The Ozone Project

Solving market issues through common technology & collaboration
20 years of internet advertising: WTF happened?!

**ADVERTISERS**
- Lack of Choice
- No Control
- Opacity
- Decreasing ROI

**CONSUMERS**
- Poor experience
- Data mining
- Ad blocking

**PUBLISHERS**
- Arms length from Brands
- Lack of Data
- Lack of Control
- More users / Less Revenue
Adspend has become disconnected from audience engagement

Source: Newsworks 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

- **Ozone Platform**
  - Programmatic ‘toolkit’ which delivers value through control & transparency
  - For publishers

- **Ozone Audience**
  - Privacy-compliant data monetisation & incremental inventory demand
  - For buyers & brands

**Ozone Identity**
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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