PUBLIC WHITEPAPER / v0.8-P

AdMingo

Returning advertising value to its contributors

Verifiable ad propagation · One ADMG reward · Global advertising infrastructure

A decentralized global advertising and marketing network in which anyone worldwide may voluntarily propagate advertising and promotional content without selling products or recruiting members, with actual contributions transparently recorded and verified using blockchain and rewarded in tokens according to verified contribution.

Voluntary participation	Verified contribution	One reward
Choose approved ads	Evidence of actual contribution	ADMG payout

Public concept and development-stage paper. AdMingo and ADMG are provisional name and ticker. No issuance, listing, launch, price, redemption or returns are guaranteed. Initial admission and operation remain the operator's responsibility; decentralization describes externally verifiable proof and settlement and a longer-term direction of openness.

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01 / BUSINESS VISION

Changing how advertising travels and who earns

Companies buy advertising access on search, social and content platforms where audiences already gather. Agencies use AI, data, creative work and media management to improve existing spend. AdMingo instead aims to create infrastructure that measures genuine propagation contributions from people and publishers and allocates value to those contributors.

Established advertising model	AdMingo's proposed model
Buy access to a platform's inventory or audience	Buy verifiable reach supplied by people and authorized web/app publishers
Revenue sharing under existing media and creator policies	Verify and allocate actual contributions to a particular campaign
Agencies improve advertiser and media efficiency	Agencies may become AdMingo customers or partners

The disruptive-innovation hypothesis

The strategy challenges the advertising economics of Google, Meta and NAVER. The goal is for people to become lawful advertising contributors, with participation and repeat advertiser spending reinforcing one another. Earlier services already combine tokens and advertising value; the combination itself is not claimed as a first. [1–4]

Competitiveness must be demonstrated through verified outcomes per advertiser spend, actual reward utility, operating costs, recipient experience and independent repeat spending. Neither incumbent inability to respond nor displacement is guaranteed.

02 / ROLES AND BOUNDARIES

AdMingo, ADMG and BEO

Component	Role
AdMingo platform	Application, review, listing, propagation, verification, rewards and disputes
ADMG token	Asset for delivery, holding and transfer of finalized advertising rewards; issuance not yet finalized.
Advertiser, agency, publisher	Contracted funding and approved materials; lawful ad distribution
BEO-based companies	Separate product/service planning, commercialization, marketing, distribution, sales and transaction operations

Separate contractual relationships

BEO is a separate business concept in food, housing, clothing, vehicles, phones, internet, water, healthcare, travel, education and childcare. Suppliers contract with BEO-based companies; those companies may separately contract with AdMingo for advertising. Actual legal parties and corporate structure are not yet finalized.

BEO product selection does not automatically approve its advertisement. If suppliers do not pay AdMingo directly, the contractual payer must actually prepay the ad budget. Apply the same review, measurement and settlement rules to affiliated advertisers. BEO sales receipts, inventory, shipping and sales commissions remain separate from AdMingo contribution rewards.

Valid finalized advertising rewards are due even when no product sells. A sale does not create a sales commission or additional ADMG for the contributor.

03 / ADMISSION AND CONTRACT

Open applications; only approved ads are listed

Individuals, companies, institutions, nonprofits and authorized agents may request ad review through AdMingo with or without a website. Applicants without a website may prepare a private draft of a hosted information page.

Application item	Information to provide
Applicant and authority	Type, contact, beneficial advertiser, delegation, contracting party, payer and refund recipient
Creative and rights	Product/service/event description, claim evidence and rights to images, video and copy
Scope	Country, language, channel, period, website or hosted information page
Contract and measurement	Budget, prepayment, performance adjustment, ad disclosure, observability and privacy terms

Operator accountability

Applications are received in AdMingo, reviewed by its operator and notified privately through AdMingo. Only approved campaigns are listed; delivery requires contract, prepayment, token, measurement, rights and recipient-protection readiness. Changes-required/rejection reasons are private, with an appeal route.

The 1/3/5/8/13-month framework may be used for negotiated contract terms or cumulative review dates. Agree performance adjustments and renewal terms in advance; do not retroactively alter finalized rewards.

04 / CREATIVE AND PARTICIPATION

Creative rights and voluntary participation

Choose approved creative

Participants discover approved campaigns by topic, language, region and channel, review permitted uses and reward conditions, and choose voluntarily. Link originals to approved versions and verify rights for language, territory, channel, period, editing and redistribution. Translation, summaries or edits outside approved scope, and changes to claims, price or destination, require review. AI-generated materials are not exceptions.

Verify only within observable coverage

Signed links support path evidence. Displayed social-media view counts, screenshots, QR scans and self-reports alone do not establish effective contact. Verify eligible contact and measurement evidence within authorized channels. Reputation is context for risk review; holdings, popularity and referral counts do not increase rewards.

Recipients have choices too

Disclose compensated advertising clearly; prohibit false testimonials and exaggerated claims. Provide hiding, blocking, reporting and frequency controls on owned or contracted surfaces. Respect third-party policies without claiming control over their features. Prohibited click incentives and repetitive spam do not qualify. [5][6]

When an ad is withdrawn or stopped, block new distribution and accrual within controlled systems and issue notices. Complete deletion of external copies or screenshots is not promised.

05 / ONE REWARD

One reward: verified advertising contribution

AD_CONTRIBUTION → ADMG

Only verified propagation of approved advertising or qualified publisher contribution earns the sole advertising reward.

Activity	Reward rule
Verified qualified contribution	ADMG within preannounced campaign rules and budget limits
Link creation, share claims, viewing alone	No reward for these acts alone
Sales, orders, payments and leads	Excluded from reward inputs; no sales commission
Joining, invitations and recruitment	No reward or permanent downline
Holding, staking, creation, likes and curation	No separate holder reward, yield or multiplier

Several contributors share one capped pool

If A shares an ad, B relays it and qualified contact with C is observed, evidenced contributions may share that event's capped pool. A longer path or membership referral does not enlarge the reward. Resubmitting an event or changing its settlement epoch must not earn it twice.

Eligibility and principal allocation factors (evidence eligibility, proven path contribution, measurement confidence and duplicate/fraud discount) must be disclosed before delivery. Coefficients remain undecided. Mandatory prior purchases, minimum holdings and automatic registration airdrops are not current policy.

06 / PROGRESS AND STATEMENTS

Understand your contribution and reward

Approval does not mean delivery is complete; elapsed time and raw views are not equivalent to advertising performance. Advertisers should see review, delivery, measurement, settlement and refund progress; participants should see their own contribution and reward details.

Reward state	Meaning
Recorded / pending	Activity received or evidence under review. An estimate is not a holding or finalized entitlement.
Provisional eligible / invalid / held	See reasons and applicable rules; challenge the decision
Finalized	Fix the epoch's quantity and beneficiary; distinct from delivery.
Claimable / submitted / checking	Send after claim and funding checks; uncertain responses remain under investigation.
Paid	Final chain confirmation and actual payout reconciliation agree

Accumulation and protection

Finalized unpaid quantity, lifetime receipts and current wallet balance are different values. Further verified contribution can accumulate the same ADMG reward; holding alone generates no automatic increase or interest. Personal statements link campaign, decisions, rules, quantities, payment evidence and appeal routes.

Valid finalized obligations are not arbitrarily erased or retroactively reduced. Corrections preserve prior records; delays and holds require reasons and a remedy path.

07 / REWARD ECONOMICS

Rewards must be deliverable and usable

Prepaid advertiser funds and actual ADMG inventory are different assets. Receiving ad money does not automatically make token delivery possible. Secure the maximum promised token quantity before paid delivery, without reserving the same inventory twice.

Pre-launch gate	Meaning
Advertiser funds	Actual prepayment; refund, operations, verification and contribution allocation terms
ADMG inventory	Actual payable tokens, prefunding, reservation and delivery readiness
Conversion and liquidity	Reliable source, timing, cost and executable liquidity
Actual utility route	Conditions, jurisdiction, minimums, fees and restrictions for use/transfer/disposal

Token quantity differs from market value

Convert the contractual reward allocation into ADMG using a preannounced conversion basis q. Later prices or sales results do not arbitrarily change finalized quantities. q is not a guaranteed redemption rate, peg or fiat backing. Displayed value, acquisition cost and executable sale proceeds are distinct.

Do not open paid reward epochs unless independent pricing, liquidity, inventory and utility conditions are evidenced. This paper does not claim those gates are passed. Before readiness, use explicitly unrewarded simulations with no entitlement.

08 / TECHNOLOGY AND SCALE

Use one existing public blockchain

AdMingo does not plan to build its own blockchain or validator network. It aims to use an established chain and one official production token identifier. Process raw advertising records off-chain and make verified settlement commitments and actual ADMG payments verifiable on-chain.

Area	Current direction
Leading development candidate	Solana with a minimal Token-2022 profile. Chain and standard are not finalized.
Comparators	Classic Solana Token Program and Base (Ethereum L2); compare equivalent workloads, costs and completion criteria.
Contribution verification	Authorized observations, decisions and independent replay off-chain; commitments on-chain.
Payout and fees	Accumulate and settle rewards; verify individual delivery separately. Evaluate fee sponsorship for official payouts.

Measure fees and throughput on real workloads

Advertising observations, finalized reward rights, actual payouts and ordinary token transfers are different units. Posting one commitment for many records does not deliver tokens to every recipient. Measure new token-account funding, congestion, failures/retries, wallet compatibility and operating costs. [7][8]

Global scale is an objective. Theoretical TPS and test peaks are not represented as measured AdMingo performance. Blockchain commitments help verify integrity and delivery; they cannot establish truth from false inputs.

09 / ADMG AND FUTURE USE

ADMG's potential payment role and current boundary

ADMG is currently conceived as the asset paid for verified advertising contribution. Holding, transferring and potentially using received tokens for lawful transactions or payments are longer-term assessments. Review any financial or payment-related extension requirements before issuance.

Area	Current status
Ordinary transfer	Implementation and wallet compatibility require validation
Merchant and service payments	Future separate product, legal, pricing, refund and merchant-settlement design; not currently offered.
Financial/regulated assets	Separate rights, legal structure, eligibility and security assessment. Token-2022 alone is insufficient.
Holding yield or redemption	No automatic interest, dividend, fixed return or redemption guarantee

Technical choices must precede issuance

Classic SPL tokens can support ordinary transfer and payment. Token-2022 adds optional functions, but extensions, authorities, wallet compatibility and actual throughput must be tested together. Do not assume all extensions can be added after issuance or that the standard can change at the same address. Migration to a new mint, if needed, has separate risks and procedures. [7]

Payment is use of an already received asset. A sale or payment creates no additional advertising reward or sales commission. BEO contractual separation remains unchanged.

10 / TRUST AND GOVERNANCE

Disclose operator responsibility and authority

The AdMingo operator is responsible for initial approval, notice, listing, suspension and appeals. Public-chain use does not mean a DAO or holders currently approve ads. The design supports independent measurement and allocation review, and separates fund execution from other critical authorities.

Authority/control	What users must be told
Campaign review and suspension	Approval/rejection, change/withdrawal rules, notice and appeals
Mint, freeze and upgrade	Actual adopted authorities, controllers and effects. Do not promise absence of powers before selection.
Settlement safety pause	Protect valid rights and explain investigation/resumption. Claim pauses differ from restrictions on token transfers.
Public ledger and privacy	Raw identities and sensitive paths off-chain; disclose linkability of wallets, amounts and times

Policies may change; valid rights need protection

Operating policies may be amended. Notify the responsible approver, version, effective date, impact and remedy. Do not arbitrarily alter valid finalized rewards retroactively. Review local ad disclosures, privacy, token transfer, custody, tax and financial regulation before launch. This paper is neither regulatory approval nor a completed audit.

11 / EXECUTION STRATEGIES

Three strategies; people-first validation

Strategy	Value to validate first
S1 People-first	Validate actual propagation, evidence, appeals, reward and repeat spending. First priority.
S2 Publisher-first	Validate qualified web/app inventory, measurement and advertiser demand. Same sole ADMG reward.
S3 Open-protocol-first	Validate authorized integrations and reproducible contribution proof/settlement for external parties.

These are alternative implementation sequences, not three reward types or separate businesses. General-purpose social networking, friends, chat and ordinary content are deferred. BEO companies are optional contracted advertisers, not a prerequisite.

Pilot first; expand on evidence

Before a first paid pilot, validate advertising, contracts, measurement, funding, security and utility. After the pilot, assess independent repeat spending, actual participant reward experience, recipient acceptance, total cost per verified reach and operating margins. Repeat spend is a post-pilot expansion criterion, not a preexisting requirement for the first paid launch.

AdMingo’s business success depends on providing advertising infrastructure that advertisers repeatedly choose, not merely issuing tokens or observing a higher price.

12 / STATUS AND DISCLOSURE

What is settled and what remains open

Area	Status
Business principles	Retain one advertising-contribution reward, BEO separation and operator-led review/listing
Technical direction	Use one established chain. Solana/Token-2022 leading candidates; final selection open.
Token policy	Name/ticker, supply, operator allocation, locks and mint/freeze authorities not finalized
Commercial/economic terms	Legal entities, rates, term interpretation, weights, q, liquidity, utility and launch jurisdictions open
Implementation/ validation status	Technical specification draft. No claim of completed deployment, independent audit, commercial TPS, ad performance, issuance or listing.

13 / REFERENCES AND SCOPE

References and public disclosure scope

[1] Brave Rewards / BAT — https://brave.com/brave-rewards/

[2] Sola whitepaper (2017; historical proposal) — https://www.allcryptowhitepapers.com/wp-content/uploads/2018/11/Sola.pdf

[3] Steem FAQ — https://steem.com/faq

[4] Adshares protocol — https://adshares.net/protocol

[5] FTC endorsement disclosures — https://www.ftc.gov/business-guidance/resources/ftcs-endorsement-guides-what-people-are-asking

[6] Google AdSense policies — https://support.google.com/adsense/answer/48182

[7] Solana token extensions / fees — https://solana.com/docs/tokens/extensions | https://solana.com/docs/core/fees

[8] Base network fees — https://docs.base.org/specifications/transactions/network-fees

This public edition derives from v0.7 and the 24 November 2026 specifications. External references describe functions and historical concepts, not proof of AdMingo performance or success. Recheck legal and technical conditions at launch.

Purpose of this public edition

The public edition explains the rights and information needed to decide whether to participate. It omits detailed coefficients, detection thresholds, internal APIs/account layouts, cost designs and operational secrets. Actual campaign terms, reward rules, authorities, risks, fees and supply conditions must still be disclosed when adopted.

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