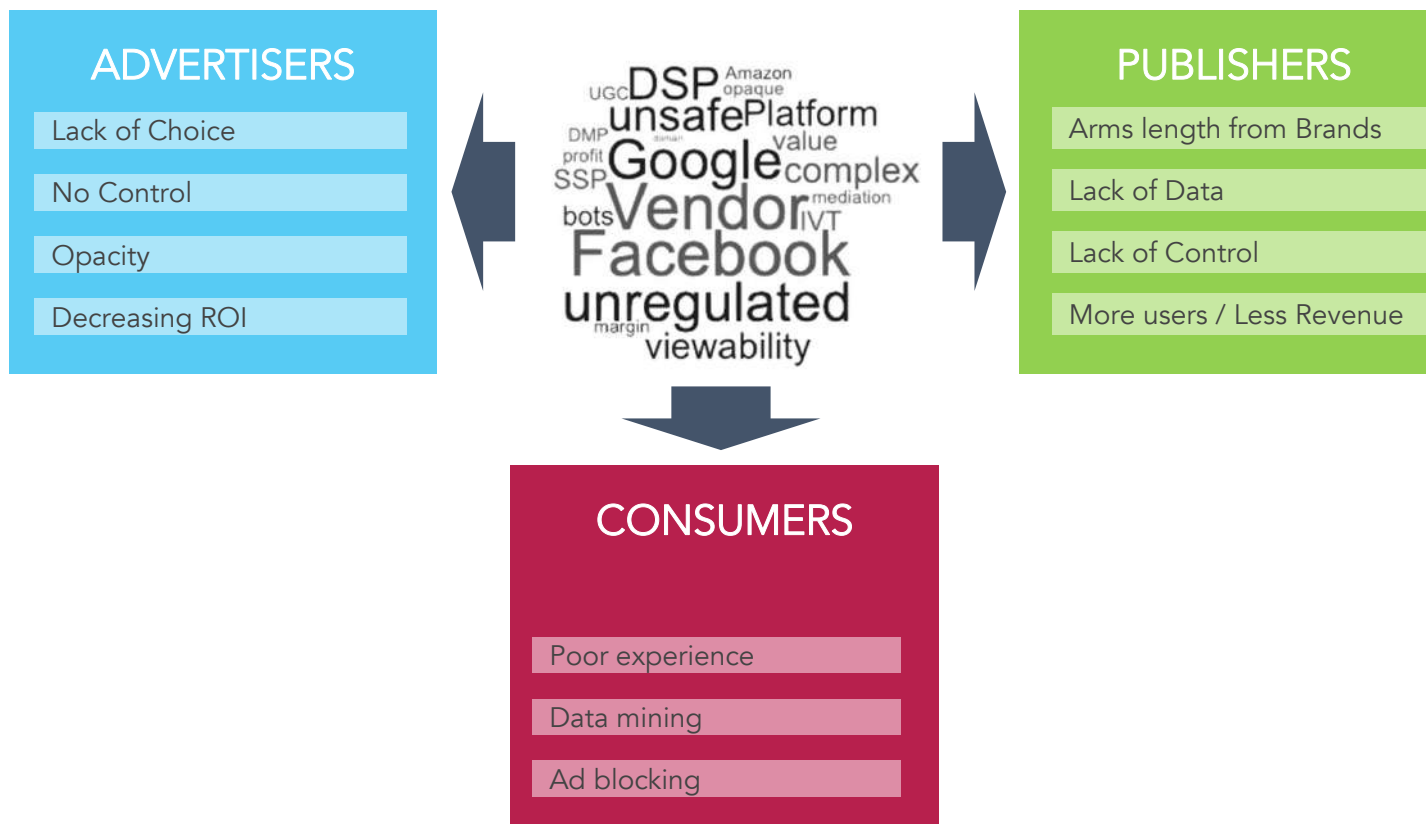


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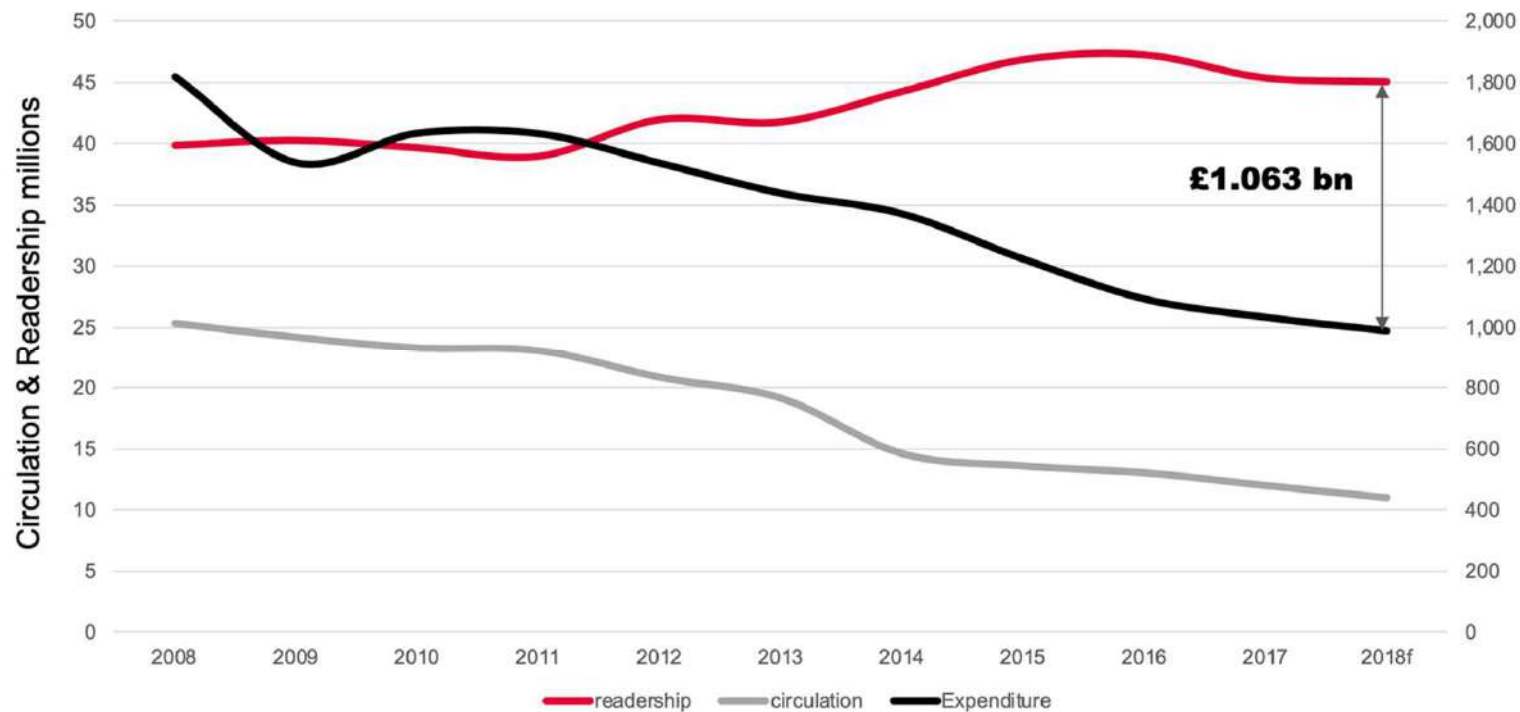
Solving market issues through
common technology & collaboration



20 years of internet advertising: WTF happened?!



Adspend has become disconnected from audience engagement



Source: Newworks 2018



Why are publishers in this position?

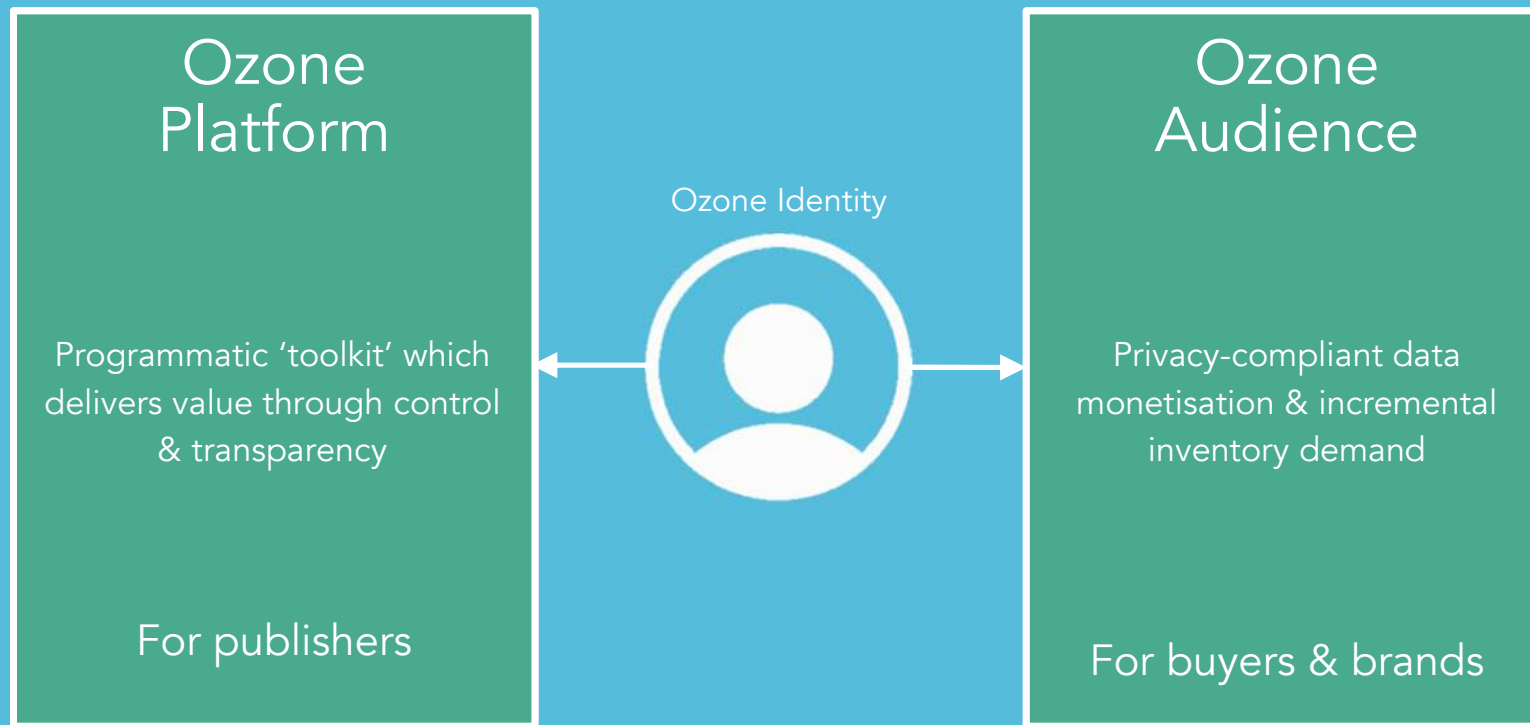
- Platform dominance
- Vendor (adtech) relationship is all wrong
- Publishers lack control and influence
- Data leakage & the OMP crisis

What must we do about it?

- Publishers must restore their trading position
- Advocacy of user interests and GDPR/EPR is essential
- We must make it easier for the marketer
- Collaboration requires trusted, transparent technology



Ozone provides two areas of product



Summary

- The status quo is broken and requires intervention
- We must solve for data leakage
- Collaboration is key
- Trusted, transparent technology is foundational



Thank You

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