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Trust





# Giving Voice to our Vision



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# Advancing the Future of Trusted Content



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# Advancing the Future of Trusted Content





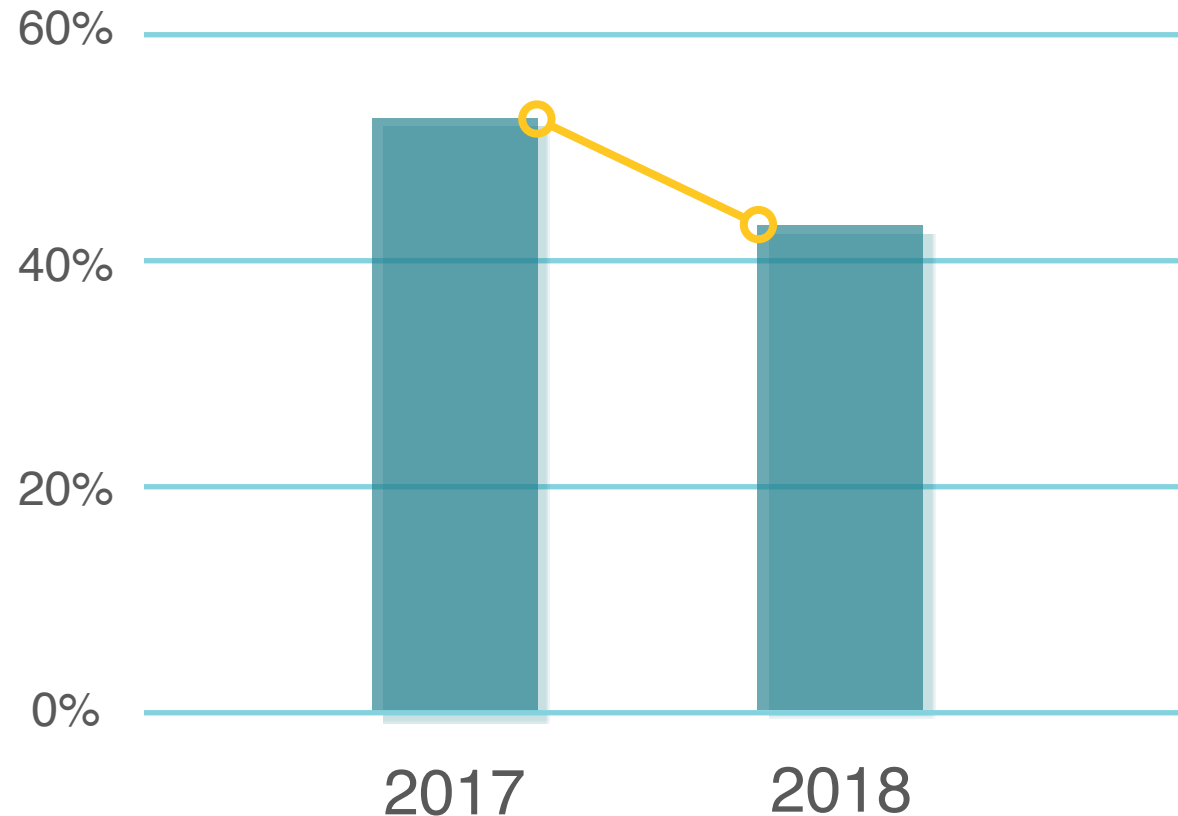
# What the battle is all about



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# Trust in platforms taking a cliff dive



Source: 2018 Edelman Trust Barometer, US Respondents

# Regulatory scrutiny



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# How we're fighting the good fight



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# How we're fighting the good fight

TRUSTX

BUILDING THE SUSTAINABLE FUTURE  
FOR TRUSTED ADVERTISING



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# Subscription revenues



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# How we're fighting the good fight



# What is the opportunity



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# What is the opportunity



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# In this together



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