



# TRUTH

**Mary Keane-Dawson**  
**Co-founder & CEO**

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

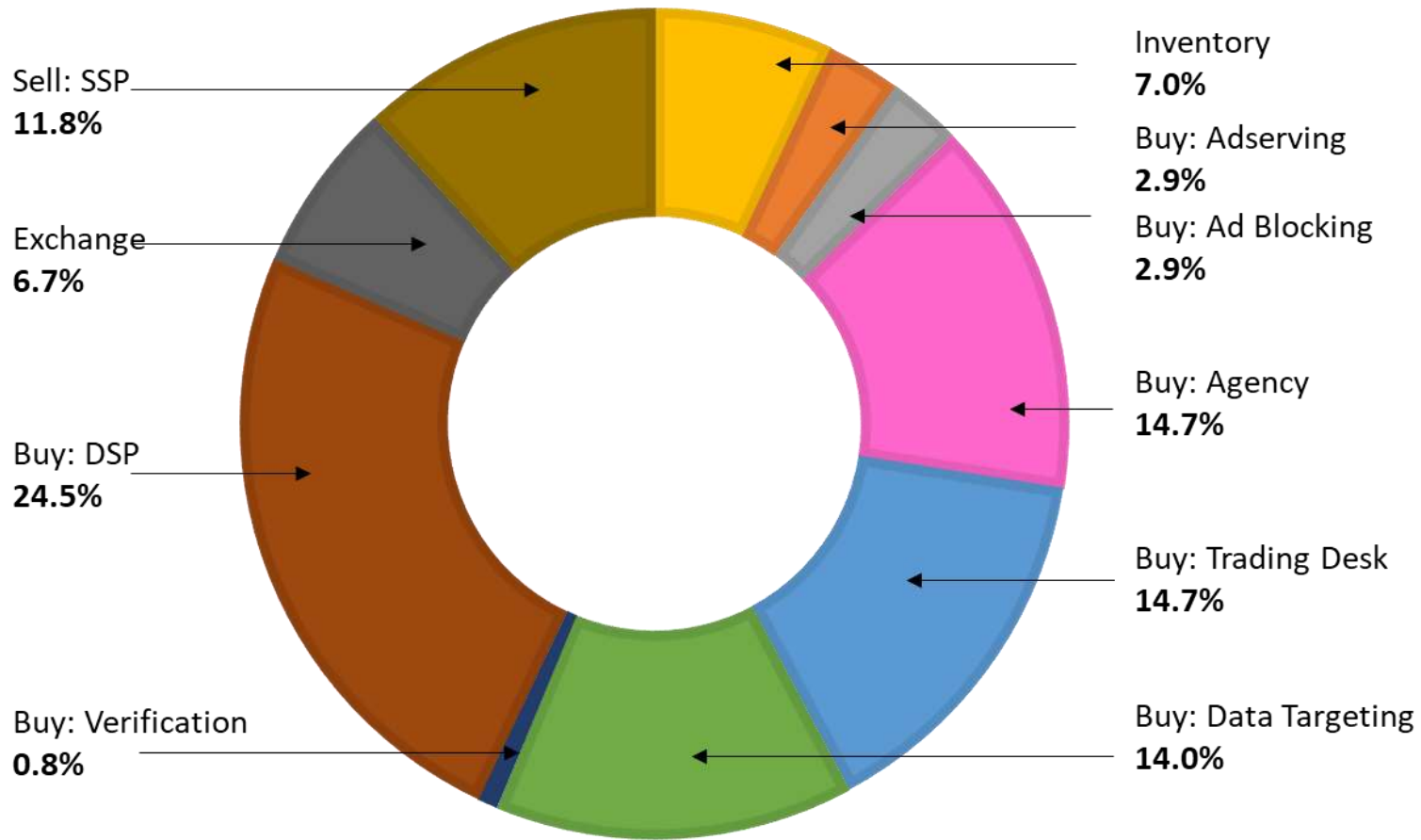


Brand Safety

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

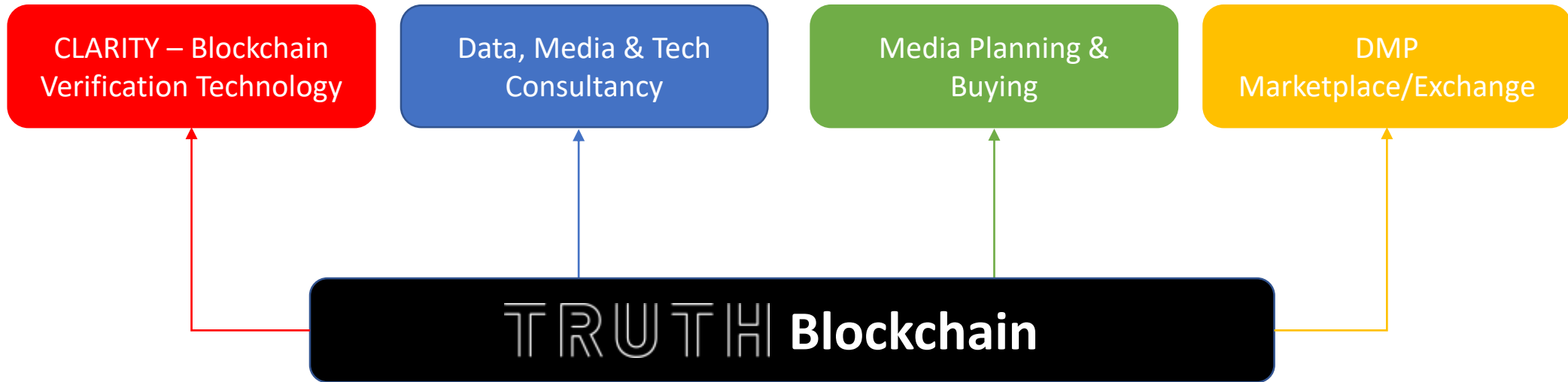
Source: Anonymised media spend from a named client -March 2017




**“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**

A photograph of Barack Obama pinning a medal on a man. The man is wearing a dark suit and a patterned tie. The medal is a circular gold medal with a blue ribbon. The background is a plain, light-colored wall.

**What questions do you have for this Good Troublemaker?**

TRUTH

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# 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