



Blockchain and Smart Contract Technology for Advertising Exchanges



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NYIA X



NYIAX

Blockchain and Smart Contract Technology for
Advertising Exchanges

Agenda

- About NYIAX
- Why Blockchain?
- What are Smart Contracts?
- Smart Contracts in Advertising
- Questions



About NYIAX

Powered by...



Developed in partnership with Nasdaq, NYIAX combines a patented Financial Matching Engine[®] with blockchain technology for the advertising industry.

NYIAX provides advertisers and publishers a platform to buy, sell, and re-trade premium advertising contracts in a forward/futures methodology.

As the first and only trusted, transparent, and curated marketplace, NYIAX enables advertisers and publishers to increase ROI and to reduce costs throughout the deal lifecycle.



Marketplace Transparency



TRANSPARENCY

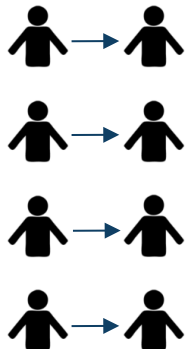
Transparency and accountability issues plague today's advertising ecosystem driving buyers to slash budgets.

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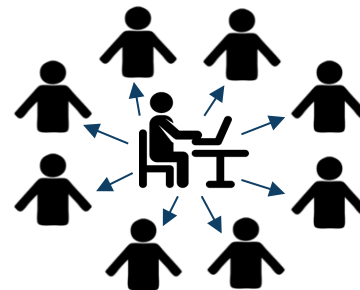
Using NYIAX's platform, buyers and sellers improve inventory and pricing transparency while trading contracts for future campaigns.



Discovery



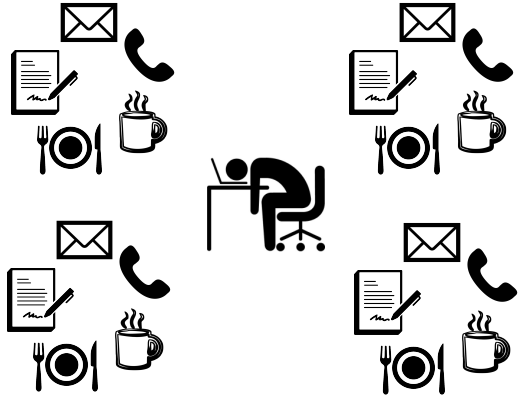
Finding new partnership opportunities with the right audiences takes time and money.



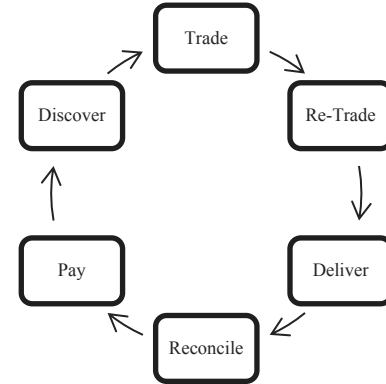
Discover the { Partners
Inventory
Audiences } you want in a direct manner, at scale, and in a fraction of the time it used to take.



Negotiate and Trade



For one campaign to run on a handful of sites, back and forth calls, emails, meetings, dinners, inventory checks, media plans and revisions happen regularly.



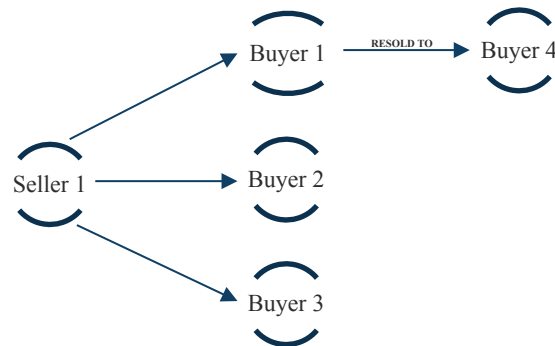
Using NYIAX, you can streamline your entire direct business in one platform and across multiple campaigns and inventory sources.



Re-Trade



After an IO is signed, there is no recourse except cancellation when budget is cut. This damages relationships, forecasting, and bottom lines.



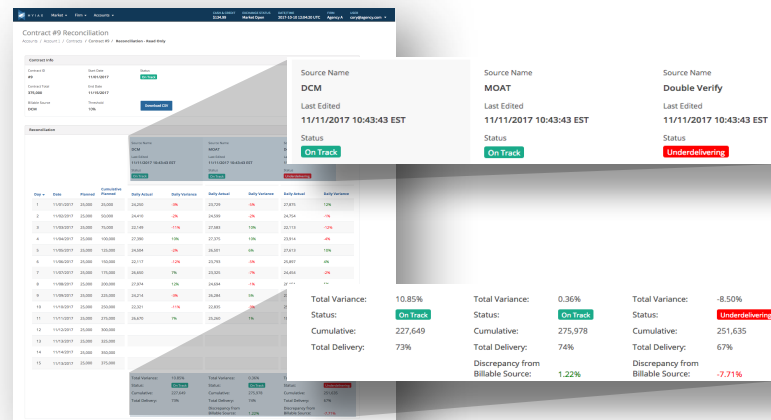
For the first time ever, the advertising industry has a secondary market and a new mechanism to re-trade contracts in a controlled manner.



Delivery Tracking and Reconciliation



Consolidating delivery reports is a time-intensive process with too much room for manual error.



Monitor your campaign tracking in one platform through automations. Reduce and eliminate costly discrepancies with a contracted count of record.



A dark blue background featuring a network diagram with light blue circles of varying sizes connected by thin white lines, representing a blockchain network.

Blockchain Underpinnings

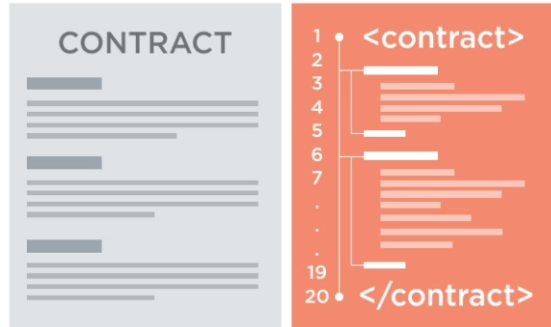
NYIAX – Blockchain in Production

- Core Transactional Ledger
- Transparent Record of all Trade Activity
- Immutable with Full-Audit Capabilities
- Centralized implementation enabling Direct Access via Permissioned Controls
- Exploring the use of Smart-Contracts to automate and self-effectuate agreements



What is a Smart Contract?

- Contracts – “An agreement between two or more parties, especially one that is written and enforceable by law.” (Merriam Webster)



- Smart Contract – The use of code to articulate, verify, and enforce an agreement between parties.

Smart Contract Workflow

Record the Terms



A smart contract records the terms of an agreement between parties on a distributed ledger shared between network participants.

Connect with Internal/External Systems



The smart contract connects with internal or external systems using an “Oracle”, e.g. Bank Accounts, Verification partners.

Evaluate



The smart contract is stored on a blockchain ledger and waits for external triggers to evaluate pre-defined conditions.

Self-Execute



The smart contract self-executes upon fulfillment of conditions.



Smart Contracts Risks



Discrepancies between coding and natural language versions of a Smart Contract.

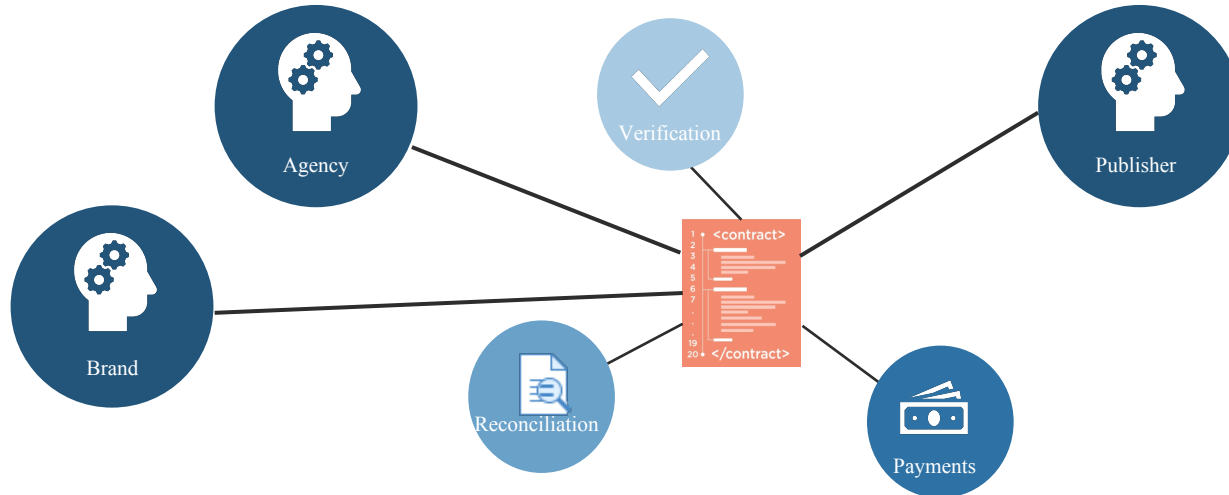


Coding errors causing unexpected performance issues.



Smart Contracts performing on the basis of an inaccurate data feed.

What could a Smart Contract workflow look like?



Smart Contract Adoption

Why should the advertising industry care?

- Increased transparency and trust
- Increased accuracy
- Fewer intermediaries
- Lower costs
- New business or operational models

What can you do to learn more?

- Join a Meetup
 - Blockchain NYC
 - Crypto NYC
 - NYC Ethereum
- IAB Blockchain Working Group



Thank you!

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