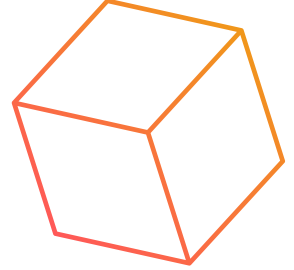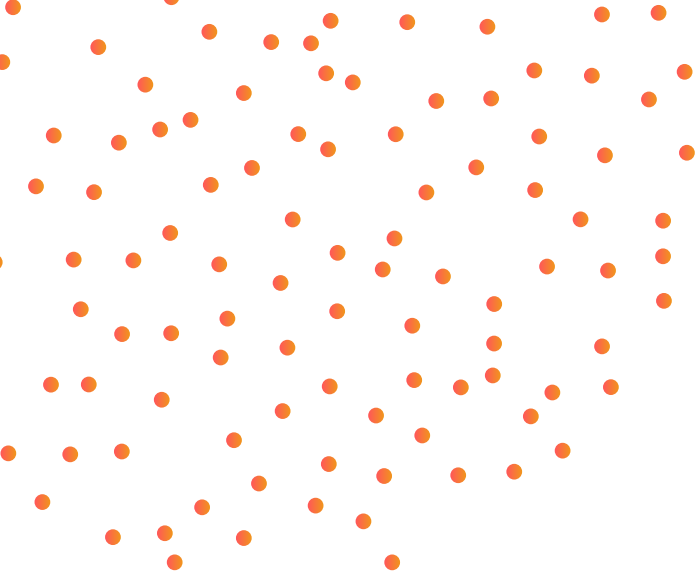# **fi FIDELITY**HOUSE

Where your **contents**
become **tokens**

White**Paper**

Abstract

FidelityHouse is a **Social Content Network** that allows users to be updated on their own interests, publish contents earning on views and be part of a fun and innovative community.

The consolidated experience of the italian project, born with zero marketing budget, become one of the leading websites in Italy with **750 million page views** per year. The unique performance together with important awards achieved, will make of FidelityHouse one of the leading high-quality content aggregation sites worldwide.

FidelityHouse is based on a revenue share model with the users through its cryptocurrency **FidelityHouse Coin** and the **blockchain technology** that guarantees transparency of the content monetization process and revenue distribution.

Table of contents

1

Introduction

About **us**

FidelityHouse is a content aggregation platform that combines crowdsourcing journalism and social media oriented information. It is a Social Content Network that changes the way people make "information", making it more simple, multimedia and social.

The registered user is welcomed by the **Community** which is the real engine of FidelityHouse, where it can meet people with the same interests, follow the worthiest authors or contribute by posting interesting contents for other users, getting a monetization in **FidelityHouse Coin**, FidelityHouse cryptocurrency, in relation to visits.

The highly social graphic design makes the user at ease and ensures a **comfor-** **table user experience** enhanced by the ability to customize the feed and to be, therefore, constantly updated only on what really interests.

In the end, the application of the blockchain technology gives the user the utmost transparency of the content remuneration system and the traceability of every transaction within the platform.
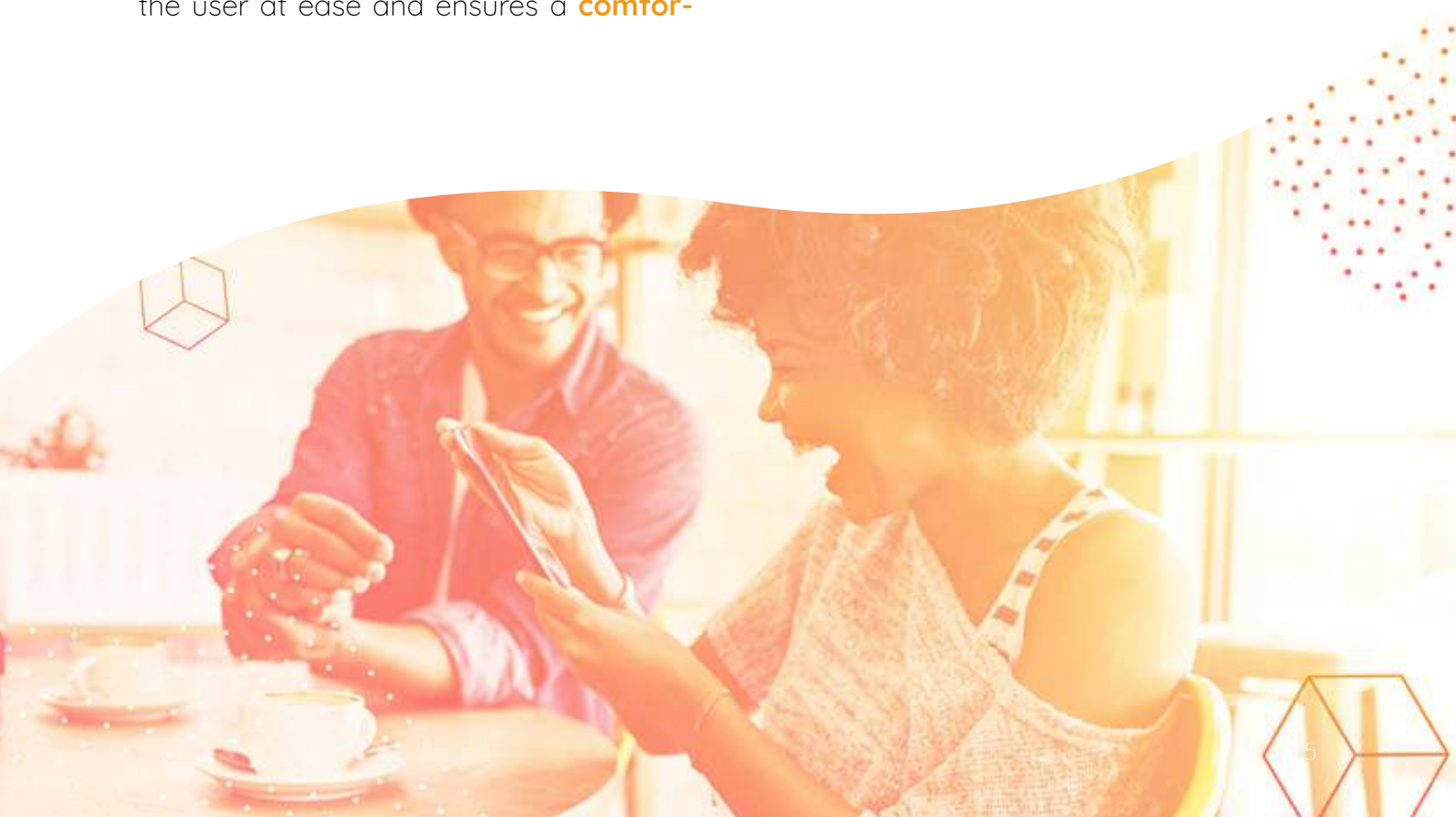
Numbers in **Italy**

The success of FidelityHouse in Italy is told by many achievements: the project, born with **zero marketing budget** and became soon one of the main websites in the italian panorama, reaching 750 million page views per year and getting important awards worldwide.

One example is the recent entry of **Horizon Group** (owner of FidelityHouse) in the **FT1000**, the Financial Times' list of 1000 European companies with the highest compound annual growth rate in revenue, **placing at 490th in Europe and 42nd in Italy.**

90
MILLION
PAGE VIEWS
PER MONTH

400
MILLION
IMPRESSIONS
PER MONTH

20
MILLION
UNIQUE VISITORS
PER MONTH

10
MILLION
VIDEOS VIEWED
PER MONTH

GOALS IN **2017** IN ITALY

2,8
MILLION EUROS
IN ADVERTISING
REVENUES

5
MILLION
FANS ON
FACEBOOK

750
MILLION
PAGE VIEWS

MILESTONES

2011
FidelityHouse project is **born**

2011
Best Web Innovation Ika Award
for FidelityHouse

2014
New **headquarters**

2016
Success Story by **Facebook for Business**

2017
Enabling **Google AdExchange**
for programmatic adv

2018
Financial Times 1000 Europe's
fastest growing Companies

Vision

FidelityHouse.com aims at becoming one of the main high quality content aggregation platforms in the world, changing world's media and making it more customized, personalized and highly social.

FidelityHouse wants to put the author in the middle of a disclosure system that rewards quality contents, which allows anyone to get involved and pass on his knowledge to other members of the Community who have the same interests, to give a chance to the author to improve and achieve a certain topic expertise which gives it greater visibility and increased revenue opportunities.

Author, information, Community, interests, topic expertise: these are the keywords that define the heart of FidelityHouse, a system that is supported by the cryptocurrency FidelityHouse Coin and the blockchain technology which is, to date, the best guarantee that you can offer users in revenue share models.

Sustainability of the business model and innovation are not two antithetical concepts: blockchain, file systems and distributed databases, decentralized applications let us go beyond the limits of Web 2.0 and reinterpret services, engineering again the relationship between society and technology through a fundamentally different model of interaction between the parties.

By leveraging these technologies, FidelityHouse wants to create a **new paradigm of trust and transparency** in the process of value creation, placing itself at the service of the user, now in digital advertising and as a marketplace of expertise in the future, with the objective to become the first **user generated value** platform of Web 3.0.

FidelityHouse **App**

I n order to improve user engagement and user experience on the go, but also to establish the brand and ensure greater visibility, FidelityHouse has provided for the development of a **native app for iOs and Android**, with exclusive features and services that, using the Geolocation and affinity level, allow users to get to know and meet.

Digital Ad
Spending

Total Media Ad Spending

The total Media Ad Spend hit in 2017 $500 billions, including digital (desktop, mobile and other internet-connected devices) but even newspapers, Tv and radio.

According to the latest Global Advertising Forecast by MAGNA[1], the total media ad spend is expected to have a steady growth in the next three years, reaching $600 billions by 2021.

This trend is positively confirmed by eMarketer predicting a stronger growth for the industry, overtaking $700 billions by 2021.

Total Media Ad Spending Worldwide, 2015-2021

Billions and % change

	2015	2016	2017	2018	2019	2020	2021
Total media ad spending	$508.97	$544.41	$584.00	$628.97	$675.53	$712.94	$748.68
% change	5.4%	7.0%	7.3%	7.7%	7.4%	5.5%	5.0%
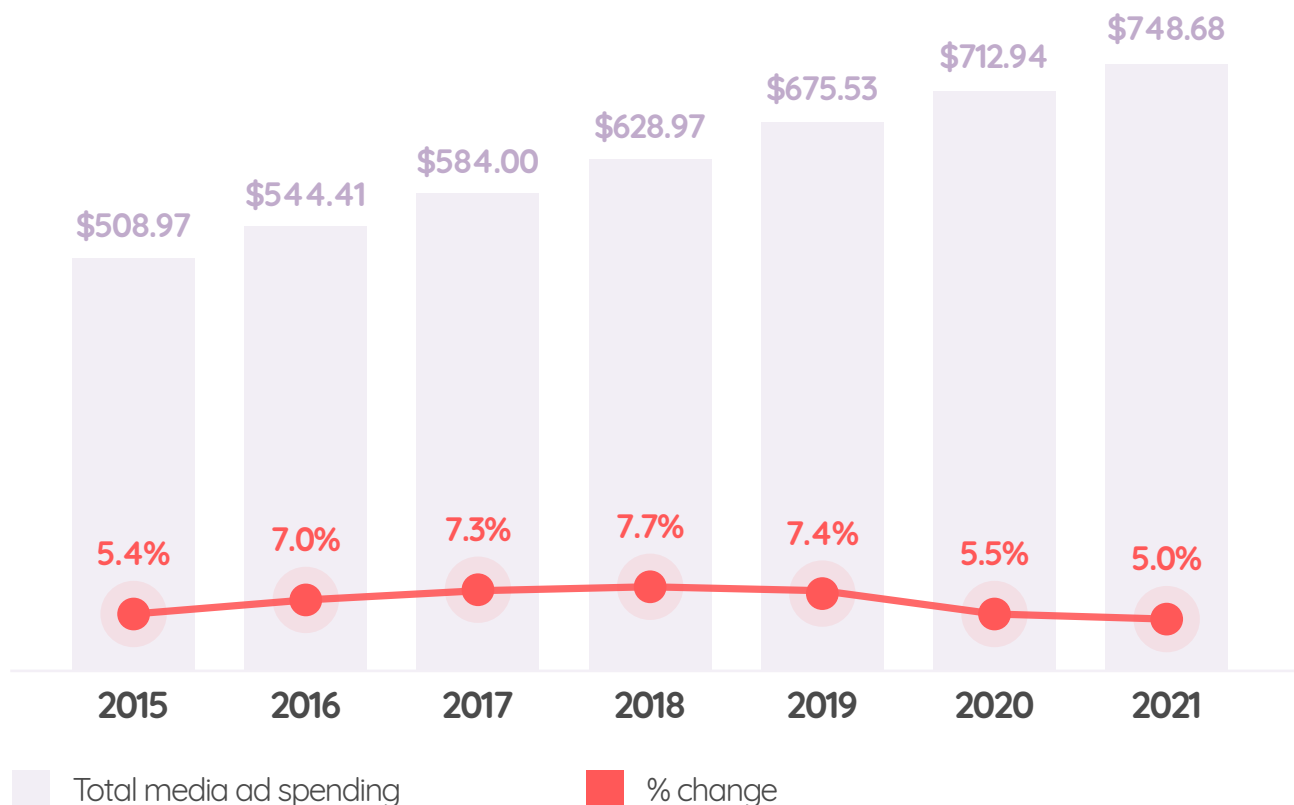
Note: includes digital (desktop/laptop, mobile and other internet-connected devices), directories, magazines, newspapers, out-of-home, radio and tv.
Source: eMarketer, March 2017

Digital Media
Ad Spending

Digital Media Ad Spending (desktop and laptop computers, mobile devices as smartphones, tablets and other internet-connected devices, excluding sms, mms e p2p messaging-based advertising) will growth globally by 40% by 2021, reaching 50% of total media ad spending – eMarketer predicts.

Focusing on key markets such as US, according to MAGNA Global, in 2018 Digital Advertising will grab 50% of all Ad Dollars reaching $97 billions, of which almost 60% will come from mobile advertising. And Mobile is the key driver of the digital advertising growth primarily due to advertiser's high interest in mobile ad format[2].

Digital Ad Spending Worldwide, 2016-2021

Billions, % change and % of total media ad spending

	2016	2017	2018	2019	2020	2021
Digital ad spending	$191.87	$228.44	$266.04	$306.59	$341.81	$375.80
% of total media ad spending	35.2%	39.1%	42.2%	44.9%	47,3%	49.6%
% change	20.1%	19.1%	16.5%	15.2%	11.5%	9.9%

■ Digital ad spending   ■ % change   ■ % of total media ad spending
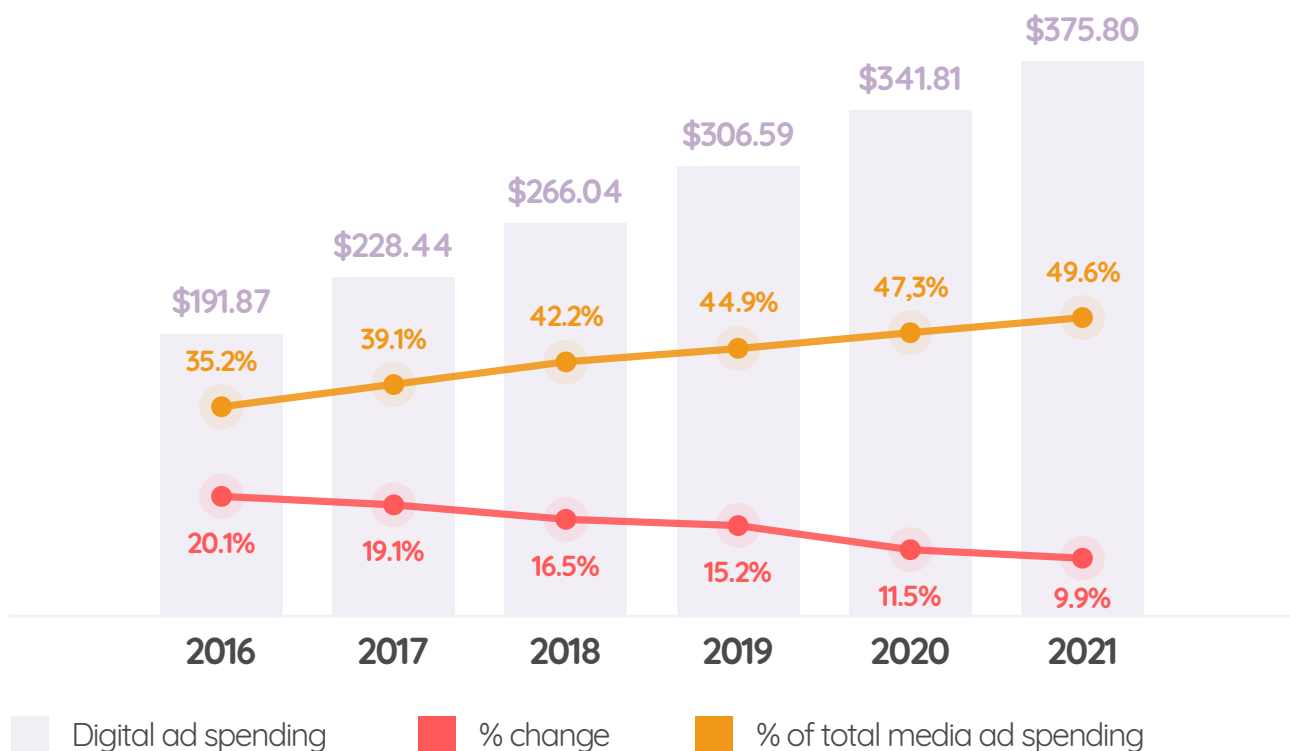
Note: includes avertising that appears on desktop and laptop computers ad well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excluded SMS, MMS and P2P messaging-based advertising.
Source: eMarketer, September 2017
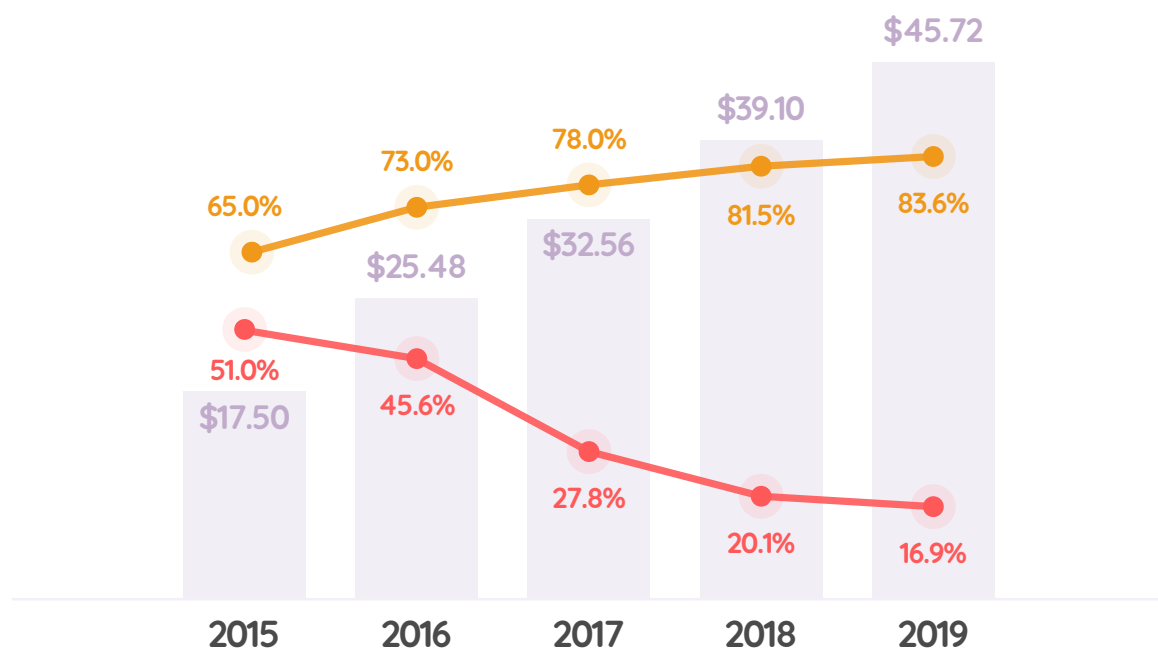
Programmatic
Trends

Mobile is also leading the Programmatic Advertising adoption. By 2019, nearly 80% of programmatic ad spend will go to mobile, rather than desktop ads – according to eMarketer.[3]

Zooming out to the entire Programmatic Ad Spend, according to eMarketer nearly

4/5 of US digital display will be bought via automated channels in 2018, and half of them will be through Private Marketplace and, more in general, Programmatic Direct Solutions[4]..

US Programmatic Digital Display Ad Spending, 2015-2019

Billions, % change and % of total digital display ad spending

	2015	2016	2017	2018	2019
Programmatic digital display ad spending	$17.50	$25.48	$32.56	$39.10	$45.72
% change	51.0%	45.6%	27.8%	20.1%	16.9%
% of total digital display ad spending*	65.0%	73.0%	78.0%	81.5%	83.6%

Programmatic digital display ad spending

% change

% of total digital display ad spending*

Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptos computers, mobile phones, tablets and other internet-connected devices, *includes banners, rich media, sponsorship, video and other.
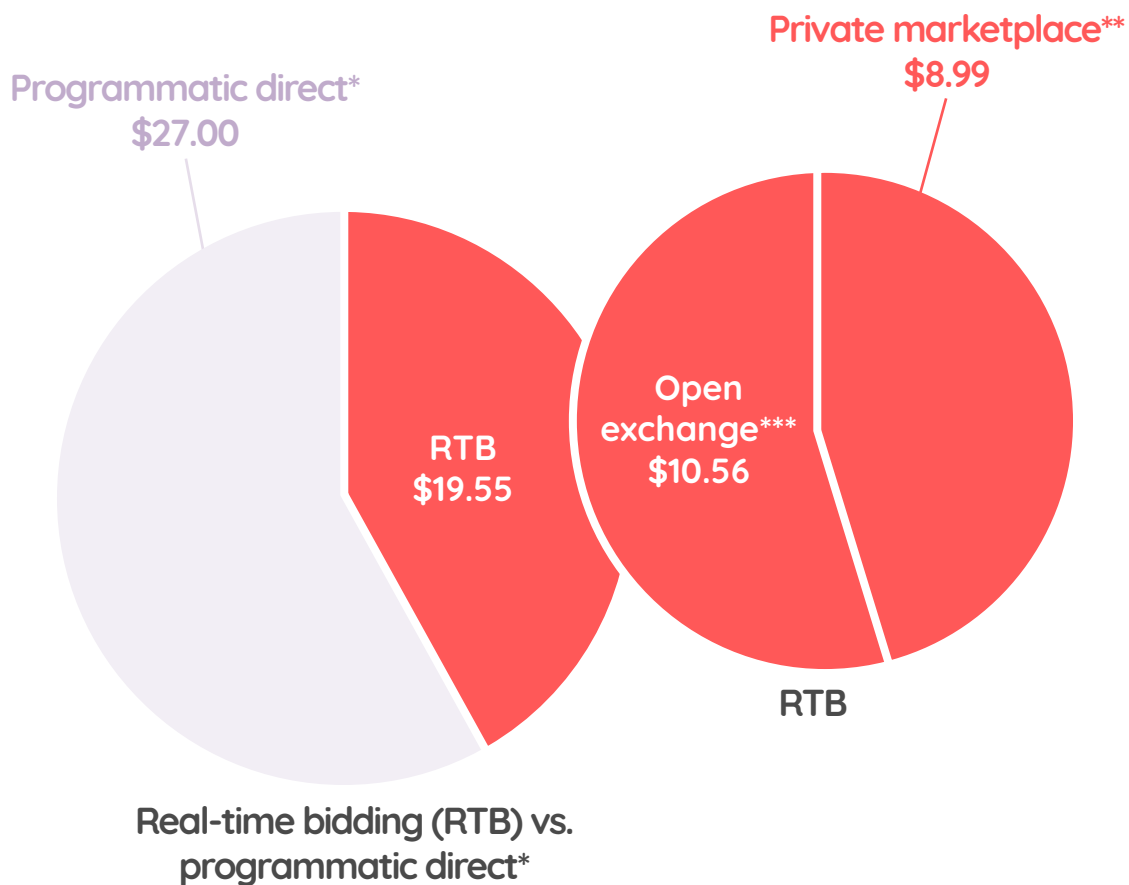**Source**: eMarketer, October 2017

[3] https://bit.ly/2IhHq1n
[4] https://bit.ly/2GLgLZW

Digging into Mobile Advertising transacted programmatic, the latest PubMatic Quarterly Mobile Index[5] showed how in 2017 In-App Adv drove the growth from a volume standpoint while mobile web eCPMs increased by 50 YoY.

US Programmatic Digital Display Ad Spending, by Transaction Method, 2018
Billions

Programmatic direct*
$27.00

Private marketplace**
$8.99

**RTB
$19.55**

Open exchange***
$10.56

RTB

Real-time bidding (RTB) vs. programmatic direct*

Note: includes native ads and ands on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computres, mobile phones, tablets and other internet-connected devices; *includes all programmatic ads that are transacted as blocks of inventory using a non-auction-based approach via an API; **includes ads transacted through an invitation-only RTB aution where one publisher ora a selected group of publisher invite a select number of buyers to bid on its inventory; *** includes ads transacted through a public RTB auction in which any buyer or seller can partecipate, also know ad open auction or open marketplace.
Source: eMarketer, March 2018

Action plan

Horizon Group has developed the brand FidelityHouse with a mobile first approach, delivering engaging user experiences across both mobile web and app.

Thanks to this approach, users made FidelityHouses' mobile properties their main touch point and, consequently, mobile has become the **main monetization platform** for both direct and programmatic advertising sales.

Visits by device type

- Mobile
- Tablet
- Desktop

27%
10%
63%

2016

16%
9%
75%

2017

11%
6%
83%

2018
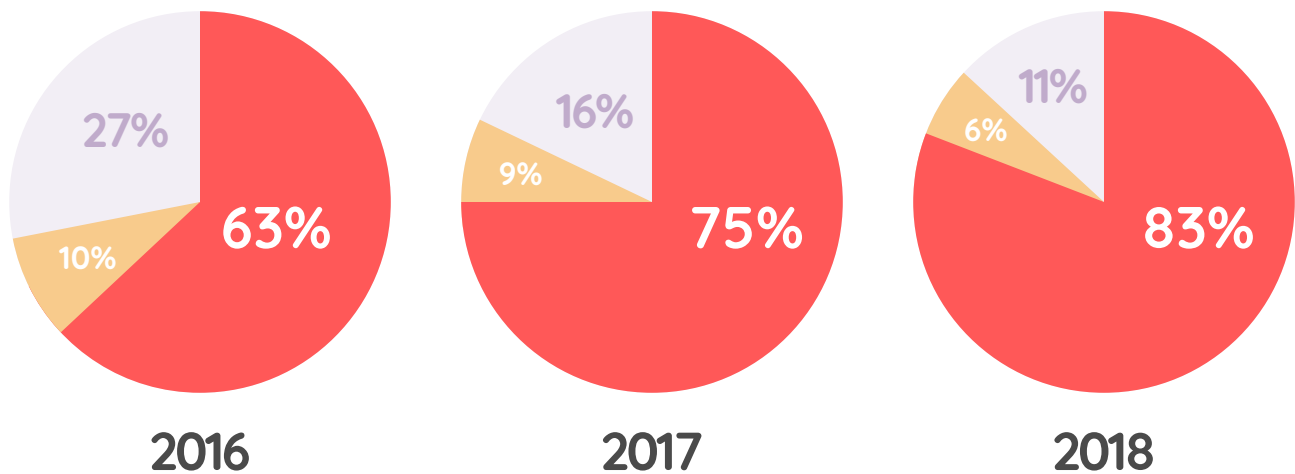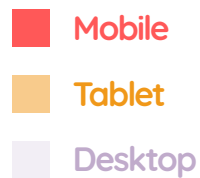
On the international market, FidelityHouse will leverage more and more on Programmatic Advertising, focusing on following action-plan:

- Continue to leverage on the cutting-edge programmatic technologies available on the market, with a key role of DoubleClick's full-stack and key players such as PubMatic, Rubicon, AppNexus and SpotX;
- Adopt Header Bidding technologies for both mobile web and in-app environments, focusing on open source solution such as Prebid.js
- Prioritize the adoption of server-to-server Header Bidding solution not to impact on mobile user experience

FidelityHouse action plan perfectly matches with the key growth directions of the Programmatic Advertising Spend: focus on mobile monetization, both direct and programmatic, and push on header bidding technologies.

These trends are confirmed by several players among the programmatic chain. According to latest PubMatic's Quarterly Mobile Index[6], "Mobile web header bidding approached maturity at the end of 2017 as monetized impression volume grew over 200% YOY" 6 .

The Mobile header bidding growth will increase in parallel with the in-app growth as outlined by PubMatic for 2017 vs 2016.

Monetized Mobile Impression Volume

+26%
YOY CHANGE

2016   2017
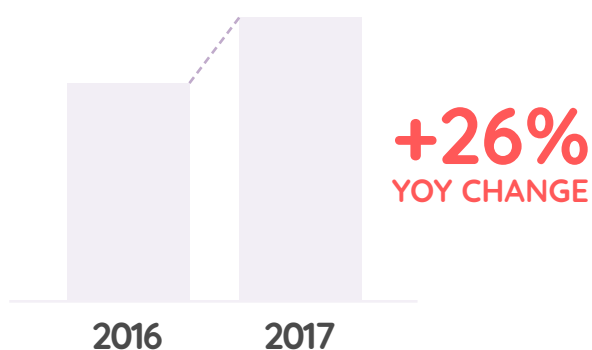
Share of Monetized Mobile Impressions, by Platform

37%	APP	
63%	MOBILE WEB	65%
		35%

2016   2017
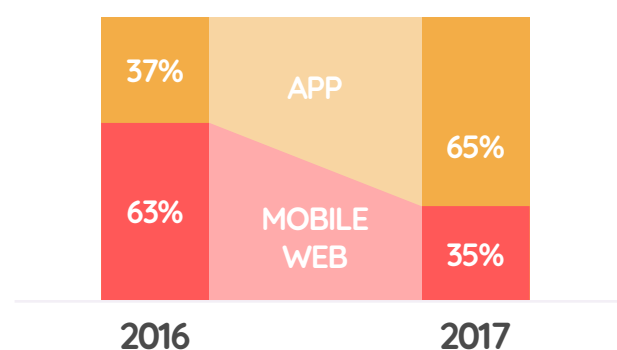
3

How
FidelityHouse
works

AUTHOR
The author writes a **content** and submits it for approval

A **plagiarism software** verifies that the content is unique
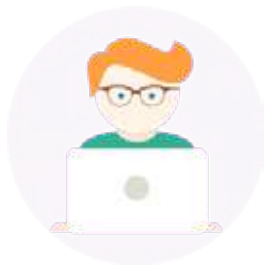
MODERATORS
Two moderators, authoritative about that topic, **evaluate the content** independently and determine if it can be published or should be revised by the author

CONTENT
Published content, linked to an interest, is displayed to **registered users**, through a custom feed, and **visitors** from search engines, social networks and other sources

ADV
The content is monetized **through advertisements**

Monetization is shared among author, moderators and platform, according to predefined percentages

AUTHOR   **MODERATORS**   **FIDELITYHOUSE**

FIDELITYHOUSE WALLET
The **FidelityHouse Coins** earned by the author and moderators are credited to the user's **wallet** and can later be converted into **FIAT currency** or other cryptocurrencies through Exchange

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The **author** writes a content and submits it for approval

> **The author is the real protagonist of the whole FidelityHouse model. According to its skills and interests, it decides to get involved by posting useful and interesting contents for other users, getting a monetization in FidelityHouse Coins in relation to the visits received.**

Each author can "get noticed" in the community and create a circle of people (followers) interested in its contents:

- posting interesting and high quality articles
- gaining expertise in certain topics.

Authors also have the chance to get FidelityHouse Coins:

- moderating contents updated by other authors
- collaborating in managing interests
- improving its topic expertise and increasing the percentage of monetized (from 40 to 50% of the total monetized)
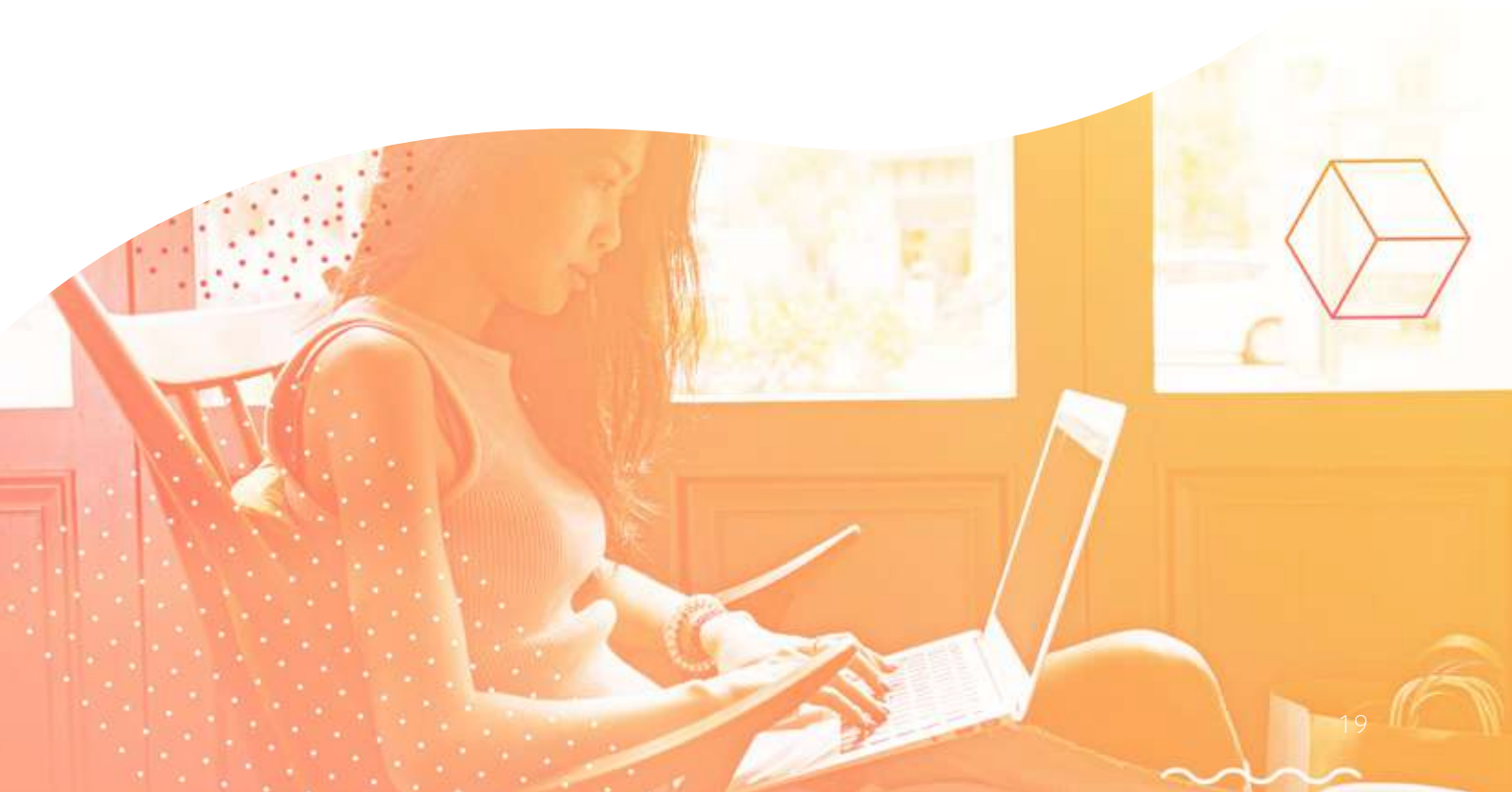
Topic expertise

The author is "rated" in relation to its expertise on a particular topic or interest (eg. Smartphone, Pop music, vegetarian recipes, etc) through the "**topic expertise**" parameter that is defined daily by an algorithm that considers:

- Direct evaluation of the contents by the topic-related moderators and internal content curators;
- Indirect evaluation of community members through interactions on contents (reactions, comments and sharing on social networks);
- Readers average time on the contents
- Frequency of publication of contents
- Quality and consistency in moderation

The topic expertise is therefore the **meritocratic key** in order to grow within the community and to have greater visibility than other authors as well as a higher content monetization (with percentages on monetized ranging **from 40 to 50%** depending on the topic expertise acquired).

Thanks to the topic expertise, the author also has more control over its contents with the possibility to choose, for example, the minimum and maximum amount of ADV to insert into the article.

POP MUSIC

Topic Expertise 70/100
44% of total monetization

VEGETARIAN COOKING

Topic Expertise 50/100
42% of total monetization

SMARTPHONE

Topic Expertise 90/100
50% of total monetization

Content publication

After registration, the user who decides to become a FidelityHouse author needs to access to the **internal platform for publishing new contents**. This is a full-featured editor but at the same time simple and intuitive.

The author can stop, at any time, writing its own article and save a draft that will be completed later. The **advanced editor**, also, provides for an **auto-save system** of the article after every change and allows the author to use a variety of options for formatting text and inserting internal and external links, upload images and video, embed YouTube videos and post them on various social networks.

There will be a **progressive system of incentives** on monetization through dynamic advertising spaces which are created automatically based on the amount of text and/or multimedia elements present: hence the importance of the upload of well structured and high quality contents in order to optimize the potential for monetization, improving at the same time the topic expertise and, consequently, receive a larger amount of FidelityHouse Coins.

A **plagiarism software** verifies that the content is unique

About Plagiarism software

A plagiarism software is an automated system that allows **to detect duplicate contents**, in whole or in part, that infringe the intellectual property rights of another author. This verification is not only based on mere comparison of content with the text present in other web pages, looking for parts copied. The concept of authenticity and originality, in fact, has evolved over time and today the plagiarism softwares have developed the ability to detect even the **intention of plagiarism**.

These tools, indeed, allow not only to detect the excessive similarity arising from a simple "copy and paste", but also from an excessive paraphrases, a high percentage of citations (which should in all cases be given in quotes "…") or their improper use, and by the presence of suspicious textual matches.

Why is it used in FidelityHouse?

FidelityHouse uses a **plagiarism software** through the API to reject upstream of the process articles not unique. This assures the originality of the texts of those contents that are subject to the moderation process less than a certain tolerance within which it is null and void the risk of charges of plagiarism, intentional or accidental.

Author writes and submits a content

Content is sent back to the author for corrections

A **plagiarism software** verifies it

65%
unique text

95%
unique text

Content passes to
manual moderation
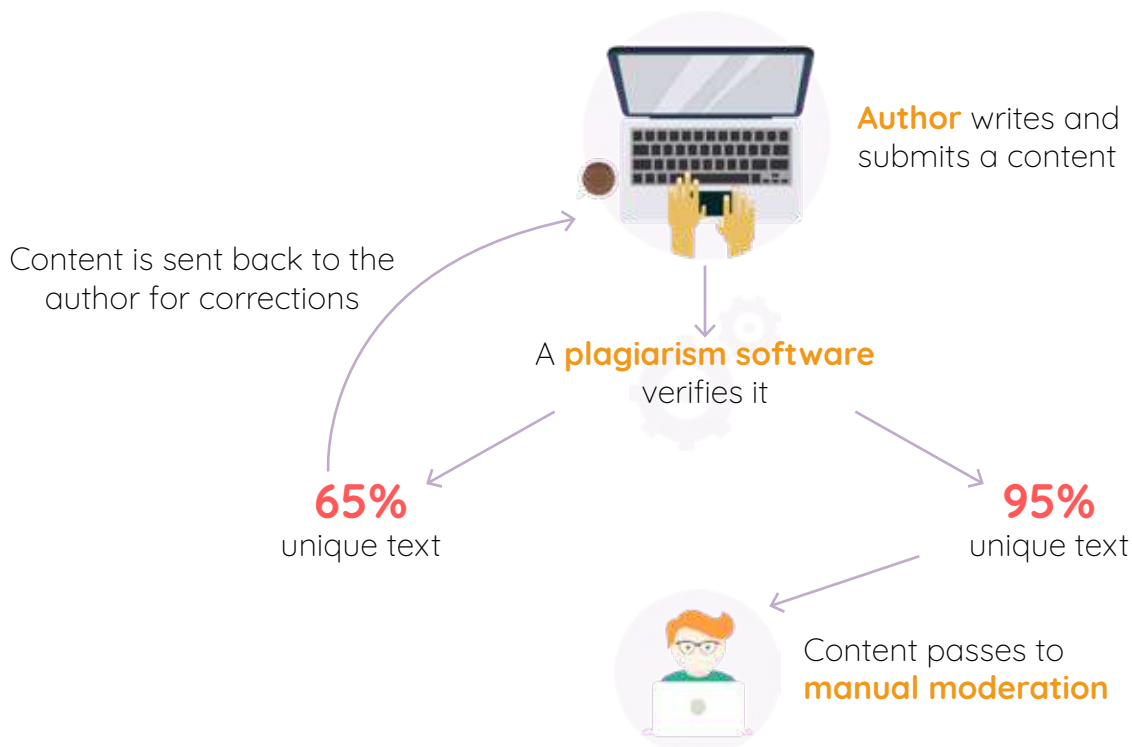
Manual moderation process

Who the moderators are and their role

The moderator is the one who determines the **suitability of a content** for publication, either immediate or subject to checks. All authors can play the role of content moderator, with the exception of its own contents: for each content FidelityHouse selects, using an algorithm, a group of potential moderators in relation to their topic expertise, ensuring high quality standards of the moderation process.

Moderators participate in monetized content distribution in percentage of 5% each.

Approval process

After passing the check for plagiarism, the content is subject to the moderation process. The system identifies the potential moderators more competent on the subject in relation to their topic expertise and time availability and submits the content to at least 2 reviews to determine its suitability for immediate publication or after a revision by the author.

Moderators who take charge of the content evaluation must answer to **simple short questions** (yes/no/partly) or with **subjective variable scales** (from 1 to 5 or 1 to 10). The two evaluations are compared by an algorithm that matches, with a certain default tolerance, the answers

given by two moderators and reaches 4 possible outcomes:

* Congruent and positive evaluations - Content suitable for immediate publication;
* Congruent and negative evaluations - Content rejected
* Congruent and positive evaluations with review request to the author;
* Inconsistent evaluations - The system requires a third evaluation and leads back to one of the three previous cases.

Content requiring a revision by the author must be forwarded again to the moderation process: after checking for plagiarism, a moderator verifies that the required changes have been made and then proceeds with the publication of the content. Conversely, it rejects the article.

Case 1

MODERATOR 1
Approves content

MODERATOR 2
Approves content

Content is **published**

Case 2

MODERATOR 1
Doesn't approve content

MODERATOR 2
Doesn't approve content

Content is **rejected**

Case 3

MODERATOR 1
Approves content

MODERATOR 2
Doesn't approve content

MODERATOR 3
A third moderator
approves content
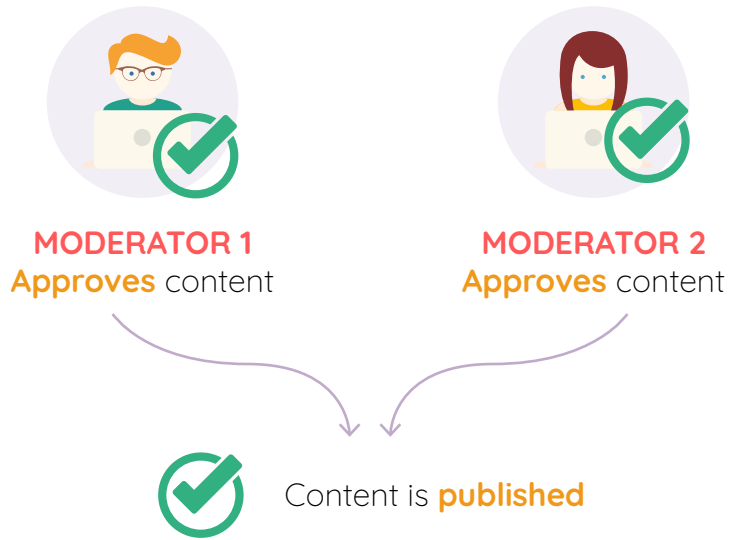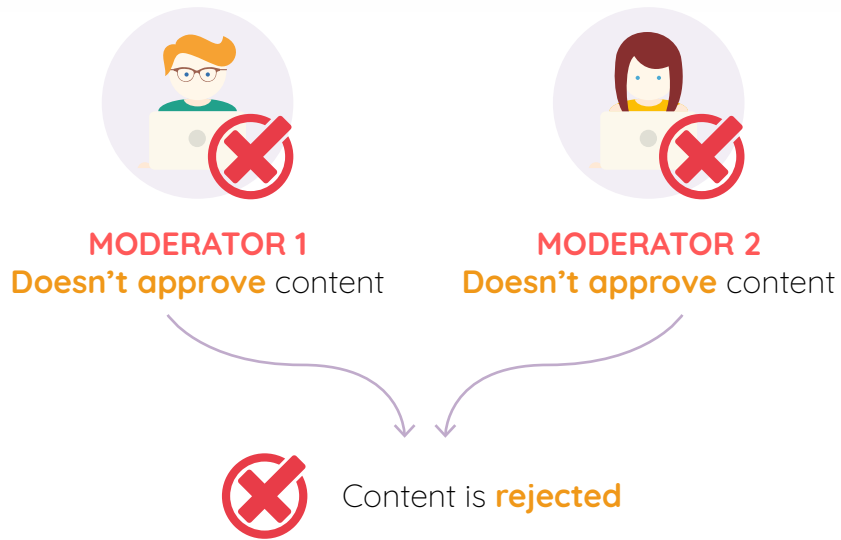
Content is **published**

Content **publication** and linked **interests**

After passing the check for plagiarism and the moderation process, with possible revision of texts by the author, the content is published and available to users, whether registered or not.

However, registered users have the ability to **receive automatically updates** only on selected topics in relation to interest followed.

About interests

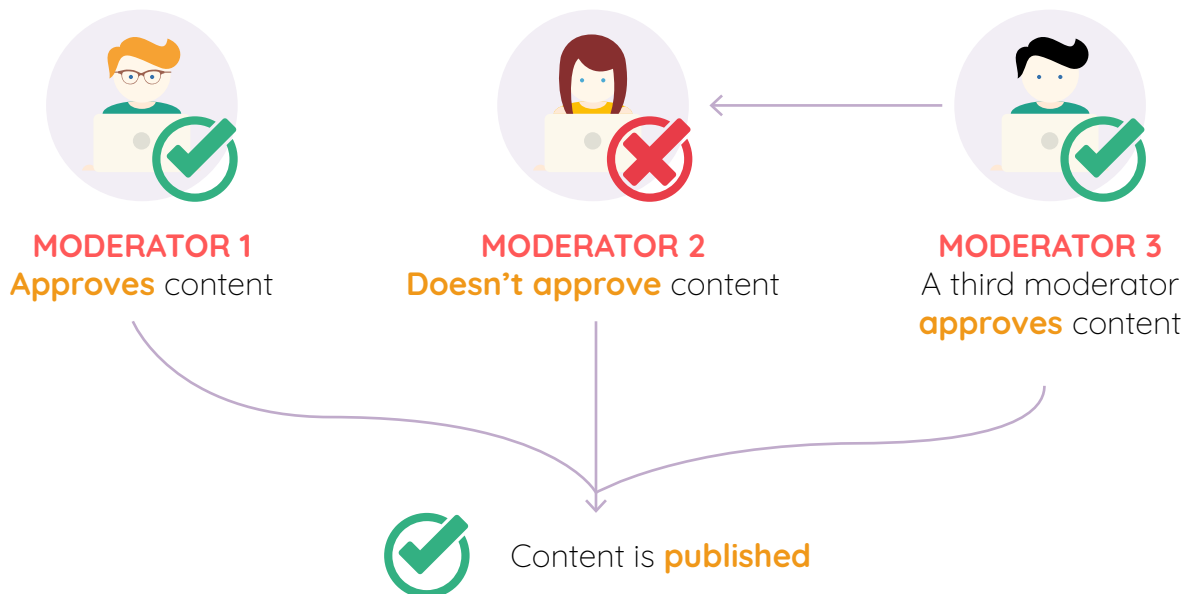The "interest" is at the cornerstone of the whole FidelityHouse platform: it is a thematic hub that brings together contents and updates from social networks such as Facebook, Twitter, Instagram, etc. As a result each content can be linked to one or more interests.

This link **is made automatically** just before the publication, using an algorithm that analyzes the text, ensuring a constant and dynamic update of interests in all areas.

How interests work

Every registered user can follow an unlimited number of interests and receive real-time updates on its personal feed with a notification. Users and authors can also suggest the **creation of new interests** and contribute to their definition and deepening through the inclusion of detailed information that are published only after an automated verification process, getting back a reward in FidelityHouse Coins.

Interests can be followed after a **manual search** through the toolbar or selected in your feed from those related to the contents of the interest already followed or between those **proposed by an algorithm** that evaluates the level of user interaction (reading time, likes, comments, articles written) in certain topics.

Example 1: an author submits an article about Angelina Jolie. This content is checked for plagiarism, evaluated by moderators and finally published: in this last phase it is linked to the interest "Angelina Jolie". Therefore all registered users who follow this interest will be notified and their feeds will be updated.

Example 2: an author submits an article about George Clooney and Amal Alamuddin. This content is checked for plagiarism, evaluated by moderators and finally published: in this last phase it is linked to the interests "George Clooney" and "Amal Alamuddin". Therefore all registered users who follow one or both interests will be notified and their feeds will be updated.

FIDELITYHOUSE COMMUNITY

SOCIAL NETWORKS

ANGELINA JOLIE
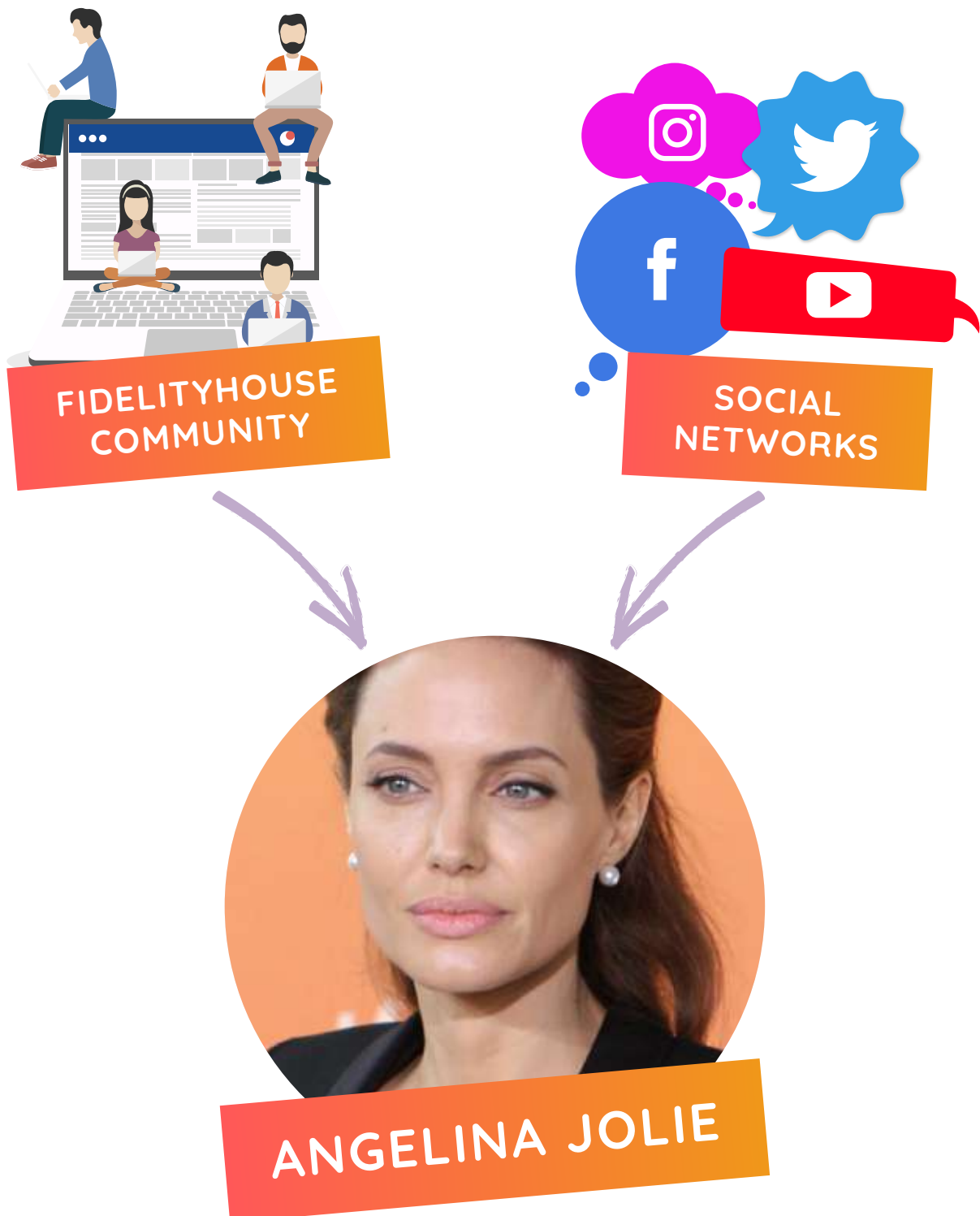
How to **enjoy** contents: registered users and visitors

There will be a **different way to enjoy the contents published** by the authors on FidelityHouse depending on whether the user is registered, and therefore part of the Community, or not. For registered users, indeed, is guaranteed an engaging, dynamic and personalized user experience, with a constantly updated feed according to their own interests.

Registered user - User feed

For registered users, as mentioned before, there is a way to enjoy contents that guarantees a pleasant **user experience highly social**, through a custom feed that is based on an algorithm that takes into account:

- Interests followed
- Author's topic expertise
- Popularity of a content and number of comments
- Readers average time on contents
- Authors followed
- Date and time of publication

It is also possible to choose the display mode of published contents, and in particular:

- according to the daily trend
- in chronological order of publication
- filtering the feed by "interest"

Community, user interactions and affinity

Registered users, as well as being able to follow interests and have a custom feed, have the chance to get to know other users/authors with the same interests and choose which one they want to follow, becoming **followers**.

The user will be assisted in this choice by an algorithm that calculates the degree of affinity between two authors or between user and author and advise who to follow based on:

- Common interests
- Topic expertise
- Author's level of interaction on contents

When a user decides to follow an author, it chooses to give it **greater relevance** and priority in its feed over other authors, other factors being equal.

♥ Smartphones
📍 London

♥ Smartphones
📍 London

Unregistered user - Visitor from various sources

All published contents are also made available to visitors coming from search engines, social networks and other sources on vertical sites, divided into macro areas/categories, such as: "wellness", "food", "engines", "news"," hi-tech "," travel "," television".
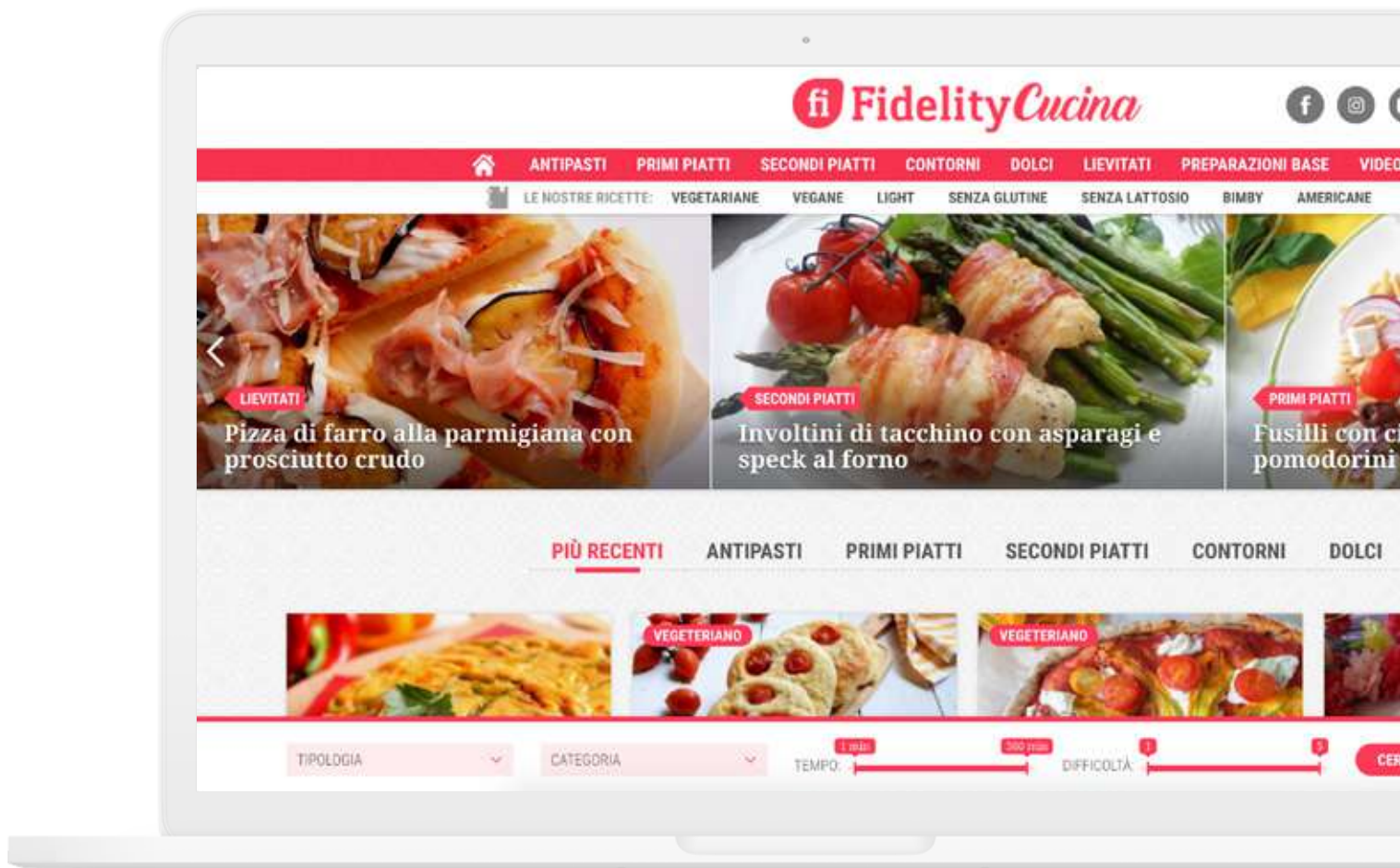
Advertising space
monetization

The content monetization is related primarily to the **header bidding** prebid technology (http://prebid.org/) to get the best monetization possible.

There is also the possibility of signing agreements with other **adv partners** and **direct advertisers**.

Header Bidding: what it is and how it works

The header bidding is a technology that allows publishers to maximize monetization in a revolutionary way: whenever a new impression is available, several auctions are launched simultaneously and in real time with different sources of demand, as DSP and network.

Unlike the traditional "waterfall" models in ad space sale in Programmatic in which, reported the availability of an advertising inventory, it is given priority to only one exchange at a time, proceeding with the others in case of unsuccessful transaction, thanks to the header bidding publisher checks each supplier's offers at auction and, in the absence of priority constraints, delivers the campaign to the highest bidder.

This way the Publisher must not accept the CPM offered in first call, but it may take into account other players that although placed at the base of the "waterfall", would perhaps have offered more.

The main advantages of this monetization technology are:

- improving the performance of an inventory
- rising price as a result of competition
- transparency of the actual value of the inventory

Other monetization methods

To support the monetization automated in programmatic (using header bidding technology), agreements with adv partners are signed to ensure an increase in competition and therefore in adv space monetization.

Direct advertisers

At a later stage, advertisers can buy visibility directly within the authors' contents and custom feeds: these financial transactions may be carried out also in FidelityHouse Coin therefore obtaining discounts or advantageous conditions.

Monetization Tracking and revenue transparency

A software platform marks every impression of an advertising space, determining the **actual monetization** and the distribution of revenues among authors, moderators and platform.

Applied a layer of encryption algorithms designed to protect privacy, all information is stored on a distributed and unchangeable database based on blockchain in order to make it accessible and verifiable.

When a minimum level of payout is achieved, revenues are credited in **FidelityHouse Coins** in the authors and moderators' wallets and they can later be converted into FIAT currency or in other cryptocurrencies through Exchange.

ARTICLE ID: 256254

Transaction ID	Device	CPM	Author	Moderator 1	Moderator 2	FidelityHouse
cfertv6778g	📱	2$	50% = 1$	5% = 0,1$	5% = 0,1$	40% = 0,8$
nyu89yfhjk	📱	4$	50% = 2$	5% x 2 = 0,2$	5% x 2 = 0,2$	40% = 1,6$
345td9o9ioj	🖥️	6$	50% = 3$	5% x 2 = 0,3$	5% x 2 = 0,3$	40% = 2,4$
h76reriyuik	📱	2$	50% = 1$	5% = 0,1$	5% = 0,1$	40% = 0,8$
e56tyghjl89	🖥️	8$	50% = 4$	5% x 2 = 0,4$	5% x 2 = 0,4$	40% = 3,2$

Example of tracking monetization of every single impression distributed among all parties

4

FidelityHouse
Chain and **Coin**

FidelityHouse **Chain**

FidelityHouse Chain will be the platforms which certify creation and assignment of the value chain and revenue generated from contents.

An open algorithm will store the "**Proof of Revenue**" on a scalable, decentralized, distributed and non-tampered file system. Every **stakeholder** will be able to consult its "Proof of Revenue" in a full transparent way.

The following is an example of monetization process through programmatic advertising with header bidding technologies, used to maximize the revenues of all the ad space available.

Providing publishers with the best CPM

Competition between several SSPs

ADS

ADSERVER
finding the best CPM

SSP/Bidder 1
CPM: 1$

Advertiser 1
Advertiser 2
Advertiser 3

SSP/Bidder 2
CPM: 1,20$

Advertiser 1
Advertiser 2
Advertiser 3

SSP/Bidder 3
CPM: 0,80$

Advertiser 1
Advertiser 2
Advertiser 3

SSP/Bidder 4

Advertiser 1
Advertiser 2
Advertiser 3

FIDELITYHOUSE CHAIN PROOF OF REVENUE

What does "value" mean?

The definition of value is very wide. It is understood primarily as "**applied competence**": in the creation of quality contents, in moderation, increasing the value of contents (for example through SEO optimization, translation, etc), interacting with other community members or with customers.

The other definition of value is linked to the **revenues** that "applied competence" generates through advertising or future competency-based services that will be distributed in **FidelityHouse Coins**, FidelityHouse cryptocurrency.

In the case of reports in "fiat money" with customers, the platform **will buy in real time** from the Exchange the amount of FidelityHouse Coins corresponding to the value to distribute (calculated by the proof of revenue algorithm) and will distribute them in their wallets.

Customers will be incentivized with discounts or exclusive services to directly make operations in FidelityHouse Coins.

What does "assignment" mean?

FidelityHouse "user centric" vision, which puts the user at the center of the ecosystem, also aspires to ensure the **full re-**

cognition of intellectual property and of the value that the user has produced through its contents, moderation and the execution of other skills. A real c**ontract between user and platform**, clear and pursued with the best available technology.

What does "certification" mean?

FidelityHouse wants to obtain user's full confidence through transparency, demonstrating with **open algorithms and innovative technology** the truthfulness of the data produced, especially in the generation and distribution of revenues.

Who is the "Stakeholder"?

Every person involved in FidelityHouse: authors, moderators, other creators of value, advertisers, partners and potential customers who want to objectively evaluate the services offered by the platform.

What is the "**Proof of Revenue**"?

> The Proof of Revenue algorithm aims to store in a distribuited database based on blockchain all information to certify the generation and assignment of specific revenues.

Timestamp, IP Address, Device, etc.	AuthorID, ContentID, Moderator1ID, Moderator2ID, etc,	MonetizationID1, Value; MonetizationID2, Value; etc.

USER → HIGH QUALITY CONTENT + ADS

FidelityHouse Chain Blockchain Distribuited Database

API

Proof of Revenue Algorithm Protecting Privacy

AUTHOR

MODERATORS

EXCHANGE

FIDELITYHOUSE
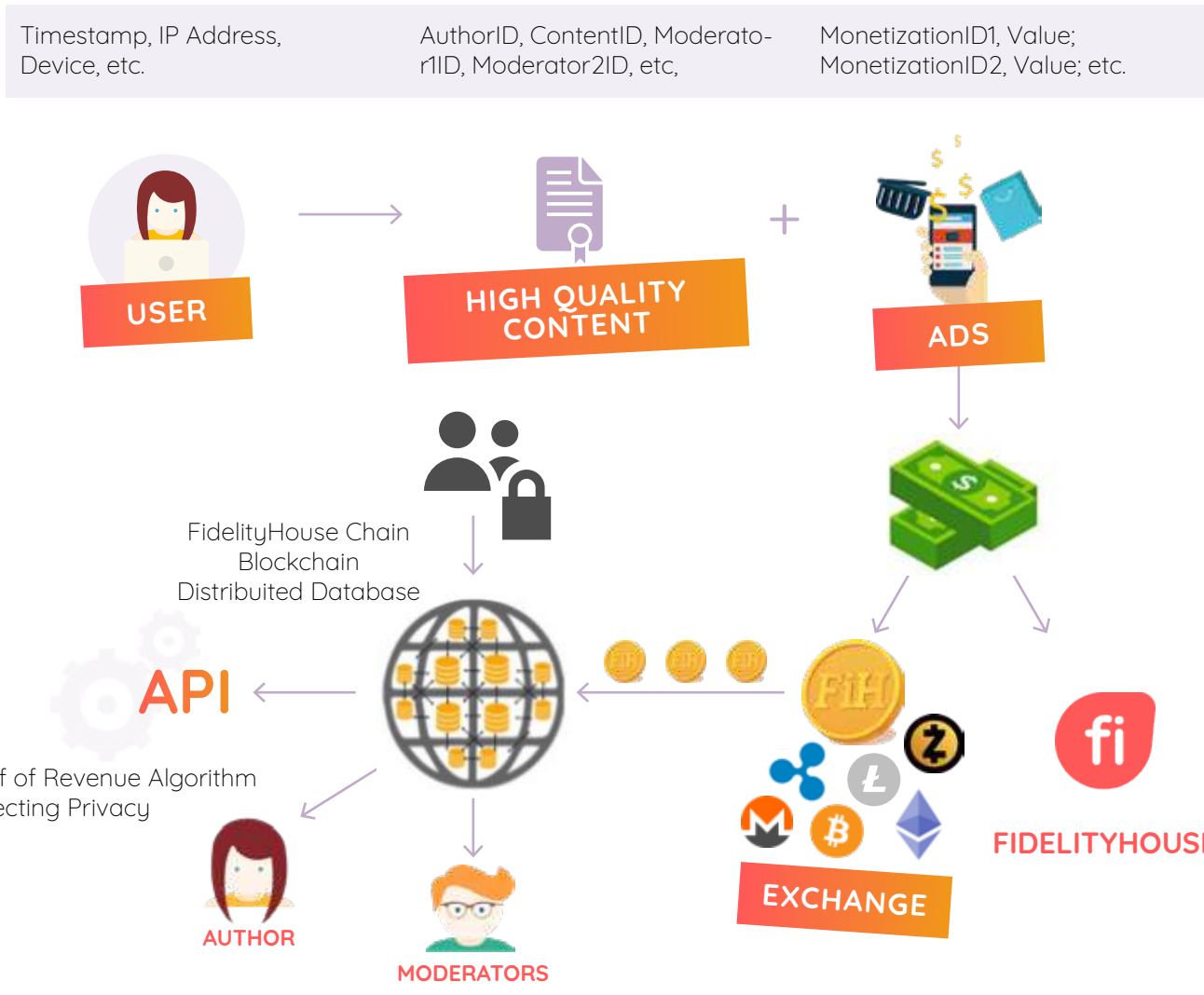
A first software component will extract from web server logs the information about the specific session. The URL accessed will identify the content and will **unequivocally determine the creators of value** (eg. author and moderators).

For each adv partner (eg. Google, Pubmatic, Rubicon) and remuneration model (CPM, CPC, CPL, etc) an **open source algorithm** will be developed to find or determine the value of the specific monetization, in order to enable its assignment to the creators of value (author, moderators, other subjects).

ADS

These algorithms will be developed and constantly updated to get **in real time** the highest level of accuracy of the information, in compliance with the policy and conditions of the specific partner.

If the partner provides only aggregate and/or final (not real time) information, FidelityHouse will share transparently logics and develop the algorithm to distribute the monetization stream according to the best available metrics providing an estimated value of monetization (eCPM) and, when available, a real value (CPM).

In any case, it is guaranteed transparency in the relationship between platform and user: this logic will be applied to all forms of monetization in the future, such as native or paid interactions between community users and external stakeholders.

The Proof of Revenue algorithm is engineered in order to:

- provide **maximum transparency on the distribution of revenues** by ensuring public access to information to all stakeholders
- **protect your privacy**, indiscriminately not exposing sensitive information, such as IP addresses or data that violate contractual agreements with specific partners

These objectives will be pursued by applying to specific fields asymmetric key cryptography, which will allow access to information only to the assigned subject.

Payment dynamics

With more daily jobs distributed within 24 hours, the platform will access to a FidelityHouse Chain via API to count the "certificated" revenue accrued and not yet paid to each author and moderator. The **payments total in FidelityHouse Coins** will be determined to be made to all authors and moderators included in the specific job.

FidelityHouse will **buy in real time** on multiple Exchange (in single or multiple transactions) the number of corresponding FidelityHouse Coins (paying USD/EUR and getting back the cryptocurrency on a

"technical" wallet). When the FidelityHouse Coins will be credited, FidelityHouse will make **payments to the wallets** specified by authors and moderators in their profile.

The **fees of the blockchain transaction payment** will be debited to author/moderator docking them from the total due. In order to determine freely the incidence of fees, the author/moderator will have the possibility to **configure the desired payout threshold**, starting from a minimum preset threshold that protects against the excessive incidence of transaction fees.

FidelityHouse Chain:
features and **benefits**

FidelityHouse Chain makes FidelityHouse vision possible and achievable, through an open and "alive" technology platform, which relies on the most effective and sufficiently mature Web 3.0 technological developments available.

Here is an example of progressive technological transition from centralized to decentralized application stacks.

Centralized   **Decentralized**

Applications	Applications	Applications
Platform (e.g. AWS)	Platform (e.g. AWS)	Platform (e.g. Ethereum)
Processing (e.g. EC2)	Processing (e.g. EC2)	Processing (e.g. Eth VM)
File System (e.g. S3) / Database (e.g. MySQL)	File System (e.g. S3) / Database **BigchainDB**	File System (e.g. IPFS) / Database **BigchainDB**
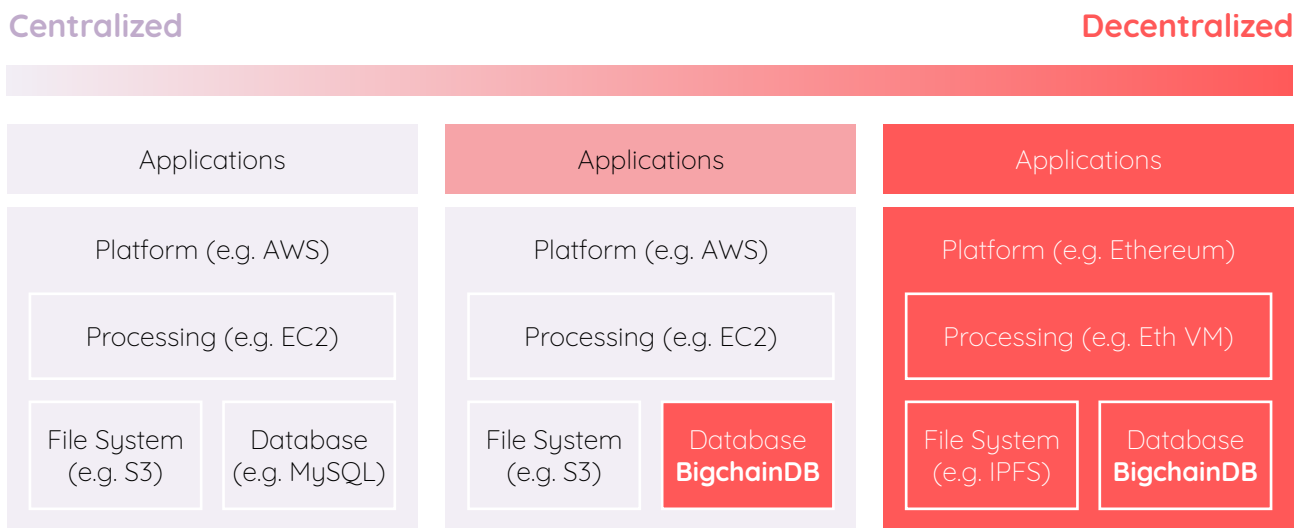
This transition is largely enabled by new open source software platforms constantly evolving.

FidelityHouse wants to release **open source** software components in the FidelityHouse Chain developed for a triple purpose:

• ensure "**trustability**" of processes and algorithms, giving the opportunity to all interested parties to analyse them critically;

• spread FidelityHouse philosophy across the market, providing an innovative platform to anyone who wants to use it;

• become a **benchmark**, offering the as-a-service experience developed by extending the use of FidelityHouse Coin and FidelityHouse Chain also to third parties

Full in Web 3.0 philosophy, it is expected for FidelityHouse Chain an **implementation road-map** that takes advantage of any available technology to achieve the mission.

The first step is to store the "Proof of Revenue" on a **distributed database based on blockchain**. This will ensure:

- Massive scalability (large number of distributed nodes, DB size > 1 PB)
- Performance level in line with the needs (> 1 million Scriptures/s, low latency)
- Decentralization
- Immutability (once stored data cannot be changed or deleted)
- Data validation based on consensus between nodes (Consensus in about 1 second with Byzantine Fault Tolerance)

In the roadmap are planned later stages of transition towards a **completely decentralized stack**:

- Content and media storage on peer-2-peer Distributed File systems
- Transfer of the "executive" business logic of smart contract payments with access to the information stored on FidelityHouse Chain through Oracles
- Computing tasks execution on distributed blockchain-based systems

All the information stored on FidelityHouse Chain will be **easily accessible via API**, allowing for example:

- to make cross-checks on the truthfulness of stored data (e.g. knowing the details of a session you can check for its existence on FidelityHouse Chain)
- to create an Analytics integrated service into the product to view real time contents, authors and moderators monetization statistics
- to make FidelityHouse Chain available to FidelityHouse or third-party apps
- advertisers to evaluate the KPIs of their campaign.

Advantages of FidelityHouse Chain

- Trustability of the entire chain guaranteed by the union of "open code" and blockchain

- Transparency "by design" is defined in a contract with the user and implemented technically

- Monetization traceability with a logic of "certification"

- Unequivocal attribution of content and value chain

- Immutability of transactions – for the purpose of establishing a relationship based on trust between platform, authors, moderators and advertisers

- Progressive decentralization of all functions

- Adoption of a mature ecosystem (Ethereum)

- Progressive automation of the entire process

- Encryption is used to prevent privacy or policy partners violations

- Opening the platform to third parties who want to use its innovation and functionalities

Advantages for authors

- Full attribution of contents/value and revenues generated

- Certified public recognition of the content value and expertise

- Full visibility of each micro transaction

- Real business model with the introduction of real "money" into the platform, a real "business backed coin"

Advantages for customers

- Full visibility of the allocation and distribution of the budget

- Certification of impressions and associated content targeting

- "Trustable" analytics features

- Possibility to identify authors and valuable contents where to place advertising

Business
model

Value proposition

> **FidelityHouse is an innovative, dynamic and "user centric" platform: the emphasis is given to the author, that creates quality contents on its own interests getting a reward in FidelityHouse Coins, and the user that can take advantage of a custom information system.**

The possibility to be updated only on its own interests guarantees, thanks to the implicit caring and the inevitable emotional thrust, the return of the user on the platform, where it can satisfy not only its "need" for information, but also meet people with the same interests.

This is a user-generated content model, which gives value to contents and authors through a meritocratic revenue distribution, based on real visits and monetization of the content, with maximum transparency of the process guaranteed by the blockchain technology.

Every registered user can become an author, creating interesting contents which other users of the Community and visitors from other traffic sources can enjoy. Each author can get greater visibility and stand out from the others by reaching a certain **topic expertise**: **quality contents** are the only real weapon to take over this system.

Authors, but also small and medium bloggers who create a profile on FidelityHouse, can increase their popularity by showing itself to the Community, continuously growing, and creating an audience of "followers" totally on target with their own interests and which will be the primary basis of their earnings.

Content monetization above average is guaranteed thanks to the knowledge of the dynamics of monetization, partnerships with the main leaders of the adv market and programmatic technology through **header bidding** that will put in competition, in real time, dozens of SSP platforms to get the best monetization

possible for each individual ad impression. The total monetization of a content is divided as follows:

- from 40 to 50% to the author, based on its topic expertise;
- 5% to each moderator
- the remaining portion to FidelityHouse

Economic transactions within the platform are performed **exclusively in FidelityHouse Coins**: for this reason, FidelityHouse provides remuneration to authors and moderators in FidelityHouse Coins, purchasing them in real time by Exchange. Upon reaching a minimum payout threshold, revenues are credited to authors and moderators' wallets.

Strenghts

USER CENTRIC

"Transparency by design" and "user centric" product philosophy implemented with the best available technologies and using open source algorithms

QUALITY CONTENT

Advanced anti-plagiarism technology implementation and quick moderation process run by authors with high topic expertise.

QUALITY AUTHORS

Capability to attract authors with high topic expertise through strategies and investments in marketing and acquisition, and consequent customer loyalty with a revenue sharing system that ensures higher earnings than market average

TOPIC EXPERTISE

Advanced algorithms to define the topic expertise that certifies the author's skills and determines the percentage on the content monetization

ADVANCED TECHNOLOGY

Advanced learning/recommendation system technologies which brings new readers suitable for the relevant authors andsuggesting them contents based on their real interests

POLICY

User experience and platform positioning protection thanks to the accession to main industry policies (such as the coalition for better ads)

HEADER BIDDING

Maximizing monetization through the use of header bidding advanced technologies that allow adv optimization

TRANSPARENCY

Transparency in the monetization of each space and adv revenues generated by a meritocratic distribution of revenues. All certified via our blockchain technologies.

BUSINESS STRATEGY

Sustainable business model tested in the "real world", with existing customers and predictable revenue streams.

6

Growth strategies and future developments

Community
consolidation

> **FidelityHouse has planned strategies that will allow the consolidation of the Community, which is the basis of the user generated content project, as well as the loyalty of the authors with high topic expertise, and the growth of FidelityHouse Coin value.**

Acquisition campaigns will be launched in order to acquire authors who already have an high reputation on the web with expertise in a certain subject areas and can write interesting and high quality contents for the Community, with the aim of attracting new users (potentially interested in the author or that already follow it on other social networks) and to ensure their return to the platform.

Following the definition of the authors with high topic expertise, some features that allow users to interact with the authors followed will be implemented, exponentially improving the level of **user engagement** not only through constant publication of high-quality contents but also thanks to the Author-Reader relationship which is expressed, for example, through the answer to questions and doubts of the user.

Author **loyalty**

Authors with high topic expertise will be involved, passively and actively, in FidelityHouse's future developments in order to increase their revenue opportunities.

The development of a **translation platform** is planned in order to translate contents already published in other languages: the best articles will be translated by new authors, creating a new form of income for the author of the original contents who will participate in the distribution of monetized.

A **database of the original media loaded** will be realized on the platform as well: photos and videos owned by the author can be used by other authors. In this case the author of the original media will participate in the distribution of monetized resulting from adv on the specific content.

Finally, the development of a **content marketplace** for the creation of contents for third parties is planned. As a matter of fact, customers will be able to require customized contents on various topics, which will be written by authors with high topic expertise. In this case, the author will receive a payment in FidelityHouse Coins previously established and independently from views received.

46
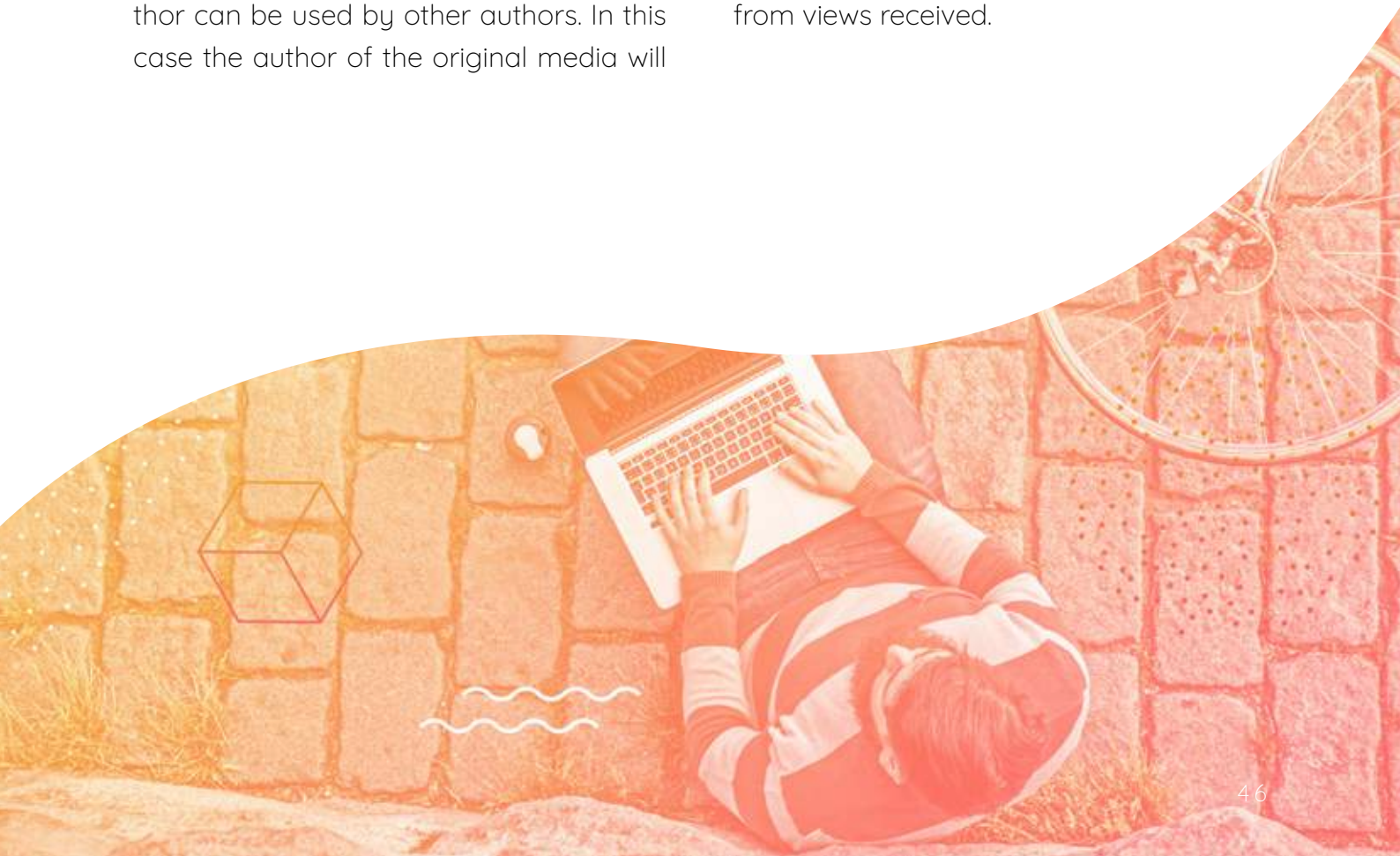
Growth of FidelityHouse Coin **value**

> **In order to diversify the sources of monetization at the base of the business model and increase the value of cryptocurrency FidelityHouse Coin, customers will be offered the ability to buy visibility, through adv space, sponsored articles or interests.**

Advertisers can buy direct visibility within authors' contents and users' custom feeds. They will be offered a **fully automated platform** that allows them to plan campaigns on:

- Contents related to an interest or keywords
- Contents of a section or category
- Contents created by topic expertise authors
- Registered users' personal feed
  1. in relation to their interests
  2. in relation to socio-demographic data

The capabilities of s**emantic advertising** based on keywords completely controlled by advertisers combined with the unique characteristics of FidelityHouse Chain represent a **significant growth factor** for the platform and FidelityHouse Coin.

FidelityHouse Chain, FidelityHouse Coin and semantic advertising platform will be made available as **"turn key" SDK** for third-party publishers to transfer to the

market the same benefits of automation and transparency for the advertiser.

In order to attract advertisers looking for new "in target" (for combinations of keywords) for premium campaigns, multiple editors that share the use of the platform will be aggregated in a **collaborative network**.

The characteristics of **transparency "by design"** guaranteed by FidelityHouse Chain will ensure full visibility to publishers, advertisers and customers ensuring KPI certified by blockchain technology.

AUTHOR

Topic Expertise 90/100 about smartphones

INTEREST

FidelityHouse **App**

In the last few years, the number of mobile users has exceeded globally the desktop audience: this results in website optimizations for mobile devices and the development of related apps that allow to enjoy contents and services provided in a faster, more intuitive and simpler way.

In order to significantly improve the user experience on the go, then, FidelityHouse has planned the development of a **native app for iOs and Android**, with exclusive features for the benefit of the user (both active and passive).

Benefits for FidelityHouse

The launch of the proprietary app will contribute to the **affirmation of the brand** on the market, with a consequent increase in direct and indirect value, and it will increase the **visibility** thanks to the popularity of the more authoritative app stores. Moreover, the presence of an app on mobile devices will be an implicitly brand advertising, with an effect that is linked to the Signal Detection Theory.

Through the app, you can also:

- improve user engagement, which guarantees the constant return of the registered user;
- let users interact with the platform on-the-go, ensuring continuity of content production and moderation flow;
- provide fast navigation even in case of low speed internet;
- increase the conversion rate.

Advantages for authors/moderators

Thanks to the app, authors will be able to interact with the platform FidelityHouse and submit their own contents at **any time of the day, wherever they are**. They will also be able to start writing an article, save a draft and finish it later from the same device or another one.

They will also have a **space reserved for notes**, where they can write down ideas, suggestions, links, and useful references to create their own content. They will also be able to attach photos and videos taken with their smartphones.

Similarly, it will also be possible **to moderate articles on-the-go**, allowing the publication of the authors' contents promptly.
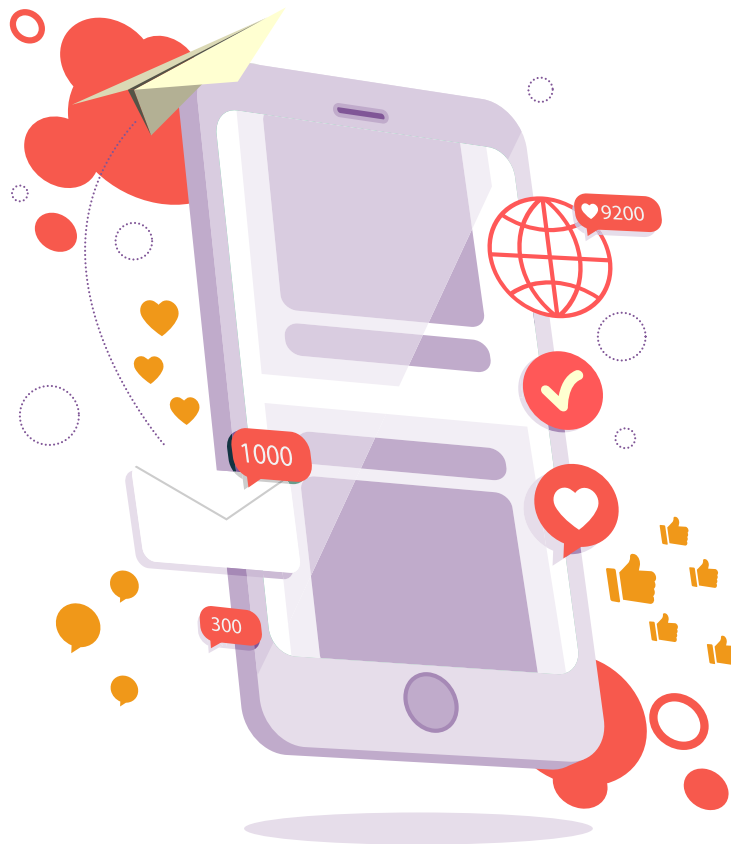
Advantages for the Community

FidelityHouse wants to revolutionize not only world's media but also **how to enjoy news and contents** in general, offering a constant updating system customized to user's interests.

Through a sophisticated system of **push and in-app notifications**, the app will

guarantee to the user timeliness of updates, giving the chance to read first the recommended contents or save them as "unread" for later use.

The app will integrate **features based on geolocation**, leveraging the gps hardware devices, to improve the relevance of the flow of information and other merely social features.

It will be possible, for example, to meet users with a **high level of affinity** that are within a certain distance from your location. Finally, the app will be also equipped with an instant messaging service.

Token sale

Overview

Token Name	FidelityHouse Coin
Token Symbol	FIH
Total FIH token amount	1.000.000.000
Available in Presale/ ICO (hard cap)	500.000.000
Emission rate	New tokens will not ever be created. All the unsold tokens will be destroyed.
Conversion rate	1 FIH = 0,04 EUR

Presale & ICO Event (1st of December)			Locked	Lock Time	Lock Ending
Presale	1 Oct - 30 Nov	-20% 1 FIH = 0,032 EUR	Yes	Till MVP release	22/9/2019
Exchange Rate During ICO Event	Power Day	-15% 1 FIH = 0,034 EUR	Yes	Till MVP release	22/9/2019
	Week 1	-10% 1 FIH = 0,036 EUR	No	No	
	Week 2	-5% 1 FIH = 0,038 EUR	No	No	
	Week 3	1 FIH = 0,04 EUR	No	No	

Airdrop: what it is and operation details

An Airdrop is the moment when a blockchain project decides to assign tokens/coins for free to specific holders.

In order to encourage all participants in FidelityHouse Coins pre-sale and/or ICO to hold purchased tokens until the release of the product MVP, FidelityHouse provides an Airdrop operation.
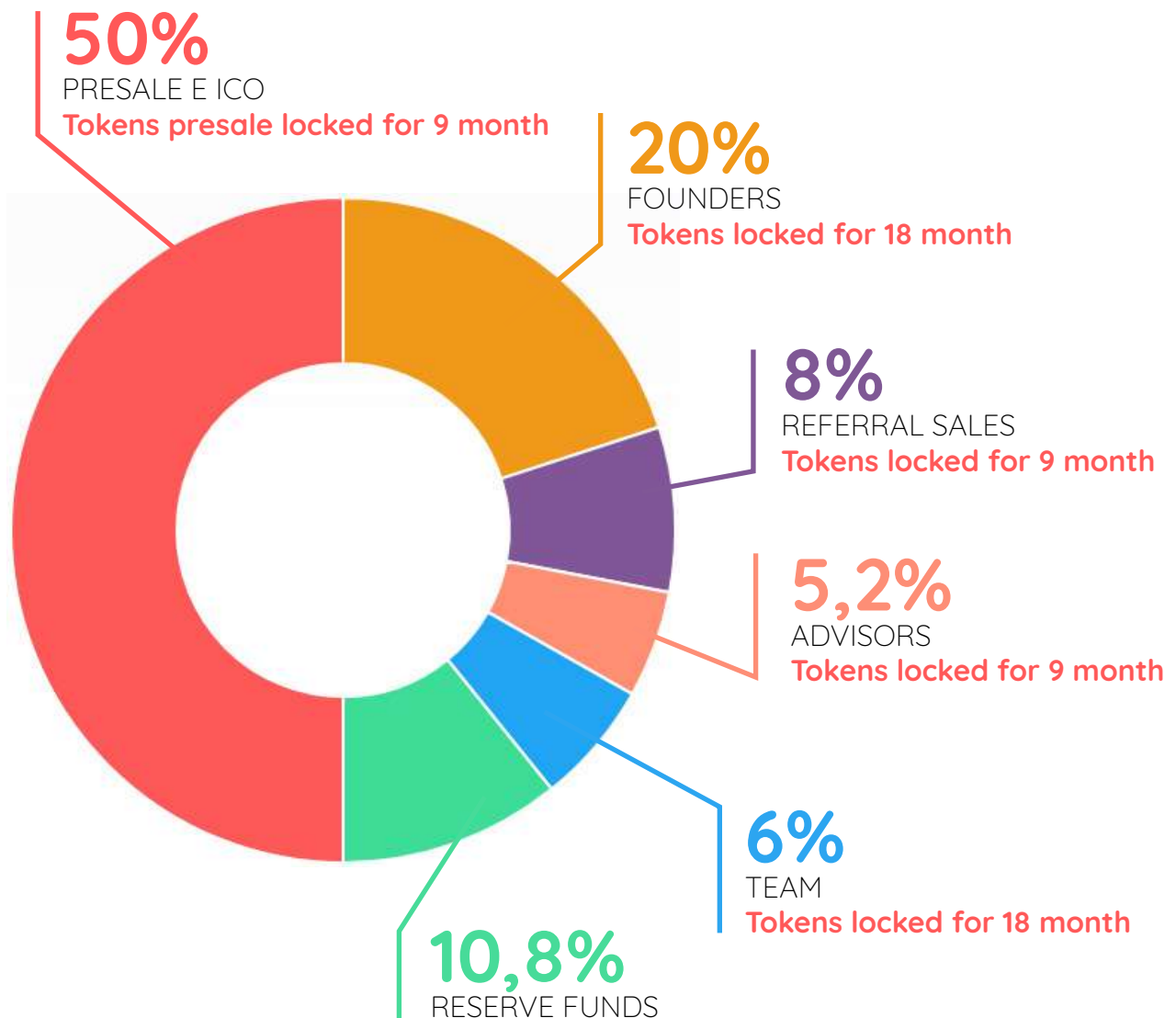
All participants in FidelityHouse Coin pre-sale and/or ICO will receive an airdrop, based on the number of tokens purchased during the sale and unmoved for 3, 6 and 9 months after the actual ICO closing date. The structure of the Airdrop operation will be as follows:

Airdrop	3 months	6 months	9 months
Presale			
ICO Power Day			
ICO Week 1	1,5%	2,5%	6%
ICO Week 2			
ICO Week 3			

IMPORTANT: ONLY the tokens purchased during pre-sale and ICO will be counted for the Airdrop. If tokens are moved you will lose the right to receive the airdrop for the amount moved. For example, if you purchase 100,000 FIH and move 40,000 FIH before the vesting period, you will receive the airdrop only on the amount unmoved (60,000 FIH).

NOTE: FidelityHouse reserves the right to use, even after the product release, Airdrop operations to encourage holding FIH earned by users during the first phase of the platform or the incentive acquisition of new users.

Token
distribution

50%
PRESALE E ICO
Tokens presale locked for 9 month

20%
FOUNDERS
Tokens locked for 18 month

8%
REFERRAL SALES
Tokens locked for 9 month

5,2%
ADVISORS
Tokens locked for 9 month

6%
TEAM
Tokens locked for 18 month

10,8%
RESERVE FUNDS

Overview

Symbol: FIH

Initial value: 1 FIH = 0,04€

ICO: 1 december, at 2.00 pm - 21 december, at 2.00 pm

Type: ERC20

Soft Cap: 75.000.000 FIH

Hard Cap: 500.000.000 FIH

Token Supply Cap: 1.000.000.000 FIH

8

ICO Partners

groupᵐ

GroupM is the world's largest media investment group with more than $108bn billings. With over 30.000 employees in 400 offices worldwide GroupM offers unrivaled data, media and technology services.

PUBLICIS MEDIA

Publicis Media creates value for clients through global media agency brands and scaled capabilities across investment, strategy, insights and analytics, data and technology, performance marketing and content. It drives new levels of scale and client value.

PubMatic

PubMatic is a publisher-focused sell-side platform for an open digital media future. It empowers publishers and media buyers with powerful solutions across channel, screen and format to meet their unique needs. Headquartered in Redwood City, California, PubMatic operates 13 offices and six data centers worldwide.

rubicon PROJECT

Founded in 2007, Rubicon created a new model for the advertising industry. Its automated advertising platform is used by the world's leading publishers and applications to transact with top brands around the globe enabling them to reach more than 1 billion consumers.

dentsu

Detsu is a global media group specialized in Media, Digital and creative Communications services. Detsu makes the best use of today's media mix to bring to life the right communication strategy and deliver the best results for clients.

DREAMSET
A NEW GENERATION OF COMMUNICATION

Dreamset is a creative agency specialized in video and social media marketing. Its creative team wants to create more and more viral and engaging contents.
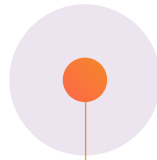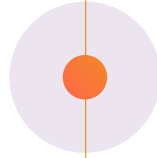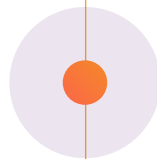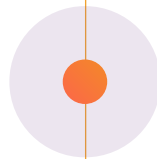
Roadmap

Q4 2018
Pre-ico and Ico

Q4 2019
MVP FidelityHouse.com in English

Q1 2020
Ios and Android native App,
extended version of machine learning,
extended version of recommendation
system, multilingual support and
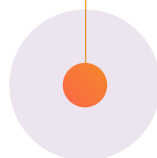content translation service

Q2 2020
Direct adv sale in FidelityHouse Coin,
Sponsored content, special projects

Q3 2020
FidelityHouse Chain feature Extension,
Analytics extended features
for users and advertisers
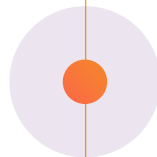
Q4 2020
B2B content marketplace
in FidelityHouse Coin

10

Team

Founders

Francesco Fasanaro

CEO & Founder

Graduated from the University of Trieste in Communication Sciences, Francesco Fasanaro has been a successful digital entrepreneur for over 11 years with almost 3 million euros invoiced in 2017. In September 2007 he founded Horizon Group srl, then FidelityHouse.

Alessandro Benini

Co-founder - CMO - Project Manager
Monetization Expert

Business partner of Horizon Group srl since 2008, Alessandro Benini is co-founder of FidelityHouse, Project Manager, Marketing Manager and Programmatic Specialist. He is among the leading experts in digital advertising in Italy with 20 years of experience.

Alessandro Bellato

Co-founder - CTO - Cloud Architecture - Cyber Security - Blockchain Design & Business Model

Specialized in designing security services in Telco and Enterprise, in 2014 he created a leading Italian Security Operation Center with more than 2000 customers handled. Active in blockchain from 2010. In 2013, he founded Nethive, vertical Sistem Integrator.

Advisors

Alvise Saccomani

Finance advisor

A successful leader in finance with over 11+ years of experience, specializing in Quant Trading, Asset and Risk Management Graduate of the renowned University of Bologna, MSc in Finance (Università of Pisa) and later Harvard Business School (Strategy and Leadership), Alvise is currently the Head of Trading at Banor - a leading private investment firm with more than 8 billion asset under influence.

Francesco Nazari Fusetti

Advisor

Serial digital entrepreneur. CEO and co-founder of CharityStars (3 million euros collected from VC) he created an ICO reaching Hard Cap with 14,333 Eth collected for AidCoin which he founded. Previously founder of ScuolaZoo, the largest Italian student community (70 employees, 15 million dollars of annual turnover). NetWorker, a tireless traveler and crypto investor from 2013.

Marco Valenti

Advisor

Among the leading experts in digital advertising with over fifteen years of experience in web programming. Valenti is Ceo & Founder of Moving Up, digital company leader in web and digital out of home. He is also an active member of the Scientific Committee IAB in Worktable DOOH.

Sebastiano Cappa

Advisor

Computer engineer graduated in Bologna and specialized in managerial economics at the Université Panthéon-Assas in Paris. Sebastiano Cappa, with over 10 years of experience in Digital, is now Managing Director of the Italian branch of Ligatus and Board Member of IAB Italy and IAB Europe.

Marketing

**Riccardo
Benelle**

Marketing Consultant

**Filippo
Marcassoli**

Marketing Consultant

**Luca
Del Torchio**

Marketing Consultant

Sales

**Giuseppe
Bronzino**

Sales Director

**Michele
Carbonara**

Business developer

**Vittorio
Ferrari**

Business developer

Tech team

Stefano Giomo

Software Architect
Machine Learning Leader

Davide Frison

Product Developer

Filippo Ferrazini

Product Developer

Giacomo Rocco

Product Developer

Finance

**Giuseppe
Chimenti**

CFO

Community team

Mirko Giocondo

Content Curator

Floriana Calabrese

Content Curator

Fabrizio Ferrara

Content Curator

Ivana Currao

Content Curator

Maria Cianciaruso

Content Curator

Marcella Chimenti

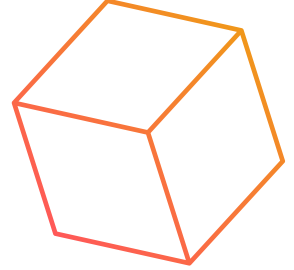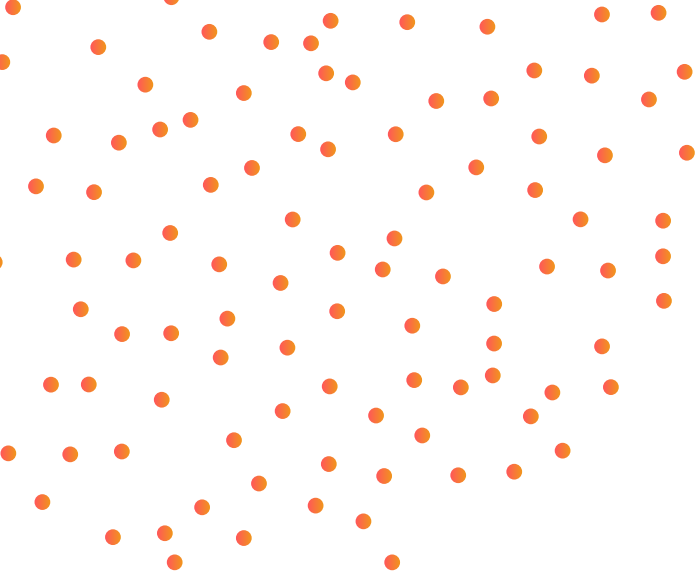Content Curator

Monica Garavello

Content Curator

Katia Pivato

Content Curator

Giovanna Barone

Content Curator

fi FIDELITYHOUSE

FidelityHouse International SA
Via Guido Calgari 2
69000 Lugano, Svizzera