

BASIC ATTENTION TOKEN - BRAVE



The Basic Attention Token (BAT) project is an initiative launched by Brendan Eich, the creator of the JavaScript programming language and co-founder of Mozilla Firefox and Brave. BAT is a crypto-currency token based on the Ethereum blockchain that aims to revolutionise digital advertising by improving the way ads are delivered, while protecting users' privacy.

The founding team:

- **Brendan Eich:** Brendan Eich is the founder of the Basic Attention Token project. He is an American computer scientist, renowned for having created the JavaScript language and played an important role in the development of the web industry.

Their experience and background: Brendan Eich has a wealth of experience in software development and web technology. He has been involved in well-known projects such as Mozilla, Firefox and Brave Software, the company behind the Brave browser, which has strong links with the BAT project.

The nature of the project and its objectives: The Basic Attention Token project was created to solve problems in the online advertising industry, such as poor user experience, intrusive advertising and lack of data privacy. BAT offers a decentralised advertising platform based on the Ethereum blockchain, which connects advertisers, content publishers and users in a more transparent and fair way.

BAT's main objectives are to

- **Rewarding users:** BAT aims to reward users who choose to watch ads by giving them BAT in exchange for their attention and time.
- **Improve ad relevance:** By using BAT, advertisers can target more relevant ads to users who have expressed interest in specific ads.
- **Protect user privacy:** BAT uses blockchain technology to ensure the confidentiality of user data and to reduce intrusive ad tracking.

Its role in the blockchain ecosystem and potential impact: Basic Attention Token plays a key role in the blockchain ecosystem by offering a decentralised alternative to the online advertising industry. By directly connecting advertisers and users via the Ethereum blockchain, BAT eliminates costly and opaque intermediaries from the advertising process, which can reduce advertising costs and improve transparency.

By offering users the opportunity to be rewarded for paying attention to ads, BAT can encourage adoption of this innovative advertising model and reinvent the way ads are delivered online.

By protecting users' privacy and giving them control over their advertising experience, BAT can also help to build trust between advertisers and consumers, while helping to combat intrusive advertising practices.

In conclusion, the Basic Attention Token (BAT) project is an initiative led by Brendan Eich, the creator of the JavaScript language and co-founder of Mozilla and Brave. BAT is a crypto-currency token based on the Ethereum blockchain that aims to revolutionise online advertising by improving the way ads are delivered and protecting users' privacy. Its role in the blockchain ecosystem is to provide a decentralised, transparent and fair advertising platform that rewards users for their attention and time. BAT's potential impact lies in reinventing the online advertising industry and improving the advertising experience for users, while strengthening trust between advertisers and consumers.