



Basic Attention Token Analysis Report

Basic Attention Token's purpose

Basic Attention Token clarity of purpose



Basic Attention Token purpose and aspects

Through its integration with its Brave browser, BAT intends on changing th ad industry by blocking trackers, cookies and other privacy-intruding techniques used by advert middlemen and create an ecosystem consisting solely of publisher, advertiser and the user

Basic Attention Token additional differentiation against competition

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Basic Attention Token categories

[Advertising](#)

[VIEW VIDEO](#)

Basic Attention Token's Facts & Figures

Name	Basic Attention Token
Trades under Symbol ⓘ	BAT
Circulating supply	1,000,000,000
Maximum supply	1,500,000,000
First USD price per coin	\$0.17
Coins Distributed in ICO	N/A
Emission rate ⓘ	No new tokens created
Blockchain	Ethereum
Consensus method ⓘ	Ethereum consensus (currently proof of work, will be proof of stake later on)
Algorithm	N/A
Time for block processing ⓘ	N/A
Transactions per second	0
Is coin Minable?	No
Type	Token

[VIEW ALL FACTS & FIGURES](#)



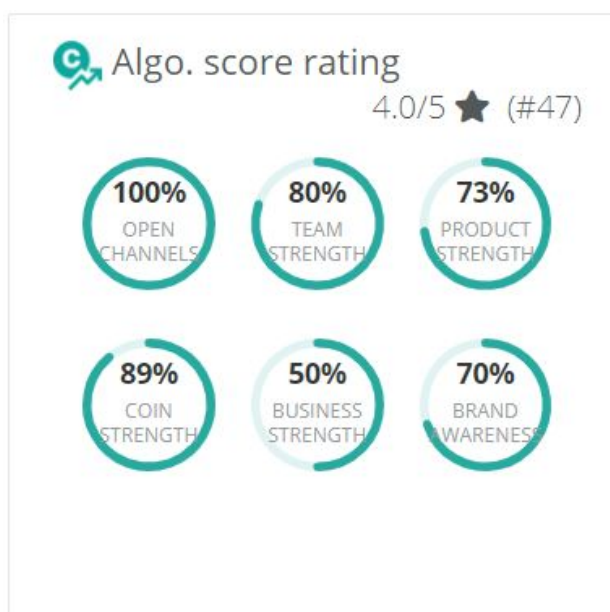


Basic Attention Token's Algo score

The CoinCheckup Algo score is a score based on extensive research we do on every crypto coin or token.

We apply a [fully transparent formula](#) on every coin/token in order to stay unbiased and look at the facts.

Not all coins/tokens are the same, so the formula is different for a centralized, semi-decentralized, or decentralized coin. That being said, the formula is always the same for each type of coin and our ratings are always transparent.



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Basic Attention Token's Performance Statistics

→ How long has Basic Attention Token been trading?

Basic Attention Token has been trading for **16 months** (1 years) now. According to our records, it started trading on Thursday, June 1st 2017, for a first price of \$0.1682.

→ How volatile has Basic Attention Token been over the last 30 days?

Basic Attention Token's **30 day volatility** has been 37.83%.

① The higher the volatility, the higher the risk and/or potential gains can be for a certain coin, since the movement is stronger for the time period in question.

→ How volatile has Basic Attention Token been over the past week?

Basic Attention Token's **7 day volatility** has been 18.27%.

[VIEW ALL PERFORMANCE STATS](#)





Basic Attention Token's Historical return on Investment

Year	2016	2017	2018
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Returns by year	N/A	N/A	-62.49%
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Month	2016	2017	2018
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Jan	N/A	N/A	29.15%
Feb	N/A	N/A	-24.45%
Mar	N/A	N/A	-48.20%
Apr	N/A	N/A	160.31%

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Basic Attention Token's Predictions

M0 money in the crypto market

M0: The total of all physical currency, plus accounts at the central bank which can be exchanged for physical currency



M1 money in the crypto market

M1: Measure M0 plus the amount in demand accounts, including "checking" or "current" accounts



[VIEW ALL PREDICTIONS](#)





Basic Attention Token explained In-depth!

What Is Basic Attention Token?

Basic Attention Token (BAT) is a token created to solve the numerous problems facing digital marketing. It is a product built on the Ethereum Blockchain Technology as well as an ERC-token and the aim of the platform is to decentralize the digital advertising marketplace, thus leaving users, publishers and advertisers to dominate by eliminating whatsoever form of a third party like the trackers, middlemen and frauds, that create a problem for the current market place.

Continue reading this chapter on <https://coincheckup.com/coins/Basic Attention Token/purpose>

What Is the Problem That Basic Attention Token Solves?

There are numerous challenges facing the digital marketplace and it has affected all the participant in the marketplace. The major problem is the presence of so many intermediaries between the advert and the user. These intermediaries include training desks, agencies, mobile and desktop network exchanges, demand side platforms, rich media vendors, yield optimization. All of these intermediaries lead to the high price of advertising budget.

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How Does Basic Attention Token Solve the Problem?

All of the problems encountered in the advert marketplace is due to the fact that it operates on a centralized platform. The BAT platform aims to ameliorate these challenges by providing a decentralized advert exchange that would eliminate the presence of the numerous intermediaries in the market place thus leaving just the user, advertiser and publisher to interact and make use of the best opportunities that avail them. This is achieved through the use of an attention token built on the blockchain technology and the brave browser.

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What Makes Basic Attention Token Better Than Its Competitors?

There are numerous platforms around the world that stand as competitors to what the Basic Attention Token offers. One of such competitor is Reddit Gold which is a product of reddit. This product is limited to the platform and all it does is to grant its member access to features on the platform. There is no incentive for the publisher and user like is seen in the BAT platform where users are given free tokens for viewing ads.

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How Can Basic Attention Token Be Categorized?

- **Rewarding**

The platform rewards both the publishers, the user and the advertiser. The publisher and user get BAT tokens for providing ads and viewing ads respectively while advertisers enjoy higher conversion. This serves as an incentive to want to participate more in the activities of the platform in question. This gives room for a coordinated operational model and would increase the effectiveness of digital marketing. More than solving the problems that the digital marketplace suffers from, it also provides a steady means to uphold their system. The way rewards are distributed are systematic and based on some laid down criteria and calculations. Tokens generated on BAT platform are available to be exchanged among the participating individuals who include the publisher, advertisers and users of the advertising system.

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What Is Basic Attention Token's Vision for Security?

A major and highly remarkable challenge facing digital advertisement has been that of security. The influence of middlemen and even hackers has created a huge nuisance to users, the publishers of adverts as well as the advertisers. This is why Basic Attention Token is the answer and solution to all of the challenges mentioned. It operates on a system that offers resistance to attacks poised at its platform. It has incorporated Brave, a browser that portends high immunity against pseudo adverts that could be intended to invade its platform.

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Examples of BAT's use cases / applications

The Basic Attention Token serve a lot of purpose of which the chief is Advertising. Now, through the use of BAT, advertising can be more specific and targeted towards a particular demography. This allows small scale businesses to participate effectively in the digital market place, as they can run their ads towards specific users at a low cost.

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