



**DIGITAL CONTENT NEXT**  
**Tech Day**

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# Advancing the Future of Trusted Content



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# How we're fighting the good fight

## TRUSTX

BUILDING THE SUSTAINABLE FUTURE  
FOR TRUSTED ADVERTISING



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# What is the opportunity



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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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# 3 Thoughts for the Day

1. 2<sup>nd</sup> inning on GDPR with ePrivacy and U.S. up next
2. DCN members strategically investing in tech
3. Industry chasing consumer expectations (albeit slowly)