

Making Good Trouble in Programmatic Media

Building Trust
Creating Transparency

Your Good Troublemaker today



Josiah Amartey
Director of Digital Media



"Go out there, get in the way , get in trouble. Good Trouble, necessary trouble, and make some noise...when you see that something is not right, not fair, not just, you have a moral obligation, a mission and a mandate to do something about it. Stand up, speak up and speak out. Be brave. Be bold. Be courageous…and never ever let anything get you down"

Senator John Lewis, 2016

The Media Industry needs a reset – it needs a dose of Good Trouble



Brand Safety



Consumer & commercial data security



Media trading; “murky at best, fraudulent at worst”

Programmatic really needs a dose of Good Trouble



Forensic Audit of Clients programmatic campaign spend

Source: Anonymised media spend from a named client -March 2017

We launched TRUTH in 8 markets on November 17th 2017 to cause as much Good Trouble as possible

_Ticker: tmg.st

_Market cap €15m

_Offices in 8 countries

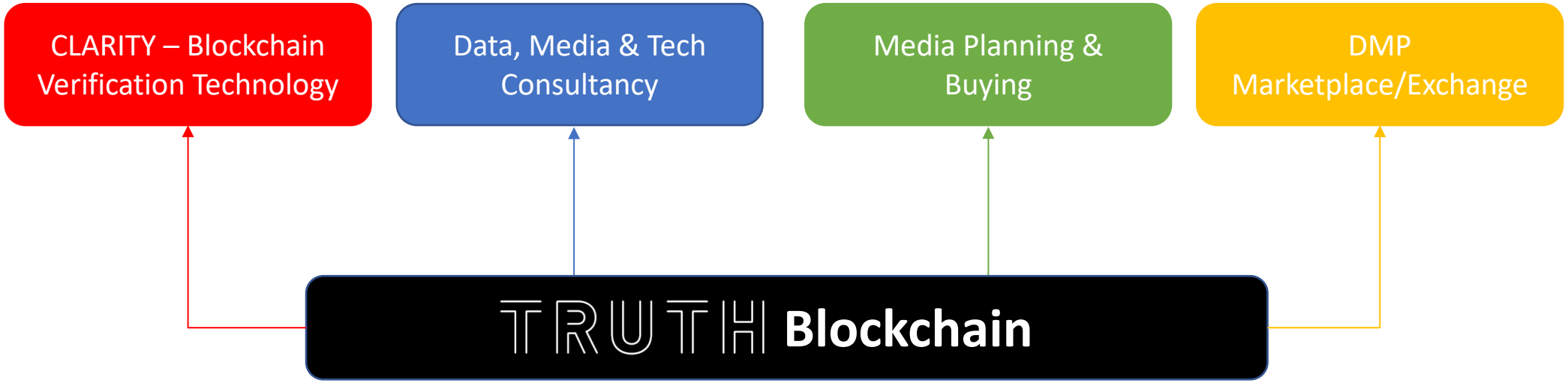
_A challenger to the big 6

_Agile, tech centric, lean, effective transparent

_We are the worlds first agency to use Blockchain to run a media campaign



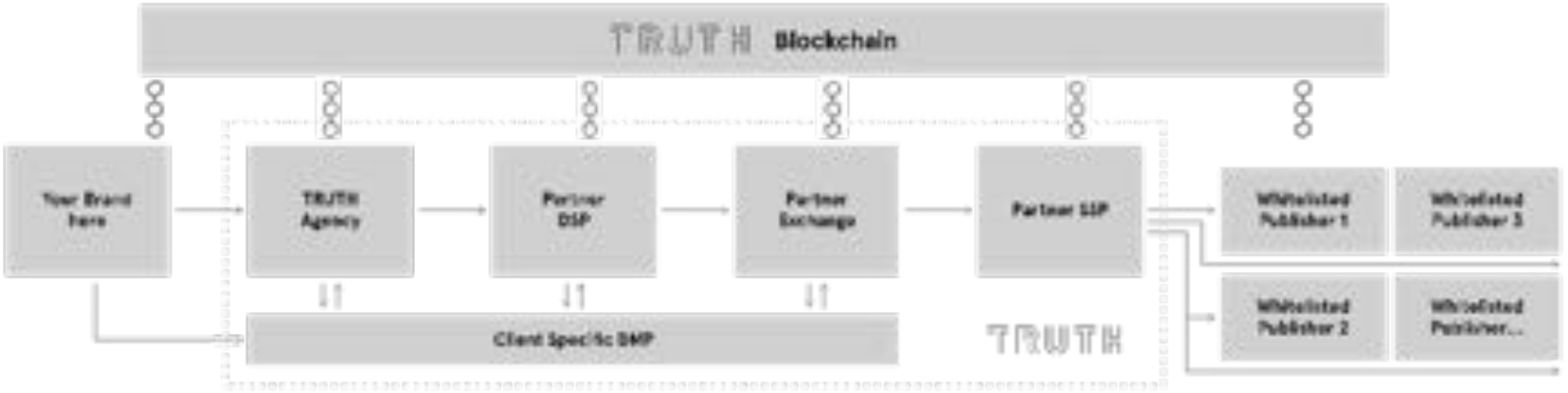
Blockchain underpins everything we do to ensure full transparency



Let's bust some myths about Blockchain and its application to media

Myth	Fact
Blockchain isn't fast enough to handle the speed of programmatic transactions	TRUTH's programmatic verification technology can handle 100,000 transactions per second
Blockchain can't handle the volume of programmatic transactions in the market - c.100,000,000,000 per day	TRUTH aren't trying to verify the entire market – only our clients transactions; c.8,640,000,000 per day
Blockchain adds new expense and technical overhead	TRUTH's programmatic verification technology adds expense at the expense of other charges
Blockchain not ready for our complex ecosystem	Blockchain never will be if a supply chain of 30 intermediaries is the best thing for a client

How we use blockchain to verify the programmatic media supply chain



Smart Contracts between suppliers

Details of the Smart Contract, including budgets and fees are recorded on the TRUTH Blockchain

During campaign, suppliers push impression & bid level data into the TRUTH Blockchain

Code is executed to perform media reconciliation and verify the transactions match what's recorded

Distributed Ledger identifies any anomalies



Blockchain enabled tech will increase value for advertisers and save them money throughout the programmatic supply chain

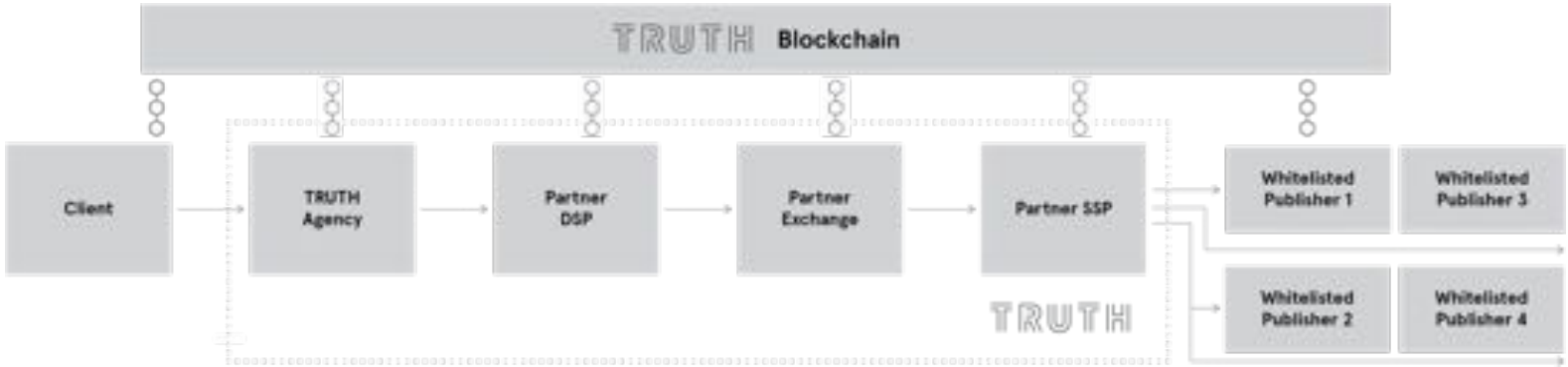
In the world’s first Blockchain Enabled Programmatic Media Campaign, Truth made the clients budget work 130% harder than the industry average working media dollar

Case study

Objective
Ensure >95% impression delivery of programmatic campaign, based on contracts agreed with all elements of the supply chain.

Process
Identify appropriate environment & audience for campaign, agree Demand & Supply Side Platforms for the campaign and agree commercials for each element of the supply chain. Integrate Demand Side Platform, Supply Side Platform & Publisher with TRUTH's Blockchain in order to develop Smart Contracts, to verify that delivery was in accordance with commercial agreements, during the campaign period.

Flight Date	**Format**	**Creative Executions**
13-18 March 2018	300x250	3



Case study

Result

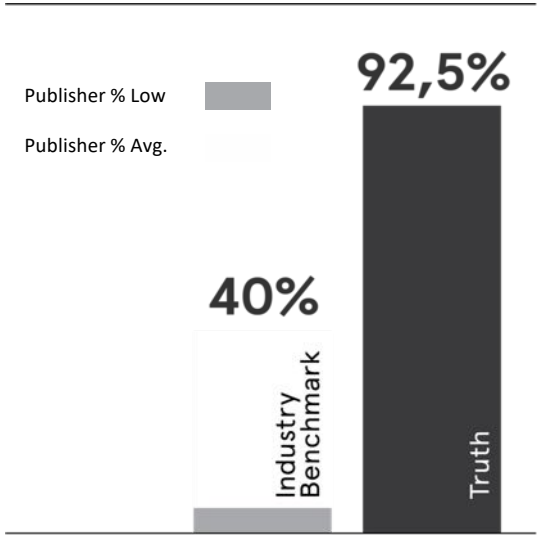
_Campaign planned to run across Direct Buy, PMP & Open Exchange

_100% booked impression delivery across all targeting lines

_CPM’s, fees, frequency capping, audience targeting & content exclusions met all Blockchain based parameters, and were verified within the Truth Blockchain

_70% Viewability achieved on PMP line, 63% achieved on Open Exchange

Better quality inventory delivered via PMP and Open Exchange due to greater yield achieved by publisher; existing client budget working 10x harder during the campaign – not after the fact.



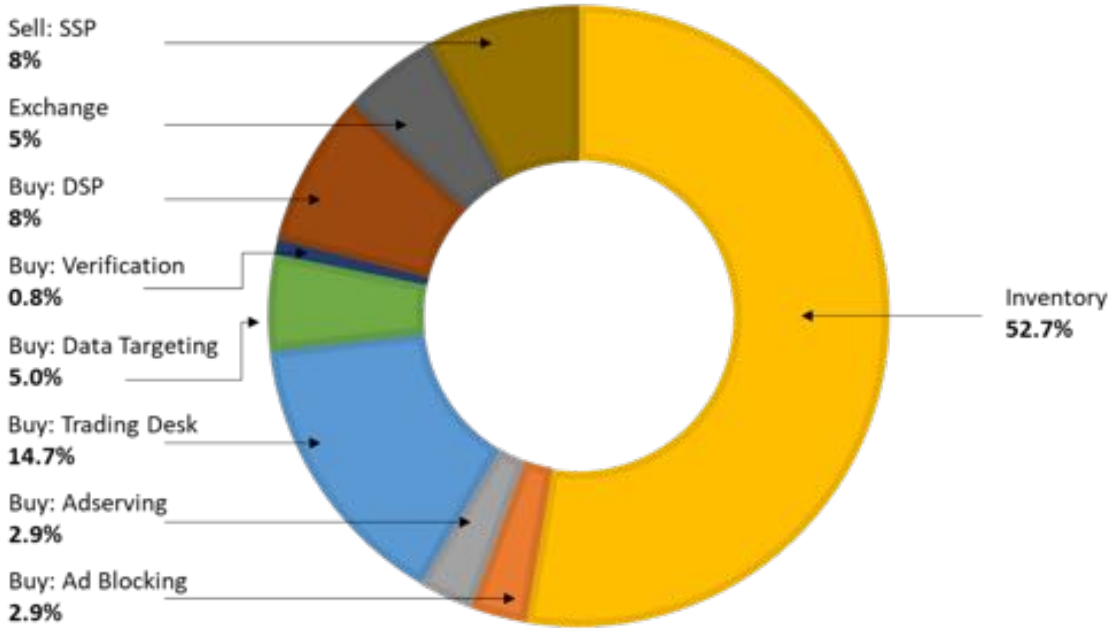
A greater proportion of client budget makes its way to publishers from Truth programmatic campaigns.

Using Blockchain can enhance media value by up to 8x, by eroding erroneous value throughout the supply chain

Programmatic Supply Chain Without Blockchain



Programmatic Supply Chain <u>With</u> Blockchain





Key Takeaways

- Don’t believe the myths – blockchain campaigns are happening now
- Blockchain is capable of verifying programmatic supply chains today
- Blockchain underpinned media buying will save advertisers money and increase the value of advertisers campaigns with publishers



What questions do you have for the Good Troublemakers?

TRUTH

CLARITY: BLOCKCHAIN TECHNOLOGY VERIFICATION

DATA, MEDIA & TECH CONSULTANCY

MEDIA PLANNING & BUYING

DMP MARKETPLACE /EXCHANGE

Contact us:

ja@truth.agency