



Performance Report

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I. SUMMARY

1) What is DATx?

DATx is a blockchain project initiated by Cosima Foundation and developed in collaboration with Avazu to revolutionize the advertising industry.

DATx is dedicated to developing a unified protocol for the entire advertising ecosystem. DATx is building a complete set of operating mechanisms for the establishment of an effective, efficient, secure, and sustainable advertising ecosystem.

DATx is committed to building a revolutionary blockchain based advertising ecosystem with decentralization as the foundation, artificial intelligence as the power engine, and DATx's POI (Power of Identification) initiative as the guide.

The DATx ecosystem is sustained by various key structures and incentive mechanisms:

- Centralized/Decentralized Hybrid Data Storage: Stronger User Privacy and Security
- User Attention Based Incentivization: Opt-in and Closed-Loop Feedback Mechanism
- Transparent Machine Learning Algorithms: Higher ROI and Marketplace Efficiency
- Decentralized Audit Trail and Payment System: Anti-Fraud and Transparent

DATx strives to build a just, transparent, and open advertising ecosystem; it will innovate on the following:

- Complementary advantages of AI and blockchain
- Precision advertising and high ROI
- Decentralized trustworthy system with lowered operating costs
- Openness and scalability
- Stronger reliability, anonymity, independence, and compliance
- Optimized incentive mechanism
- Fairer benefit distribution, higher intra-system matching efficiency
- Connection between digital world and real world



2) Detail Information About DATx

A. General information

Cryptocurrency	DATx
First Issuance Date	February 7, 2018
Webpage	https://www.datx.co
Consensus Algorithm	ERC20

B. Market information

Total Issuance	10,000,000,000 DATx
Market Offering	1,391,302,551 DATx
Token Lockup	3,500,000,000 DATx
Market Capitalization	33,326,427 USD
Trading Volume	1,320,640 USD (24H)
HADAX Trading Volume	853,670 USD (24H)
Trading Price	0.023514 USD

**As of June 12, 2018 on CoinMarketCap (Note: DATx has requested CMC to update the Volume to the accurate amount.)*

3) Exchange Markets DATx Has Been Listed On

March 8, 2018 HitBTC and IDEX

April 17, 2018 HADAX

May 18, 2018 Huobi Korea

May 23, 2018 Kucoin

June 10, 2018 Rfinex

II. DATx FOUNDATION

The era of mobile and big data has been advantageous for the development of programmatic advertising. Advertisers are no longer restricted to the few existing approaches to delivering and planning advertisements – they now have a much higher degree of flexibility. However, alongside this advantage, programmatic marketing has also generated “the Walled Garden” phenomenon in which major platforms silo off user information, thus posing a larger challenge to advertisers, media channels, and platforms on their abilities to plan, coordinate, optimize, and protect data.

The mission of DATx is to build a revolutionary mutualistic decentralized advertising ecosystem that all users can actively participate in and benefit from. Users can know that their actions will help advertising platforms better deliver suitable advertisements and they can also get the corresponding rewards under the incentive mechanism of this ecosystem.

Similarly, advertising platforms in this ecosystem can better utilize this data to improve their user targeting algorithms and deliver advertisements that are more appealing users.

Furthermore, DATx blockchain technology can bring transparency to profit distribution in the advertising industry. Based on a decentralized protocol, DATx builds a transparent and multistakeholder advertising ecosystem through blockchain technology and distributed storage.

The ecosystem’s incentive mechanism encourages users to participate, promoting spontaneous interactions among users, publishers, and advertisers in the ecosystem.

Finally, blockchain characteristics of decentralization and data transparency is used to balance advertising user experience and commercialization, forming a reliable closed-loop data flow.

III. DATx CONCEPTS AND HIGHLIGHTS

1) Product & Infrastructure

A. DATx Token

The cryptographically-secured native digital token of the DATx ecosystem is the DATx token. A major component of the ecosystem, the DATx token is designed to be used solely on the platform.

As the digital asset of the system, DATx token is a non-refundable functional utility token which will be used as the unit of exchange between participants in the DATx ecosystem. The DATx token will provide a convenient and secure mode of payment and settlement between participants who interact within the DATx ecosystem (e.g. end users, advertisers, and publishers).

B. DATxChain

DATx has started development of its own blockchain, the DATxChain. As opposed to existing mainstream blockchain projects' generic one-for-all approach, Cosima Foundation is proactively developing the native DATxChain to resolve industry specific challenges to achieve the DATx mission of becoming the next generation blockchain for the programmatic advertising industry.

DATxChain will bring about innovations in blockchain technology from the following perspectives:

- 1) Better compatibility with major existing blockchain ecosystems (such as Bitcoin UTXO Core infrastructure, Ethereum Virtual Machine (EVM));
- 2) More flexibility in smart contract trigger mechanism and consensus protocol;
- 3) User-friendly development system;
- 4) Lower transaction costs;
- 5) Lower latency;
- 6) Better TPS performance;

7) Hybrid Model of centralized and decentralized data architecture;

8) “POI” - Power of Identification to balance data commercialization and user privacy.

DATx will build an open source platform, providing ecosystem participants blockchain infrastructure for programmatic advertising and increased advertising effectiveness and ROI.

DATx will prioritize commercial scalability and ensure that DATxChain will be an easy-to-implement, tailor-made infrastructure for all relevant ecosystem participants.

2) Community Highlights

Total Impressions on Twitter	3,161,200
Twitter Followers	47,288
Twitter Mentions	112,000 times
Telegram Members	58,608
Telegram Daily Comments	150

3) Global Event Highlights

June:

A. DATx presents technical developments at ‘Blockchain Technology Empowerment and Scene Application Salon’ co-organized by IBM and AVAZU in Beijing.

May:

A. DATx attends Blockchain Festival Vietnam, introducing how DATx’s innovative technology and approach will solve the pressing concerns and challenges the digital advertising industry currently faces.

B. DATx is interviewed on the Huobi Talk livestream, introducing the DATx project and how it can disrupt the digital advertising industry.

IV. TECHNICAL FEATURES

1) DATx Ecosystem



The DATx ecosystem consists of a behaviour information storage system, incentive mechanism, token exchange, advertising platform, AI recommendation system, anti-fraud system, etc.

Incentive Mechanism: The system regularly settles token accounts of users and channels according to the interactions between users and advertisements/channels.

Token Exchange: Utilizing tokens, the system conducts transactions with higher efficiency and at lower costs.

Behavior Information Storage System: User behavior profile analysis data will be encrypted and kept on blockchain, enabling secure and effective storage and access.

Application Platform: Includes applications that connect to DATx blockchain via SDK, including Web/APP.

Advertising Platform: On the platform, advertisers can provide ad serving suggestions and check delivery performance, while publishers can acquire advertising SDKs and IDs and check advertising performance. Ad delivery analysis is recorded in the blockchain with a



decentralized mechanism ensuring fairness and transparency, guaranteeing ad and channel resources fully reflect and bring in higher value.

Big Data Feedback System: This system will conduct user behavior information collection and big data analysis.

AI Recommendation System: The system is powered by an AI algorithm engine to provide users precise and personalized ads.

Anti-Fraud System: As an open advertising system, criminals may attempt to take advantage of the ecosystem. This system is in place to moderate and police the ecosystem to ensure the security of all parties.

2) Avazu Private Exchange

Since the beginning of the project, DATx has been closely collaborating with Avazu on DATx's technical front. Following the successful integration of DATx payment for publishers on APX, DATx has begun optimizing the DATx token verification process for publisher bills and adjusting the interface for real-world user experience. Publishers on the APX platform can choose to receive CNY and USD as well as DATx token by going into "PUB Interface > Account" or "Backend > Finance Management".

3) Open Source

Starting April 13, the DATx R&D team has gradually developed parts of the open source codes on Github. With the involvement of R&D, we will gradually release core codes. The DATx team firmly believes that blockchain technology development is inseparable from community building. Making our codes open source will not only help the community better understand our project, but will also promote the sustainable development of the DATx project in the long term.

Github open source address is as follows:

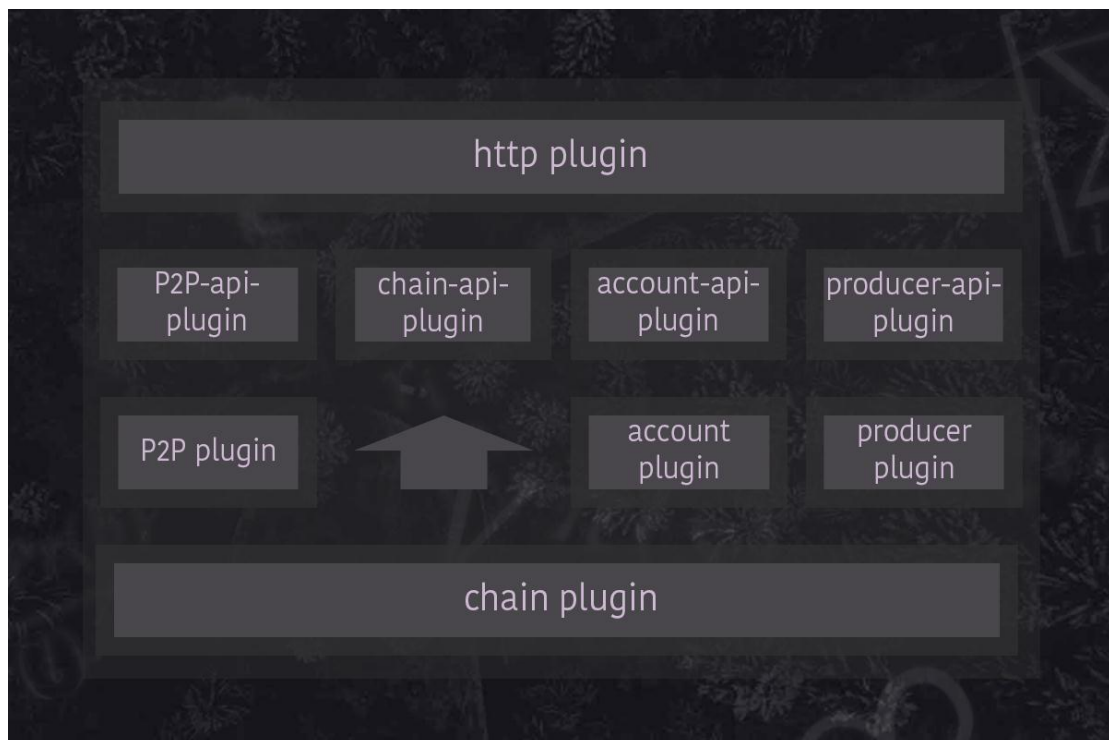
<https://github.com/DATx-Protocol/DATx>

4) Token Lock Up

Based on developments of the project and the confidence of the community, the DATx project has already locked up 3.5 billion DATx token (35% of the original issued supply). Until DATx's main network officially launches, this portion of DATx token will not be released into the market.

Because DATx has adopted the DPOS consensus mechanism, in order to encourage third-party supernodes to join, voting rights for this portion (35% of the total DATx token issued) will not be in effect before the first node election. After DATxChain, the main public chain, goes live, this portion will be ready to circulate, more conducive to both ecosystem development and market value.

5) DATx Implements Plugin Based Structure for DATxChain





DATx has decided to implement a plugin based structure for low coupling high cohesion. This will promote the development of the public chain, lower difficulties in implementing future updates, and reduce interferences during updates.

Furthermore, in order to meet future content storage needs, DATx has improved P2P network performance. DATx references the IPFS model to achieve more functions on the basis of secure block storage and point-to-point communication.

6) DATx Will Use levelDB for Storage Library

DATx will employ levelDB for its storage library. LevelDB is an open source on-disk key-value store developed by Google. This provides the advantages of:

1. Being an established, proven system
2. Higher TPS
3. More refined library

Whereas the EOS storage system is more efficient, it is geared towards the C++ language, making it difficult to support developers writing in other languages.

V. 2018 ROAD MAP

1) April - May

A. APX launches DATx payment support for PUB

2) June - July

A. Development of APX integration of DATx functionality for ADV

B. DATxChain demo

3) 2018 August

- A. Establishment of system level smart contracts on DATxChain
- B. Testing of APX integration of DATx functionality for ADV

4) September - October

- A. Establishment of virtual machines and smart contracts on DATxChain
- B. Launch of DATx advertising functionality after testing

5) November

- A. New account permissions for users on DATxChain
- B. Provide commands to run client on DATxChain

VI. LATEST DATx PARTNERSHIPS

QTUM

Qtum is a decentralized and open-source smart contracts platform and value transfer protocol.

GAME.COM

Game.com is focused on creating a global gaming platform for blockchain digital currencies

AELF

aelf is a decentralized cloud computing blockchain network.

CNN

Content Neutrality Network (CNN) is an innovative blockchain-based digital content ecosystem.

BITGUILD

BitGuild is a decentralized gaming platform built on the blockchain, redefining the relationship between players and developers by facilitating full and true ownership of in-game assets, cheap and safe item trading, and cross-game compatibility of items and currency.

GIFTO

GIFTO is a global universal gift giving platform. Launched by Uplive, a leading live streaming platform, GIFTO's official token, GTO, enables participants in the community to create, plan, customise, and deliver a plethora of quality virtual gifts for content creators around the world via blockchain.

CYBERMILES

CyberMiles is a blockchain that aims to build a decentralized ecosystem for ecommerce.

RATE3

Rate3 is a decentralized dual protocol for cross-border payment and credit scoring aiming to empower a world of payment without borders.

BITCOIN WORLD

BitcoinWorld is the first P2P trading platform offering bitcoin collaterals.

BITV

BITV is a live broadcasting platform focusing on blockchain developments.

Linfinity

Linfinity is a distributed supply chain platform based on blockchain, IoT, and big data technology.

VIII. CONCLUSION



In 2018, DATx has achieved global partnerships with reputable and promising organizations and institutions, with more collaborations in the pipeline. Moreover, the DATx 2018 roadmap will continue to focus on APX system integration and DATxChain development. We are excited for these future developments to bring us closer to an interconnected digital advertising ecosystem that is efficient, effective, secure, and sustainable.

To learn more visit the Website : <https://www.datx.co>

Read the White Paper: [https://www.datx.co/pdf/DATx+WHITEPAPER+\(EN\)+V2.0.pdf](https://www.datx.co/pdf/DATx+WHITEPAPER+(EN)+V2.0.pdf)

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