

Transaction AdSense

To make the most of the transaction processing time when performing a transaction on Terra station or others, ads are played during the 6-second transaction time.

To advertise

Advertisements can include the following

- Banner ads
- Video ads
- still images

URL insertion is only allowed for users on the whitelist.

In terms of user protection from spam.

Price (tentative)

Banner ad 1k views = n Lunc = \$1 market price 5cent~/n

Video ad 1k views = n Lunc = \$1.5 Market price 3cents~/n

Still image 1k views = n Lunc = \$1.3

Payments are paid in Lunc in the wallet.

Advertising revenue is used for the following.

- Refill the Community Pool
- refill the Reward Pool
- Burn

Or others

Advantage.

- Pools a stable amount of Lunc, although its use has not yet been decided .
- When prices are low, advertisers buy more Lunc, thus stabilizing prices.

Disadvantage

- None in particular

Prospect revenue (2/11/2023~3/12/2023)

Transaction volume 742.4B (Lunc)/month

Average 24.746B/day

Assuming that 80% of the transaction volume is used to display ads, and that a month is 30 days

19.797B/d

- Banner ad \$1.9797M/d. \$59.391M/m
- Video ad \$2.9695M/d. \$89.085M/m
- Image ad \$2.5736M/d. \$77.2083M/m

Requirements

Need to audit URLs for spam.

Can this be outsourced?

· Questionnaire to present more clearly to advertisers.

Questionnaire Contents

- Age
- Place of residence
- Gender
- What would you like to buy if LUNC was \$1?

etc.

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