



MAKING **BLOCKCHAIN** REAL FOR BUSINESS

Strategy Assessment, Solution Design, and Solution Build & Implementation



ChainNinja
Blockchain Solutions

HOLISTIC SOLUTIONS IN MEDIA

Why ChainNinja?

- Blockchain Framework Agnostic
- Custom End to End Solutions
- We are open for specialized block-chains
- We provide Enterprise blockchain concepts
- Purpose-built infrastructure components for a specialized use case
- Collaborative, Agile, and Efficient in every step of providing our client a field-tested Proof of Concept

Choose a Blockchain framework based on your business considerations

- Open platform and open governance
- Economic viability of the solution
- Longevity of the solution
- Coexistence with adjacent systems
- Regulatory compliance

What's happening in your industry?

- In partnership with Nasdaq, NYIAX recently deployed a blockchain-based ad exchange platform that allows publishers and advertisers to efficiently trade advertising contracts
- Comcast in partnership with Disney is working towards creating a more efficient data-driven video advertising platform to enable planning addressable targeted execution and measurement

ChainNinja Offers Holistic Blockchain Solutions in Media

- ✓ DRM
- ✓ Video Advertising
- ✓ Fraud and Copyright Infringement
- ✓ Purchase & Usage Monitoring
- ✓ Ticket Purchasing
- ✓ Advanced TV
- ✓ Ad Click Fraud Reduction
- ✓ Monetization
- ✓ Real-time ad placements

ChainNinja Turns Disruptive Technology into Innovative Solutions

New Pricing Options for Paid Content

- ✓ Copyright tracking becomes more accurate

Paid Content Bypassing Aggregators/Distributors

- ✓ Marketing performance and impact become accurately measurable
- ✓ Existing Complex Media and Ad systems become transparent

Distribution of Royalty Payments

- ✓ Cost efficiency-tracking/monitoring systems are eliminated as usage will be tracked by blockchain
- ✓ Smart Contract

Secure Consumer-To-Consumer Sales

- ✓ Content owners leverage control and monetize all copyrighted assets
- ✓ Consumers can pay for actual usage not a monthly fee