Brave Web Browser

WEB BROWSER PAYS USERS IN CRYPTO FOR WATCHING ADS

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The popular Brave browser pays users with its own cryptocurrency for viewing ads, but also comes with preinstalled adblockers

Spotted: Opensource web browser Brave is now paying users to watch ads. The browser comes with preinstalled adblockers that can be turned off for a reward. Brave also made news last month after surpassing 20 million downloads on Android platforms.

Should users opt to watch ads, their reward will be paid out in the cryptocurrency BAT (Basic Attention Token). The money is deposited into a wallet built into the browser. Users also have the option to block ads if they're not interested in viewing them. The CEO of Brave, Brendan Eich, has said that users can make around €60 in a year and up to €200 by 2020.

11th April 2019

Email: press@brave.com
Website: www.brave.com
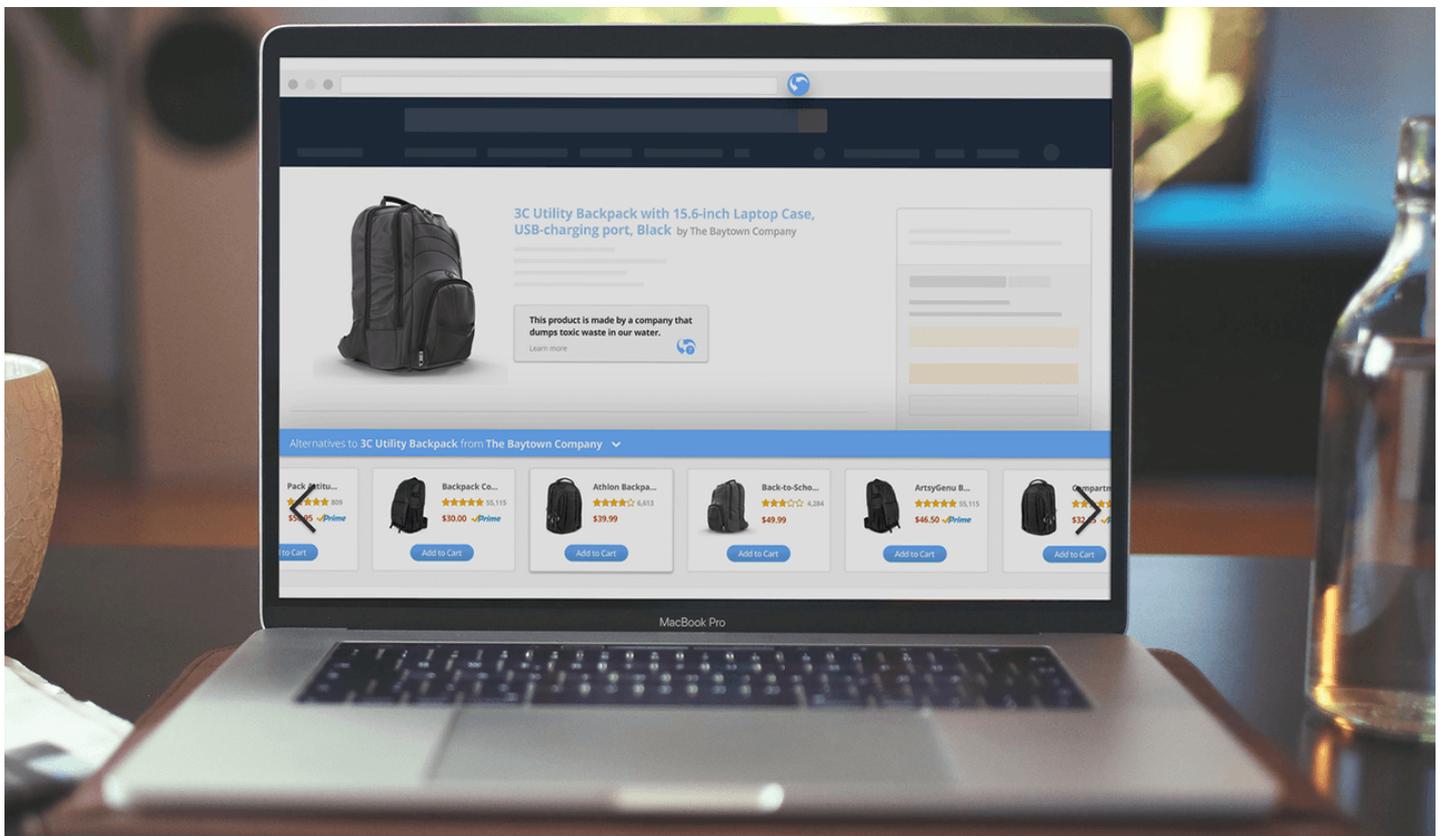Contact: www.community.brave.com

Takeaway:

Platforms like Brave are doing their best to disrupt the traditional advertising model. The fact that users are paid in cryptocurrency is worth noting here. Users may not get rich using the browser, but the popularity of Brave and its BAT token are encouraging signs for those in the cryptocurrency ecosystem, where adoption is vital. BAT's price is up by 180 percent over the last two months. Springwise has spotted several other innovations involving the expanding adoption of cryptocurrency, including an HTC smartphone that stores cryptocurrency and a blockchain-powered e-commerce marketplace.

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