



In People We Trust: Blockchain and Media

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Agenda

- Blockchain Basics
- You've Already Seen Blockchain principles
- Why Should You Care About Blockchain
- Re-Establishing Trust with Consumers
- Ad Fraud
- Data Collection and Privacy



What Today is **Not** About...



This is NOT
About Bitcoin!

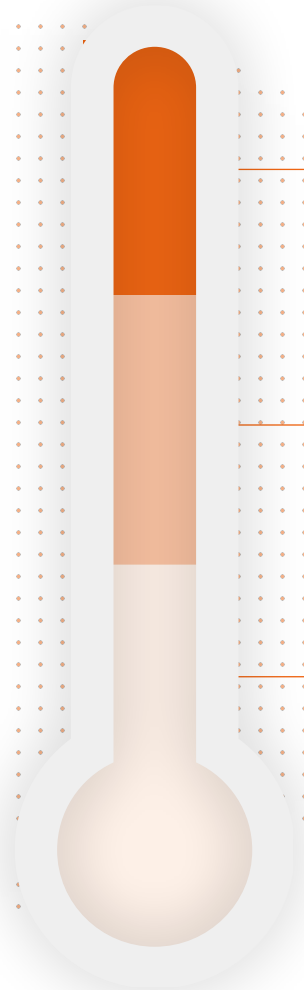


AI or Machine
Learning



Programming
Language!

Excite-O-meter



Blockchain Tomorrow

Hell ya, changing the world!

Blockchain Today

Looks interesting, but...

Not happening



What If ...



Distributed



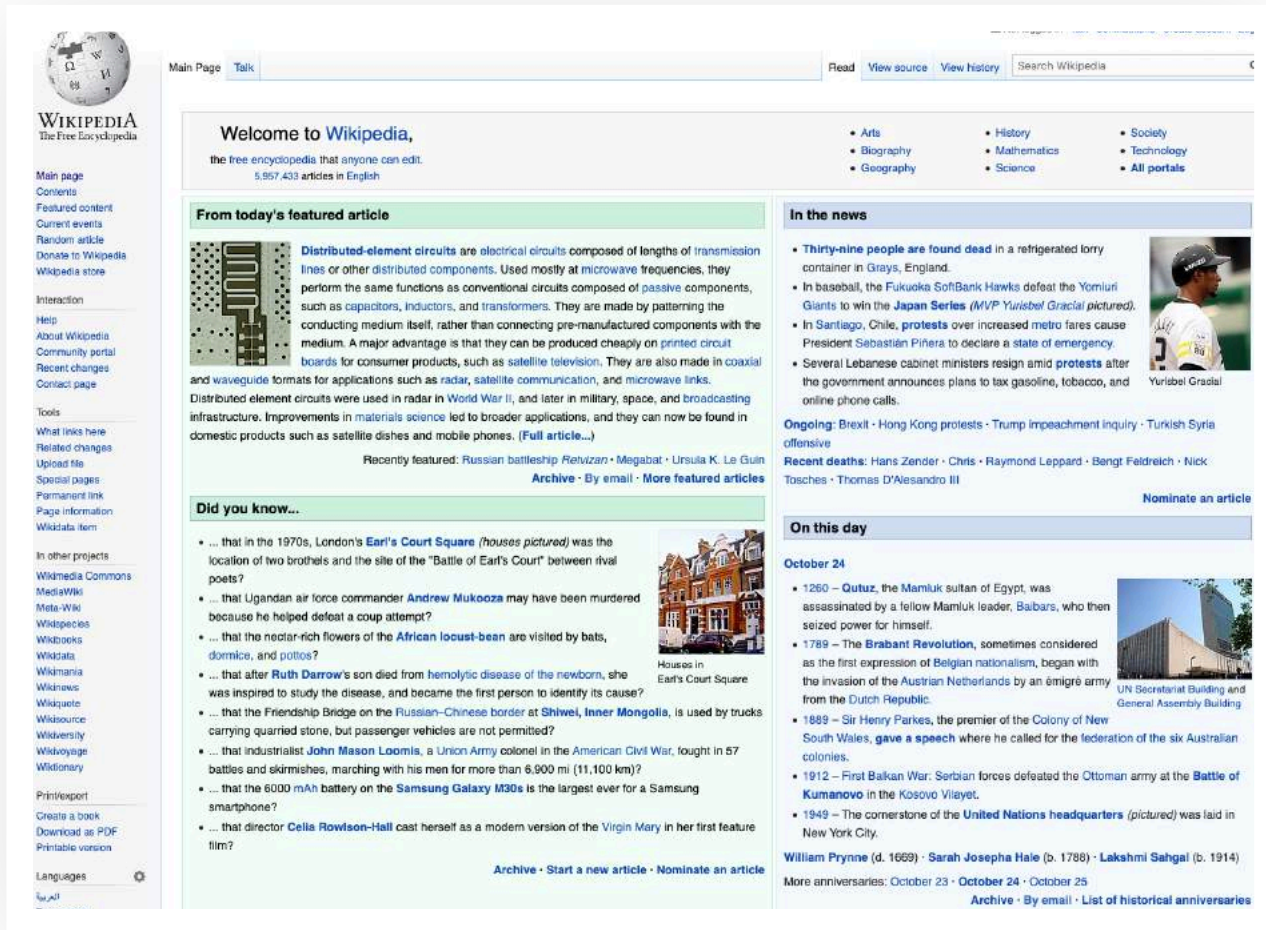
Transparent



Open

Mutual Self-Interest

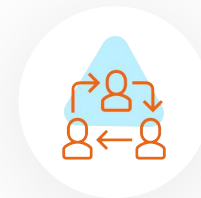
We've All Experienced Blockchain Principles



Open Database



Transparent



Trusted network
of editors



Applying Blockchain

Three Reasons You Should Care



**Re-Establish Trust
with Consumers**



Ad Fraud



**Data Collection
and Privacy**

Reader Trust Has Eroded

27%

**Users That
Block Ads**



**2Hrs
23 Min**

**Average Time on
Social Media and
Messaging**

57%

**Users Who Say
They See Too
Many Ads**

Platform Comparison

	Wikipedia	Bitcoin	Brave Browser
Trust Mechanism	 Editors	 Cryptography via Blockchain	 Cryptography via Blockchain
Value Exchange	 Trusted Information	 Digital Currency	 Digital Currency

**Cryptography – don't think 'encrypted' more "making it very difficult to tamper with the data"*

Solution for **Re-Establishing** Trust with Users

Improved
ROAS

More Revenue
+ User Loyalty

Fewer,
Better Ads



Marketers

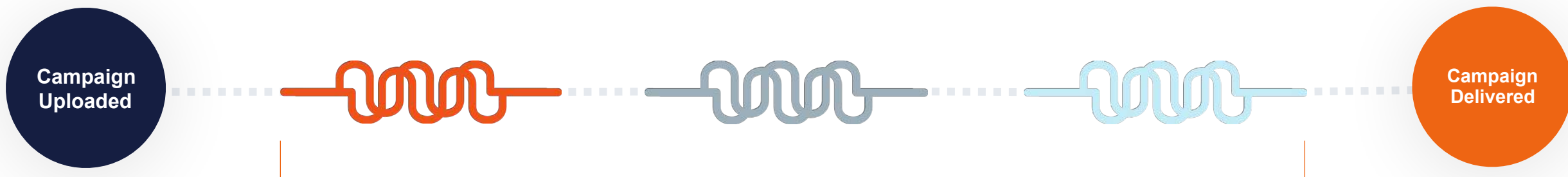
Publishers

Users

Aligning Incentives



Reduce Ad Fraud



Industrial Ad Tech Complex

\$44B

Estimated annual cost in 2022



Data Collection and Privacy

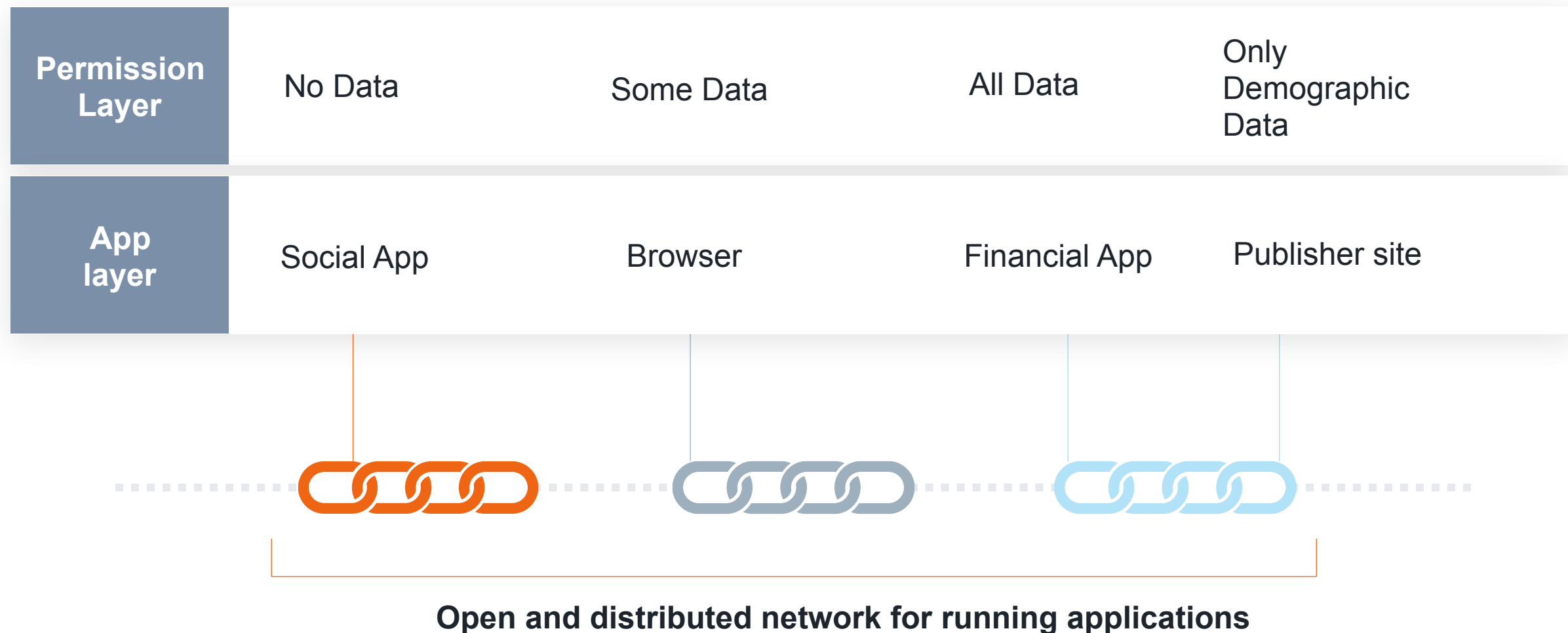


**Revenue
Growth**



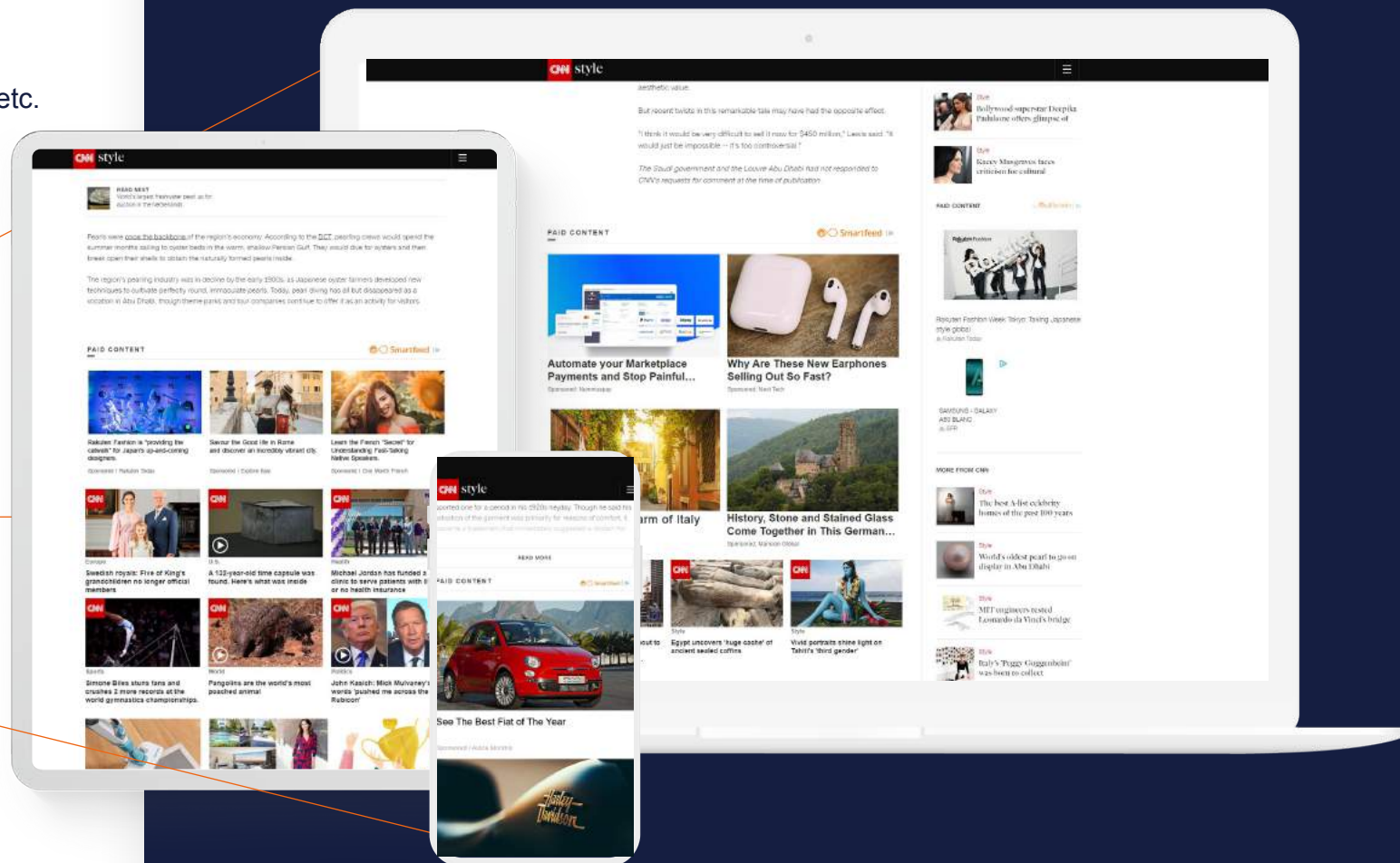
**Data and
Privacy**

Data Collection and Privacy



Brand Safety

- Campaign Creative is matched based on reported page attributes
- Blockchain records impressions, CTR, verified ad delivery etc.



Unlimited Application

CIVIL

Monetize
Content with
Fractional
Cents

Enforce
Licensing
Rights



Creating
New Ad
Exchanges

More
Accurate
Allocation of
Advertising
Budgets

Greater
Transparency
in the
Programmatic
Value Chain

The
New York
Times

Combat
Fake News



Reduce Piracy
and Copyright
Infringement

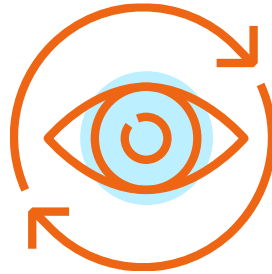


Helping
Creators
Monetize

An **Amazing** Opportunity



Built-in Trust

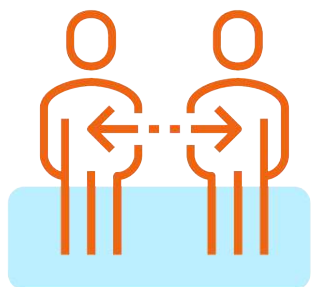


Transparency

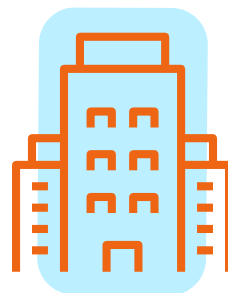


Open

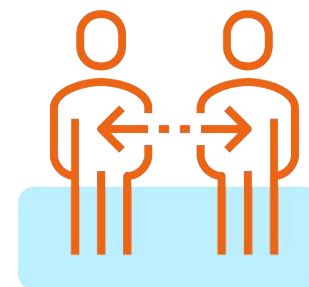
Blockchain is About **Connecting People**



**Early History
1:1**

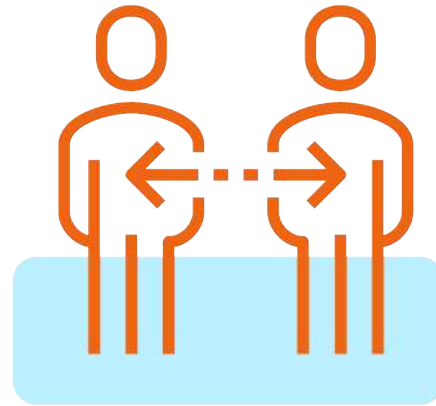


**Rise of Institutions
& Government**



**1:1 connection
via New Web**

Blockchain is About **Connecting People**



The background of the slide features a photograph of a young woman with long, wavy brown hair, smiling and looking down at a smartphone she is holding with both hands. The entire image is overlaid with a semi-transparent orange filter. Decorative elements include several concentric circles, a grid of small white dots in the upper left and lower right, and various geometric shapes like a light blue circle, a dark blue circle, a light blue square, and a dark orange square. There are also two white plus signs, one in the upper right and one on the left side.

Thank You !

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