

# ADZbuzz / ADZcoin Update

Today we have an important update regarding the ADZbuzz and ADZcoin project. The idea of ADZcoin has always been to make it a 100% deflationary currency and use external revenue for the profit share and buyback program. We are happy to announce that we will restart that and grow it starting in July.

Without further ado, let's get to it.

## Viral Site

Attracting a mainstream audience with a crypto related project has proven to be very difficult. Dozens of projects have tired, just as many have failed.

That's why we came to the conclusion that the only option to make the ADZcoin project succeed is to create a viral site that a mainstream audience uses because they want to use the site, without any mention of crypto what so ever on the site itself.

Our target audience: The 4 billion football fans worldwide!

Instead of completely rebuilding ADZbuzz right now, which would take several months, we will instead create a much simpler solution to ensure the profit share and buy and burn program of ADZcoin can restart in a matter of weeks.

This is how it'll work:

➔ Create a viral football site

The idea is to create an alternative competition for football fans worldwide based on real games being played. In between games, fans will compete as to who has the best fans.

➔ Video sharing

In order to achieve this, we will use a script similar to Youtube and make a few modifications to it to integrate the competition. Football fans will be able to share links of videos which will then be added to the site.

➔ Points

Every football team will have its own channel (similar to Youtube channels) and metrics already integrated in the script such as amount of subscribers, views,

likes, comments etc. will be used to award points to the teams in our competition.

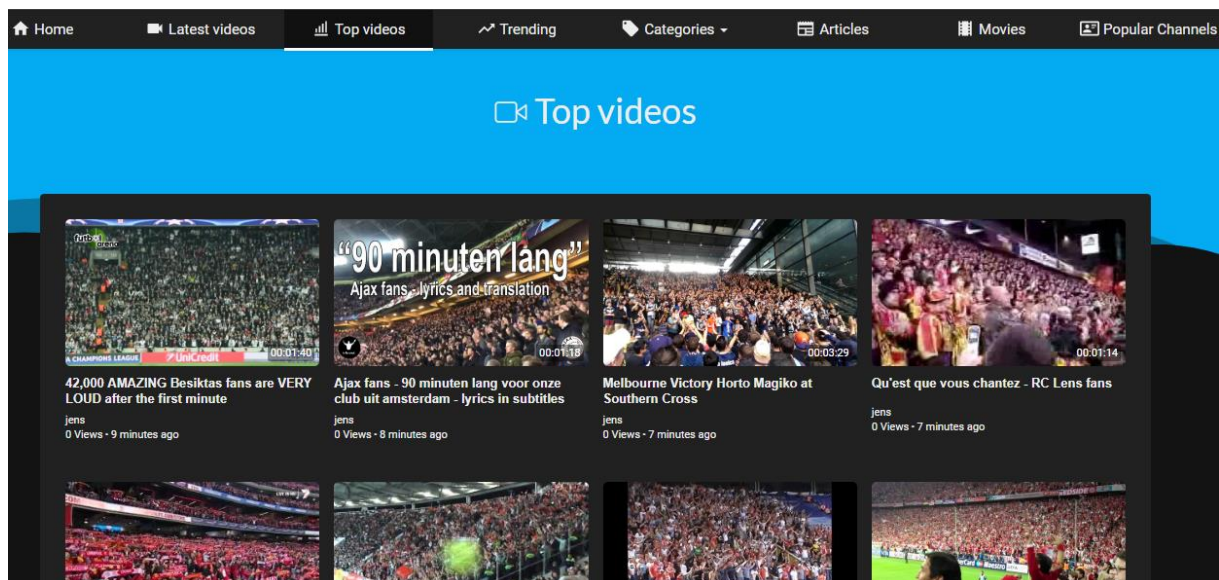
### ➔ Ranking table

Just as in the real competition, the teams will be ranked in a table based on how popular their channel is. Points will be awarded after each game and the ranking table will display who has the best fans.

The site will basically be a combination of Youtube and [Livescore.com](https://www.livescore.com). We will make it super easy for fans to share videos and share it with their friends to boost their team's ranking and reputation in the competition, hence the site will have a viral nature.

Secondly, the other main feature of the site will be that football fans will be able to add videos of certain games in playlists. So whenever fans want to relive great moments during games, they will be able to easily navigate to their team's channel and watch a playlist of that game. So the site will basically become a huge, easy to navigate library for football fans, something 100% unique.

The script is already fully ready, just need some customization for the competition, here you can see a preview:



## Monetization

A niche site like this is extremely targeted, and will mostly have a European audience. There are several ad networks that pay good rates for this type of audience.

As our user-base grows, we can definitely achieve a \$2 / 1000 pageviews rate (4 ads per page at \$0.50 CPM).

To give an example, a similar site which only targets Dutch citizens where people can share funny videos and which is called [Dumpert.nl](http://Dumpert.nl) has a total revenue of \$6 Million per year.

Netherlands has just over 17 Million inhabitants. There are 4 billion football fans in the world.

The good thing about monetizing with regular ads is that we will earn fiat currency, which will then be exchanged for crypto to buy and burn ADZcoins. This has been the concept from very early on, and we will fully focus on that to make ADZcoin a success.

## **ADZcoin And ACT's**

The upcoming weeks we are going to do the ADZcoin swap. Everybody that has coins or tokens in their ADZbuzz account won't have to do anything as the tokens will be added automatically.

We're going to make this very simple and turn both ADZcoin and ACT's into an ERC20 token. This means we can do the swap very fast as we don't need to create a new blockchain.

### ADZcoin

We're going to take a snapshot of the blockchain this week and this will determine how many ADZ Tokens will be in existence. We will work with the exchanges to stop deposits and withdrawals as well.

We will also provide instructions for people who want to do the swap on how to get the new tokens in case they hold them in an exchange or in their offline wallet. So nobody will lose their coins if they follow the instructions, which will basically be a proof of ownership. This also makes it unnecessary for the blockchain to keep running.

The new ADZ Tokens can be withdrawn directly from ADZbuzz to your Buzzex account.

### ACT's

We will turn tokenized ACT's and untokenized ACT's into 1 general token called ADZ Rewards Tokens.

The main change we'll make is that the current community rewards will be replaced by rewards based on how many ADZ Reward Tokens you hold, not by metrics of your communities.

The main function of the ADZ Reward Token will be to create an instant viral effect for our football site. This will be done with a very extensive Bounty campaign, allowing football fans to earn the tokens when they share the site with other football fans.

- Bounty hunters share the football site
- Football fans join
- More ad revenue is generated
- The profit share increases and everybody earns more

This setup will give the site an instant boost, and the concept of the site will ensure football fans that join will also share videos amongst their friends.

The total supply of ADZ Reward Tokens will be 1 Billion. The initial supply with 84,000 communities projected would have been 168 billion.

## Marketing

The main marketing method has been explained, namely the extended bounty campaign, which will give us a huge reach from day 1 and beyond.

We want to mention 2 things though:

- Viral effect

The site will use the passion and pride football fans have for their club to create a viral effect. Their team will have more chances of winning the competition if they share videos and then share them with their friends.

Football fans pay a lot of money for merchandise, tickets, travel etc. and apart from an instant gratification, there is nothing else to make them compete amongst each other. So the engagement will be high as more and more fans join.

- Retention rate

At the same time, fans will want to see new videos posted. Just as you get notifications of new videos posted in channels you are subscribed to in Youtube, notifications will be sent out if new videos are shared in their team's channel. This will keep the retention rate high.

## The Profit Share

The moment we receive payments from the various ad networks we'll use, the buyback program for the profit share will start.

To make ADZ Tokens a very interesting token for investors, and at the same time increase the value of holding ADZ reward tokens (since you'll earn ADZ Tokens for doing so), we will make ADZ tokens 100% deflationary from day 1.

This means that 50% of bought tokens will be used to distribute in the daily profit share, and 50% of bought tokens will be permanently burned from the total supply.

Here is an overview of how the final profit share setup will look like:

### Old Profit Share Distribution:

- ➔ Publishers pool 20%
- ➔ Publishers referrers pool 5%
- ➔ Community Owners Pool 40%
- ➔ VIP's Pool 10%
- ➔ Members Pool 1 10%
- ➔ Members Pool 2 5%
- ➔ Sponsors Pool 10%

### New Profit Share Distribution:

- ➔ ART Reward Pool 70%
- ➔ VIP's Pool 20%
- ➔ Referrals Pool 10%

As we are simplifying our entire business, the profit share will be simplified as well. VIP's will get double the share of what was promised, we'll increase the share for people holding ART's tremendously to increase the intrinsic value of the tokens, and we'll have an attractive referral pool.

To explain the referral pool: You'll earn 10% of whatever your referral earns from the ART reward pool. This means that the more ART's your referrals hold, the more you'll earn. This should also encourage people to hold ART's instead of selling them to earn more passive income.

**IMPORTANT:** Everybody that bought Gold Membership on ADZBuzz before will be entitled to an airdrop of ADZ Reward Tokens. We don't see the need anymore to have a Gold membership, so based on how much you paid in total for Gold memberships, you'll be entitled to this airdrop.

→ Yearly gold = 10,000 ART's

→ Quarterly Gold = 3000 ART's

ART's will trade instantly on Buzzex and will continue to earn ADZ from the daily profit share, so you have a choice to sell them or to hold them and earn lifelong passive income.

## **ADZbuzz**

Because we need to simplify things and create an easy to launch viral site, we have made the decision to postpone the rebuilding of ADZbuzz and focus on adding a direct income stream to our core business.

This doesn't mean that the rebuilding of ADZbuzz is completely out of the picture, but we simply don't have the resources and time now to fully focus on that.

Since the communities earnings will be out of the picture, it also doesn't make sense to keep ADZbuzz running in its current state.

That's why we will focus on turning ADZbuzz into an info site, explaining how people can benefit from holding ADZ Tokens and ADZ Reward Tokens.

In the backend, the only thing that will be available will be the details of the daily profit share, your earnings and option to transfer tokens straight to Buzzex where they can be traded.

## **Roadmap**

The good news now is that the football season in most countries is about to end. This gives us a few weeks to set up the site, which will have minimal changes. If you check Livescore it's a very simple site and we'll use that layout to create the competition pages. We'll also use all the elements already present in the script to customize the site to our needs.

So here's what will happen the upcoming weeks:

→ ADZ and ACT swap

- ➔ Add ADZ and ART trading pairs in Buzzex
- ➔ Modification of script
- ➔ Start of bounty campaign
- ➔ Start of buyback and growing profit share

More updates will follow the upcoming weeks with clear details on all of these items.

## Conclusion

We have been digging really deep to come up with a solution to make the ADZ Project succeed.

The only possible solution we could find was to come up with a simple solution that doesn't require a lot of our resources.

We firmly believe that focusing on a site that has potential to go viral very fast, in combination with a simple monetization method to grow the daily profit share is the best option at this time.

We want to focus on one thing now and that is making the football site a success so it can earn \$1000+ a day to be used to buy ADZ from the market. At current rate, that would be a million ADZ a day, so its impossible that the moment this starts the price will remain at its all-time low.

If Buzzex becomes profitable, 40% of earnings from trading fees will also be included in this.

This doesn't mean however we don't have scaling in mind. Nothing could stop us to add more viral sites to the ADZ network to grow revenue further. But for now, our focus for this project (apart from Buzzex) will remain at one site until it succeeds and see where we go from there.

That's it for now, Have a great day!

The ADZbuzz Team



PS: Stay tuned for the next update!