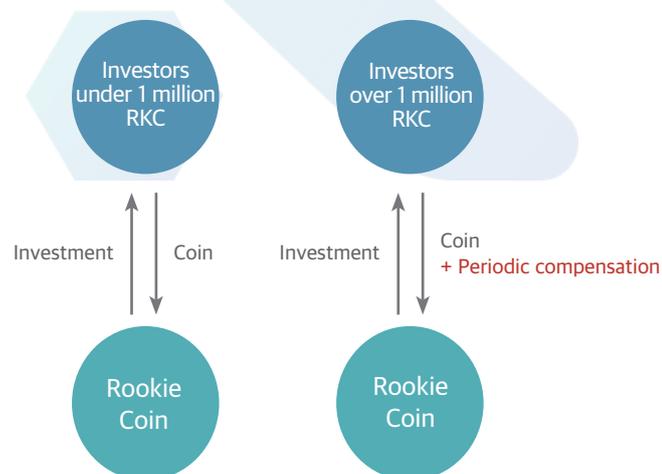
## 2.8. Accessibility

In the existing online advertising methods, there are many entry barriers when advertising agencies enter the online advertising platforms. These examples are solutions to measure traffic or prevent fraud traffics and it is very difficult to enter online advertising market without these solutions. However, in this blockchain advertising agencies which doesn't have these requirements can enter the online advertising market stably.

# 3. Structure and Goods of Rookie Coin

## 3.1. Rookie Coin (waves token)

Once the Socialite blockchain is completed for the users who hold Rookie Coins (Waves Token), the platform coins to be used within the blockchain are paid to Rookie Coin (Waves Token) holders, and these coins are used as key resources within the Socialite blockchain. We plan to pre-distribute Rookie Coins before the completion of its development so that the blockchain can be activated immediately after the Socialite blockchain is developed. To do this, we are going to implement a Socialite reward and a Rookie Coin payment plan.



## 3.2. Socialite point's conversion rate to Rookie Coin

The beta version of Socialite is set in the direction that the conversion of the Socialite points to Rookie Coins becomes gradually difficult. However, there were users who did not like that the price of the exchange is not reversed, so we have decided to change the way in which the conversion rate is set. In the full version, when you convert the points paid for the activity compensation in Socialite to Rookie Coin, Rookie Coin will reflect the market value of the listed exchange.

3.2.1. The conversion rate is set at a certain percentage of the market value of the exchange immediately before the start of the season.

3.2.2. As for the Socialite season, season 1 is to be until the end of next month of when the Socialite' full version is released, based on Korea Standard Time (UTC 09:00). After that, the season is going on every month.

e.g) If the full version of Socialite is released in the M month, season 1 will be until the end of the M+1 month, and the season will change at the end of each month.

3.2.3. In the beginning of the season, the market value of the previous transaction volume will be reflected.

e.g) If the D day of the M month is the start date of the season, the market value at 23:59 on the D-1 day of the M month will be reflected in the conversion rate. The conversion rate is set in the same way after that.

3.2.4. In the case of multiple listed exchanges, the market value of the exchange reflected in the conversion rate will reflect the transaction volume for one month of the exchange as much as the ratio of the transaction volume.

3.2.5. Conversion rates are more favorably set than actual market price, taking into account exchange commissions and other factors.

e.g) Assuming that there is exchange A with a trading volume of 900,000 and exchange B with a trading volume of 100,000, and if the market value of the exchange A is a and the market value of the exchange B is b  $(a*900,000)/(1,000,000: \text{Total Volume}) + (b*100,000)/(1,000,000: \text{Total Volume})$ , it is set more closely to the price of the exchange with more transaction volume.

## 3.3. Rookie coin payment plan

Owners of the Rookie Coins of RMB 1,000,000 or more are paid every month according to the percentage of the Rookie Coins they have. The payment plan of Rookie Coin is as follows.

3.3.1. The payment plan is based on Korean Standard Time (UTC 09:00).

3.3.2. The entire payment plan will run for 12 months. The full payment plan is based on the Korean Standard Time (UTC 09:00), which lasts for a total of 12 months

3.3.3. The payment plan is to start in September 2018.

3.3.4. Payments will be made only to the holders of 1,000,000 RKC or more.

3.3.5. The holding amount will be determined by the quantity of RKC at the WAVES wallet address until 23:59 on the last day of the previous month.

3.3.6. The amount of the payment will be calculated according to the RKC quantity of WAVES wallet address, and, if there is no unavoidable reason, the batches are sent within 10 days from the 1st of the month when the payment plan becomes effective.

3.3.7. The following wallets are excluded from this payment plan.

- the wallet keeping RKC from Periodic Compensation & Platform Compensation
- the wallet used to transfer RKC from Platform
- the wallet keeping the amount locked for 1 year when RKC was published
- the wallet storing non-distributed amount of RKC which suppose to be distributed by exchange platform

3.3.8. The distributed rookie coins are for platform rewards & periodic rewards and, are paid in the form of air drops to the holders in the token pool allocated.

3.3.9. Payments are as follows.

- The amount of payment is (RKC holdings X payment rate)

Table) Payment rates, payment timing

Payment timing	2018.09	2018.10	2018.11	2018.12	2019.01	2019.02
Payment rates	10.7972%	10.7972%	10.7972%	10.7972%	10.7972%	10.7972%
Payment timing	2019.03	2019.04	2019.05	2019.06	2019.07	2019.08
Payment rates	1.3078%	1.3078%	1.3078%	1.3078%	1.3078%	1.3078%

e.g.) If the owner of the RKC ('A', hereafter) puts an RKC in his wallet that supports additional payments, and six months have passed without having made a deposit or withdrawal, 'A' will receive an RKC equal to 85% of the original RKC. For example, if 'A' had an initial hold of 1,000,000 RKC and progressed as above for 6 months, then 'A' will receive 850,000 RKC, 85% of its original hold, and 'A' will hold 2,000,000 RKC in case of 12 months.

### 3.4. RookieToken (Its own blockchain)

3.4.1. Token for Index of each node influence

3.4.1.1. When platform nodes complete campaigns, later special money are provided to calculate the value of media and solutions according to the evaluation fraud traffic prevention solution using with media at the point to evaluate postings of each medium.

3.4.2 At that time, each node of platform helps to write evaluation index in the above evaluation method in executing campaigns, they will be paid special money depending on their contributions.

3.4.3. Token used as a means of payment such as charge and etc.

3.4.3.1 Token plays a role of money in Socialite - Blockchain money as a main resource. It has a plan to airdrop<sup>4)</sup> to RookieCoin holders in proportion to their rate. Token is necessary to execute campaigns based on evaluation campaign and power ranks. And this token is distributed to media nodes who participate in applicable campaigns. In addition, token is paid in the form of deposit when the evaluation node reports the honesty of advertising. The deposit can be returned or forfeited depending on the results.



4) It is to give the other coins to holders who have the applicable coin additionally. It is to pay totally new coins for free in specific proportion of their possessions in the give period.

### 3.5. Standard Resource in Ecosystem of RookieCoin and New Advertising Platform

RookieCoin is a token based on wave to distribute standard resources used in the applicable ecosystem before developing an ecosystem of advertising platform. It is designed to induce distribution to potential users in advance in the way to distribute to influencers who support to develop new advertising platform ecosystem through rewards of Socialite and etc. As soon as new blockchain is launched, RookieCoin holders will have new standard coins used in new blockchain in the proportion of their shares.

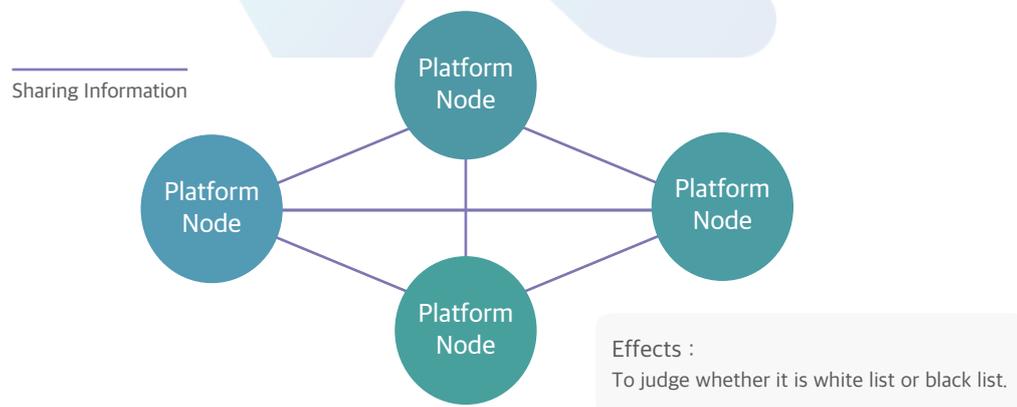
## 4. Structure of RookieCoin

### 4.1. Platform Node

Platform node is a main node to take a role of distributed data storage of Rookie Blockchain. This platform node is data storage to save the whole date of blockchain as well as a main node to create block.

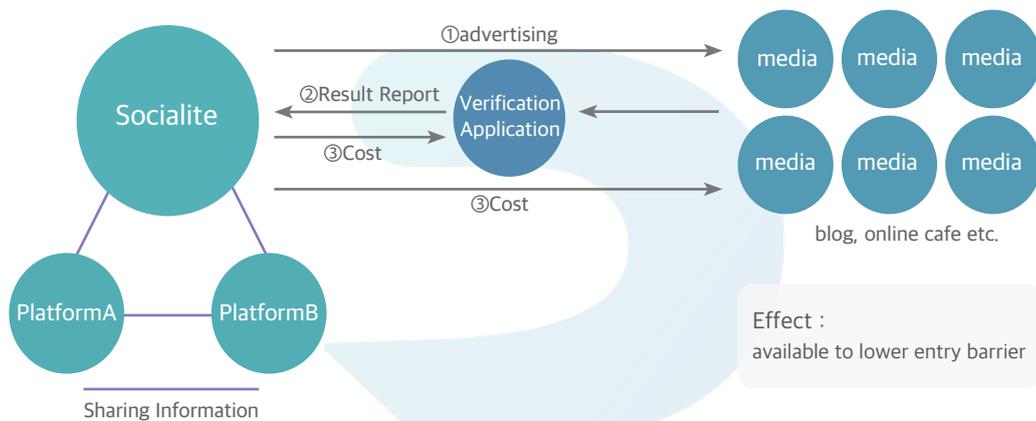
#### 4.2.1.1. Information saved in Platform Note Storage

- Data about resources possessed by each node  
Beside main node, each user node can affect on the applicable blockchain. Therefore, all resources possessed by main nodes and general users and their evaluation indexes are recorded in blockchain.
- Media Registry  
When you are registered as media user in the storage of main node, the give information is registered in media registration. And media registration can take a role of white list or black list when platform node executes advertisement. Its data can be an index to judge whether it is good media or honesty media.



- verification-application Registry

Using fraud traffic prevention algorithm, each platform can make profits to detect abnormal actions of malicious network bots which threatens current advertising market fiercely and register the preventive algorithm and solutions in verification-application registry in blockchain. It has a structure that users can have rewards only when users registered as media in media registry publish advertisements through campaigns and they pass the verification in the applicable verification-application registry. On the verification-application, not only platforms but also general users can register. And it will be an index used as white list or black list in the registry under evaluations of users with the purpose of advertising request. That information changes variably.



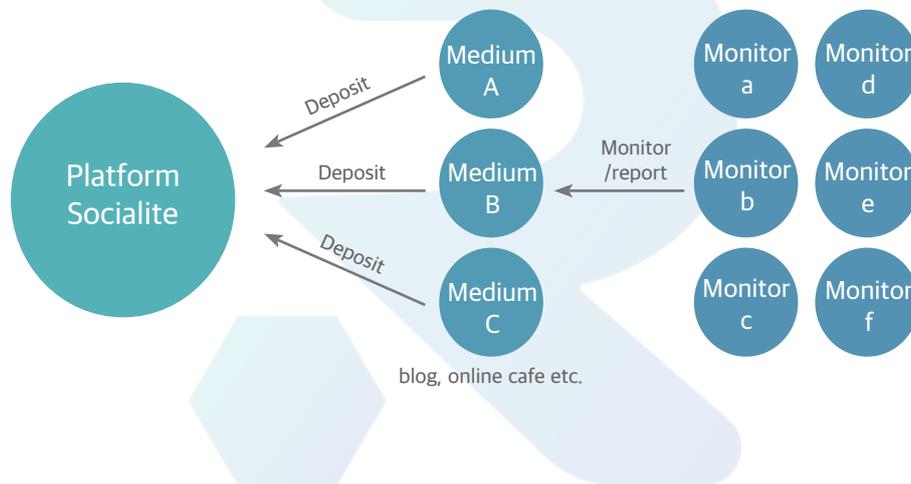
- Posting information of users who use it as media

Registration information of media which registers media and publishes postings on the applicable media is registered in blockchain. And its performance and evaluations are also registered in the applicable blockchain.

- Report history

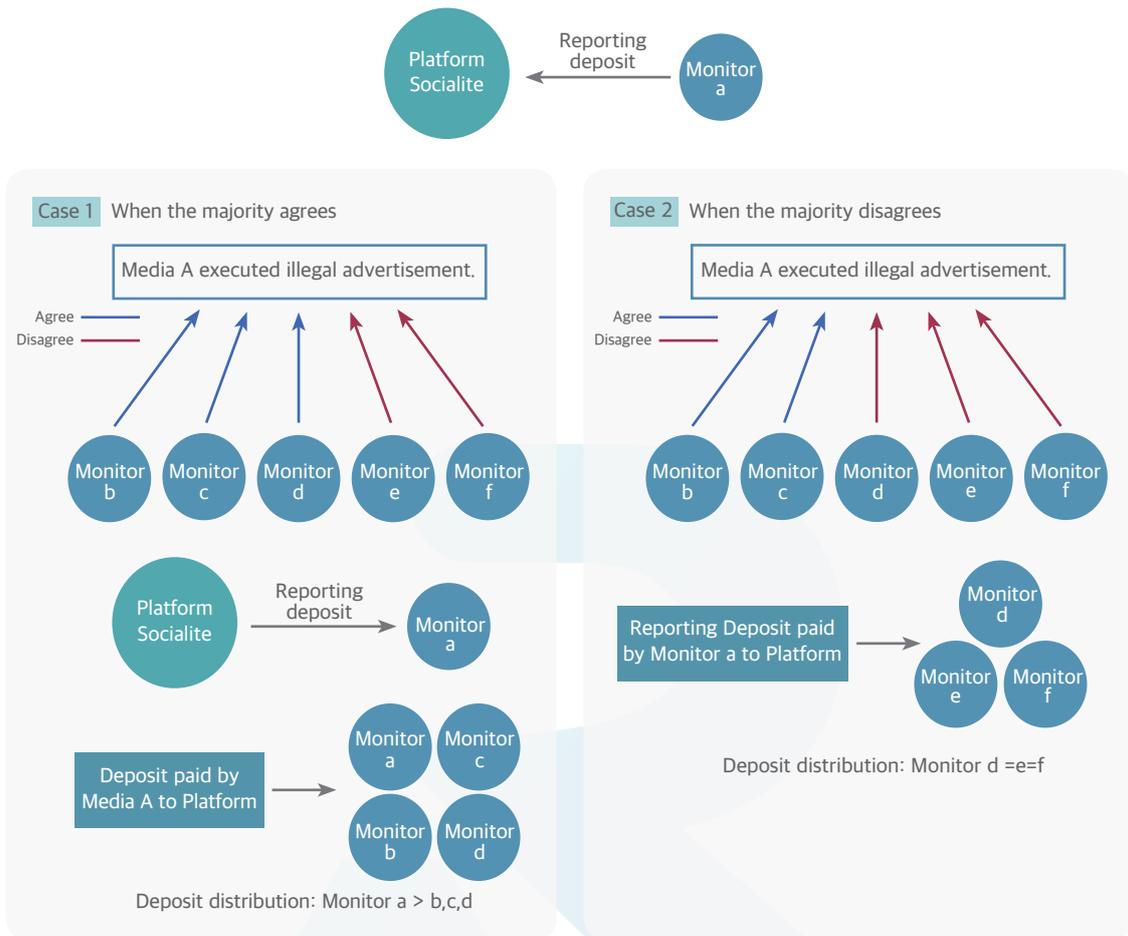
Postings published on the media will be verified by not only verification-application but also users who work as observers. While postings on the media consume advertisements, users who take a role of observer verify these postings and judge whether they attract fraud traffics. When they found fraud traffics, they report it.

When you post advertisement on the media, you can suggest a specific amount of posting deposit to publish. Platform nodes can use this posting deposit scale (amount of price) as an index to express their confidence in terms of the honesty of advertising media. At that time, to register suspicious campaigns to posting report registry, the reporter shall put the deposit for the reporting guarantee price as much as the posting deposit of media user to the platform node, when the reporter publishes applicable postings. The reported postings recorded in report registry shall be evaluated whether it violates the regulations by users who work as verifier except reporters. According to the results of evaluation, the amount of money will be redistributed.



At the end of these campaigns, media in media registry will be evaluated according to the campaign results. And each medium will be supported with resources depending on the media evaluation index. To renew information of these media, it can check how much the algorithm register contributes to prevent fraud traffics which platforms executing advertisements and advertising media use. And the algorithm register will be paid depending on their contributions.

e.g.) When monitor a reports Media A



## 4.2. User Functions

Item	Platform Node	User Node
Storage	O	X
Media registration	O	O
VA registration	O	O
Posting registration	O	O
Report	X	O
Vote	X	O

### 4.2.1. Media Registration

- You can register your media in the blockchain.
- When you achieve campaign performance through media, evaluation index is reflected to 'media information'.
- Evaluation index is used as an index to calculate the value of media and this index can be reflected when platforms execute campaigns.

#### 4.2.2. Verification Solution Registration

- You can register a verification solution which can measure the performance of media and detect fraud traffics in the blockchain.
- Media to execute campaign shall adopt one of verification solutions the platform wants.
- The register of verification solution shall be paid with money from users as much as they use every time his verification solution is used.

#### 4.2.3. Campaign Execution

- Users can execute campaigns on their media and register the results in blockchain.
- The results will be evaluated by verification solutions and monitors in blockchain.

#### 4.2.4. Posting Monitoring and Reporting

- Users can have money according to their contributions through the process to monitor the executed results of other use's campaign and report it.
- For this use, the interface for users to use the applicable blockchain is provided through Reward-application-SDK<sup>5)</sup>

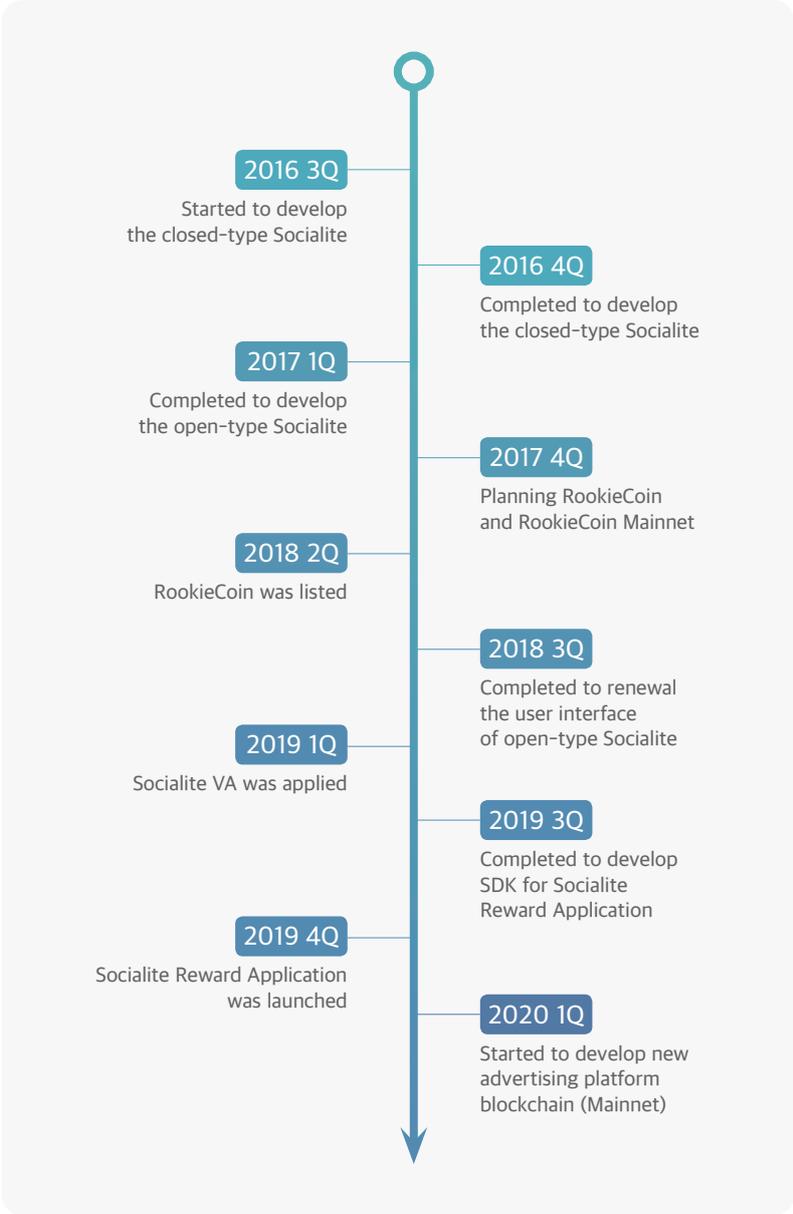
#### 4.2.5. Use of Reward-application-SDK

- Users can have money through Reward-application-SDK which shall spend some of advertising costs required by the platform obligatorily.
- The application of users who use the SDK has an interface to report and vote for users.
- They can spend money to report and they can get rewards when they success to report or vote rightly.

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5) Software Development Kit: Sources and tool packages which software developer can make application programs for specific operating system.

## 5. Road Map



### 5.1. RookieCoin Issuance and Platform before Listing (about Launching Socialite Open Version)

We issue this RookieCoin through Wave Platform and we have a plan to list it on major exchange centers for users who select to make investments supporting our development.

In addition, we will execute constant business activities to attract many campaigns and expose them to more potential blockchain users for promotional effects. In this process, we will develop algorithm which will be used in blockchain in the future and prevent malicious traffic inducements at the same time. We will also improve various user interfaces for users' conveniences.

Through these development and improvements, more potential blockchain users will expect and trust new blockchain which will be developed in the future. Developed platform and fraud traffic prevention algorithm will be reused for the next blockchain development later.

## 5.2. Development Preparing Step after Raising Fund

When we raise funds with RookieCoin, we will start to develop new blockchain as mentions above. We will adopt 'RCAI (Reward Coin as Investment)' to return rewards of existing platform users for investments, not ICO, so that we can promote our blockchain to many people actively.

## 5.3. Developing Step

We are developing an algorithm which can lead the request and contract of advertisement publishing and verify whether the published advertisement is consumed normally and a blockchain which can register a posting verification algorithm as a solution.

## 5.4. Airdrop After Completing Serviceable Version

We think the minimum usable condition (usable version) of the applicable blockchain is that it has three verified platforms and more, one verified fraud traffic prevention algorithm and more in the blockchain. At this condition, we can pay our resources which can be used in the applicable blockchain to RookieCoin holders who make investments to use selectively in advance.

The first platform registered in blockchain will be a platform using standard RookieCoin as the advertising platform in the first blockchain before developing the main blockchain. Its fraud traffic prevention algorithm used in that platform will be used as the first verified fraud traffic prevention algorithm to shorten total period to develop the complete version.

## 5.5. Constant Additional Development for Applicable Blockchain

After completing the usable version of applicable blockchain, we will develop more intuitive and accessible API additionally, so that we can attract developers who can develop other advertising platforms and its fraud traffic prevention algorithm.

And we will develop tools or SDKs which help to develop these platforms and algorithms easily and conveniently, so that we will establish the foundation that more platforms can share and operate together for their growths.

## 6. Introduction of Platform

### 6.1. Socialite



In blockchain platform ecosystem you want to develop, users can use many functions such as advertising procurement, contract, request, publishing verification and etc. These activities of users in blockchain are recorded in the block of blockchain to be shared and verified between nodes for more transparency and resistance against external attacks. To use it as blockchain system, at least three nodes and more shall record blocks where the history of applicable blockchain is saved in physical storage. And the applicable system shall have resources for verification. We give an authority to work as a platform in the blockchain by providing the physical system mentioned by the node who works as advertising platform to keep the block in the applicable blockchain. They can influence on evaluation index to evaluate media of media registry. Socialite is an advertising platform we will operate directly before developing Mainnet of blockchain we want to develop. It takes a role to distribute tokens of new blockchain which will be used as money in the foregoing blockchain to investors who support to develop the applicable blockchain.



### 6.2. Socialite - Blockchain

Socialite is the first advertising platform which will be registered in the foregoing platform ecosystem. Socialite has essential functions as a blockchain including distribution function of standard currency in new blockchain one by one. Step 1 Solution, the first verification solution of Verification-Application to verify whether advertisements are consumed normally will be adopted in the Socialite by priority. Adopted verification solution will complement problems of users and reflect improvements to complete Step 1 verification solution. This development of Socialite will be reused in new blockchain which will be developed in the future and it will establish the foundation of blockchain development.

### 6.3. SDK (a tool to develop software) for Reward Application

The user voting function, two step verification solution which will be developed in Socialite is promoted to distribute SDK for rewards. We will also develop our own reward application to test. Users of SDK for reward application will monitor services with applicable SDK and vote to complement problems and improvements constantly. Finally we will complete two-step verification solution. This two-step verification solution will be used in the blockchain we want to complete in the future.

## 7. Legal considerations

The Rookie Coin white paper is written to provide overall information about the block-chain advertising platform to be developed in the future, general information about the development roadmap and the cryptographic ecosystem. This white paper contains the blueprint of the overall contents of the blockchain-based advertising platform and cryptography at the time of writing, and it specifies that changes may be made taking into account all circumstances such as changes in new projects or technologies that are modified, added, or changed during the course of a project, or economic, legal and institutional changes. Therefore, it is advised that the readers of this paper should bear in mind that there is a certain level of variability and changeability in the contents of the Rookie Coin project. The Rookie Coin development team will update the white paper whenever there is a major change in the contents of the white paper to share information about the ad platform and the password ecosystem based on the blockchain that Rookie Coin would like to pursue.

The roadmap for the development of the Socialite platform, a Blockchain mainnet, mentioned in this paper, has variability and changeability as it is a plan from the point of writing the whitepaper. The Beta version of the Socialite platform is now available, and although the Rookie Coin project is being developed earnestly according to its roadmap, this does not refer that the project can be completed within the development period shown in the roadmap.

Currently published and circulated, Rookie Coin (Waves Token) is a cryptography based on the Waves platform, and it has the character of a "token" rather than a "coin" that serves as a key currency in a blockchain, which is commonly called. Rookie Coin does not correspond to stocks (equity securities), corporate bonds (debt securities) or investment contract securities under the domestic laws (the corporate law and the capital market law), and issuance of a Rookie Coin does not correspond to the sale of securities or derivatives. Furthermore, since the investment principal of Rookie Coin is not guaranteed, it does not correspond to the similar act of receiving. However, considering that the domestic law, system or policy on cryptography have not been introduced, and the position of the financial authorities such as the Financial Services Commission and the Financial Supervisory Service have not been established, there is also a possibility that the financial authorities may make different judgments from this paper about the legal nature of Rookie Coin in the future.

The issuances and distribution plans, airdrop-type interest payments and incineration of Rookie Coin are subject to change at the discretion of the Rookie Coin development team. A holder of Rookie Coin may not request an interest payment toward Rookie Coin development team or request the incineration that requires a repurchase or payment of money, and a holder does not have such rights.

Although Rookie Coin can be traded through P2P transactions or exchanges, we advise you to note that the price variability of Rookie Coin may increase according to the circumstances such as the government's tightening of the regulations and changes in the market environment, the stability

or performance degradation of Waves Platform, the blockchain on which Rookie Coin is based, the hacking or suspension or closure of exchanges on which Rookie coin is listed, and the delay of the blockchain development schedule.

Although the development team of Rookie Coin will try not to cause an unnecessary loss to buyers, holders, and the Socialite platform users who have purchased the Rookie Coins, we may make changes or make a different judgment from the contents of the white paper in consideration of the circulation amount of the rookie coin, the distribution speed, the adequacy of the volume, and all the matters necessary for decentralization. However, in such cases, we will inform you that the contents of the white paper have been changed and will share the changed contents.

