

Web Monetization

A new business model for the Web

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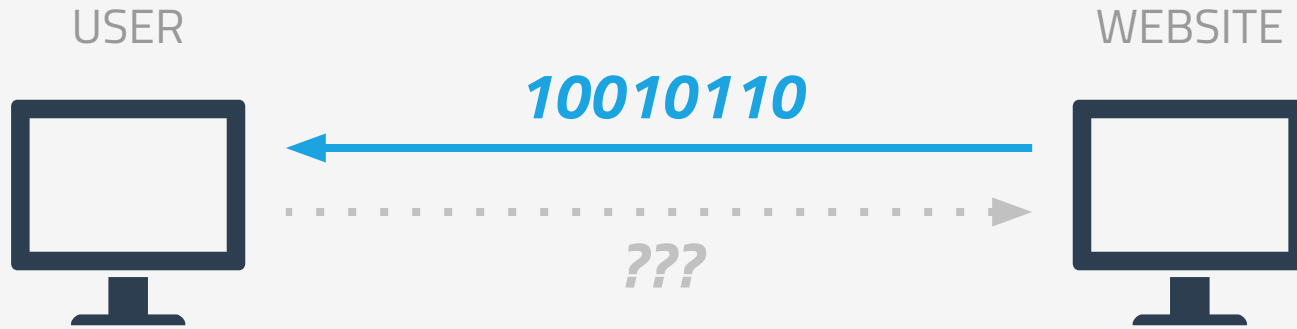


Agenda

1. The Problem Statement
2. How does Web Monetization work
3. The impact on W3C Web Payments



The Internet Economy is Incomplete



Today: The Web is a **Barter Economy**

Barter is Extremely Inefficient

“



There may be many people wanting, and many possessing those things wanted; but to allow of an act of barter, there must be a **double coincidence**, which will rarely happen.

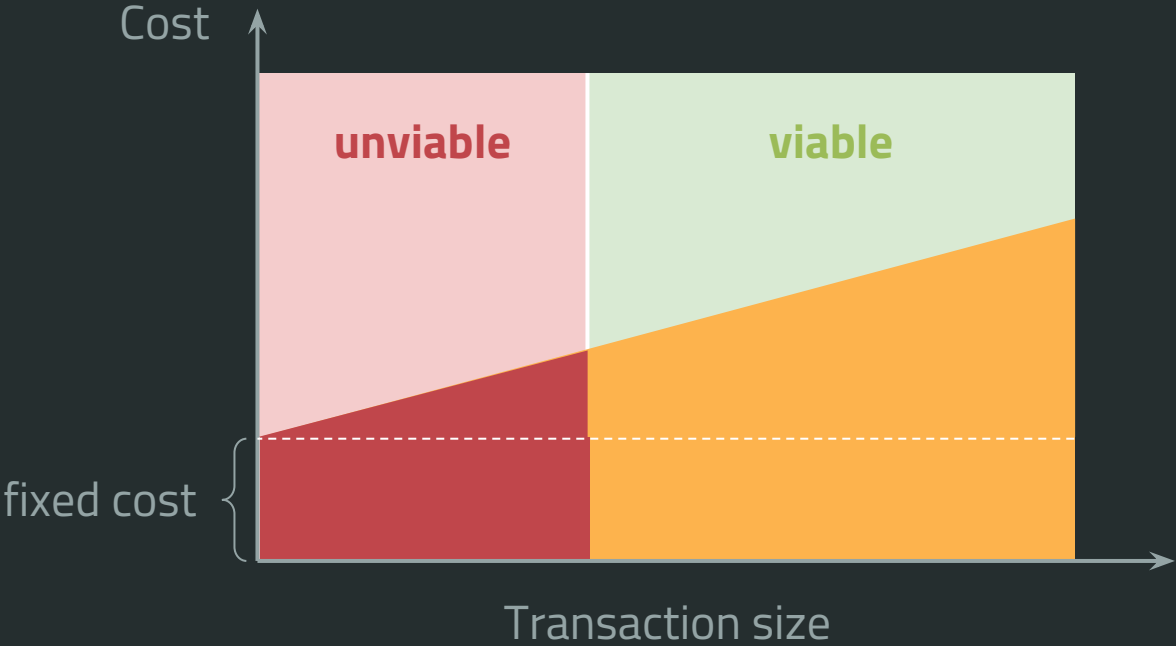
- *William S. Jevons, 1875*

Money Solves the Barter Problem

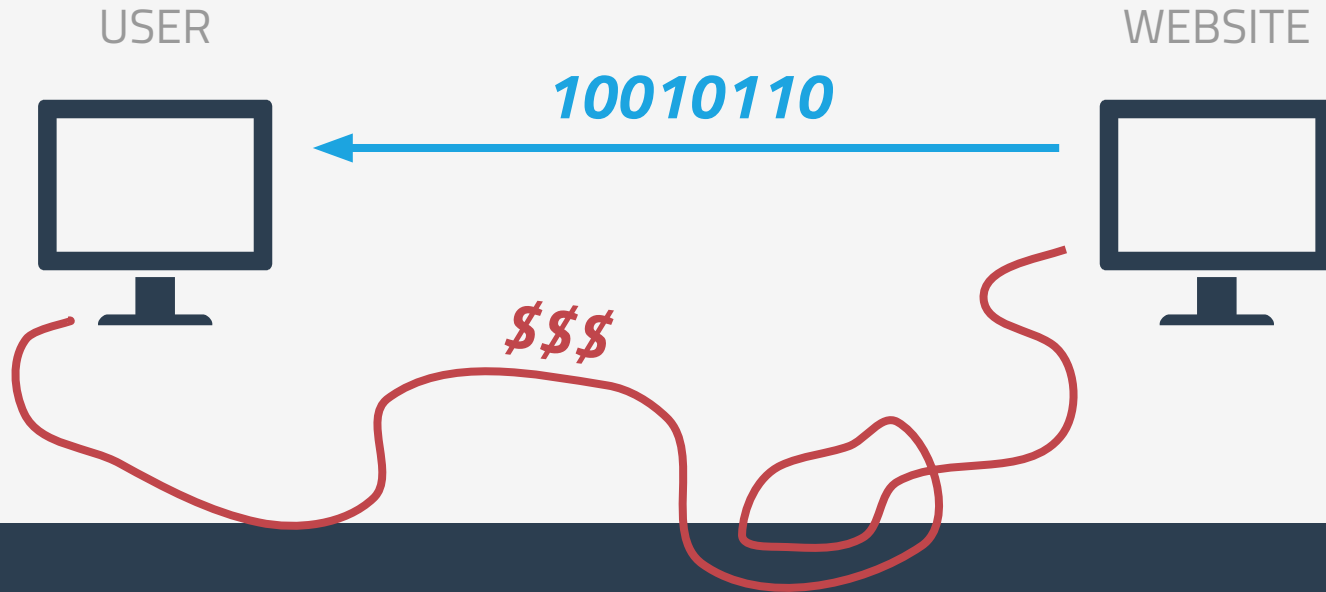


Money: Better than Barter Since 5000 BC

Fixed Costs Make Micropayments Unviable



So We Use Hacks to Get Around the Problem



Hacks: Ads, Surveys, Bundling, ...

When an online service is free,
you're not the customer.

You're the product.

Tim Cook, CEO Apple



Ads Ruin the User Experience

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ELECTION 2016

Clinton Still

WORLD SERIES



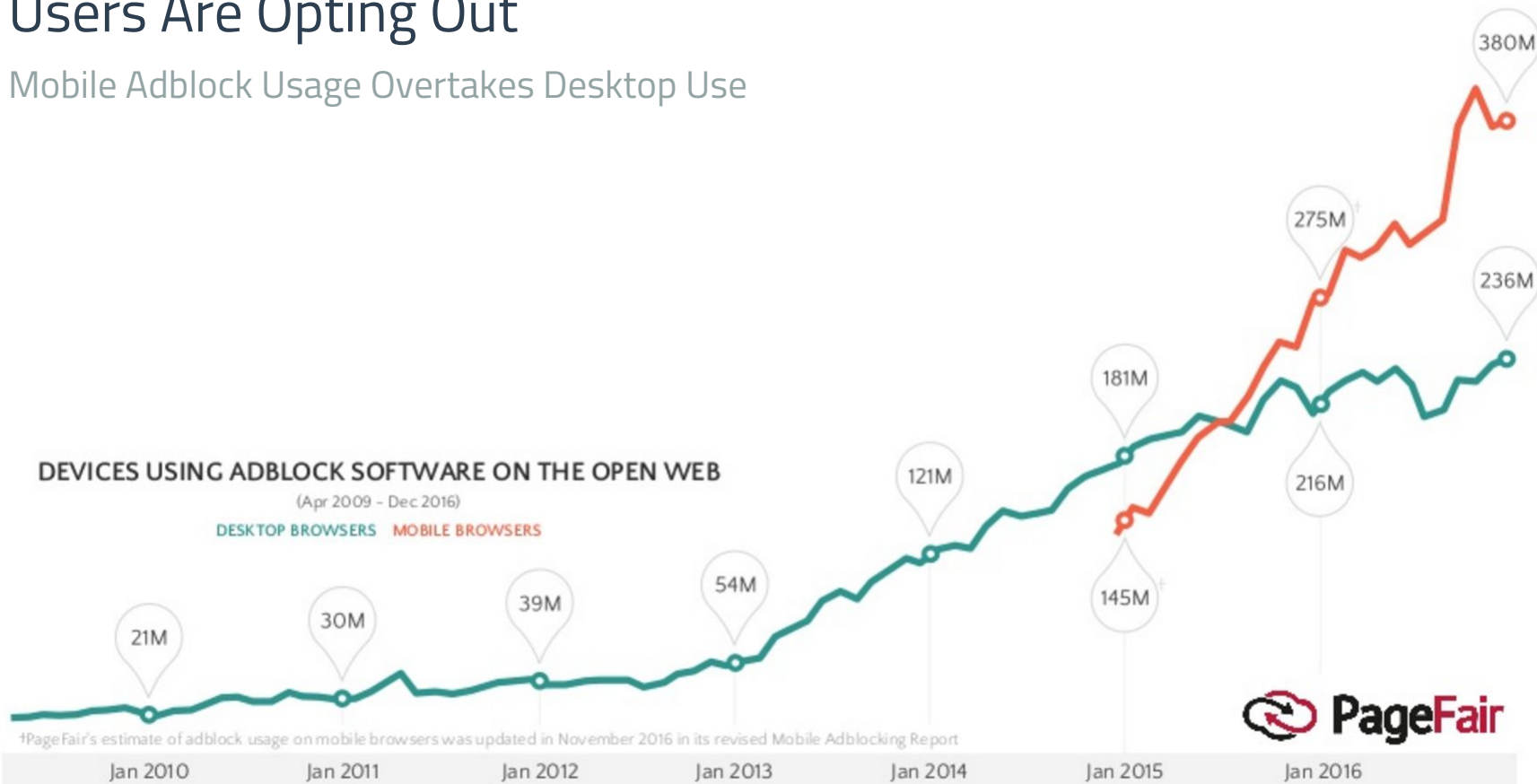
The Opinion Pages

**A Stronger Court for
Crimes Against Humanity**

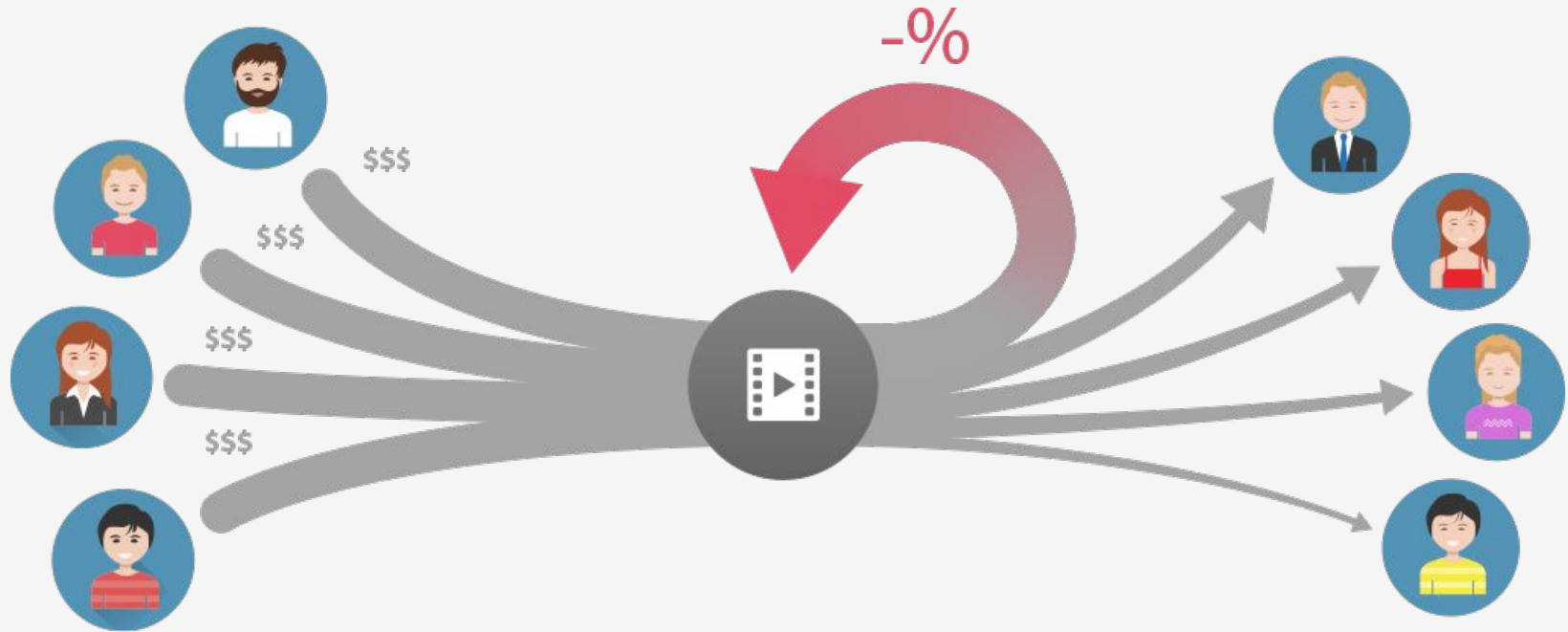
ROOM FOR DEBATE
**Why Are Ballot Measures
So Confusing?**

Users Are Opting Out

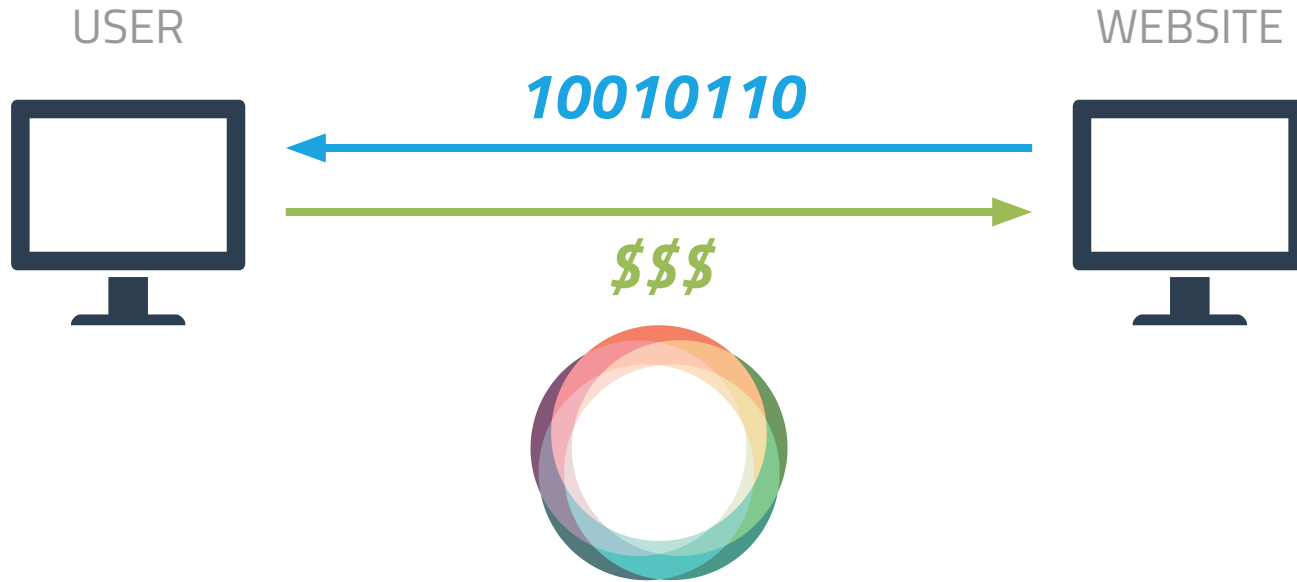
Mobile Adblock Usage Overtakes Desktop Use



Dominance of Marketplaces



Interledger Solves the Micro-Payments Problem



Streaming Payments using Interledger allows for transfers of tiny amounts

DEMO

Streaming Micropayments for Content



How does it work?

← → ↻ ⓘ view-source:https://bithomp.com

```
1 <!DOCTYPE html>
2 <html>
3   <head>
4     <meta charset="utf-8">
5     <meta http-equiv="X-UA-Compatible" content="IE=edge">
6     <meta name="author" content="Octillion S.A.">
7     <meta name="viewport" content="width=device-width, initial-scale=1">
8     <meta name="monetization" content="$twitter.xrptipbot.com/bithomp">
9     <link rel="shortcut icon" href="favicon.ico?v3">
```

Websites request payment via a **meta tag**



How does it work?

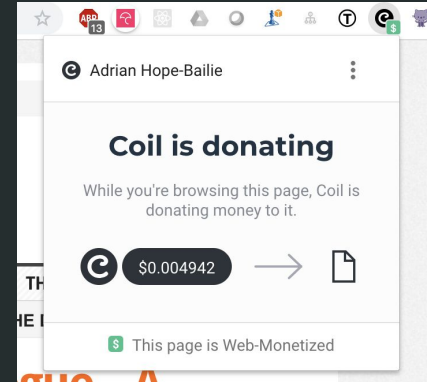
Coil (through the browser extension):

1. Parses the meta tag
1. Resolves the payment destination of the website
2. Opens an Interledger connection to the payee
3. Starts paying

The website is notified of incoming payments via events raised

For more info on the proposed standard:

<https://interledger.org/rfcs/0028-web-monetization/>



DEMO

Streaming Payments
browser mockup



How it should work...

A Streaming Payments provider is registered via the Payment Handler APIs

Payments are requested by the website using Payment Request API

Website is able to request a non-interactive flow (fail silently)

User is aware that payments are streaming



Concrete Proposals

1. `stream`

New short-string payment method for requesting a streaming payments connection

2. `paymentRequest.requestNonInteractive`

New property of Payment Request that instructs the browser to abandon the flow if there is a need to prompt the user.

3. `paymentResponse.onPaymentReceived`

New event on the payment response that is raised via a method on the `PaymentRequestEvent` in the handler.



