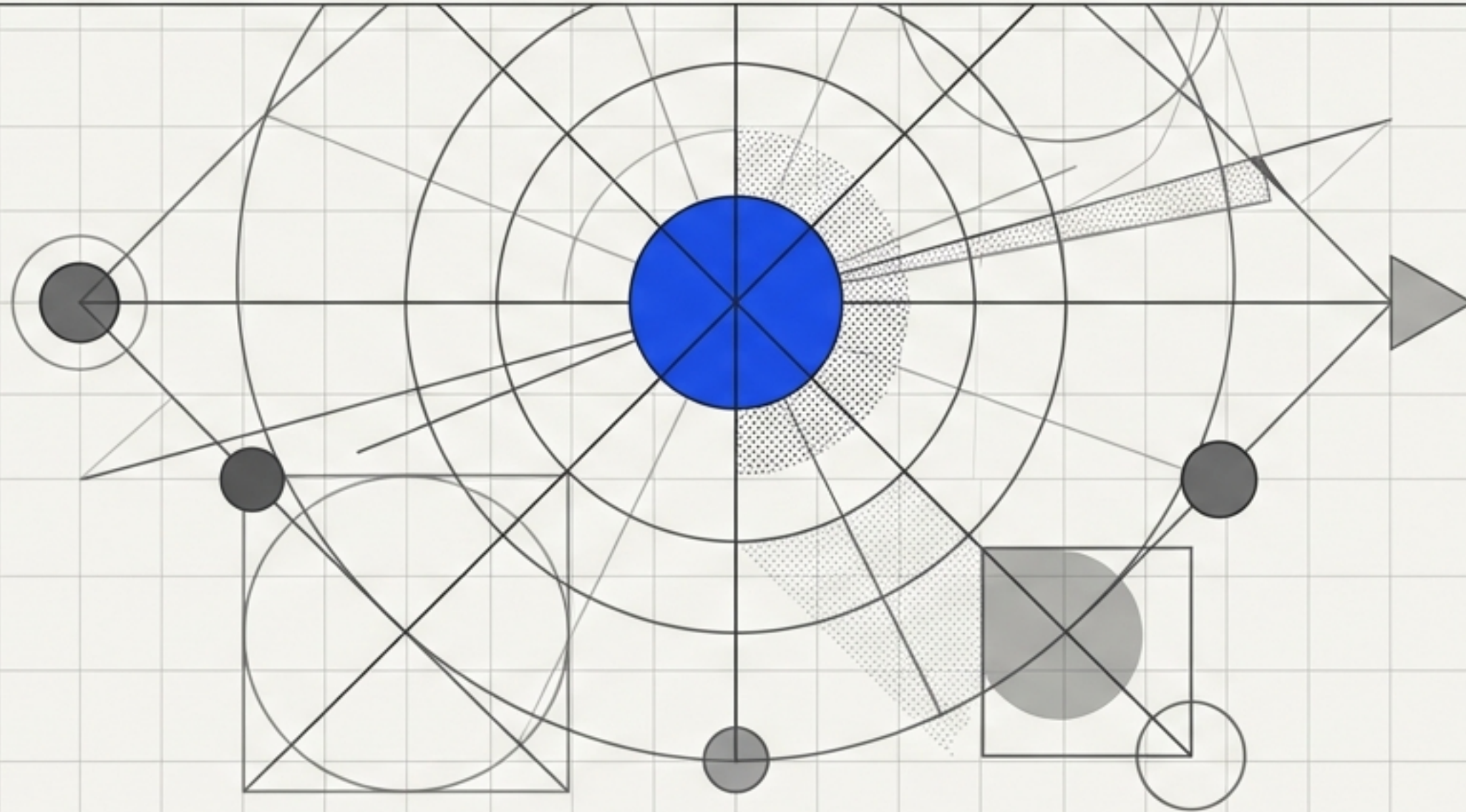


# THE ATTENTION INTELLIGENCE LAYER

## Engineering Trust on the Ethereum Substrate



Target: [attn.eth](https://attn.eth) | Architecture: ENS-Driven | Status: Canonical

# The \$84 Billion Market Failure

**\$84B**

22% of all digital ad spend lost to fraud annually.

**70%+**

The proportion of users who perceive online ads as fundamentally untrustworthy.

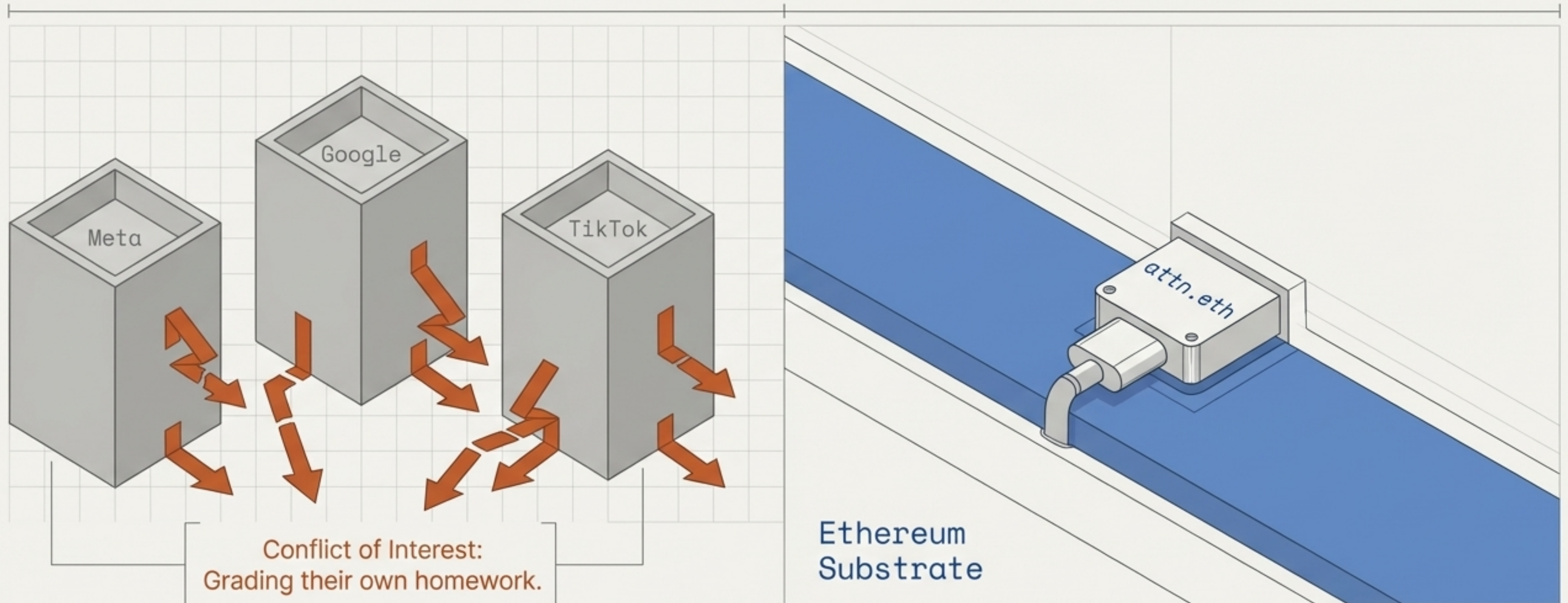
**67%**

The collapse in Instagram engagement from 2024 to 2025.

A \$772.4B global advertising market built on unverified, easily manipulated metrics.

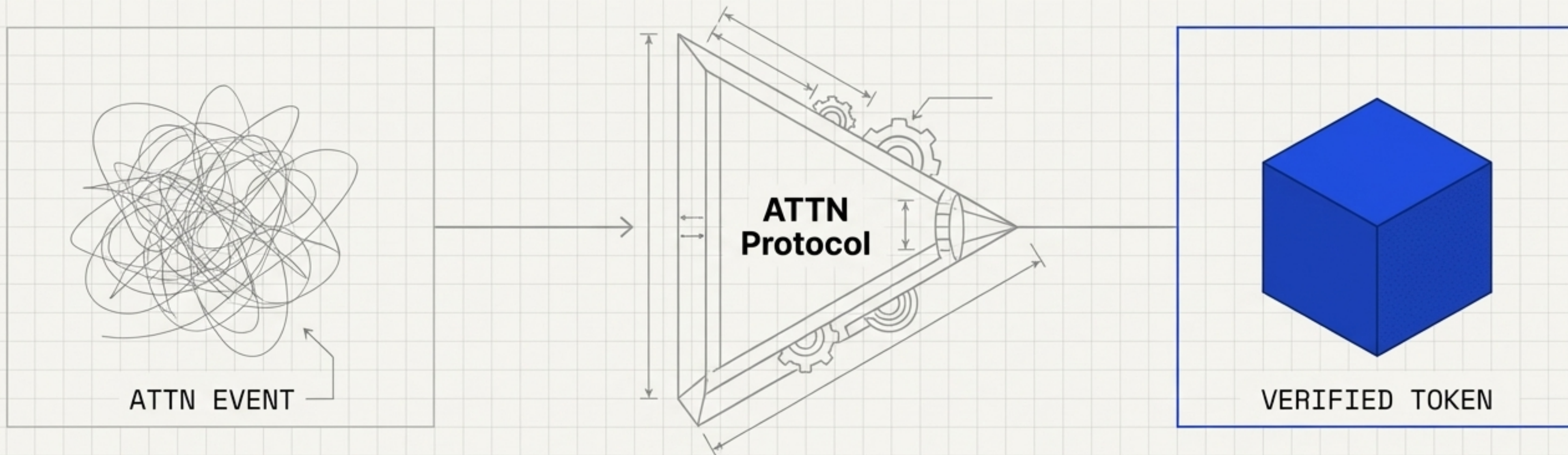
# Structural Flaws Require Architectural Solutions

Proprietary methodologies prevent external verification. We cannot solve a decentralized trust problem with centralized, platform-owned reporting.



# The Paradigm Shift: attn.eth

ATTN Protocol introduces the first verifiable, decentralized attention intelligence layer. By anchoring attention objects to the Ethereum Name Service (ENS), ATTN transforms ephemeral digital interactions into immutable, composable, and cryptographically secure on-chain records.



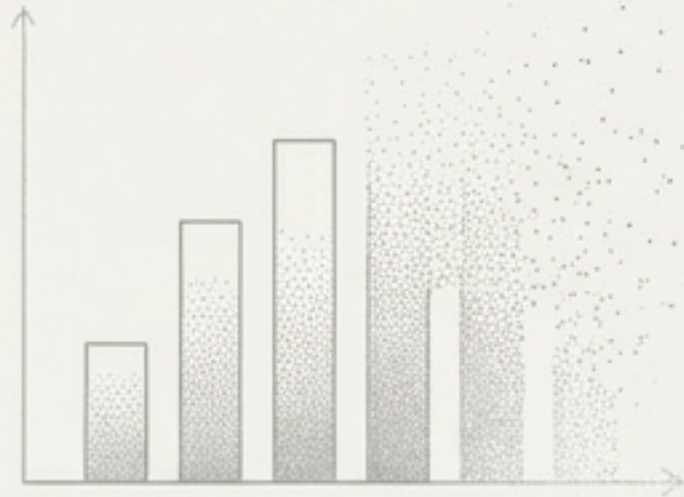
> CANONICAL  
IDENTITY

> ZERO CONFLICT  
OF INTEREST

> UNIVERSAL  
INTEROPERABILITY

# From Fleeting Signals to On-Chain Assets

## Web2 Impressions



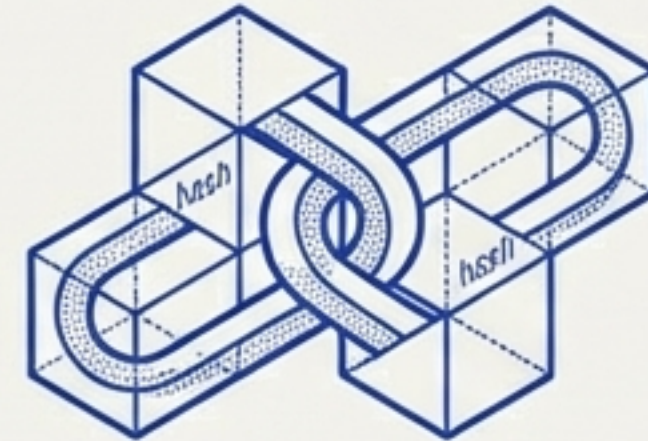
**Duration:** Ephemeral (disappears after tracking)

**Integrity:** Easily spoofed by **IVT** (Invalid Traffic)

**Silo:** Trapped in proprietary platform databases

**Value Capture:**  
Monetized entirely by intermediaries

## Web3 Attention Objects



**Duration:** Eternal (permanent ENS blockchain record)

**Integrity:** Cryptographically verified & immutable

**Silo:** Universally interoperable across any dApp

**Value Capture:**  
Monetized directly by creators and users

# The DNA of an Attention Object

**tweet123** . **creator** . **attn.eth**

## Source ID & Content Hash

Cryptographic reference to the specific platform and content that received attention.

## Temporal Metadata

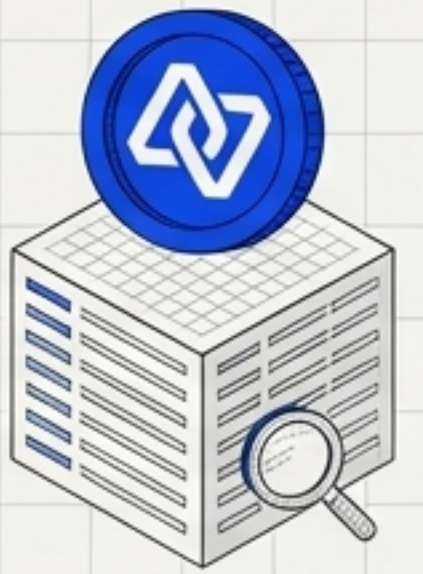
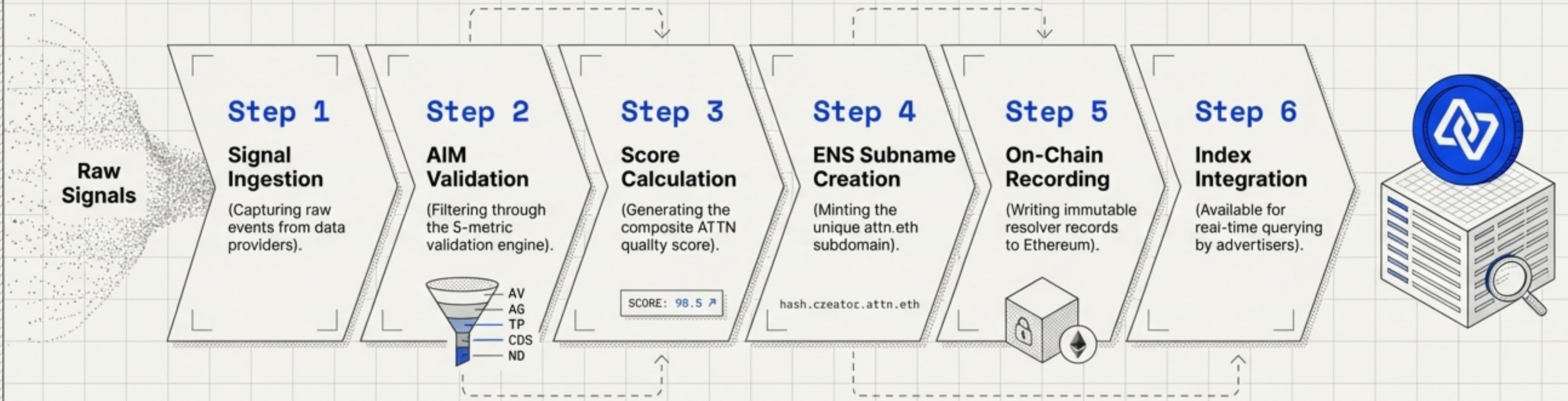
Immutable timestamp and duration of the attention event.

## The AIM Score Engine

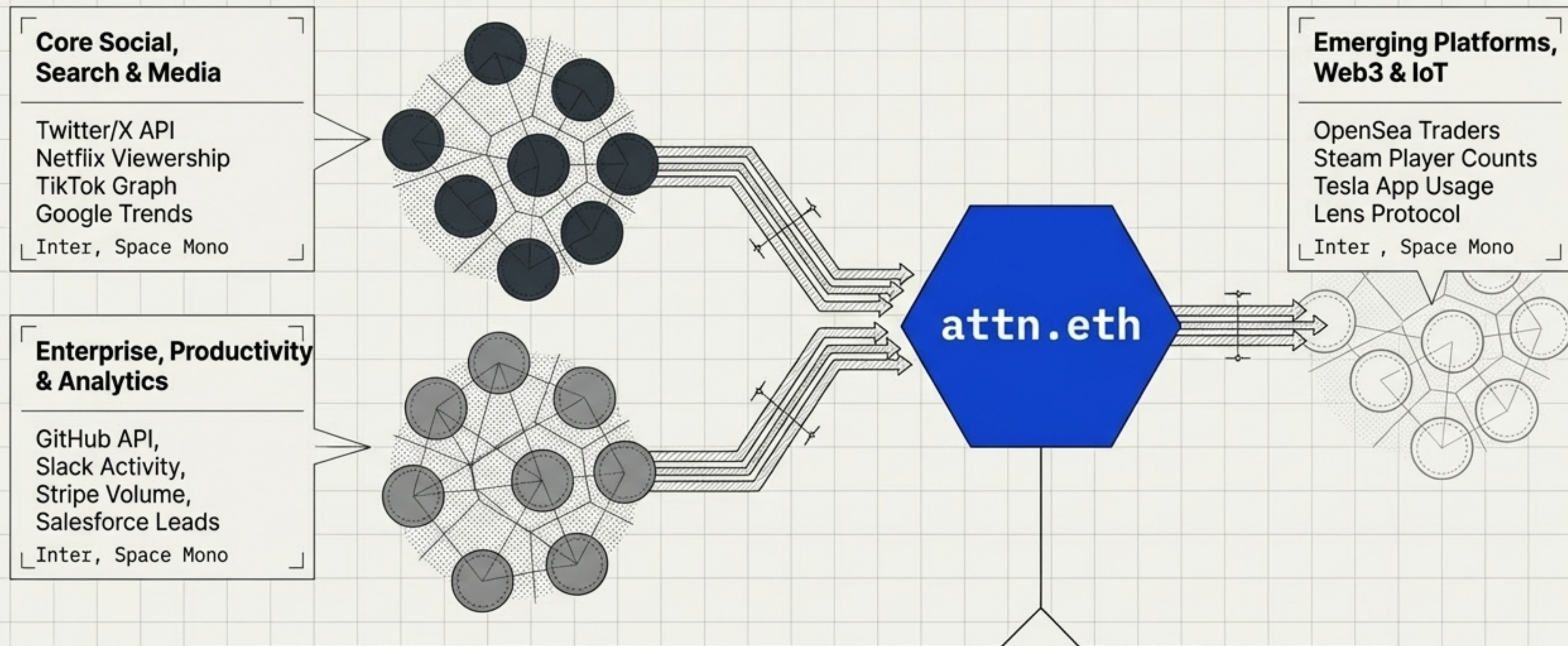
The quantified 5-metric characterization (**AV**, **AG**, **TP**, **CDS**, **ND**).

A hierarchical, decentralized naming system mapping human attention to machine-readable blockchain identifiers.

# The Canonization Engine



# Comprehensive Attention Intelligence: 300+ Active Data Sources

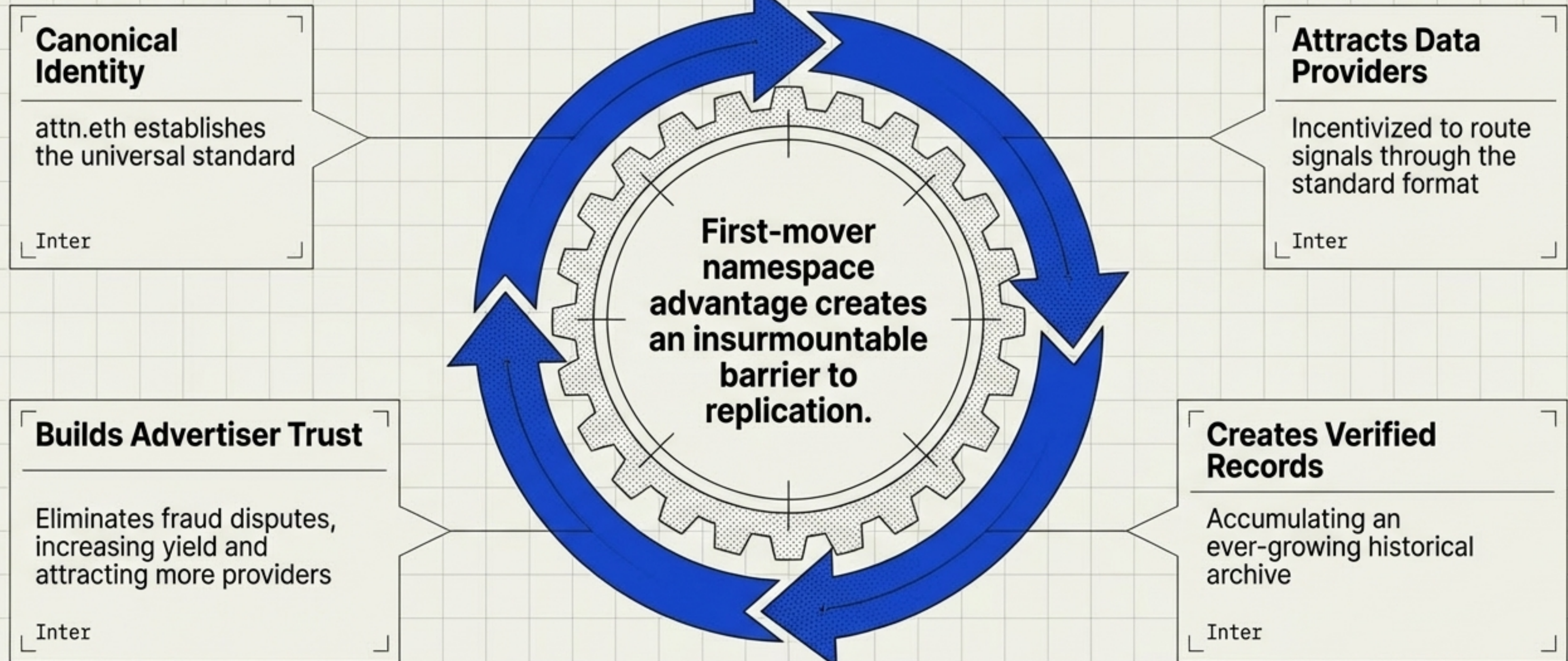


A universal index capturing human attention across work, play, commerce, and communication.

# The Structural Inability of Incumbents to Adapt

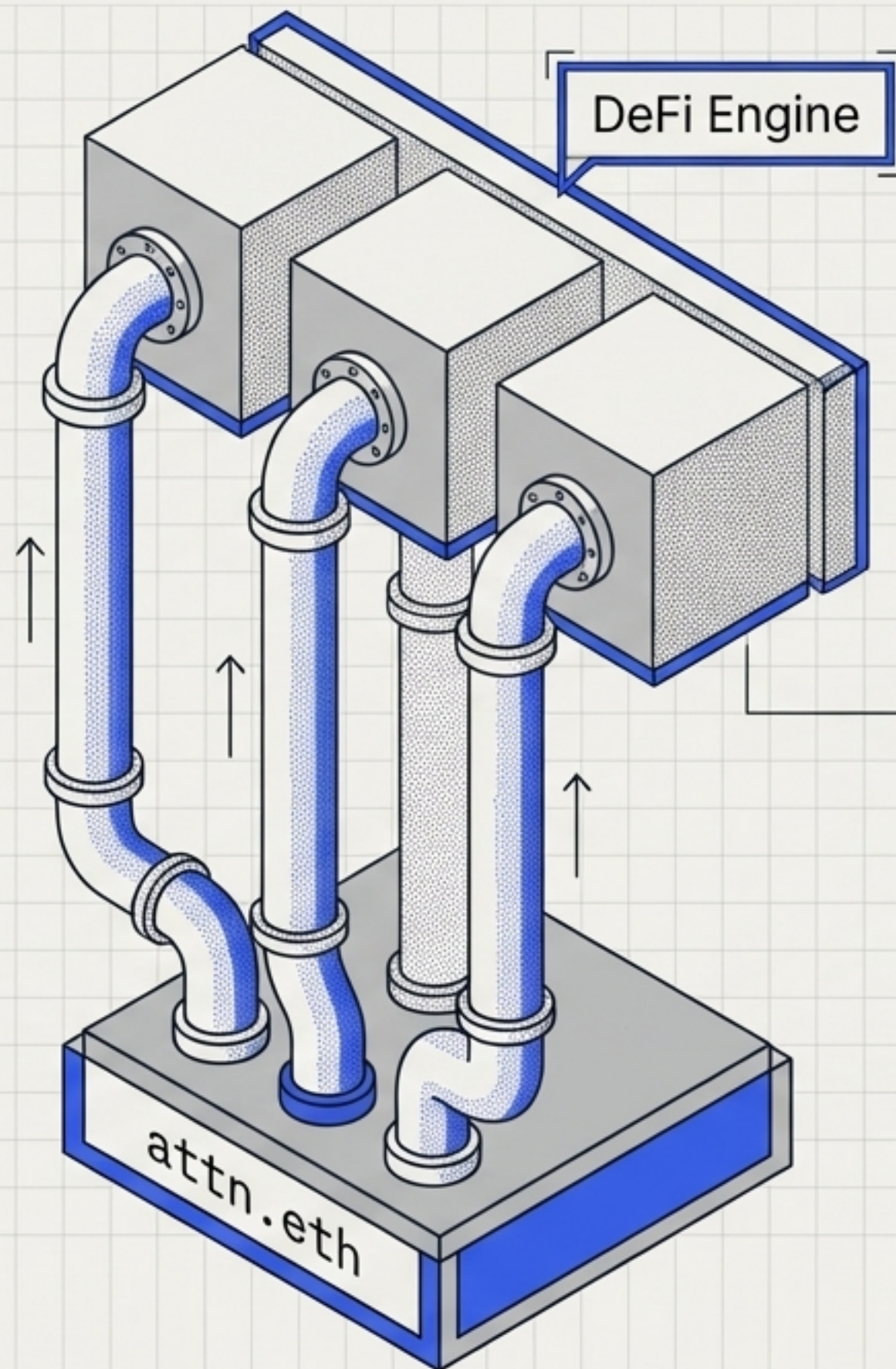
Competitor Space Mono	Measurement	Conflict of Interest	Interoperability	Financial Composability
Legacy (Nielsen, Comscore)	Closed/Proprietary ✗	Independent but Opaque ✗	Zero ✗	Zero ✗
Platform Silos (Meta, Google)	Closed ✗	Self-Measured (High Conflict) ✗	Walled Garden ✗	Zero ✗
<b>ATTN Protocol</b>	<b>Open/ Cryptographic</b> ✓	<b>Zero (Neutral Infrastructure)</b> ✓	<b>Universal via ENS</b> ✓	<b>Full Ethereum DeFi Integration</b> ✓

# Namespace Lock-in & Compounding Network Effects



# The Paradigm Shift: Financializing Attention

Eliminating \$84B in fraud is just the baseline. Because attention objects exist within the ENS namespace, they inherit the full composability of the Ethereum financial layer. ATTN doesn't just measure attention; it turns it into a tradable asset.



## TOKENIZATION

Wrapping verified attention as ERC-20/ERC-721 assets for secondary market trading.

## DEFI INTEGRATION

Utilizing attention data as collateral for loans or baseline metrics for prediction markets.

## PROGRAMMABLE PAYOUTS

Smart contracts that automatically execute creator micro-payments based on verified thresholds.

# Immediate Commercial Utility



## Advertising Verification

Cryptographically proving human attention. Eliminating attribution disputes between publishers and advertisers. Zeroing out the \$84B invalid traffic tax.



## Creator Monetization

Allowing creators to own their verification. Bypassing intermediary platforms to receive automated, trustless payments based directly on attention yield.



## Brand & AI Intelligence

Providing unified, cross-platform attention profiles for brands, or licensing verified, bot-free human interaction data to train large language models.

# Asymmetric Value Creation

**\$8.4 Billion**

The annual value creation from capturing just 10% of the current digital ad fraud prevention market.

**\$250 Billion**

The projected 2025 Creator Economy market, which requires a neutral, decentralized metric to decouple from platform monopolies.

**\$772 Billion**

The global advertising spend routing toward transparent, consent-based, interoperable measurement.

The historical archive of canonized human attention becomes an increasingly invaluable, proprietary data asset.

# The Future of Attention is On-Chain

The attention economy is collapsing under the weight of its own opacity. Proprietary silos and self-reported metrics can no longer scale.

- **ATTN Protocol** owns the canonical **attn.eth** namespace.
- The technology transforms fleeting signals into permanent, composable assets.
- The ecosystem is mathematically engineered to eliminate fraud and unlock decentralized finance.

> Execute strategic allocation. Join the intelligence layer defining the next decade of digital commerce.