Mary Keane-Dawson
Co-founder & CEO
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

- Buy: DSP 24.5%
- Buy: Ad Blocking 2.9%
- Buy: Agency 14.7%
- Buy: Trading Desk 14.7%
- Buy: Data Targeting 14.0%
- Exchange 6.7%
- Sell: SSP 11.8%
- Inventory 7.0%

Source: Anonymised media spend from a named client - March 2017
“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
Blockchain underpins everything we do to ensure full transparency
1. GDPR IS NOT FIT FOR PURPOSE
2. PEOPLE FIRST, NOT PROFITS
3. MEDIA PLANNING NEEDS TO BE NEUTRAL NOT DRIVEN BY REBATES
4. CLIENTCENTRIC TALENT WILL WIN THE DAY
What questions do you have for this Good Troublemaker?
Let’s bust some myths about Blockchain and its application to media

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