The Abyss

Whitepaper

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Abstract

We have reached a point in the information age where there is no lack of gaming options. Whether played on a personal computer, gaming console, mobile telephone, tablet or even a watch, video games are accessible at absolutely any time. Over the past three decades we have witnessed unprecedented development in the gaming 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. Expenditures for advertising often account for more than half of the budget for developing a video game. The cost of traffic has steadily increased with the rise of offers on the market. But how much of the money spent on advertising is really effective?

The emergence of blockchain technology¹ has enabled the creation of a next-generation gaming platform. Unlike Steam², the current top gaming platform in the market, we plan to focus on distributing F2P³ browser and client online games. In a single portal, a digital distribution platform will be integrated with the best network marketing practices in the form of a powerful, multilevel motivational system by which players and developers can profit from in-game payments as well as for gaming and social activities. Bonuses include automatic payments to cryptocurrency accounts, the internal system for advertising offers and numerous additional services.

The Abyss is a comprehensive gaming environment in which developers can reduce marketing expenses and at the same time have greater earnings potential with a wide range of effective and proven solutions. Players can enjoy the game and also profit from their hobby.

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¹ [https://www.coindesk.com/information/what-is-blockchain-technology/](https://www.coindesk.com/information/what-is-blockchain-technology/)
1 Market and Industry

The gaming industry in 2017 exceeded an income level of $100 billion dollars. Today the figure is around $105.4 billion. The market has expanded 12% so far this year, and by 2020 it is expected to grow 60–80% to reach an income level of $168.8 billion.

The analytical company NewZoo has reported that sales of video games on physical media have fallen worldwide with the emergence of digital distribution platforms.

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4 https://superdata-research.myshopify.com/products/year-in-review
1.1 MMO (Massively Multiplayer Online) Games

The market segment of massively multiplayer online (MMO) games expanded 13% in 2016 with the number of active users reaching 879 million, primarily regarding free-to-play (F2P) MMO games, a priority for our platform. Forecasts expect the number of users to continue rising.

MMO games for personal computers (PCs) 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 research by NewZoo, worldwide incomes from multiplayer online projects will continue to rise significantly.
2 Current Gaming Platforms

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Developer</th>
<th>Information From Open Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEAM</td>
<td>Valve</td>
<td>General earnings amounted to $3.6 billion in 2016.</td>
</tr>
<tr>
<td>ORIGIN</td>
<td>Electronic Arts</td>
<td>In the first quarter of 2017, reaped income equaled $682 million, boosting the company’s shares 7%.</td>
</tr>
<tr>
<td>UPLAY</td>
<td>Ubisoft</td>
<td>Earned €729 million from digital distribution, amounting to slightly more than half of all incomes of the company. Over the previous year, this indicator equaled 32%.</td>
</tr>
<tr>
<td>KONGREGATE</td>
<td>Gamestop Corporation</td>
<td>The company expects annual profits of $50 million for 2017, about $15 million more than the previous year.</td>
</tr>
<tr>
<td>GOG</td>
<td>CD Project</td>
<td>Profit in 2017 has risen five times over that of 2016. The total revenue of the holding has increased by 14% to $26.7 million. The total sales of digital copies of games through the service have given the company $8.8 million.</td>
</tr>
</tbody>
</table>

To cover a maximal audience, developers aim to place their projects on various platforms of digital distribution. When choosing a game, users tend to opt for services with the most convenient functions and additional possibilities. A good example is the game Witcher 3, which is presented on both STEAM and GOG.

3 Time for a New Platform

Today it is time to think about a new gaming environment. Current platforms are cumbersome and sluggish in terms of interacting with developers. Advertising opportunities are too expensive and ineffective, if they exist at all. Usually the promotion of games on platforms is limited by the choice of where to feature it, and the developer has to spend colossal funds on attracting players to the project on a different platform. Motivational programs for users are limited by the share of payments from the 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 Platform

A gaming portal with a concentrated presence of MMO games in which a primary focus is placed on motivational programs for players as well as developers.

ABYSS tokens are a priority internal mechanism for interaction on the platform (Protocol ERC20 on the Ethereum blockchain). Our gaming platform is to be offered for Desktop (Windows, MacOS, Linux), Mobile (iOS and Android) and Web.

3.2 Key Characteristics of the Project:

- **Increasing income from a single user**: A powerful, multilevel referral program whereby a user brought in by a developer provides the developer an income (paid in ABYSS tokens) from all payments and achievements in any other game on the platform.

- **The player also profits**: An analogous referral system is built on a viral basis whereby players receive income (paid in ABYSS tokens) for bringing in friends, not just for their payments but also for the activity on the platform (achievements, creating content, subsequent referrals, etc.).

This system utilizes a 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 gaming sphere.

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

- **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.

- **The Abyss is a gamification service**: A well-planned system of syndicates (Masternodes) enables the platform's users to be organized into communities that become sources of income (paid in ABYSS tokens) for participants. It is one of the methods of controlling the volatility of tokens.
3.3 The Abyss's Advantages for Developers

The Abyss offers developers a fundamentally different logic of advertising interaction. By directly buying and selling targeted traffic to one another and receiving payments even from users leaving the game, developers are their own kind 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\(^6\);
- The minimum share of payments by users of the platform for developers is 70%;
- Motivational and 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 customer support service operating 24/7;
- Developers decide how deep the support service will be integrated 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 attracting traffic both within and outside the platform;
- No fraud and fewer refunds in operations with ABYSS tokens compared with those using fiat money;
- An opportunity to launch projects as an alpha 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;

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\(^6\) [https://en.wikipedia.org/wiki/Fiat_money](https://en.wikipedia.org/wiki/Fiat_money)
• 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 all developers about how to promote games within the platform for free, 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.

In the future we plan to organize our own crowdfunding platform for young teams that need financing for creating their own MMO project. Developers will be able to raise the needed funds, and sponsors will be able to participate in the creation of prospective games.

3.4 The Abyss's Advantages for Players

The Abyss offers a wide range of profitable options for players, such as referral payments, rewards for gaming achievements (one's own, as well as those by friends brought into the game) and payments for creating content.

• Players get worldwide access to numerous MMO games in one place;

• Players are presented 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 earned from personal or collaborative gaming achievements according to the same logic as the multilevel referral program;

• Monetization of created content (reviews, streams, guides, commentary, fan art);

• Additional ABYSS tokens income at an internal auction;

• A player 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 come together in syndicates and earn additional ABYSS token rewards based on collaborative activities;

• On demand, ABYSS tokens are transferred to the particular user's personal Ethereum wallet;

• There is an internal overlay for communication with any user of the platform in a game and fast access to important functions;
• An overview of the activities of friends in the portal, including achievements in games, gaming sessions and other information. Every user's privacy settings can be adjusted individually;

• A comprehensive, individual system of client settings for each user, showing only what is needed;

• A calculator of the frequency of scenes and data on the quality of internet connections is used to obtain information on how well the game is working 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 the majority of the platform's functions even if there is no internet connection;

• During gaming 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 the gaming 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 unite computers in a virtual local network even if they are physically located far from one another (in different towns, countries or even continents). This enables game play with friends for whom the official gaming 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 another parameter.

Users of the system do not need to determine the most advantageous way of appearing on the platform: whether as a player, blogger, journalist or developer. For example, a resourceful blogger with a large audience has the opportunity to get money out of his subscribers by
inviting them to games on the platform. Rewards for referrals and motivational achievements are equal for everyone.

4 Platform Structure and Basic Services

The Abyss is a comprehensive ecosystem in which every element is formed in conjunction with the functional module, depending directly or indirectly on other elements of the system.

**Single Sign-On 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 that the service offers. 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 servers provides for all the requirements of the platform. As blockchain is a relatively new technology and has not yet become massively 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, providing a range of advantages for all participants of the platform.

**Customer Support Service.** An around-the-clock, support service reduces the natural user outflow. The deeper the support service is integrated into a game, the higher 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.** Beginning developers are not always able to compile and interpret gaming metrics so that they can use the obtained information to develop their gaming projects. The metrics that are most in demand in the gaming industry, as well as convenient forms of reporting, are presented for every project immediately following integration. We compile fundamental events, interpret them and then present our analysis to developers in reports, including with forecasts. 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 gaming ecosystem. We plan to create our own common forum for all games of the platform where each user can select the sections he/she is interested in.

**In addition,** we are creating an area in the forum 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 is to be comprised 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 and motivational 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 up to the level of a corporate site, including news, announcements, competitions, voting, and messages with the audience.
4.2 Player's Personal Account Section and Personalization

MMO games are unique in their exclusive socialization. Viral connections between players and MMO projects are so strong that local gaming 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 presents information about all his/her financial operations, current balance and advantageous offers for setting up games, an opportunity to link a personal Ethereum cryptocurrency wallet, order a transfer of ABYSS tokens, obtain full statistics for all referrals and motivational programs, as well as current rates for rewards for gaming 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 gaming 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 gaming project, where even a change in the icons of the gaming store can considerably change the conversion for a payment.

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 analysis of a gaming project 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 gaming projects are unique: the game's economics, motivation systems, gaming 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 gaming market. Simple integration and a maximally-detailed analysis of player behavior are presented to every developer immediately after connecting to the platform.

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Statistics and Forecasts</td>
<td>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.</td>
</tr>
<tr>
<td>Registrations Report</td>
<td>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, et cetera.</td>
</tr>
<tr>
<td>Basic Metrics of the Project</td>
<td>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, et cetera.</td>
</tr>
<tr>
<td>ROI Report</td>
<td>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.</td>
</tr>
<tr>
<td>Partners Report</td>
<td>Assessment of the quantity and quality of traffic, with an opportunity to simultaneously compare the behavior of traffic from each partner or offer.</td>
</tr>
<tr>
<td>ROI Report (Calendar Basis)</td>
<td>Assessment of the recoupment of traffic with reference to calendar periods with simultaneous evaluation of ROI per partner.</td>
</tr>
<tr>
<td>Report on Bringing Back Users</td>
<td>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.</td>
</tr>
<tr>
<td>Outflows Report</td>
<td>Enables assessment of natural losses of the audience.</td>
</tr>
<tr>
<td>Retention</td>
<td>Classic report on retaining users.</td>
</tr>
<tr>
<td>KPI Report</td>
<td>Enables assessment of the quantity of traffic according to various conversions by cohort and period.</td>
</tr>
<tr>
<td>LT, LTV, Forecasts</td>
<td>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.</td>
</tr>
<tr>
<td>Specialized</td>
<td>Certain gaming categories, such as sessions or collections, may require</td>
</tr>
</tbody>
</table>
6 Economics of The Abyss Platform

We are issuing a limited number of ABYSS tokens. Further annual, centralized emissions amount to 10% of the current volume of tokens. The entire volume of emissions is determined by the motivational programs within the platform for all users. The circulation of tokens within a constantly-growing ecosystem of the platform is a key module for increasing the value of ABYSS tokens. The more projects, players and transactions with a limited number of ABYSS tokens, the higher the market value of these tokens is. With the development of the platform, the size of the emission may be reduced.

6.1 Priority of ABYSS tokens

For the purposes of popularizing ABYSS tokens on the platform, we introduce additional bonuses when tokens are used, particularly regarding:

- Payments to developers as a share of payments in ABYSS tokens is performed by request or automatically;
- The cost of purchases in ABYSS tokens for users in the game 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 gaming and platform items is conducted only with the use of ABYSS tokens;
- The syndicates system works only in ABYSS tokens;
- 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, and creates an additional stable demand for it.

6.2 Distribution of User Payments

The developer receives 70% of payments made in his game. The platform receives 30% of all payments in any game.
6.3 Rewards System

6.3.1 Multilevel Referral Programs

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st level</td>
<td>40%</td>
</tr>
<tr>
<td>2nd level</td>
<td>20%</td>
</tr>
<tr>
<td>3rd level</td>
<td>20%</td>
</tr>
<tr>
<td>4th level</td>
<td>10%</td>
</tr>
<tr>
<td>5th level</td>
<td>10%</td>
</tr>
</tbody>
</table>

The user is counted as a game referral if the game is the player’s first game. The game developer always receives an additional percent of all payments by its user in any other game on the platform, except one's own.

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

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

The player receives a percent of the payments by all the platform's users whom the player brought in through a referral link 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 online games are special type of games in which players spend hundreds of thousands or sometimes even millions of dollars\(^7\) in order to show up. According to the six degrees of separation theory\(^8\), 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

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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\(^9\).
With the help of the platform's motivational programs and 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%.
6.3.2 Multilevel Motivational Programs

Motivational programs are financed via the Reward Bank, formed by:

- 10% of the annual token emission
- Commissions from services of the platform

*If necessary, a remainder of the budget from broken referral chains is contributed to the Reward Bank.*

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

- 60% — Gaming achievements (personal, referral, collaborative)
- 25% — Syndicates (Masternodes)
- 15% — Content creation

6.4 Gaming Achievements

MMO projects entail long-term activity in which the player can be retained for years. One of the ways to retain players is through gaming achievements. The Reward Bank is regularly used to make payments to all users for personal gaming achievements as well as referral 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 activity outside a game (syndicates and content creation) depends on the daily size of the Reward Bank.

6.5 Syndicates (Masternodes)

Syndicates are a mechanism for bringing together players who may not be connected in a single game, and are an additional means of monetizing the social activities of the platform based on blockchain technology. A syndicate is a collaborative gaming 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;
- 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 the personal page of every participant (configuration, elements of socialization, rank, emoticons and emoji, additional options, including the weight of a like or unlike, and much more). Thus, ABYSS token blocks
within the functionality of gaming syndicates enable retention of the value of the token, creating a deficit on the market, and offer all users additional opportunities and services on the platform.

6.6 Content Creation

There are many mechanisms for supporting 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 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. A like by a user 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 is given 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

The Abyss is a multifunctional gaming platform. We present motivational mechanisms to developers and players, but we do not interfere in the economics of the projects.

An auction is a way to buy or sell gaming 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 Traffic Exchange System

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

- Offer one's own traffic to other games;
- Purchase traffic from other games via clear targeting and offers;
- Attract 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 system of offers 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 begins. This utilizes an advertising network, bloggers, media ad placements in specialized resources, et cetera.

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 are prepared to purchase traffic within 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 gaming or 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 the most effective as converting 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 traffic. One of the reasons for this problem is that anyone willing can participate in a motivated offer without any particular interest in video games.
Within the framework of the internal system of offers, gaming goals can be fulfilled by players, meaning a higher conversion rate for active players according to achievements of paid targets.

7.3 Email Promotions

For complete functioning of the platform it is necessary to have its own email service. Within the framework of email promotions in the system of offers, developers can order targeting email promotions to be sent to users who are presented by another developer. The personal information of users is not given to the receiving developer.

7.4 Media Advertising

Developers can order media advertising of materials. For this, several advertising positions are foreseen: banners on personal pages, branding of specialized sections of forums, 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 Crowdsale and ABYSS tokens

A fixed number of ABYSS tokens will be distributed to the public in exchange for Bitcoin (BTC) or Ethereum (ETH). Additional information about the quantity of ABYSS tokens to be distributed and how the sale will take place will be available on our website: theabyss.com

9 Team

Our team is comprised of specialists from Destiny.Games, which entered the market in 2008. Destiny.Games is a company with an extensive history and solid reputation. We perform a complete cycle of launching and operating gaming projects. We have an experience in both developing of our own successful MMO projects and localizing them abroad, as well as releasing browser-oriented and client games by other developers, including AAA-class client games.
Destiny.Games is comprised of professionals who at various times have worked on such successful projects as TERA: The Next, TechnoMagic, Botva, Music Wars, Moswar, Rise of Heroes, Territory, Point Blank, Siege, Time Zero, Legend: Legacy of the Dragons, Romance of the Three Kingdoms, Juggernaut, Juggernaut Wars and Titans. Our specialists also have experience in developing projects beyond the gaming industry, including Sdelki.ru, Sberbank Viber, Cian, Buzzoola, Medsi.ru and LeroyMerlin.ru.

We have professional programmers, artists, mathematicians, game designers and marketing experts with great experience.

10 Disclaimer

Statement of limited liability

This project is an informational document intended only for familiarization. The description of the functionality, complete modules or any individual parts may change during the development process. There is no point in this document that has any legal force nor any obligation to be materialized before the company's board of directors makes a decision on the realization of such an entity. It is forbidden to copy or distribute this document, in full or in part, without this statement.
11 References

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