

**ADLINK : A REPUTATION BASED DECENTRALIZED  
APPROACH FOR ONLINE ADVERTISING FRAUD USING  
BLOCKCHAIN**

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A dissertation submitted in partial fulfilment of the requirement for the BEng (Honours)  
Software Engineering degree

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**in collaboration with**

**University of Westminster, UK**

2021

## **ABSTRACT**

Thousands of intermediaries have infested the \$200 billion a year online advertising ecosystem, manipulating consumer data and advertising budgets. Advertisers with fraud, publishers with dwindling advertisement budgets, and consumers with their right to privacy are all contaminated key stakeholders in the value chain. Blockchains 'distributed ledger technology provides the scope to solve these problems.

In this research, the author has designed and implemented a blockchain based digital advertising middle ware (AD-Link) on top of Stellar blockchain. AD-Link integrates public distributed ledger, side chains, on chain and off chain storage model and a reputation-based reward model.

Keywords:

Blockchain, Stellar, Ethereum, on chain and off chain storage, side chain, Privacy, Ownership, Transparency, Traceability, Decentralization, Distributed Ledger technology