The Abyss

Whitepaper

CRYP2NOVA

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Abstract

We have reached a point in the digital era, where there is no lack of game options. Whether played on a personal computer, video game console, mobile phone, tablet or even a watch, video games are accessible at absolutely any time. Over the past three decades we have witnessed the unprecedented development of video game industry, from plastic boxes with black-and-white Tetris to virtual reality helmets. Video games initially challenged other forms of entertainment; now they are the definitive leader.

It would seem that the biggest headache for video game developers should be creating content and an interesting product. In fact, the hardest part is finding a way to make the product stand out among the masses of other video game options and reach the end user. Advertising expenditures often account for more than half of the budget for video game development. The cost of traffic has steadily increased with the rise of the offers on the market. But what amount of advertising expenses is really effective?

The emergence of blockchain technology[1] has enabled the creation of a next-generation digital distribution platform, delivering all types of video games (Free2play MMOs and cryptogames[2] being a key priority), including AAA-titles, to the fast-growing global game community. Unlike other platforms (Steam, Origin, GOG, etc.), The Abyss platform offers a groundbreaking motivational and referral system, allowing gamers to earn from in-game and social activities, and other gamers' payments as well. By utilising The Abyss platform, developers will reduce their marketing expenses and receive an extra income from referral payments made in other games on the platform. Other benefits would include automatic referral fees payable directly into cryptocurrency accounts, the internal CPA Network[3], etc.

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[1]Blockchain, a form of digital ledger technology, is a digitial or electronic database/ledger that is distributed, decentralised, shared and replicated. It may be public or private, permissed or permissionless, is immutable, cryptographically protected and is auditable.

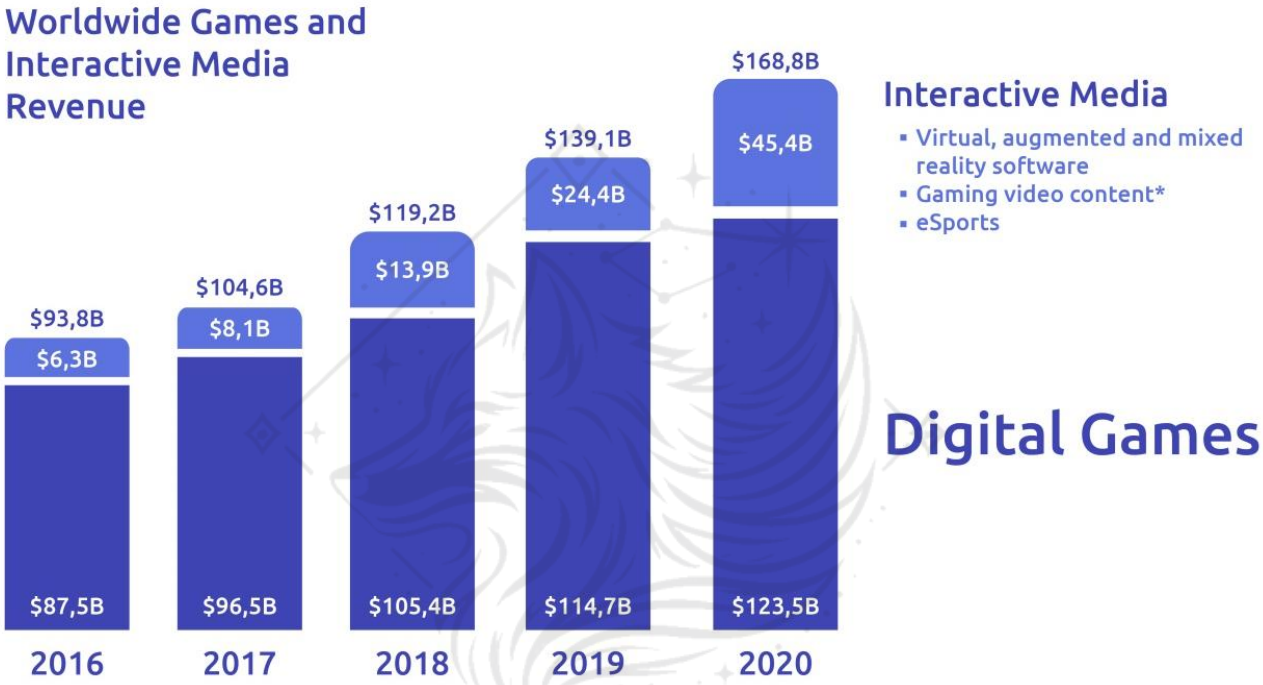
[2]https://techcrunch.com/2017/12/03/people-have-spent-over-1m-buying-virtual-cats-on-the-ethereum-blockchain/

[3]Cost per action is an online advertising pricing model where the advertiser pays for a specified acquisition - for example a sale, click, or form submit (e.g., contact request, newsletter sign up, registration etc.).

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1 The Market in which The Abyss operates

In 2017, the video game industry exceeded an income level of $100 billion dollars. The market size is currently around $104.6 billion. It has expanded 12% so far this year, and by 2020 is expected[4] to increase by 60-80% to reach an income of $168.8 billion.



Source: SuperData

1.1 MMO (Massively Multiplayer Online) Games

SuperData predicts that the segment of massively multiplayer online (MMO) games expanded 13% in 2016 with the number of active users reaching 879 million, primarily regarding F2P games. The Abyss platform aims to make MMO games a priority thereby projecting a correlated increase in users.

[4] https://ru.pinterest.com/pin/722757440171932573/

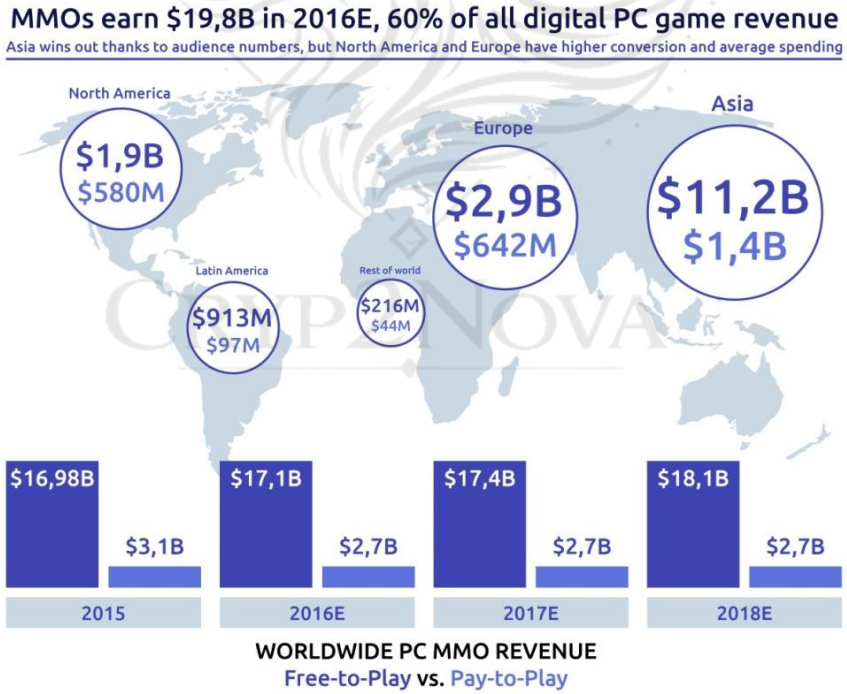
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	2016		2017E		2018E	
	REVENUE	AUDIENCE	REVENUE	AUDIENCE	REVENUE	AUDIENCE
MOBILE	$43,6B	2,721M	$50,3B	2,903M	$58,1B	3,122M
F2P MMO	$19,1B	827M	$21,5B	879M	$22,2B	891M
P2P MMO	$4,3B	57M	$4,3B	55M	$4,2B	56M
SOCIAL	$7,5B	1,528M	$7,2B	1,532M	$7B	1,550M
DIGITAL CONSOLE/DLC	$7,4B	218M	$7,8B	229M	$8B	237M
PREMIUM PC/DLC	$5,6B	162M	$5,3B	186M	$5,9B	204M
GAMING VIDEO	$4,1B	1,185M	$4,6B	1,293M	$4,9B	1,352M
ESPORTS	$ 0,9B	230M	$1,1B	258M	$1,2B	299M
VR*	$ 0,1B	47M	$0,5B	53M	$1,3B	72M

Source: SuperData

MMO games for personal computers (PC) confidently lead in all indicators among games of various genres. MMO games accounted for 60% of the profits of all PC games in 2016.

According to NewZoo report[5], worldwide incomes from multiplayer online projects will continue to rise significantly.



Source: SuperData

[5] http://progamedev.net/wp-content/uploads/2017/06/Newzoo_Free_2016_Global_Games_Market_Report.pdf

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2 Current Digital Distribution Platforms

Digital distribution platforms are successfully developing on the video game market today. According to information from open sources, it is possible to note a global trend of increasing audiences and incomes of the platforms.

Platform	Developer	Information From Open Sources
STEAM	Valve	General earnings amounted to $3.5 billion[6] in 2016.
ORIGIN	Electronic Arts	The platform contributed to EA's digital net revenue in 2016, which increased to $2,9 bln[7].
UPLAY	Ubisoft	Earned €729 million[8] from digital distribution, amounting to slightly more than half of all incomes of the company. Over the previous year, this indicator equaled 32%.
KONGREGATE	Gamestop Corporation/MTG	The platform expects annual profits of $50 million for 2017. Acquired by MTG in 2017[9].
GOG	CD Project	Profit in 2016 reached $38 million[10].

It stands to reason that, in order to maximize the audience reach, developers aim to distribute their projects across a various digital distribution platforms. When choosing a game, users tend to opt for services with the most convenient functions and additional possibilities. A good example is The Witcher 3, which is presented on both STEAM and GOG.

[6] https://galyonk.in/steam-sales-in-2016-def2a8ab15f2
[7] http://files.shareholder.com/downloads/ERTS/5642327844x0x947432/A3911E9F-7131-486F-8AAB-F2A77573681B/2017_Proxy_Statement_and_Annual_Report_-_FINAL.PDF
[8] https://ubistatic19-a.akamaihd.net/comsite_common/en-US/images/UbisoftFY17earningsEngfinal_tcm99-290721_tcm99-196733-32.pdf
[9] https://www.mtg.com/press-releases/mtg-to-acquire-u-s-cross-platform-games-publisher-developer-kongregate/
[10] https://www.cdprojekt.com/en/wp-content/uploads-en/2017/03/management-board-report-of-the-cd-projekt-capital-group-and-cd-projekt-s-a-activities-in-2016.pdf

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3 Time for a New Platform

Today time has come to think about a new game environment. Current platforms are cumbersome and sluggish in terms of interacting with developers. Advertising options are either inexistent, or too expensive and ineffective. Usually the promotion of games on platforms is limited by the choice of platform where the game is distributed whilst inter-platform promotion remains a fund-intensive venture. Motivational programs for users are limited by the share of payments from other users they bring in, in the best case, or more often by their place in the ranking.

3.1 The Abyss as a Next-Generation Digital Distribution Platform

The Abyss aims at developing a next generation digital distribution platform, delivering all types of video games (Free2play MMOs and cryptogames being a key priority), including AAA-titles, to the fast-growing global game community. The Abyss platform offers a groundbreaking motivational and referral system, allowing gamers to earn from in-game and social activities, and other gamers' payments as well. By utilizing the Abyss platform, developers will reduce their marketing expenses and receive an extra income from referral payments made in other games on the platform.

ABYSS tokens are a priority internal mechanism for interaction on the platform (ERC20 standard on the Ethereum blockchain). Our game platform will be available for Desktop (Windows, MacOS, Linux), Mobile (iOS and Android) and Web.

3.2 Key Characteristics and anticipated benefits of the Project:

- A powerful referral program whereby a user brought in by a developer provides the developer an amount of ABYSS tokens from all payments and achievements in any other game on the platform.
- An analogous referral system is built on a viral basis whereby players receive referral ABYSS tokens from their invited friends' transactions (actual sales on the platform). ABYSS tokens can also be accumulated by the player through various different activities on the platform (achievements, content generation, internal CPA Network, etc.).

The Abyss utilizes the principle of affiliate marketing: a maximal income is obtained by players and developers who are the first to bring in users to the platform. The system is oriented at more effectively inviting and retaining users than any other in the video game sphere.

- **Low entry threshold for the first check:** dual currency options whereby all operations can be conducted in fiat money and the platform's own ABYSS tokens.

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- **Convenience of using tokens:** tokens can be transferred to cryptocurrency accounts both manually and automatically.
- **Saving money on marketing:** an internal system of advertising offers (based on ABYSS tokens) enables traffic to be exchanged with other developers, receiving and passing along only relevant users.
- **Gamification of Masternodes service:** a well-planned system of syndicates.

3.3 The Abyss's Advantages for Developers

The Abyss platform offers a fundamentally different logic of advertising interaction to the developers. By directly buying and selling targeted traffic to each other and receiving payments even from users leaving the game, developers become a sort of partners. The model for interaction is thus altered from being competitive to being collaborative and mutually beneficial. It provides an ability to reduce expenses on being competitive and accordingly entails potential income growth for developers.

- Payments are accepted in ABYSS tokens as well as fiat money;
- The minimum share of payments by users of the platform for developers is 70%;
- Referral programs can bring a developer's share to more than 100% in overall terms;
- Developers can receive payments in tokens without verifying documents or waiting until the end of a reporting period;
- The developer can fully receive his share in fiats, regardless of the currency in which the initial payment was received by the platform;
- Developers immediately at the start get access to a targeted audience, including those generating content;
- Developers get access to specialized player statistics;
- Developers are offered a 24/7 customer support service;
- Developers define the depth of support service' integration into their projects (three levels of integration are available);
- Developers are offered a convenient and understandable mechanism for rotating traffic among any games on the platform via an internal system of advertising offers;
- Developers are offered a simple mechanism for getting traffic both within and outside the platform;

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- No fraud and fewer refunds in operations with ABYSS tokens compared with those using fiat money;
- An opportunity to launch projects as an alfa or beta version for gathering opinions, testing and figuring out what aspects require the most work to improve the game, particularly regarding content and monetization;
- An exhaustive amount of information, including user feedback and media reviews, is presented to aid in promoting the game and protecting it from unfair competition;
- Users are unable to delete negative comments that contain a falsehood or are otherwise libelous following an official reply by a developer in which the situation is explained;
- Open guidelines for free game promotion within the platform, including a banner on the main page, a slot in pop-up windows when a client opens the platform, project evaluations and other marketing solutions on the platform.

3.4 The Abyss's Advantages for Players

The Abyss platform offers a wide range of profitable options for players, such as referral rewards, rewards for game achievements and payments for creating content.

- Players get worldwide access to numerous games in one place;
- Players are offered individual referral programs in which an income (paid in ABYSS tokens) is calculated based on a five-level referral chain comprised of friends brought in and users brought in by friends;
- ABYSS tokens rewards from personal or joint game achievements;
- Monetization of content created (reviews, streams, guides, commentary, fan art);
- Additional ABYSS tokens income at an internal auction;
- Players can earn additional ABYSS token rewards by fulfilling tasks within the system of offers for developers;
- Beyond the framework of a given game, users are able to form syndicates and earn additional ABYSS token rewards from collaborative activities;
- On demand, ABYSS tokens are transferred to the personal Ethereum wallet;
- There is an internal overlay for in-game communication with any user of the platform and a fast access to important functions;

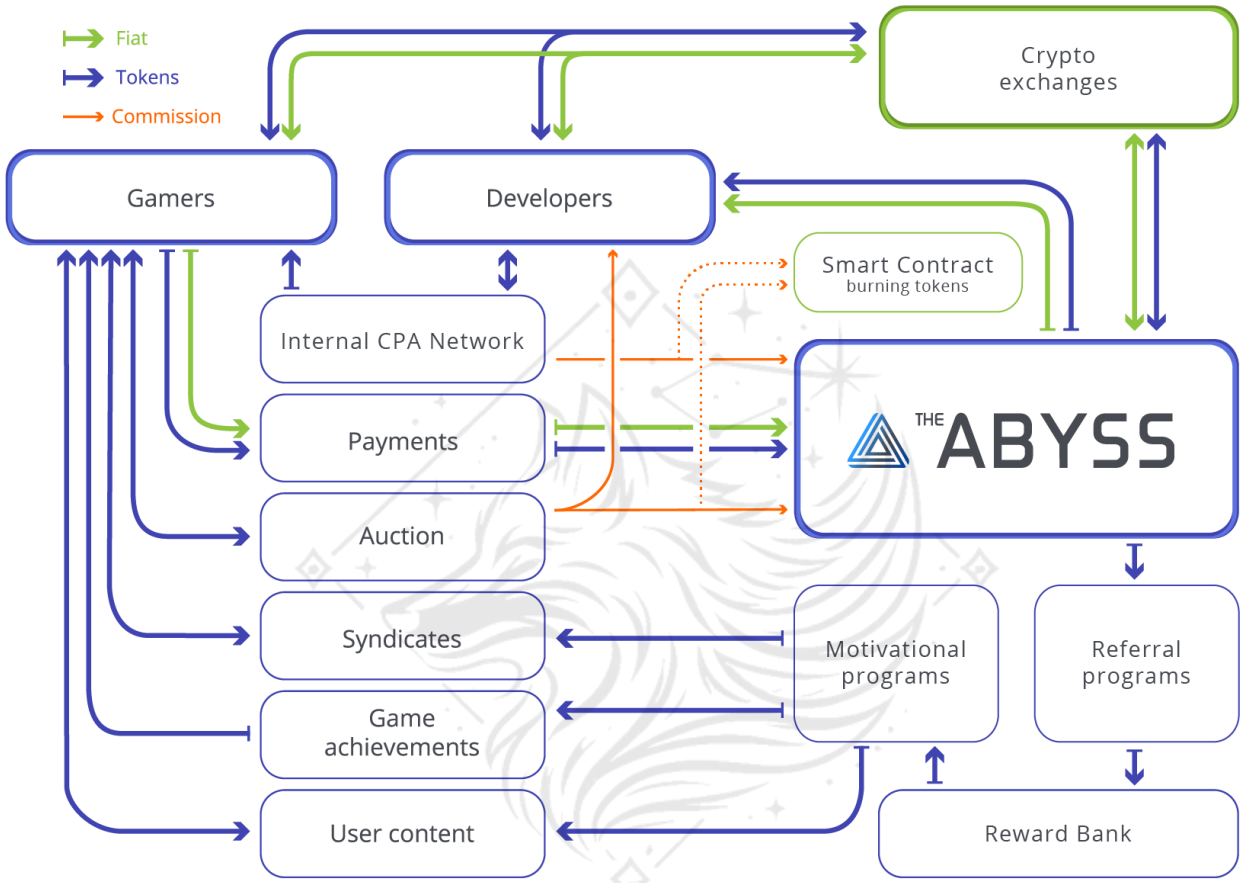
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- An overview of the activities of friends on the portal, including game achievements, sessions and other information. The user privacy settings can be adjusted individually;
- A comprehensive, individual system of client settings for each user to see only what is needed;
- FPS counter is used to obtain information on game performance for PC users;
- Analysis of the frequency of achievements influencing the value of rewards for users and their ratings;
- Automatic updates of games enable players not to care about how current a version is, while the ability to limit download speeds of needed files will be convenient for users with a slow internet connection. Regarding these options, it is possible to set a schedule or simply turn off the automatic update regime;
- A hibernation regime enables computer resources to be freed up when clients are working in a background regime or when users are in the game;
- An "out of network" regime enables players to maintain access to some of the platform's functions even if there is no internet connection;
- During game sessions, users are able to get data about all players with whom they are interacting during game play so that they can make their acquaintance and become friends;
- Screenshots and video captures of game process enable publication of any moment important to a particular player. The user can adjust the quality of the screenshots and video, as well as hotkeys and the location for saving the data with dates and times of the process saved;
- An opportunity to organize computers in a virtual local network even if they are physically distant (in different towns, countries or even continents). This enables game play with friends for whom the official game servers either do not work or are inaccessible;
- Convenient search engine for finding and adding friends, according to their unique ID, nickname, email address or any other parameter.

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4 Platform Structure and Basic Services

The Abyss is a comprehensive ecosystem, consisting of mutually-referenced elements.



Unified Authentication. The functionality of a unified system of authentication (including social networks) enables users to easily connect to the platform and get access to all the opportunities offered by the service. Two-factor authentication and the possibility to instate IP blocking strengthen the capability of protecting user accounts.

Unified Billing and Dual-Currency Operations. A unified system for receiving payments via reliable payment service provides for all the requirements of the platform. As blockchain is a relatively new technology and has not yet become widely used, dual currency operations are a crucial instrument for every game. Developers can receive payments for their games in a usual fiat currency as well as in ABYSS tokens, the latter providing a range of advantages for all participants of the platform.

Customer Support Service. An around-the-clock, support service enables the reduction of natural user outflow. The deeper the support service is integrated into a game, the higher

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the loyalty of its players is. We already provide a bilingual, 24/7 user support service for Destiny.Games projects. If needed, the offering of languages will be expanded. We propose three levels of integration for projects: basic, advanced and the complete package, whereby employees of the support service can answer questions regarding the particular project.

Transparent System for Statistics and Reporting. Start-up developers are not always able to compile and interpret game metrics so that they can use the obtained information to develop their game projects. The metrics that are most in demand in the video game industry, as well as convenient forms of reporting, are presented for every project immediately following integration. We compile fundamental events, interpret them and then report our analysis and forecasts to the developers. Uniformity in compiling data from the projects excludes discrepancies in the statistics. For every project, ARPU, MAU, LTV and other metrics are considered similarly.

Forum. A common space for communication among all participants of our video game ecosystem. We plan to create our own common forum for all games of the platform where each user can select the themes he/she is interested in.

In addition, the forum will include an area for communication between developers and contractors where issues can be resolved, such as searching for localizers and marketing experts or hiring employees in a different country. Players can directly communicate with developers and offer their own services. The Abyss plans to verify contractors so that the selection of partners for collaboration is maximally productive.

4.1 Developer's Personal Account Section and Personalization

A particular developer's personal account section will comprise of two areas: public and private.

The private area is to contain reporting on all the developer's games, current advertising offers and profits from referral programs. The private area is to serve as a center for managing the developer's games, traffic and audience.

The public area is a unique page for the particular developer. It can be personalized to the level of a corporate site, consisting of news, announcements, competitions, voting, and messages.

4.2 Player's Personal Account Section and Personalization

MMO games, our key focus, are unique in their exclusive socialization. Viral connections between players and MMO projects are so strong that local game communities stick together even after the closure of a particular project, opting to search for a new way to play together.

This means that players certainly need personalized pages to maintain a presence and communicate on the platform. A particular player's personal account section provides information about all his/her financial operations, current balance and advantageous offers

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for setting up games, an opportunity to bound a personal Ethereum wallet, order the ABYSS tokens transfer, obtain full statistics for all referrals and motivational programs, as well as current rates for rewards for game achievements, functionality of direct communication with referred players and friends, and much more.

The public area of the personal account section is a place for personalization and self-expression, communication and publication of various achievements.

5 Statistics System

The current systems for statistics on the majority of digital distribution platforms assess only payments and the behavior of traffic upon entering the project. All the other metrics are usually left behind the scenes. Experienced developers understand the significance of statistics and analysis for a game project, where even a change in the icons of the game store can considerably change payment conversion.

5.1 System Description and Terms

An MMO project cannot exist without an audience that can be considered traffic before entering the game. The behavior of traffic is measured from the appearance of advertising material until exiting the game. Every step on the trajectory for user retention is fixed with various conversions that a particular developer can optimize to drastically reduce expenses for traffic.

The realization of game project analysis can amount up to a third of the programming code. An effective system of statistics and analysis requires a profound integration into the project, where every action by a user is recorded in a database.

All video game projects are unique: the game's economics, motivation systems, game tasks, items, etc. Furthermore, the majority of projects have common metrics, based on fundamental events inherent to such projects, compiled and interpreted for the platform and then sent to the developers in the form of convenient tables with breakdowns and forecasts.

Everything listed in the table below has been realized by Destiny.Games, is being actively used and continually updated according to the needs of the video game market. Simple integration and a maximally-detailed analysis of player behavior are presented to every developer immediately after connecting to the platform.

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Term	Description
General Statistics and Forecasts	Brief report that presents minimal data. The number of registrations and the sum of payments by day. Results, data for the past month and current forecasts.
Registrations Report	Complete statistics on the project's incoming traffic, both from outside the framework and from the internal system of offers. Impressions, clicks, payers, level transitions, conversions, division by cohort, etc.
Basic Metrics of the Project	Consolidated report about everyday behavior in regard to the game. Number of those online per day, ARPU, ARPPU, MAU, DAU, ADAU, CCU, number of payments, percent of payers, number of payments per user (per day/week/month), filtered by cohort, grouping, etc.
ROI Report	Assessment of the recoupment of traffic brought in during a certain period, with a possibility of filtering by cohort in short and long periods from the moment of each registration.
Partners Report	Assessment of the quantity and quality of traffic, with an opportunity to simultaneously compare the behavior of traffic from each partner or offer.
ROI Report (Calendar Basis)	Assessment of the recoupment of traffic with reference to calendar periods with simultaneous evaluation of ROI per partner.
Report on Bringing Back Users	Crucial report for evaluating marketing activities aimed at bringing back users. Allows you to compare the number of returned users for fixed periods after their return and see the users' subsequent payments.
Outflows Report	Enables assessment of natural losses of the audience.
Retention	Classic report on retaining users.
KPI Report	Enables assessment of the quantity of traffic according to various conversions by cohort and period.
LT, LTV, Forecasts	Report that allows you to record, in general terms and according to cohort, the average lifetime of an LT player, as well as the total revenue per user over the LTV lifetime, and form forecasts for periods of several days or more.
Specialized Reports	Certain game categories, such as sessions or collections, may require special reports currently being developed.
Additional Reports	In the second year of the development of the platform, we plan to create a function of customized reports for each developer.

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6 Economics of The Abyss Platform

We are issuing a limited volume of ABYSS tokens. 1/3 of the platform's commission from the internal CPA Network and the auction transactions will be burnt.

6.1 Priority of ABYSS tokens

For the purposes of popularizing ABYSS tokens, we introduce the additional bonuses:

- Payments to developers as a share of payments in ABYSS tokens is performed by request or automatically;
- The cost of purchases in ABYSS tokens is lower;
- The internal system of offers among developers functions only in ABYSS tokens;
- All referral and motivational programs are calculated and paid out only in ABYSS tokens;
- Auction of in-game and platform items is conducted only with the use of ABYSS tokens;
- The syndicates system relies on ABYSS tokens only;
- The rewards for content creation are calculated in ABYSS tokens;
- ABYSS tokens can be freely transferred to friends within the framework of the platform.
- When paying for game purchases with ABYSS tokens, users are granted a discount at the expense of the platform. This makes ABYSS token more advantageous than fiat currency.

6.2 Distribution of User Payments

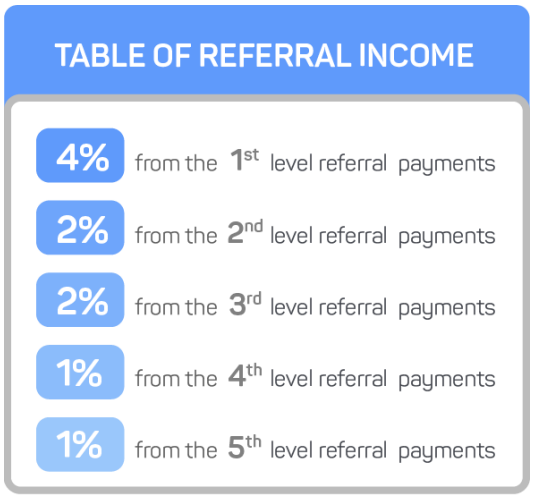
After deduction of payment system commission and taxes, the game developer receives 70% of each payment, while the platform receives the rest 30%.

6.3 Crypto Reward Ecosystem

6.3.1 Referral Program

1/3 of the platform's net revenue from user payments is distributed to referral program as follows:

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The user is considered a game referral if the game is the player's first game on the platform, and the player is not a referral to anybody yet. The game developer receives a share from all transactions made by this player and his current and future referrals (5 levels in total) in any other game on the platform.

The developer receives an additional percent of all payments not only by the player, but by all those referred up to five levels deep in any other game on the platform.

Every game that brings in at least one new loyal user of the platform. The one, who brings the friends in, forms a network of referral payments from all other games on the platform.

The player receives a percentage of the payments by all the platform's users whom the player brought in through a referral link up to 5 levels deep. The players brought in begin to form their own referral chains. If an invited player comes into the platform on his or her own – that is, not by any kind of referral program – that player becomes the founder of his or her referral chain.

F2P MMO games are a special type of games in which players spend hundreds of thousands or sometimes even millions of dollars[11] in order to show up. According to the six degrees of separation theory[12], by which any two people on the Earth are separated by no more than five levels of common acquaintances, each player on the The Abyss platform has the chance of landing such a big fish in his or her referral network. The fortunate combination of circumstances will allow for the capture of a whole pod of whales[13].

[11] http://toucharcade.com/2016/10/14/free-to-play-whales-are-now-boycotting-spending-in-games-to-get-changes/
[12] Six degrees of separation is the idea that all living things and everything else in the world are six or fewer steps away from each other so that a chain of "a friend of a friend" statements can be made to connect any two people in a maximum of six steps.
[13] http://www.adweek.com/digital/infographic-whales-account-for-70-of-in-app-purchase-revenue/

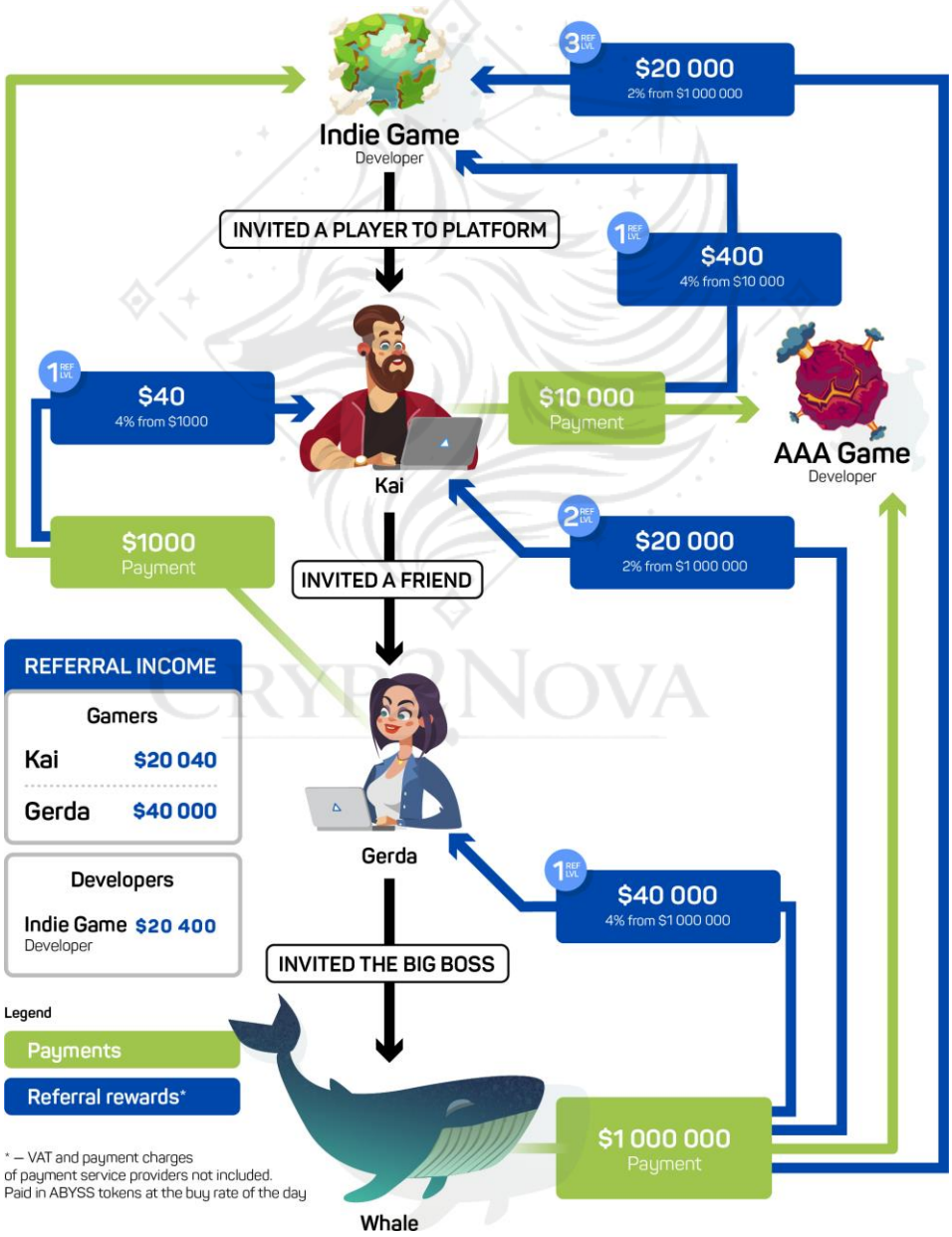
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With the help of the targeted promotions of individual developers based on payments from referrals from other games, the general payout to developers in calculation of income from the game can exceed 100%.

How it Works

When The Abyss platform receives a payment, 70% goes to the game developer and the platform retains the remaining 30%. 1/3 of our income is distributed to our referral program. Referrer receives 4%, 2%, 2%, 1%, 1% from payments made by his 1-5 level referrals.

Example: Gerda pays $1000 to Indie Game. Kai, for whom Gerda is the 1st level referral, receives 4% from $1000 = $40.



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6.3.2 Motivational Programs

Motivational programs are financed from Reward Bank, formed by:

- Remainder of the budget from interrupted referral chains;
- Reserve (will be used to provide motivational rewards to players to accelerate the ecosystem growth at the early stage of platform operation).

The preliminary distribution for the Reward Bank is planned as follows:

- 60% —Game achievements (personal and collaborative)
- 25% — Syndicates (Masternodes)
- 15% — Content creation

After the Reserve is spent, and if the funds coming from interrupted referral chains are insufficient for financing the motivational programs, The Abyss team can, at its sole discretion (but not before January 1, 2020) change the conditions of receiving payouts from 2-5 referral levels, as well the percentage assigned to financing of the referral program.

6.4 Game Achievements

MMO projects entail long-term activity in which the player can be retained for years. One of the ways of retaining players is through game achievements. The Reward Bank is regularly used to make payments to all users for personal game achievements. The size of the payouts for each personal achievement is proportional to the income of the particular game and depends on the overall number of achievements at that level of rarity performed on that particular day throughout the entire platform. The size of a reward for achievements and activity outside a game (syndicates and content creation) depends on the daily size of the Reward Bank.

6.5 Syndicates (Masternodes)

Syndicates is a mechanism for bringing together players who may not be connected in a single game, and an additional method of monetizing the social activities of the platform based on blockchain technology. A syndicate is a collaborative game activity enabling receipt of an additional income depending on the rating of the syndicate. The syndicate's rating is influenced by three indicators:

- Number of ABYSS tokens in the syndicate's account;
- Shelf life of each lot of tokens;

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- Personal rating of each participant in the syndicate, figured from the sum of motivational accruals.

Special badges, the types of which depend on the rating of the syndicate, are regularly accrued for each participant. All the badges in the platform are redeemed from the budget of the Reward Bank.

Furthermore, the syndicate's rating influences the personalization of an individual user page (configuration, elements of socialization, rank, emoticons and emoji, additional options, including the weight of a like or unlike, and much more).

6.6 Content Creation

There are many mechanisms for sustaining the interest in a game and shaping public opinion about it, such as articles, streams, reviews, guides, fan art, videos and stories. Everything can be evaluated and rewarded via the platform or users themselves thanks to blockchain technology. There are two options in the interface for publishing any material:

- Like/Unlike, which can be monetized;
- Opportunity to receive ABYSS tokens from other users in the form of rewards for a quality content.

The platform assesses each publication of content as a ratio of likes and dislikes. As such, the rating of a user that evaluates a publication is important. The user's like with a high rating carries a lot more weight than a like from a player who has recently registered.

Based on the assessment, the author of a publication enjoys special badges of various denominations that must be combined into a collection. Once a day the platform purchases presented collections, based on the share of the daily Reward Bank. Any user can freely buy or sell any type of badge at an auction on the platform.

6.7 Auction

An auction is a way to buy or sell game components or non-play badges of various types for ABYSS tokens. The commission for transactions is minimal and is determined as following: 3% of the sum of the transaction goes to the platform, 5% to the game.

7 Internal CPA (Cost Per Action) Network

On The Abyss platform, developers get access to a universal advertising account for bringing in targeted traffic (interested in the game) with the following possibilities:

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- Offer one's own traffic to other games;
- Purchase traffic from other games via clear targeting and offers;
- Get external traffic, connecting leads to the internal system for statistics.

For internal traffic, a 10% commission in ABYSS tokens is charged. Tools for work with external traffic are presented for free.

Regarding its function, the internal CPA Network appears like a window with accessible options of offers that are presented by developers, proposing that other games and individual players take part in working with the traffic. Each game independently determines the type and targeting of its offer.

7.1 Link Referral System

After the launch of any project, an active advertising campaign with various depths of coverage is commenced. This utilizes an advertising network, bloggers, media and placements on specialized resources, etc.

To simplify things for the developers and compile analysis of the traffic of projects in one place, we offer a classic system of referral links generated by the system. Developers can fully analyze their advertising campaigns, including ad placements in other resources. A complete section of metrics is translated into the system so that all the necessary indicators (including ROI) are considered for each project. Additionally, developers have access to options for making external offers with clear KPIs to automatically calculate metrics.

Within the framework of the internal system of offers (CPA Network), there will be a mechanism for developers to publish offers through which they purchase traffic on the platform as well as from other projects or players on various terms. Developers can set requirements for the traffic, such as game settings, ability to pay, rating of players on the platform, and social activity, and select the type of advertising offer and load the advertising materials. It is possible to name the price for each offer in only ABYSS tokens. A project interested in the offer can in turn share traffic that is no longer pertinent to the project, such as when someone has not entered the game for a long time or has not made payments

7.2 Motivated Traffic

Motivated traffic is not so effective given that the conversion of motivated traffic into active players is rather rare. Marketing experts invent complicated goals for motivated offers on the assumption that the potential player will be drawn into the project as the task proceeds. Complicated offers, of course, raise the conversion rate but are inferior in quality to most types of

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traffic. One of the reasons for this problem is that everyone can participate in a motivated offer without any particular interest in video games.

Within the framework of the internal system of offers, game goals can be fulfilled by players, meaning a higher conversion rate for active players according to achievements of paid targets.

7.3 E-mail Promotions

For complete functioning of the platform it is necessary to have its own e-mail service. In the internal CPA Network developers can order targeted e-mails to be sent to the users presented by another developer. Personal user information is not provided to the receiving developer.

7.4 Media Advertising

Developers can order content media advertising. Several advertising positions are foreseen for these purposes: banners on personal pages, forum sections branding, and non-standard advertising formats.

7.5 Content

Developers can order content creation within the framework of the internal system of offers according to a specialized brief or pay ABYSS tokens to the author of an interesting publication directly within the framework of the platform.

8 The Abyss Team

The Abyss digital distribution platform is being developed by Destiny.Games – Russia's leading video game developer and publisher with a significant expertise in game projects launching and operation, as well as own MMO projects development. Also we localize and release browser and client games by other developers, AAA-class client games as well.

Core Team:



Konstantin[Sephiroth] **Boyko-Romanovsky**
FOUNDER
17+ years of experience in the game industry. Founder of Destiny.Games video game company. A successful blockchain investor, cryptocurrency expert, and technology enterpreneur.

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Vladimir Kurochkin

PRESIDENT

12+ years in the game industry, with significant experience in project development and management. At Destiny.Games, he worked his way up from a web project administrator to president.



Artem[Shanni] **Veremeenko**

EXECUTIVE PRODUCER

An executive producer, a leading game designer, and a scriptwriter with 14+ years of experience in the game industry. The author of Botva Online F2P game. He has worked at Destiny.Games since 2008, when the company was founded.



Evgeny Petrov

CHIEF MARKETING OFFICER

8+ years of experience in marketing field, and 2+ years in the game industry. Prior to joining Destiny.Games, Evgeny worked for the Russian IT giant, Mail.ru Group, contributing to the launch of Revelation, PUBG, Eternal and other projects.



Stanislav [Madminder]**Kuzin**

VP OF PLATFORM DEVELOPMENT

20 years of experience in creating scalable and highly available IT services. Expert in Web projects development. Agile and scrum coach. Prior to joining The Abyss team in 2018, worked at Social Discovery Ventures and Acronis Inc.



Vladimir[Vampkill] **Martynov**

CHIEF TECHINICAL OFFICER

A programmer since 1987 and a Unix system administrator since 1993. He has 17+ years of experience with high-load projects and 14 years as a Chief Technical Officer in the game development industry.



Albert Tugushev

HEAD OF SOFTWARE ENGINEERING DEPARTMENT

10+ years of experience developing high-load systems for the game industry. Albert joined Destiny.Games in 2011. He has been head of the development department for three years.Previously, he worked for Mail.ru and RBC.

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Sergey Zakharchenko
SYSTEM ARCHITECT
Sergey has a Master of Science degree in Applied Mathematics and Physics (MIPT). He is the author of several patents and numerous publications related to novel hardware and scientific computing. For the last 10 years Sergey specialises in designing and developing scalable B2B and B2C IT solutions.



Alexey Kobelev
TECH LEAD, BLOCKCHAIN ENGINEER
14+ years of experience in software development. He specializes in the back-end development of full-cycle projects. Alexey has rich experience with managing development teams, organizing processes, and building projects from scratch.



Stepan Leshchenko
ART DIRECTOR
A designer and gamer with 15 years of experience, technical education, and structural thinking. As a member of ZUK CLUB, he participated in their street art projects.



Anton Chertikovtzev
MAINTENANCE DIRECTOR
14 years of experience securing and maintaining the operation of game servers.Anton joined Destiny.Games in 2010.



Evgeny Kharchenko
HEAD OF CUSTOMER SERVICE
Evgeniy worked in HoReCa during 10 years and has made his way up from an operations staff to top manager. Since 2014, Evgeniy heads the customer service team at Destiny.Games.

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9 Roadmap

Q3 2008. Founding of Destiny.Games (video game company).

Q3 2016. The idea of a state-of-the-art game portal creation.

Q2-Q3 2017. Testing the opportunity of blockchain technology integration into the new concept.

Q4 2017. Presenting the concept of The Abyss – a new generation digital distribution platform.

Q1 2018. Presenting the concept of DAICO[14] - an innovative fundraising model.

Q2 2018. Introducing The Abyss platform prototype. Formation of The Abyss LTD, a company registered and incorporated in Malta, and the issuer of the ABYSS token. Conducting the Token Sale. Commencing The Abyss platform development. Presentation of concept of The Abyss to game developers.

Q3-Q4 2018. Active phase of platform development. Legal and financial preparation for the launch of the project. Partnership agreements with game projects.

Q1 2019. The first version of the platform with the startup game package. API for project integration. Unified bi-currency billing; Unified system of authorization. The first integration of multilevel referral programs.

Q2-Q4 2019. Active development of the platform: Expansion in the number of connected projects; Introducing the personalization and socialization systems; Introducing the detailed reporting system; Introducing the internal CPA Network.

Q1-Q4 2020. The expansion of platform functionality: Motivational programs; The ability of content generation and evaluation; Auction; Syndicates; Joint game achievements.

2021+. Crowdfunding platform. Further extension of the platform.

14 https://ethresear.ch/t/explanation-of-daicos/465

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10 References

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2) Cryptogames	https://techcrunch.com/2017/12/03/people-have-spent-over-1m-buying-virtual-cats-on-the-ethereum-blockchain/
3) Cost per action	Cost per action is an online advertising pricing model where the advertiser pays for a specified acquisition - for example a sale, click, or form submit (e.g., contact request, newsletter sign up, registration etc.).
4) SuperData market research	https://ru.pinterest.com/pin/722757440171932573/
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11) Free-to-play spendings	http://toucharcade.com/2016/10/14/free-to-play-whales-are-now-boycotting-spending-in-games-to-get-changes
12) Six degrees of separation	Six degrees of separation is the idea that all living things and everything else in the world are six or fewer steps away from each other so that a chain of "a friend of a friend" statements can be made to connect any two people in a maximum of six steps.
13) F2P Whales	http://www.adweek.com/digital/infographic-whales-account-for-70-of-in-app-purchase-revenue/
14) Explanation of DAICO	https://ethresear.ch/t/explanation-of-daicos/465

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