

Blockchain Use Cases for the Digital Advertising Industry



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Global Chief Revenue Officer





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About MetaX

A blockchain technology company driving development and adoption of open platforms for digital advertising.

MetaX uses adChain to power ad-centric applications that allow the digital advertising supply chain to coordinate in a scalable, trustworthy, and secure way.



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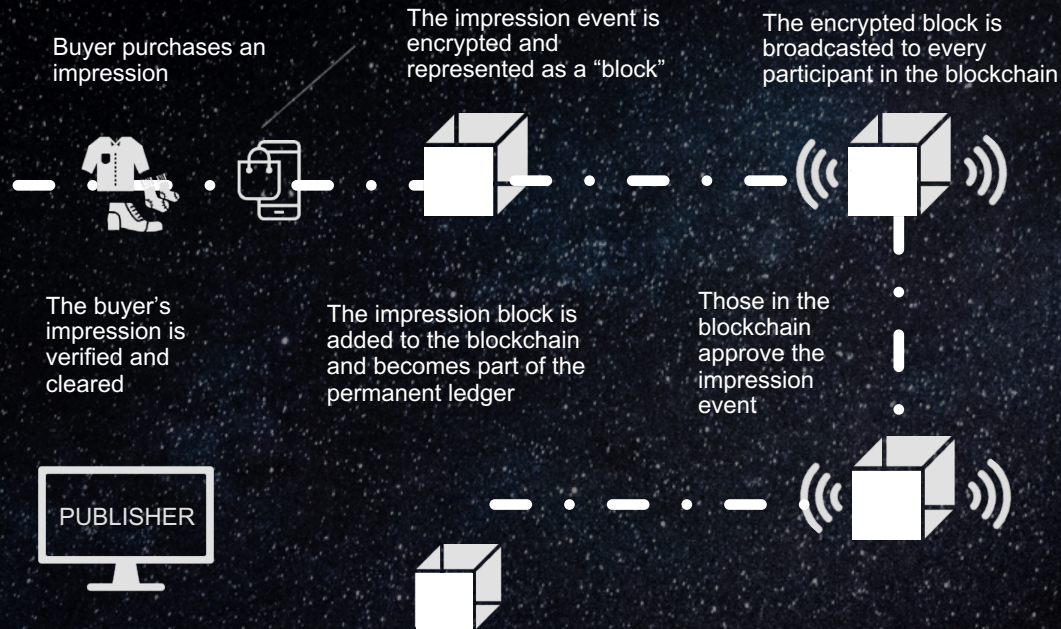
Concepts within Blockchain

Cryptocurrency

Public vs. Private
Blockchains

Decentralization

Blockchain for Advertising



The adChain Registry Use Case

One of the benefits of Ethereum are consensus mechanisms. Bringing disparate voices together to make a decision is a hallmark feature of Token Curated Registries.

adChain is the first token curated registry to deployed on the Ethereum Mainnet.

Token holders can vote publishers and advertisers on and off a global white list based on a quality definition that consensus drives.

Regulatory Use Case

Token Curated Registry - a registry built on the blockchain that is updated by voting utilizing consumer tokens.

Brings together disparate voices with differing incentives.

Differing incentives bring order avoiding tyranny of the majority/minority

Use Case:

Token Curated Registry to create a list of “community approved” public data variables.

Thank you!

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