



THE CURRENCY
ANALYTICS

WHITEPAPER



Individuals are losing trust in the media at a more rapid rate now more than ever. Nearly 70% of people believe that news stories are being planted by oppositional parties, according to Statista. Perhaps even worse, Statista also pointed out that more than 20% of people selected that they "never" trust online news sources, and an additional 20% expressed that they "rarely" trust online news sources.



With the level of consumer skepticism toward the media, how can a relationship of trust develop between a reader and a news outlet? It is impossible to know which news stories are authentic and which stories are being fabricated to meet a hidden agenda. A recent survey reported that only 43% of males and 45% of females believed they could accurately distinguish fake news from real news.



Fake news is problematic because it can lead to the loss of finances, especially with digital currency. News and information in the digital currency space needs to be cleaned up so that the industry as a whole can become more trustworthy and gain higher valuation.



The Currency Analytics (TCAT) is on a mission to eradicate fake news about digital currency. We are reporting REAL News™ to provide a trustworthy news source to the investor.

What is The Currency Analytics (TCAT)?

TCAT is a Google-verified media platform and community comprised exclusively of the latest stories from professional writers that value ethical, authentic journalism.

We believe that good journalism comes from good journalists. The digital media outlets of today allow payments for stories or publish authors that are agents for businesses. Agents supplant stories with a hidden agenda other than to write real news.

The TCAT media ecosystem is raising funds to build the first ethical news platform for digital currency information. Platform participants will be granted access to the circulation of the most current cryptocurrency information available.





Our community will provide stories, hire professional writers, verify facts, and rate writers. All of the news posted on our platform must abide by a screening protocol called the "Reliable, Ethical, Attributive, and Lasting News Protocol" (REAL News Protocol™). Our protocol is being constructed with industry-standard ethics in mind, such as the SPJ Code of Ethics from the Society of Professional Journalists.



Real, Ethical, Attributive, and Lasting.

- **Our real stories deliver accounts of observed phenomenon in the world**, not phenomenon that was created to meet a hidden agenda. In other words, our news stories are based off of reports derived from real events. Our mission is to provide the most objective, accurate information to inform the investor.
- **Our news stories are ethical** because they are not retrieved or developed through the use of bribing, payment, or favors. Our stories are also ethical because they are not a part of smear campaigns developed by a company's competitors. Our goal is to provide investors with a news source that they can rely on.
- **Our stories are attributive** because the facts are checked and the sources are authenticated.
- **Our stories are lasting** because they contribute to and create the larger conversations within the digital currency information space.

There will be 400 million tokens issued. 1 TCAT = 0.1 USD

You can purchase TCAT if you want to buy ad space or publish news on TheCurrencyAnalytics.com. TCAT can may be purchased directly from TheCurrencyAnalytics.com with ETH/ BTC, as well as on other major exchanges in the future.

TCAT is a cashback token. When purchasing TCAT on The Currency Analytics platform, you will receive an amount of TCAT that is of a comparable dollar-for-dollar value as the token you are paying with. Once the total number of TCAT tokens are sold, then the network will only accept TCAT as a form of payment.



Bounty, Token Swaps, and Airdrops

Our bounty campaign and airdrops are designed to grow the number of token holders. There are token swap opportunities for a limited number of top ICOs.





The advertising fees will be used to pay journalists a fair wage for those stories and for site maintenance. Businesses can also participate on the TCAT platform by paying to promote a website. Since our platform is already verified by Google News, the traffic will continue to grow. Thus, your business will continue to gain more exposure.



Sydney Ifergan

CEO



Vladimir Mayakovsky

SALES MANAGER RU



Cedric Morris

HEAD OF SALES

Our Advisors



Ishmeet Singh

ADVISOR



Lalit Bansal

ADVISOR



Didi Taihuttu

ADVISOR



Navdeep Garg

ADVISOR



Alex Tudorache

ADVISOR



Naviin Kapoor

ADVISOR



Wapinter

*Community
manager*



Partners

References

<https://www.americanpressinstitute.org/publications/reports/surveyresearch/paying-for-news/>

<https://www.politico.com/story/2018/04/02/poll-fake-news-494421>

<https://www-statista-com/statistics/620290/news-source-trustworthiness/>