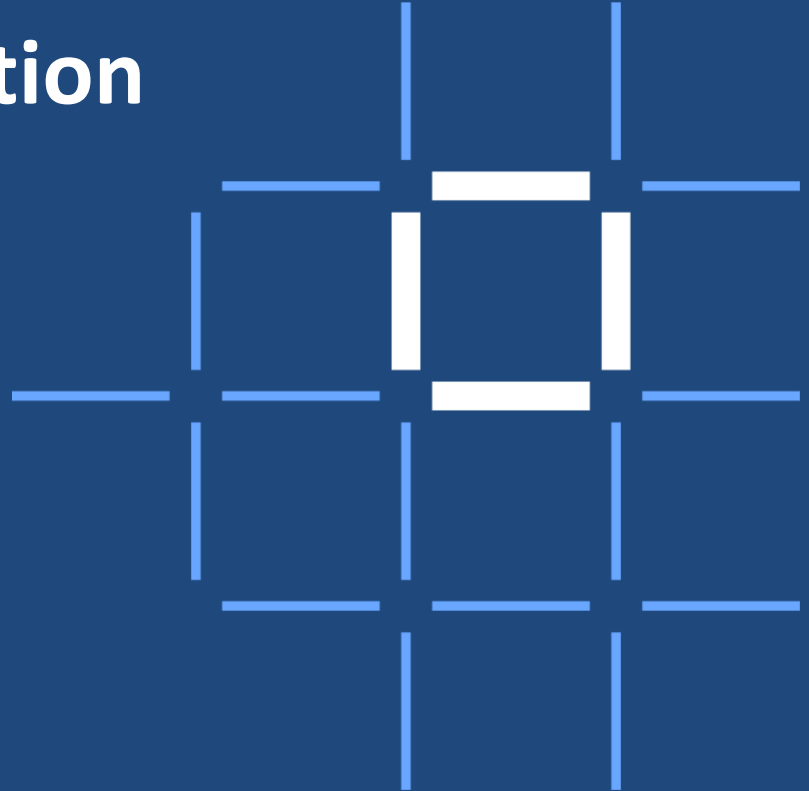
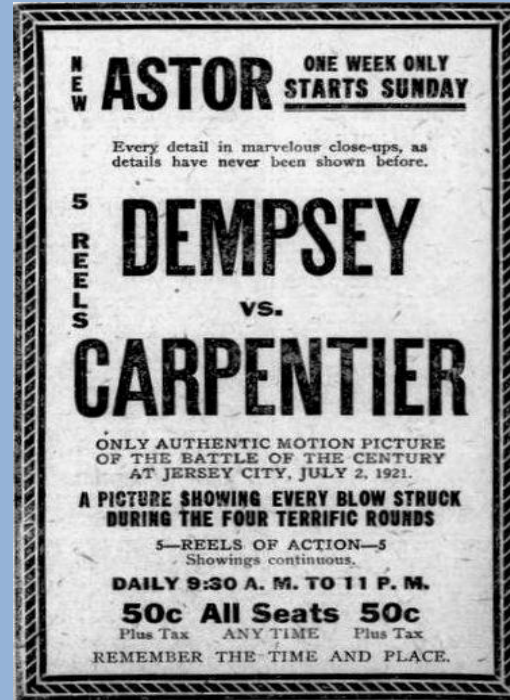
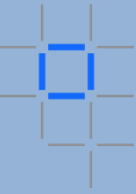


Blockchain + Advertising = Transformation & Innovation

Chad Andrews
Global Solutions Leader for Advertising
IBM



David Sarnoff: Wouldn't it be great...



Today we will cover (re: blockchain)



What is it?

What is it not?

What will it do?

What is Blockchain?



SHARED LEDGER

Distributed system of record shared across business network



PERMISSIONING

Ensuring appropriate visibility; transactions are secure & authenticated



SMART CONTRACT

Business terms embedded in database & executed with transactions

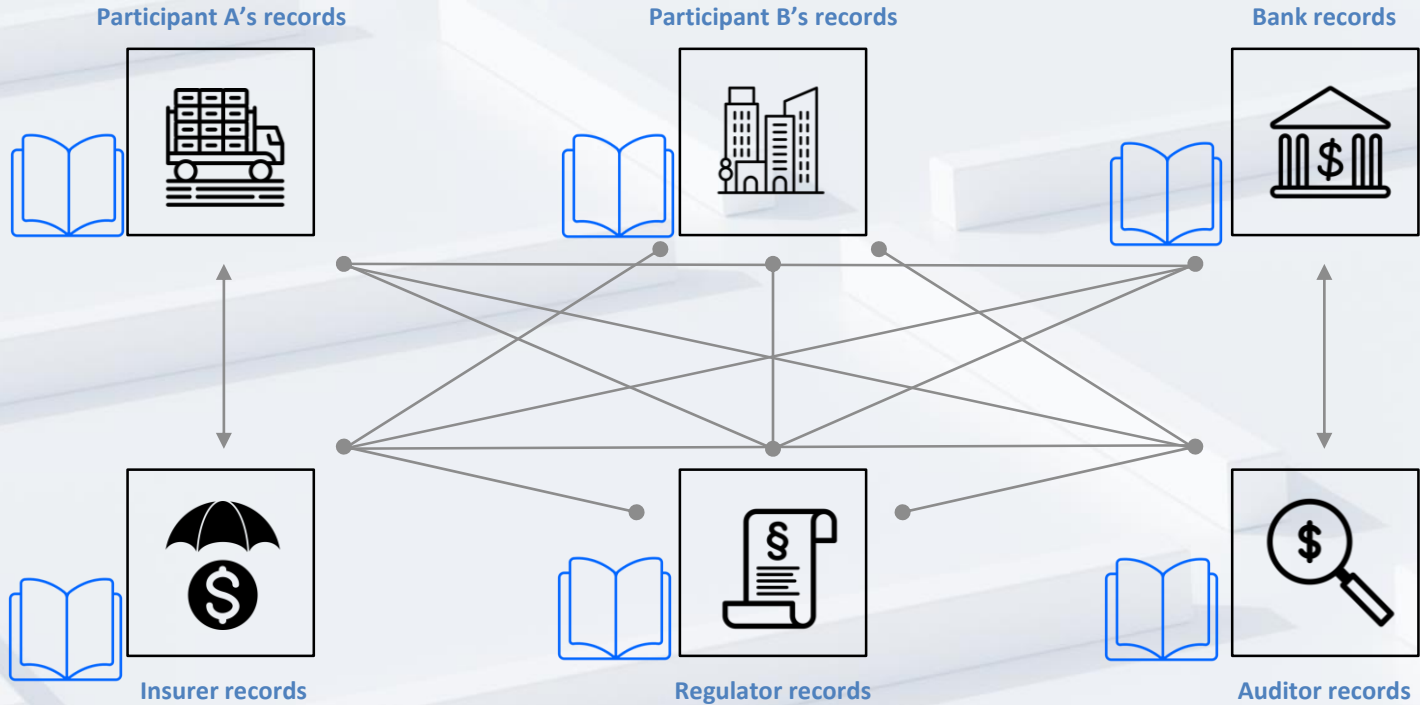


CONSENSUS

Transactions are endorsed by relevant participants

Problem

inefficient, expensive, vulnerable

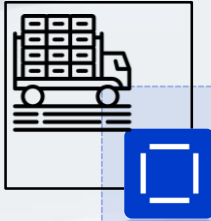


Solution

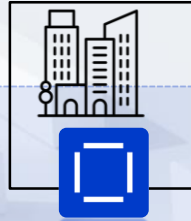
A shared, replicated, permissioned ledger...

...with consensus, provenance, immutability and finality

Participant A's records



Participant B's records



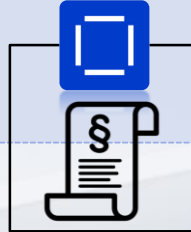
Bank records



Blockchain



Insurer records



Regulator records



Auditor records

What is Blockchain Not?



SILVER BULLET

Relies on new ways of working and new protocols



MAGIC

Bad data in results in bad data out



EVERYTHING

It is part of a broader solution set



REAL TIME

Transactions are endorsed by relevant participants

But... it is a big deal!



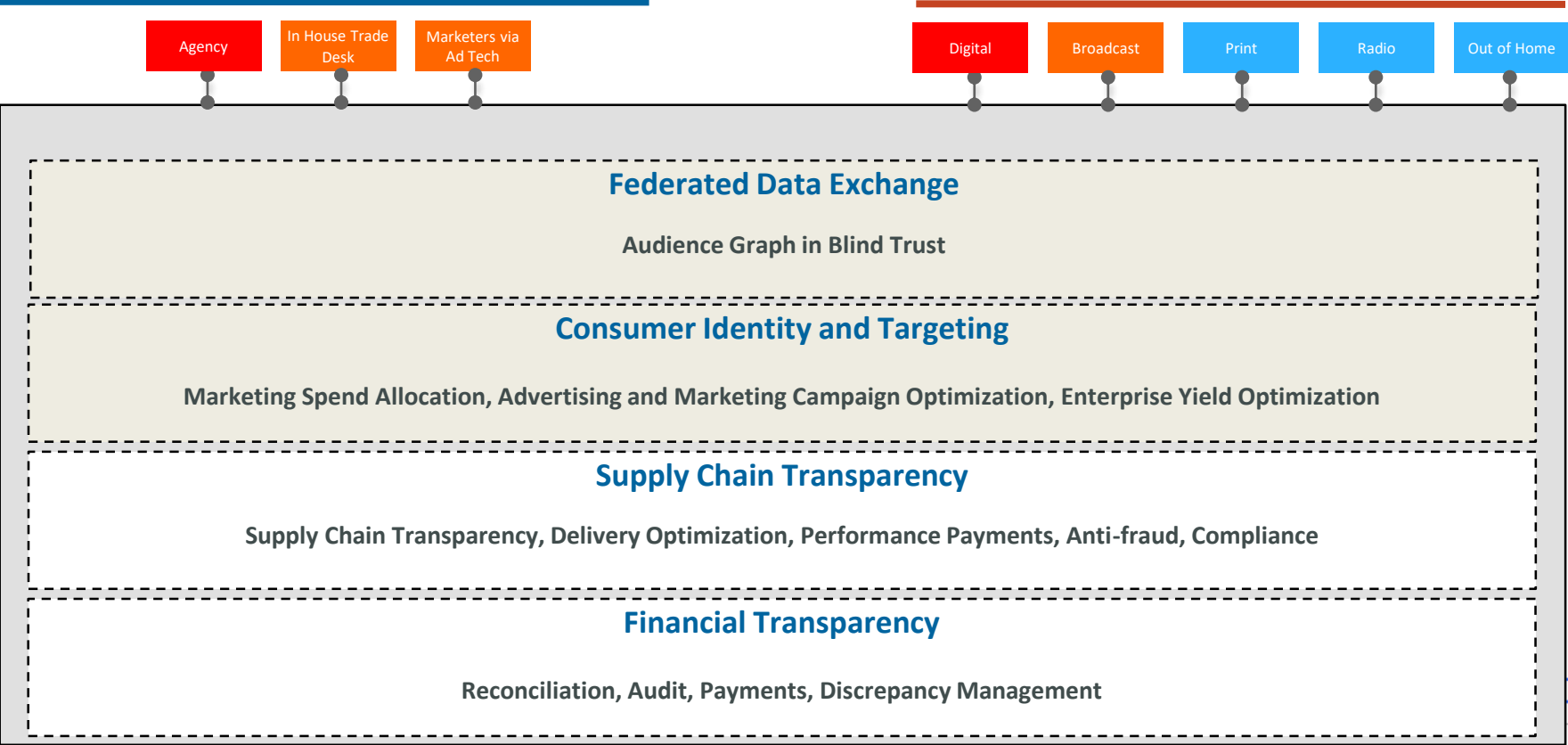
Transforming supply chains using **blockchain technology**



#ibmblockchain

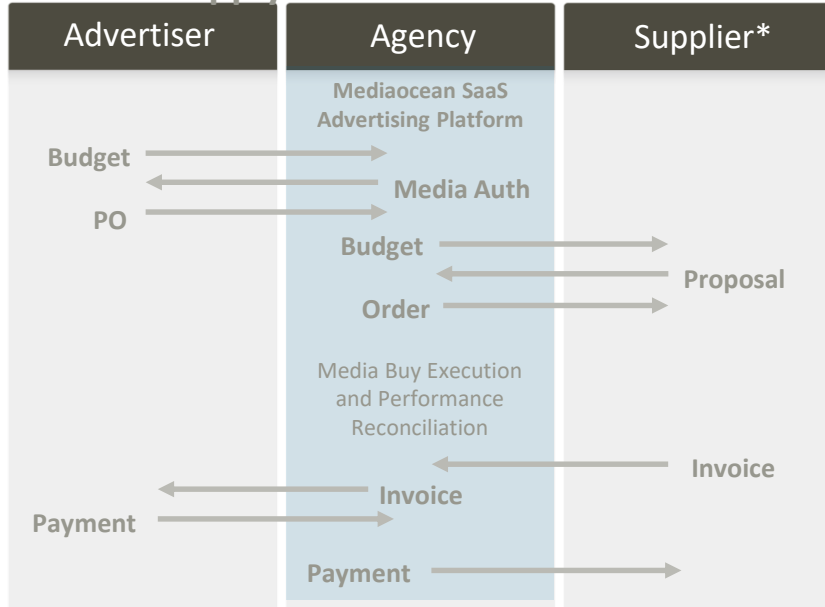


Blockchain for Advertising



Media Supply Chain

Current Supply Chain

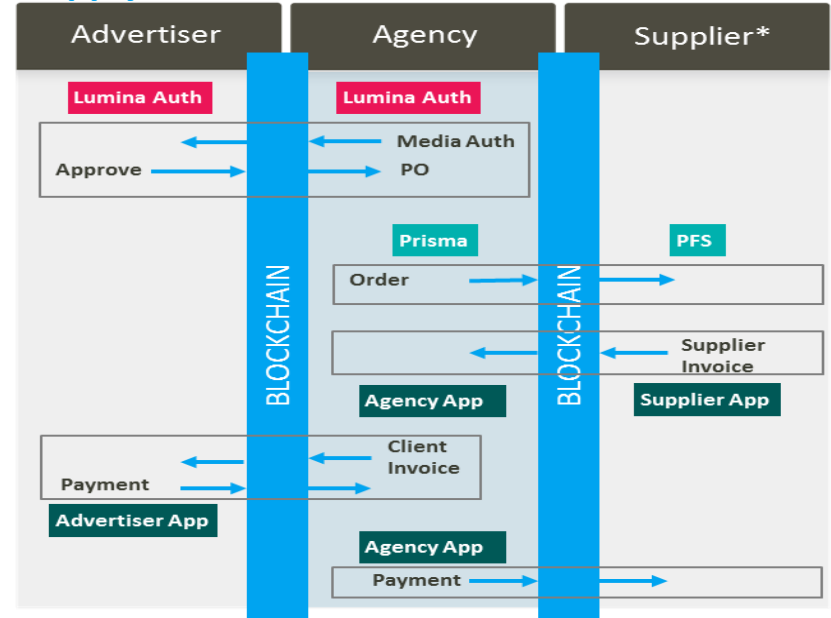


CURRENT CHALLENGES

- Lack of transaction visibility in the supply chain
- Reconciliations are either manual or rely on error prone EDI processes
- Audits are expensive and time consuming

*Suppliers include both media suppliers and data & technology providers


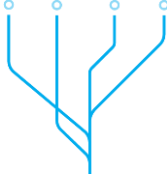



Supply Chain with Mediaocean Blockchain



ENHANCEMENTS & ADVANTAGES

- Captures all media finance transactions starting from the advertiser
- Provides artifacts and actions for all media transactions
- Security to manage the scope of transaction visibility
- Provides audit reporting for all transactions

Program Requirements

 <p>Lumina Spectra Prisma for Buyers Prisma for Sellers</p>				
<p>Use Mediaocean blockchain-enabled software applications</p>	<p>Run campaign(s) through system and have details tracked</p>	<p>Provision a node as part of network</p>	<p>Allow Mediaocean to configure software to update data on blockchain</p>	<p>Commit resources to program operations as determined</p>
<p>BLOCKCHAIN</p>				

The promise of technology
is only partly about the technology





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