



adledger

In the Media 2020

fabric

Earned Media Placements in 2020

MadHive has appeared in over 143 unique publications, including The Wall Street Journal, Forbes, Business Insider, Adweek, and more...

THE WALL STREET JOURNAL.

Forbes BUSINESS INSIDER AdAge

ADWEEK  FierceVideo BC Broadcasting+Cable

CYNOPSIS  MediaPost TV (R)EV

RAPIDTVNews media smart business ready  AI THORITY Marketing Technology Insights MARTECHSERIES protocol

NEXT TV Multichannel NEWS TVNewsCheck THE BUSINESS OF BROADCASTING ADVANCED TELEVISION

AdNews  Ledger Insights  CRYPTOSLATE THE BLOCK

 EXPRESS COMPUTER  RTTNews  siliconANGLE  cryptonews

The Chain Bulletin  CROWDFUND INSIDER  Cryptopolitan  JJ

WALL STREET JOURNAL.

Even in Streaming TV, Advertisers Are Dealing With Fraud



“A separate analysis by ad tech firm MadHive Inc. at the end of 2019 deemed 20% of connected-TV inventory to be suspicious or fraudulent.” ([MadHive in Wall Street Journal](#))

Brand-Safety Firms See a Big Opening in Streaming TV



“Other ad-tech companies offering some type of brand-safety or fraud management tools for streaming TV include MadHive Inc., White Ops Inc. and Integral Ad Science Inc.” ([MadHive in Wall Street Journal](#))

New Ad Fraud Scheme Highlights a Growing Problem for Streaming TV



“Some efforts already have been made to combat ad-fraud in streaming TV. Measurement and tech firms such as DoubleVerify Inc. and MadHive Inc. are developing brand-safety and fraud-management tools.” ([MadHive in Wall Street Journal](#))

BUSINESS INSIDER

Meet 23 insiders from companies like Hershey, Disney, and NBCUniversal who are working to fix TV advertising



“In addition to identifying fraud, Helfgott wants to package up local OTT inventory in ways to replicate TV advertising for buyers. MadHive sells a tech stack that helps publishers and advertisers sell and buy local OTT campaigns in 210 regions.” ([MadHive in Business Insider](#))

ADWEEK

Customization + Squarespace for Adtech + SaaS

“Adam Helfgott, CEO of MadHive, said his company wants to take a “Silicon Valley approach” to ad tech. The four-year-old company operates a demand-side platform, but the core product is a platform that clients can customize and use to plan and execute their campaigns.

MadHive’s model is based on usage, where there’s a flat rate per impression served, regardless of how much is spent. “We can plan our revenue that way. We have long-term contracts with big players. We don’t get addicted to this short-term, hollow revenue where we hold all the IP and people leave,” said Helfgott.” ([Adam Helfgott in Adweek](#))

B+C

Broadcasting+Cable TV Innovation

We are kickstarting the advertising industry into the future. Trading in blanket upfront TV investments for highly targeted addressable ad buys, massive national campaigns for hyper-local campaigns, and, of course, age-old GRPs for impression metrics. Now is the time to experiment. Now is the time to drive change. And don’t be surprised if the little guys are leading it.” ([Adam Helfgott in Broadcasting & Cable](#))



THE WALL STREET JOURNAL.

(Political Advertising)

“Political-ad buyers often use streaming services and devices’ personalization capabilities to target voters based on household income, education level, number of children or veteran status.” ([Christiana Cacciapuoti in Wall Street Journal](#))



NEXT | **TV** THE BUSINESS OF STREAMING VIDEO

(TV Innovation + Growth)

“OTT and local are an integral part of the marketing mix, but the industry needs to take the necessary steps to ensure a mutually beneficial ecosystem for advertisers, publishers, and consumers,” said Lin. “MadHive is not only solving for inefficiencies within the supply chain and OTT fraud, but it is also laying the foundation for the next generation of advertising technology.” ([Brian Lin in NextTV](#))



BUSINESS INSIDER

(Partnerships + Growth)

While the products were new, MadHive’s relationship to Google was not: It first started working with Google Cloud in 2017 to help it respond to traffic surges, maintain its services for users, and save 60% on cloud services because of efficient scaling and performance. ([MadHive in Business Insider](#))

ADWEEK

AdLedger + CryptoRTB + MadNetwork Blockchain

Members of AdLedger are already testing the technology. Participants include GroupM, Omnicom Media Group, Publicis Media, The Hershey Company and Meredith. The consortium was founded in January 2018 by IBM, Tegna and technology company MadHive. ([Christiana Cacciapuoti in Adweek](#))

Forbes

CryptoRTB + MadNetwork Blockchain + Verizon Partnership

"Blockchain has long been associated with cryptocurrency, but that is just the beginning of what it can do," said Adam Helfgott, Founder at MadNetwork. "Verizon's visionary Full Transparency product will allow us to offer proof that blockchain is ready to be a critical part of enterprise software at scale, providing validation and authentication in the digital world." ([Adam Helfgott in Forbes](#))

DIGIDAY

Fraud Detection

Ad tech company MadHive has estimated that 20% of streaming video ad requests are fraudulent. Attempts to defraud streaming advertisers may only increase as more money moves into the market, streaming ad prices increase and fraudsters see an easy opportunity to steal bigger bucks. ([MadHive in Digiday](#))

TV [R] EV

Local Special Report

That started to change with the migration of people from cable boxes to connected TVs, from appointment viewing to streaming CTV, OTT and on demand. That means shifts in buying from old fashioned scatter and upfronts giving way to programmatic, data driven, segment targeted OTT advertising. ([MadHive in the TVREV: Eyes On Local Special Report](#))



Earned Media Placements in 2020

UNIQUE PUBLICATIONS

143

Articles in: The Wall Street Journal, Forbes, Business Insider, and more..

ESTIMATED IMPRESSIONS

225 Million

UNIQUE ARTICLES GENERATED

263

SOCIAL SHARES OF ARTICLES

1.5 K

THE WALL STREET JOURNAL.

[New Ad Fraud Scheme Highlights a Growing Problem for Streaming TV](#)

Wall Street Journal, 12/17/2020

Some efforts already have been made to combat ad-fraud in streaming TV. Measurement and tech firms such as DoubleVerify Inc. and MadHive Inc. are [developing brand-safety](#) and fraud-management tools. Earlier this week, the Interactive Advertising Bureau, an industry trade group, signaled plans to bring a set of standards to streaming TV called “ads.txt,” which enable publishers and distributors to declare who is authorized to sell their inventory.





What Is CryptoRTB?

AdMonsters, 12/02/2020

LdJ: I know CryptoRTB leverages the MadNetwork blockchain. What does this mean for the layperson who has no understanding of blockchain or cryptography?

CC: In a nutshell, it means security. It means that we can create technical proof that something is true instead of just trusting self-attestation.

To get more specific, we use cryptography to create a digital signature. A digital signature is exactly what it sounds like—a signature you use online to prove who you are and sign messages. It consists of two parts: a public key and a private key.





[TN picked for vaccine delivery pilot program](#)

Ledger, 12/04/2020

Po.et joins MadNetwork

Po.et, with offices in Nashville, will become part of MadNetwork, a custom blockchain purpose-built for enterprise authentication infrastructure. Together, the companies aim to tackle the most important problem with the internet today – identity validation – and its uses in content and monetization. Po.et, Proof of Existence 2.0, is a Bitcoin blockchain protocol that establishes an open, universal and immutable ledger for managing the ownership, attribution and licensing of creative digital assets.



[MadNetwork Absorbs Po.Et And Announces Plans For Multi-Token System](#)

AiThORITY, 11/25/2020

“MadNetwork is building the fundamental layer that almost all enterprise solutions need: the ability to validate the identity of anything in the digital world; whether its people, assets, organizations or devices,” said Adam Helfgott of MadNetwork. “Absorbing the Po.et team and resources will help us achieve our shared vision of a more transparent, fair, and accountable web that much more quickly.”

Syndication: [Crypto Reporter](#)



[Marketing focused MadNetwork absorbs blockchain content firm Po.et](#)

Ledger Insights, 11/25/2020

Officially launched in 2018, MadNetwork released developer tools through advertising and data platform MadHive, whose mission is to simplify programmatic advertising. In August this year, MadNetwork partnered with non-profit blockchain consortium AdLedger to help form technical standards in advertising and media. Then in October, MadNetwork was selected by Verizon to promote its corporate transparency initiative, Full Transparency. The project is designed to work as a decentralized record holder for newsrooms and outlets. Its ultimate goal is to “stop the truth decay caused by fake news.”



CRYPTOSLATE

[Here’s everything you must know about Verizon’s new blockchain product that battles fake news](#)

Crypto Slate, 11/20/2020

Adam Helfgot, Project Lead at MadNetwork, another partner of the initiative, noted that the project was yet another example of the versatility of blockchain technology apart from its use in cryptocurrencies.



CYNOPSIS

Premion Insights: Winning the Ad Fraud War

Cynopsis, 11/18/2020

How is Premion’s approach different than that of other OTT advertising platforms?

We employ several layers of defense that leverage forward-thinking technologies. For several years we have been working with MadHive. They are an ad tech partner for us, and they’re recognized leaders in addressing CTV fraud. They are using machine learning in this area and automated content recognition, and they’re also using cryptography not for “code breaking”, but to look for irregular patterns in traffic and inventory verification

TV[R]EV

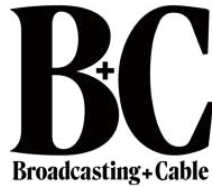
The Key To Frequency Capping: Q&A With MadHive’s Adam Helfgott

TVREV, 11/17/2020

TV[R]EV recently talked with Adam Helfgott, CEO at [MadHive](#), an enterprise software company that builds tools for advertising on OTT, to dive into this problem and how it can be remedied. What is the underlying problem with frequency capping on streaming TV?

It comes down to the fact that streaming TV is being transacted on average frequency. But it’s very easy to manipulate an average. For example, if a brand’s average frequency is 5, we are often seeing in CTV that a small portion of the “targetable audience” is actually being served the ad hundreds of times, while a larger portion is going unexposed.





[Beachfront Peddles Canoe VOD Inventory in Real Time](#)

Broadcasting + Cable, 11/12/2020

“Traditional TV inventory is still a big piece of the pie that many modern digital-oriented ad buyers don’t have access to,” said Adam Helfgott, CEO at MadHive, an enterprise software platform building tools to help buyers purchase digital TV inventory. “We’re excited to leverage our relationship with Beachfront to offer this unique set-top box VOD inventory to our ad buying partners.”



[Beachfront sails with Canoe to unlock MVPD VOD premium inventory](#)

Rapid TV News, 11/12/2020

“Traditional TV inventory is still a big piece of the pie that many modern digital-oriented ad buyers don’t have access to,” added Adam Helfgott, CEO at MadHive, an enterprise software platform building tools to help TV go digital. “We’re excited to leverage our relationship with Beachfront to offer this unique set-top box VOD inventory to our ad buying partners.”



[Beachfront Strikes VOD Deal With Canoe Ventures](#)

MediaPost, 11/12/2020

Though video on demand is climbing among streaming platforms, MadHive CEO Adam Helfgott says, in a statement that “traditional TV inventory is still a big piece of the pie that many modern digital-oriented ad buyers don’t have access to,”



[Beachfront unlocks VOD ad inventory from networks in the Canoe ecosystem](#)

Digital TV News, 11/12/2020

“Traditional TV inventory is still a big piece of the pie that many modern digital-oriented ad buyers don’t have access to,” said Adam Helfgott, CEO at **MadHive**, an enterprise software platform building tools to help TV go digital. “We’re excited to leverage our relationship with Beachfront to offer this unique set-top box VOD inventory to our ad buying partners.”



[Winter Adtech Virtual Event: Smart, Samsung Ads, LiveRamp, MediaMath, Captify and MadHive Announce Virtual Advertising and Media Festival](#)

ExchangeWire, 11/12/2020

Hosted by Smart, Samsung Ads, LiveRamp, MediaMath, Captify and **MadHive** who will welcome the audience in a virtual privatised ski resort, Winter Adtech Virtual Event features a series of more than 15 round tables, bringing market experts together to share insights and debate the key topics in digital media. It also seeks to help reinforce the personal connections between customers, partners, and friends.



[Verizon launches blockchain for verifying news releases](#)

Express Computer, 11/06/2020

“Full Transparency is an unmistakable stake in the ground for transparency and tech-forward thinking by a leading corporation,” said Marc Maleh, Group Vice President of Emerging Experiences at Huge. “As consumers rightly demand more accountability from their organizations, we are proud to partner with Verizon, MadNetwork, and AdLedger to roll out this initiative.”

THE BLOCK

[Verizon to use blockchain in its newsroom for comms verification](#)

The Block, 11/05/2020

Full Transparency by Verizon is a proof of concept built with open source blockchain technology. The product is put together in partnership with AdLedger, a consortium which explores standards for blockchain and cryptography in media and advertising, authentication infrastructure provider MadNetwork, and marketing company Huge.

THE BLOCK

Ads by f
Stop seeing this ad

Verizon to use blockchain in its newsroom for comms verification



[Verizon Implements Blockchain-powered News Release Verification](#)

RTT News, 11/03/2020 (syndicated [here](#))

The Full Transparency initiative is a proof of concept built with open-source blockchain [technology](#) in partnership with Huge, MadNetwork and AdLedger. The blockchain-based, open-source newsroom product is designed to raise the bar for corporate accountability.

Forbes

[Verizon's Full Transparency Initiative Has Wide-Reaching Ramifications In The Fight Against Fake News](#)

Forbes, 10/30/2020



It's a different sort of use case for blockchain technology which is associated with Bitcoin in the popular imagination. But the ability to secure everything from monetary transactions to website content is one of blockchain's greatest assets.

"Blockchain has long been associated with cryptocurrency, but that is just the beginning of what it can do," said Adam Helfgott, Founder at MadNetwork. "Verizon's visionary Full Transparency product will allow us to offer proof that blockchain is ready to be a critical part of enterprise software at scale, providing validation and authentication in the digital world."

Forbes

611 views | Oct 30, 2020, 03:31pm EDT


Verizon's Full Transparency Initiative Has Wide-Reaching Ramifications In The Fight Against Fake News

 **Alan Wolk** Contributor 
Media
I cover the future of television, from broadcast to digital to social

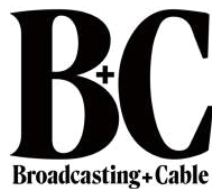
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'Fake news' sign is seen displayed on a laptop screen in this long exposure illustration photo taken ... [+]
NURPHOTO VIA GETTY IMAGES



[GroupM Veteran Bologna Launches Measurement Startup](#)

Broadcasting + Cable, 11/02/2020

The company HyphaMetrics, co-founded by former Comscore executive Joanna Drews, has launched two products and has a third in the pipeline.

Its MobileMetrics, which captures the many unique media occurrences that take place across mobile media environments, has been licensed by MadHive to inform its data science and machine learning.



[Verizon's Newsroom To Use Blockchain For Full Transparency](#)

MediaPost, 11/02/2020

Verizon's initiative — Full Transparency — aims to change that perception. Full Transparency is a proof of concept built with MadNetwork's open-source blockchain technology in partnership with AdLedger and Huge. It aims to provide credibility for corporate public releases.



Verizon's Newsroom To Use Blockchain For Full Transparency

by Laurie Sullivan @lauriesullivan, Yesterday

10/30/2020 | Corporate Responsibility

Verizon's 'Full Transparency' launches blockchain verification for news releases

Media contact(s)
 Kim Andis
 kimandis@verizon.com

Full Transparency
 No Updates

We're committed to building trust.

The Verizon Newsroom greatly values transparency. By integrating blockchain technology, we're able to permanently log all changes made to official releases after publication. We believe people deserve the highest level of integrity. And we're committed to setting the industry standard for corporate communications.



[Verizon newsroom embraces blockchain to increase transparency and trust](#)

SiliconAngle, 11/02/2020

To build out its new transparency ecosystem, Verizon partnered with digital marketing agency [Huge LLC](#), enterprise blockchain application company [MadNetwork](#) and blockchain advertising company [AdLedger](#).

“Blockchain has long been associated with cryptocurrency, but that is just the beginning of what it can do,” said Adam Helfgott, project lead at MadNetwork. “Verizon’s approach is exploring how blockchain can be a critical part of enterprise software at scale, providing validation and authentication in the digital world.”



[Verizon’s ‘Full Transparency’ Launches Blockchain Verification For News Releases](#)

AiThority, 11/03/2020

“Full Transparency is an unmistakable stake in the ground for transparency and tech-forward thinking by a leading corporation,” said [Marc Maleh](#), Group Vice President of Emerging Experiences at Huge. “As consumers rightly demand more accountability from their organizations, we are proud to partner with Verizon, MadNetwork, and AdLedger to roll out this initiative.”

“Blockchain has long been associated with cryptocurrency, but that is just the beginning of what it can do,” said [Adam Helfgott](#), Project Lead at MadNetwork. “MadNetwork is thrilled to power Verizon’s approach, exploring how blockchain can be a critical part of enterprise software at scale, providing validation and authentication in the digital world.”



[3 CBDC Projects, Bitcoin Lightning Hits Pool, Verizon Taps Blockchain + More News](#)

Crypto News, 11/02/2020

- Telecommunications conglomerate Verizon has announced the launch of a proof of concept called the Full Transparency initiative, built with open-source blockchain technology that is developed in partnership with Huge, MadNetwork, and AdLedger. [Per](#) the press release, the Full Transparency by Verizon is a blockchain-based, open-source newsroom product "designed to raise the bar for corporate accountability." This, said the company, aims to transform how the Verizon Corporate Newsroom publishes news releases by providing an authoritative record of changes to public communications.



[Verizon adopts blockchain technology for its news releases](#)

Cryptopolitan, 11/01/2020

According to the firm, the project would be depending on the blockchain technology to make their press release and statements to be more authoritative. This project would also aid the firm to say exactly what it intends its statements to say.

The blockchain technology was built in a partnership deal the firm had entered into with Huge, MadNetwork, and AdLedger. The technology, like most blockchain technology, is built using an open-source distributed ledger technology (DLT).

AdAge

[MEASUREMENT STARTUP LOOKS TO FILL GAPS LEFT BY NIELSEN AND COMSCORE](#)

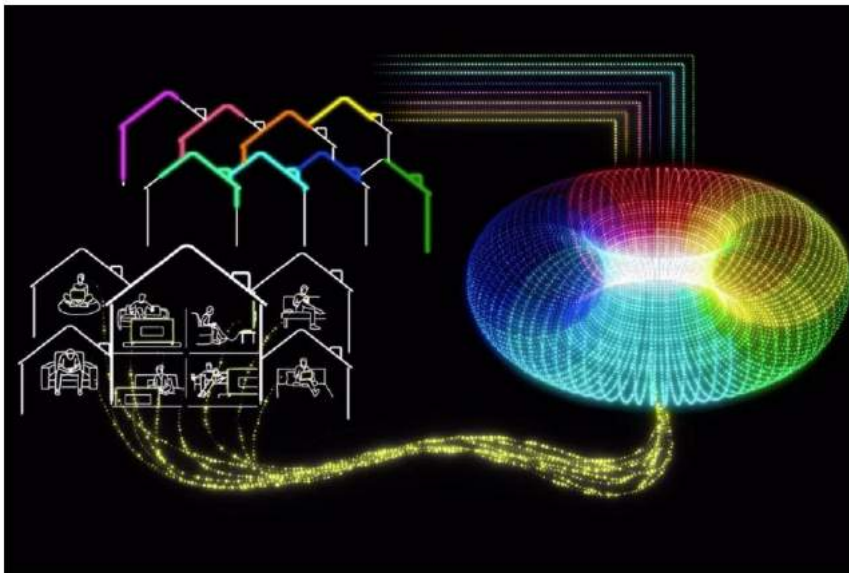
Ad Age, 11/02/2020

HyphaMetrics is currently licensing its MobileMetrics product—which measures time spent in apps, simultaneous app usage and multitasking metrics, among other things, to the software platform MadHive to inform their data science and machine learning.

MEASUREMENT STARTUP LOOKS TO FILL GAPS LEFT BY NIELSEN AND COMSCORE

HyphaMetrics says it can measure down to the individual level and across linear, streaming and gaming devices

By [Jeanine Poggi](#). Published on November 02, 2020.





CROWDFUND INSIDER

[Verizon Wireless Introduces Blockchain based Verification System for Verifying Information in News Releases](#)

Crowdfund Insider, 11/01/2020

Adam Helfgott, Project Lead at MadNetwork, noted:

“Blockchain has long been associated with cryptocurrency, but that is just the beginning of what it can do. MadNetwork is thrilled to power Verizon’s approach, exploring how blockchain can be a critical part of enterprise software at scale, providing validation and authentication in the digital world.”

Verizon Wireless Introduces Blockchain based Verification System for Verifying Information in News Releases



November 1, 2020 @ 11:17 am By Omar Faridi

Verizon Wireless (NYSE:VZ), an American telecommunications firm that offers wireless products and services to 119 million+ subscribers, confirmed that it has launched *Full Transparency* by Verizon, a blockchain-powered, **open-source** newsroom product “designed to raise the bar for corporate accountability.”

According to a release, the initiative aims to transform how the Verizon Corporate Newsroom publishes its news updates by offering an “authoritative record of changes to public communications.” Verizon’s management states that a lack of transparency can “undercut corporate credibility.”





[Verizon implements Ethereum Blockchain to track press releases](#)

The Union Journal, 11/01/2020

So, once any user integrates Verizon tech, they can log each press release on the blockchain. Full Transparency, as we gathered, is built on the MAD network, which is also built on ETH/USD. We also gathered that MadNetwork project lead Adam Helfgott, Huge and AdLedger, collaborated with Verizon in building this product.

The Chain Bulletin

[Verizon Launches PoC Blockchain Titled “Full Transparency”](#)

The Chain Bulletin, 10/31/2020

“Blockchain has long been associated with cryptocurrency, but that is just the beginning of what it can do,” said Adam Helfgott, Project Lead at MadNetwork. “MadNetwork is thrilled to power Verizon’s approach, exploring how blockchain can be a critical part of enterprise software at scale, providing validation and authentication in the digital world.”



[Verizon to Launch News Verification on Public Blockchain for Complete Transparency](#)

Bitcoin Exchange Guide, 10/31/2020

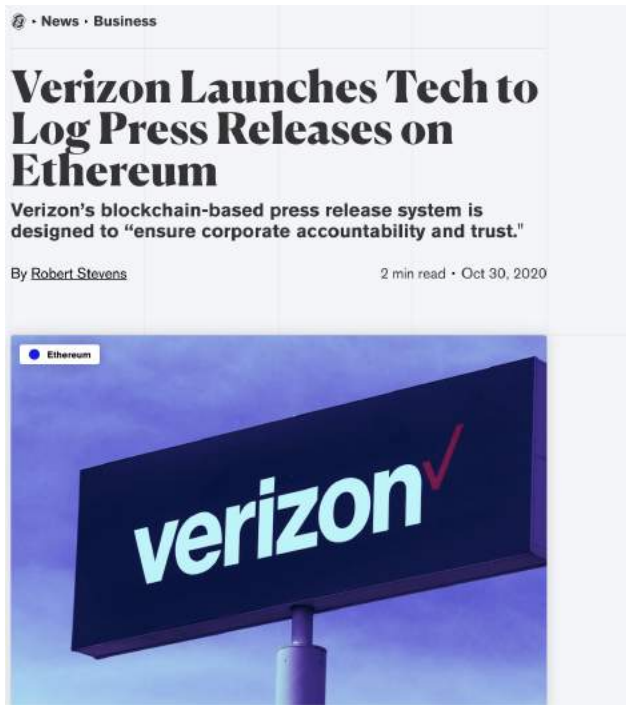
This endeavor comes thanks to Verizon and Huge, a marketing company, as well as MadNetwork, a blockchain data storage company, and AdLedger, a nonprofit blockchain application entity.



[Verizon Launches Tech to Log Press Releases on Ethereum](#)

Decrypt, 10/30/2020

Adam Helfgott, Project Lead at MadNetwork, which along with Huge and AdLedger partnered with Verizon to build the product, is, and forever will be, “thrilled to power Verizon's approach, exploring how blockchain can be a critical part of enterprise software at scale, providing validation and authentication in the digital world.”



TV (R)EV

[Gamut Explains How Unified Measurement Works \[VIDEO\]](#)

TVREV, 10/29/2020 (sponsored by MadHive)

As TV viewing habits continue to shift toward OTT, it’s not enough to simply measure linear TV or streaming. Solutions must be combined to maximize reach in advertisers’ total addressable market.

THE WALL STREET JOURNAL.

[Brand-Safety Firms See a Big Opening in Streaming TV](#)

Wall Street Journal, 10/09/2020 (avoid paywall [here](#))

Other ad-tech companies offering some type of brand-safety or fraud management tools for streaming TV include **MadHive Inc.**, White Ops Inc. and Integral Ad Science Inc.

The screenshot shows the top of the Wall Street Journal website with a financial ticker at the top. The main headline is "Brand-Safety Firms See a Big Opening in Streaming TV" under the "CMO TODAY" section. Below the headline is a sub-headline: "Ad-tech firms are developing an array of tools to ensure marketers' ads end up on programming suitable for their brand". To the right is a sponsored video by Deloitte titled "Making the Move From CMO to CEO" featuring Ayana Parsons. Below the article is a photo of a Vizio TV displaying a "Spider-Man: Far From Home" advertisement and a row of streaming service logos (Netflix, Prime Video, Watch Free, Hulu, Vudu, etc.).

CMO TODAY

Brand-Safety Firms See a Big Opening in Streaming TV

Ad-tech firms are developing an array of tools to ensure marketers' ads end up on programming suitable for their brand

CONTENT FROM OUR SPONSOR
Deloitte
CMO Insights and Analysis from Deloitte

Making the Move From CMO to CEO

D. Making the mov...

How can CMOs prepare to take on the top job? Ayana Parsons, a senior client partner at executive search firm Korn Ferry, discusses how vision, agility, and an enterprise view will enable the move from CMO to CEO.

Please note: The Wall Street Journal News Department was not involved in the creation of the content above.

[More from Deloitte](#)

Vizio is one of several streaming-TV platform owners and ad sellers. Marketers are seeking more control over where their ads run inside such platforms and streaming video apps.
PHOTO: VIZIO ADS



[Which Streaming Service Should Dealers Use to Advertise?](#)

Strong Automotive Merchandising, 10/08/2020

An analysis by ad tech firm MadHive Inc. found in 2019 that 20% of connected-TV inventory is suspicious or fraudulent. A separate report by DoubleVerify Inc. detected 780 fake streaming apps this year, set up to lure unsuspecting advertisers into spending.



[STRANGE BEDFELLOWS FOR TIKTOK?](#)

AdMonsters, 9/24/2020

[We've spoken with](#) many blockchain players in the industry, including Richard Bush, president, NYIAX, Christiana Cacciapuoti VP Partnerships, MadHive & Executive Director, AdLedger, and Vanina Ivanova, CMO, AdEx Network and the consensus is that DLT, [Cryptography](#), and other associated blockchain technologies have already shown they can solve for efficiency, transparency and tackling fraud. And applications that solve for identity are becoming more real every day.



[AdLedger Announces First-Ever OTT Video Ad Deployment Leveraging Blockchain](#)

AiThORITY, 9/24/2020

“The e-commerce industry has been utilizing cryptography to ensure trust, transparency and security for decades, and now we’re leveraging the technology with blockchain to remedy the problems in digital advertising,” said [Adam Helfgott](#), CEO at MadHive and Project Lead at MAD Network. “In addition to providing the verification methods needed for a more efficient supply chain, CryptoRTB is built with privacy as a core tenet to ensure a mutually beneficial future for advertisers, publishers, and consumers.”

THE WALL STREET JOURNAL.

[Even in Streaming TV, Advertisers Are Dealing With Fraud](#)

Wall Street Journal, 9/27/2020 (avoid paywall [here](#))

A separate analysis by ad tech firm MadHive Inc. at the end of 2019 deemed 20% of connected-TV inventory to be suspicious or fraudulent.

CMO TODAY

Even in Streaming TV, Advertisers Are Dealing With Fraud

Some marketers are pursuing more direct ad deals to better ensure their ads are seen by humans



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[AdLedger Announces First-Ever OTT Video Ad Deployment Leveraging Blockchain](#)

MarTech Series, 9/24/2020 (syndicated [here](#))

“The e-commerce industry has been utilizing cryptography to ensure trust, transparency and security for decades, and now we’re leveraging the technology with blockchain to remedy the problems in digital advertising,” said [Adam Helfgott](#), CEO at MadHive and Project Lead at MAD Network. “In addition to providing the verification methods needed for a more efficient supply chain, CryptoRTB is built with privacy as a core tenet to ensure a mutually beneficial future for advertisers, publishers, and consumers.”



[AdLedger claims first with blockchain-based OTT ad deployment](#)

Rapid TV News, 9/24/2020

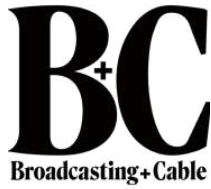
“The e-commerce industry has been utilising cryptography to ensure [trust, transparency and security](#) for decades, and now we’re leveraging the technology with blockchain to remedy the problems in digital advertising,” added Adam Helfgott, CEO at MadHive and project lead at MAD Network. “In addition to providing the verification methods needed for a more efficient supply chain, CryptoRTB is built with privacy as a core tenet to ensure a mutually beneficial future for advertisers, publishers and consumers.”



[Nestlé, McDonald’s complete TAG advertising DLT tests](#)

Ledger Insights, 9/9/2020

[Earlier this year](#), blockchain advertising consortium Adledger and blockchain video ad firm MadHive published their ‘State of AdTech Study’ report discussing technology in the advertising industry. The report found 83% of the respondents considered blockchain could increase transparency and efficiency in the industry, and 92% of them advocated for industry-wide standardization.



[AdLedger Pilot Finds CryptoRTB Protocol Prevents Digital Fraud](#)

Broadcasting & Cable, 9/23/2020

“The e-commerce industry has been utilizing cryptography to ensure trust, transparency and security for decades, and now we’re leveraging the technology with blockchain to remedy the problems in digital advertising,” said Adam Helfgott, CEO at MadHive and Project Lead at Mad Network. “In addition to providing the verification methods needed for a more efficient supply chain, CryptoRTB is built with privacy as a core tenet to ensure a mutually beneficial future for advertisers, publishers, and consumers.”

THE WALL STREET JOURNAL.

[Trump, Biden Campaigns Turn to Streaming Services to Reach Voters](#)

Wall Street Journal, 9/3/2020

Political-ad buyers often use streaming services and devices' personalization capabilities [to target voters](#) based on household income, education level, number of children or veteran status, said Christiana Cacciapuoti, vice president of partnerships at ad-tech firm MadHive Inc.



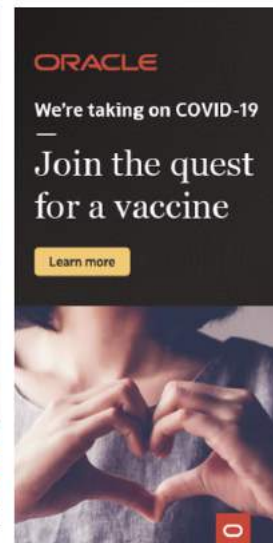
BUSINESS | MEDIA & MARKETING

Trump, Biden Campaigns Turn to Streaming Services to Reach Voters

Political groups and campaigns are spending millions on digital-video ads, allowing them to better target voters



President Trump at a campaign rally in New Hampshire late last month.
PHOTO: CARLOS BARRIA/REUTERS





[Tackling Digital Ad Fraud With Blockchain in 2020: AdLedger Unveils OpenRTB](#)

Toolbox, 8/31/2020

OpenRTB represents incredible innovation that powered the rise of digital advertising, but as consumer technology evolved over the last decade, problems were introduced into the ecosystem,” said Christiana Cacciapuoti, executive director at AdLedger. “We now have technologies like blockchain and cryptography, which can work in tandem with OpenRTB to power a system where privacy and profitability can coexist.”



[MadNetwork Outlines Mission To Solve The Billion Dollar Data Dilemmas Of Modern Media](#)

AiThORITY, 8/31/2020

MadNetwork, a custom [blockchain](#) purpose-built for enterprise applications with early adoption in the [advertising technology](#) space, announced additions and revisions to its product roadmap with renewed focus on the rapidly evolving digital media landscape. The network is releasing a new whitepaper and a revised token economic model, and announced plans to port over from Ethereum to a proprietary Proof of Stake (PoS) sidechain built by the company.



[AdLedger Announces CryptoRTB Protocol For Digital Advertising](#)

Business Wire, 9/1/2020

“The e-commerce industry has been relying on cryptography to ensure trust, transparency, and security for decades, and now we’re leveraging it to eliminate fraud, waste, and abuse in digital advertising,” said Adam Helfgott, CEO at MadHive and Project Lead at MadNetwork.

“CryptoRTB’s ability to turn verification and attribution mechanisms into irrefutable, immutable proof that events transpired will go a long way in preventing these systemic problems.”

Syndication: [Yahoo](#)

ADVANCED TELEVISION

[Privacy-first ad solution from AdLedger](#)

Advanced Television, 8/28/2020

“The e-commerce industry has been relying on cryptography to ensure trust, transparency, and security for decades, and now we’re leveraging it to eliminate fraud, waste, and abuse in digital advertising,” said Adam Helfgott, CEO at MadHive and Project Lead at MadNetwork. “CryptoRTB’s ability to turn verification and attribution mechanisms into irrefutable, immutable proof that events transpired will go a long way in preventing these systemic problems.”



[YouTube’s Whac-a-Mole Approach to Crypto Scam Ads Remains a Problem](#)

CoinDesk, 8/28/2020

“This is somewhat analogous to that situation,” said Helfgott in a phone call. “The more you start limiting a platform or content on a platform, when you don’t really know if something is good or bad but you have reason to suspect it’s one or the other, users will start to rebel and then you won’t have massive growth.”

Syndication: [Yahoo](#)



[AdLedger Announces CryptoRTB Protocol For Digital Advertising](#)

AiThORITY, 8/27/2020

“OpenRTB represents incredible innovation that powered the rise of digital advertising, but as consumer technology evolved over the last decade, problems were introduced into the ecosystem,” said Christiana Cacciapuoti, Executive Director at AdLedger. “We now have technologies like blockchain and cryptography, which can work in tandem with OpenRTB to power a system where privacy and profitability can coexist.”

MARTECHSERIES
Marketing Technology Insights

[AdLedger Announces CryptoRTB Protocol For Digital Advertising](#)

MarTech Series, 8/27/2020

“The e-commerce industry has been relying on cryptography to ensure trust, transparency, and security for decades, and now we’re leveraging it to eliminate fraud, waste, and abuse in digital advertising,” said [Adam Helfgott](#), CEO at MadHive and Project Lead at MadNetwork. “CryptoRTB’s ability to turn verification and attribution mechanisms into irrefutable, immutable proof that events transpired will go a long way in preventing these systemic problems.”

ADWEEK

[A New Tool Aims to Bring Publishers and Advertisers Closer](#)

Adweek, 8/27/2020

Members of AdLedger are already testing the technology. Participants include GroupM, Omnicom Media Group, Publicis Media, The Hershey Company and Meredith. The consortium was founded in January 2018 by IBM, Tegna and technology company MadHive. It is free for publishers, agencies and brands to join AdLedger. Cacciapuoti, who is also vp of partnerships and platform operations at MadHive, and AdLedger board members do not take a salary for their roles in the consortium.





[Blockchain startup cases that will show you how to achieve highest results | Technologies for business](#)

Mass Media Group, 8/26/2020

[MadHive](#)

Industry: Media

Founded in New York, MadHive provides solutions for digital marketing. This platform can track and store data in private blockchains along with generating reports on customer activity. It allows marketing specialists to get a full picture of the market and target audience without worrying about the privacy of their data.



THE COINTELEGRAPH
future of money

[With Blockchain, Fraud Will Not Be Able to Steal Digital Ad Revenues](#)

Cointelegraph, 8/23/2020

Additionally, MadNetwork doesn't require data to be immutable, which, according to Helfgott, is key for enterprises in the digital advertising space because so much data is generated from ad impressions per month. "Television ad impressions can reach about 3 hundred billion impressions per month. Tracking all of these impressions will take up a lot of space," he said.



[Ethereum-based MadNetwork aims to revamp the web advertising infrastructure](#)

Cripto-Valuta, 8/22/2020

"An NBC or a Fox can't really afford to lose 30% of their ad revenue in this black hole," Helfgott said. The AdLedger blockchain consortium, of which MadHive is a member, includes some large media players such as Viacom, Publicis Media, Hearst Television, IPG Mediabrands, Hershey and even IBM.

MadNetwork also aims to make the advertising supply chain transparent in the era of upcoming data privacy regulations, said Christiana Cacciapuoti, MadNetwork business strategy consultant and executive director of AdLedger.



[Ethereum-Based MadNetwork Aims to Clean Up Advertising’s ‘Programmatic Cesspool’](#)

Coin desk, 8/20/2020

Adtech provider [MadHive](#) and advertising industry consortium [AdLedger](#) had previously piloted an entire system of data sharing and accounting on Ethereum, but over the past couple of years they decided a Layer 2 approach was needed in order to scale.

Syndication: [Yahoo Finance](#), [Nadsaq](#)



[Political ad dollars are moving online. Is internet TV ready?](#)

Protocol, 8/13/2020

At the same time, shelter-in-place rules have led to [record engagement with streaming services](#). And it's not just consumers who are shifting gears: Ad dollars are moving to streaming TV as well, with insiders describing an industry-wide shift in mindset. "Everyone is using connected TV advertising now," said [MadHive](#) CEO Adam Helfgott. MadHive is an ad tech startup that works with broadcasters like Tegna on their online endeavors. In 2019, many ad buyers were still primarily focused on broadcast TV, Helfgott said. In just a few months, momentum has shifted to online TV. "The appetite is really there now," he said.



[Salesforce Officially Releases Service Cloud Voice, Integrated with AWS](#)

Channel Futures, 7/28/2020

SADA-MadHive Deal Proof of Partners’ ‘Tremendous Value’

Managed service provider [SADA](#), which [teams exclusively with Google Cloud Platform](#), has taken its relationship with [MadHive](#) to a new level.

The companies recently sealed a five-year, \$50 million deal for MadHive to expand its over-the-top advertising platform. MadHive and SADA have worked together for three years. Now, they'll continue that momentum for another five.

TV (R)EV

The REVisionists: MadHive Wants To Help Local Broadcasters Master OTT

TVREV, 7/22/2020

“The original idea behind [MadHive](#) is that as viewers are moving into streaming channels, what technologies can we build that will allow the people who built this industry, the broadcast groups and TV station owners, to be able to keep their business models relatively intact as the underlying infrastructure switches to this digital based system,” says Adam Helfgott, Founder and CEO of MadHive. “And how can we do that in a way that ensures that all the value of their business does not get siphoned off by a middleman, like one of the big digital giants that don’t really produce any content.”



BUSINESS INSIDER INDIA

Innovation Inc: Industry giants plan for a digital future

Business Insider India, 7/20/2020

The company is working with Fox Sports [to catalog its media library](#) and use artificial intelligence to help create more compelling content for fans. It also partnered with MadHive to help the advertising technology startup [address a surge in streaming](#) as a result of the coronavirus pandemic.

BUSINESS INSIDER

[Advertising tech company MadHive explains why it chose to pour millions into Google Cloud as the only platform that could help with its rising demand during the pandemic](#)

Business Insider, 7/9/2020 (Behind Paywall, read [here](#))

Ultimately, the company decided that Google Cloud was the only provider with the right products and signed a five-year, \$50 million deal with technology consulting company SADA Systems, a Google Cloud partner, which introduced MadHive to Google products like Bigtable to store data and BigQuery to manage it. While the products were new, MadHive's relationship to Google was not: It first started working with Google Cloud in 2017 to help it respond to traffic surges, maintain its services for users, and save 60% on cloud services because of efficient scaling and performance.



Premium HOME > ENTERPRISE

As advertising tech company MadHive dealt with growing demand but falling revenue during the coronavirus crisis, it chose to pour millions into Google Cloud as the only cloud that could meet its needs

Rosalie Chan 2 hours ago



POPULAR FROM BI PRIME

Wall Street is being shaken t its core by a legion of Gen Z day-traders. From a casual hobbyist to a 20-year-old running a 14,000-person platform, meet the new generation of retail investor

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Meet 14 top Microsoft execs and other power players whi left the company since Satya

TV[R]EV

[Local OTT: What You Need to Know](#)

TVREV, 7/7/2020

TV advertising has long been dominated by national and regional buys. As the best way to reach a lot of people quickly, TV still shines. That started to change with the migration of people from cable boxes to connected TVs, from appointment viewing to streaming CTV, OTT and on demand.

That means shifts in buying from old fashioned scatter and upfronts giving way to programmatic, data driven, segment targeted OTT advertising.

Now within COVID creating a patchwork of states continuing to open up and shut down at different times, advertisers are scrambling to find ways to target the right customers at the right times and the ability to connect with relevant audiences has become more important than ever.





[MadHive Selects SADA To Lead \\$50 Million Google Cloud Initiative](#)

AiThority, 7/10/2020

“SADA’s first step with MadHive was analyzing the limits of the Kubernetes- and Docker-based implementation they had previously used for prototypes,” said Simon Margolis, Director of Cloud Adoption, at SADA. “We then applied our in-depth knowledge of Google Cloud to help MadHive redesign the entire platform using Google BigTable, Google Kubernetes Engine, TensorFlow, Google BigQuery, and a multitude of additional Google Cloud services. We’re honored to be part of their continuous growth and innovation.”



[MadHive Adopts SADA System for \\$50 Million Google Cloud Ramp Up](#)

ExBulletin, 7/9/2020

Big Data technology is designed to deliver hundreds of thousands of ad placement requests per second, price buyers optimally, and deliver “over-the-top” advertising solutions that match content to preferred audiences, all in real time. Is essential to Aaron Brown, a senior researcher at MadHive, told CRN.

“We are putting in petabytes of data,” Brown said. “There are really high technical orders out there.”



[MadHive selects SADA to lead \\$50MN Google Cloud OTT initiative](#)

Rapid TV News, 7/10/2020

The challenge was to deliver MadHive’s next-generation platform at scale with low latency while supporting a rapid, iterative development cycle, machine learning requirements, and a short go-to-market timeline. “SADA’s first step with Madhive was analysing the limits of the Kubernetes- and Docker-based implementation they had previously used for prototypes,” said SADA director of cloud adoption Simon Margolis.



[MadHive Spending \\$50M to Add Google Cloud Capabilities](#)

Broadcasting & Cable, 7/9/2020

“This made Google Cloud the perfect -- and only -- environment for MadHive to deploy our unique streaming data pipeline. It’s provided our media buyers and publishers the platform to discover optimizations and targeting within a time window and scale of data that is not possible from other vendors,” said Aaron Brown, chief scientist at MadHive. “SADA has been instrumental in helping us through even our most nuanced and sophisticated technical needs. With their help, we move from research to deployment, sometimes within the very same day.”



[MadHive Turns To SADA Systems For \\$50 Million Google Cloud Ramp-Up](#)

CRN, 7/9/2020

Big data technologies are integral to powering an ‘over-the-top’ advertising solution that evaluates hundreds of thousands of ad-placement requests a second, arranging the best price for buyers and matching their content with a preferred audience—all in real-time, MadHive Chief Scientist Aaron Brown told CRN.

“We’re slinging petabytes of data,” Brown said. “There’s a really tall technical order there.”



[How Blockchain Can Disrupt The Advertising Industry?](#)

Blockchain, 6/15/2020

Blockchain Applications in Digital Advertising

[MadHive](#): MadHive is a New York-based end-to-end advanced advertising solution for digital video that leverages cryptography, blockchain, and AI to optimize business outcomes and deliver evidence-based accountability. MadHive’s ad platform allows broadcast networks to sell linear advertising alongside OTT inventory, as well as providing brands with planning, targeting, measuring, and optimizing tools across cross-platform linear and OTT campaigns in real-time.

NEXT | TV THE BUSINESS OF STREAMING VIDEO

[Guest Blog: How COVID Is Accelerating a Massive Shift to Hyper-Local Advertising](#)

NextTV, 6/10/2020 (Contributed Article by Adam Helfgott, CEO of MadHive)

When the COVID-19 crisis first started to unfold, I did what many people chose to do: hunker down with my family. After two months of quarantining in New Canaan, Connecticut, I've been reminded of the pivotal role that *local* plays in the media ecosystem.



Adam Helfgott, CEO of MadHive (Image credit: MadHive)

It's similar to the difference between shopping at Walmart and shopping at a mom-and-pop store where you get to know everyone. Local media provides in-depth information that is integral to specific communities, rather than just overarching national trends. Local media has the power to curate highly engaged communities of people, which then presents a prime opportunity for advertisers to deliver hyper-localized messaging.

Traditional broadcast networks have already started leaning into this heavily, with media giants like [NBCUniversal opening new local ads businesses for streaming TV](#). With 25% of U.S. households expected to cut the cord by 2022, OTT is enabling advertisers to offset the decreased viewership on linear and continue to reach 100% of local markets. All while trading in massive blanket buys for more granular targeting capabilities based on geography, interests, and more.

Both local and national brands have been doubling down on local buys, especially advertisers across the auto, food, and hospitality industries. With COVID upsetting the

natural order of the entire advertising industry, local is becoming an even more important piece of the puzzle for the future of the TV ad world.

Upfronts Upended

COVID-19 stay-at-home advisories have led to a large number of upfront cancellations, and television dollars committed by big brands dropped by about 33% this Spring amid rising economic uncertainty. Networks are optimistic that they will recapture some of those dollars as the world starts to shift back toward some sort of normalcy -- whatever that is these days. Brands and networks will be counting on programmatic TV buys to supplement this lack of the traditional upfront buys.

With that said, brands and networks will be even more concerned with *efficiency*. Networks will be trying to get the highest CPMs possible, and brands will be trying to ensure that every media dollar spent is working as hard as possible. These needs from both sides of the supply chain, paired with the \$7 billion withheld from this year's upfronts, will inevitably have everyone willing to experiment more heavily with addressable, which can ensure impressions are worth the premium. We're not home free yet, though.

The Separation of States

After more than 60 days of stay-at-home advisories, states are finally starting to open back up. But with different regions of the country choosing different reopening strategies, advertisers will have to adjust messaging accordingly. This means developing hyper-local campaigns with messaging that reflects the current happenings on a region-by-region basis, and delivering them via ad-supported OTT platforms that enable geographic targeting.

The combination of stay-at-home orders and economic uncertainty is also causing a surge in FAST adoption, with some reports showing that [ad-supported TV channels and apps were up 108%](#) due to the quarantine. And with [Burger King paving the way](#) and showing that you don't have to be afraid to run ads near coronavirus news coverage, now is the perfect time for emerging advertisers - think DTC brands - to experiment on TV without a massive upfront commitment.

Additionally, local OTT is leading the way when it comes to trading in the GRP for metrics like in impressions. For example, [NBC and Telemundo-owned local TV stations already started using impressions](#) instead of traditional ratings points to measure an ad campaign's effectiveness.

While the current situation is unfortunate, it is somehow managing to kickstart the advertising industry into the future. Trading in blanket upfront TV investments for highly targeted addressable ad buys, massive national campaigns for hyper-local campaigns,

and, of course, age-old GRPs for impression metrics. Now is the time to experiment. Now is the time to drive change. And don't be surprised if the little guys are leading it.

Adam Helfgott is CEO of MadHive, an end-to-end advanced advertising solution for digital video that leverages cryptography, blockchain, and AI to deliver evidence-based business outcomes.

TRENDING Station Marketers and Coronavirus Upfronts Syndication Ratings

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Guest Blog: How COVID Is Accelerating a Massive Shift to Hyper-Local Advertising

By Adam Helfgott 3 days ago

I've been reminded of the pivotal role that local plays in the media ecosystem



When the COVID-19 crisis first started to unfold, I did what many people chose to do: hunker down with my family. After two months of quarantining in New Canaan, Connecticut, I've been reminded of the pivotal role that *local* plays in the media ecosystem.



Adam Helfgott, CEO of MadHive (Image credit: MadHive)

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Traditional broadcast networks have already started leaning into this heavily, with media giants like NBCUniversal opening new local ads businesses for streaming TV. With 25% of U.S. households expected

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TV(R)EV

[MadHive Explains How Cryptography is Eliminating Fraud on OTT \[VIDEO\]](#)

TVREV, 6/10/2020

But how do you effectively eliminate fraud? [MadHive](#) CEO Adam Helfgott shares more on how cryptography can help in the video below:



[Zee Entertainment using DLT for real-time ad tracking](#)

Ledger Insights, 6/9/2020

Several other [advertising solutions](#) are exploring blockchain. Two months ago, Japanese advertising firm [Dentsu](#) started a trial to compensate influencers who create fan content for manga titles. In Korea, Aquilliz has partnered with Foodpanda and Pepsi. Other companies experimenting with blockchain include [KFC](#) in the Middle East, [Mediaocean](#), [JICWEBS](#), and [MadHive](#).

ADWEEK

[Why Journalists Are Walking Out; Roku's Best New Channels: Friday's First Things First](#)

Adweek, 6/5/2020

The Pandemic Is Testing Ad Tech's Business Model

In ad tech, the pandemic has accelerated the [need for more stable revenue models](#) than what has been typical in the past, with companies relying on taking a percentage of media spend. Companies that have remained more stable include MadHive, which offers a customizable core platform for clients and uses a model based on usage, with a flat rate per impression served regardless of spend. LiveRamp has also shown more stability with its subscription-based software-as-a-service (SaaS) model offering reliable, recurring revenues.

- + Newsletter - [Why Journalists Are Walking Out](#)

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TV / VIDEO

Why Journalists Are Walking Out; Roku's Best New Channels: Friday's First Things First

Plus, 3 ways to support Black employees

By Jess Zafarris | 4 hours ago

Don't turn your back on racism.

From Nike's 'Don't Do It' Nike

ADWEEK[®]

[The Pandemic Is Testing Ad Tech’s Business Model](#)

Adweek, 6/4/2020

Adam Helfgott, CEO of MadHive, said his company wants to take a “Silicon Valley approach” to ad tech. The four-year-old company operates a demand-side platform, but the core product is a platform that clients can customize and use to plan and execute their campaigns. MadHive’s model is based on usage, where there’s a flat rate per impression served, regardless of how much is spent.

“We can plan our revenue that way. We have long-term contracts with big players. We don’t get addicted to this short-term, hollow revenue where we hold all the IP and people leave,” said Helfgott.


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PROGRAMMATIC

The Pandemic Is Testing Ad Tech’s Business Model

Subscription revenue offers some stability in these uncertain times

By Andrew Blustein | 49 mins ago



The pandemic is providing some companies with the opportunity to tout their stability.
Getty Images



[MadHive Receives SOC Attestations](#)

MarTech Series, 6/3/2020

“We’re proud to have built the next-generation ad platform marrying the best of television with the best of digital,” said [Adam Helfgott](#), CEO at MadHive. “Earning the trust of our customers has always been a top priority for us, and these certifications are another meaningful way we can reaffirm that commitment.”



[OTT Advertising Solutions Company MadHive Receives SOC Attestations](#)

Cision PR Web, 6/3/2020

MadHive, the full-stack OTT advertising solutions company, today announced that it has completed its SOC 1, SOC 2, and SOC 3 audits. This attestation verifies that MadHive has the proper internal controls and processes in place to deliver high-quality services to its clients.



[AVOD Acquisitions Could Spur Advanced Advertising](#)

Multichannel News, 6/1/2020

“We live in a world of amazing technology, but for some reason the TV industry can’t figure out how not to show the same ad twice in a row,” Adam Helfgott, CEO of programmatic ad firm Madhive, said. “It’s not a technology problem. It’s a legacy technology problem.”

THE WALL STREET JOURNAL.

[From Comic-Con to Cannes, Pandemic-Hit Events Look for Ways to Convene](#)

Wall Street Journal, 5/2/2020

Party-heavy confabs with close contact between attendees are key to networking in some industries. Christiana Cacciapuoti, an executive at advertising-technology firm MadHive Inc., said run-ins with the “tippy top” people at companies is the major draw of the Cannes Lions festival, a global gathering of marketing and advertising professionals. “It’s basically all close personal contact,” said Ms. Cacciapuoti. “You and the person you’re meeting with are definitely not six feet apart.” The organizer of the Cannes Lions festival has canceled this year’s event and said it’s too early to discuss changes for 2021.



From Comic-Con to Cannes, Pandemic-Hit Events Look for Ways to Convene

Organizers of business conferences, auto shows and popular festivals decide whether to cancel, go digital or go ahead—with caution



Not this year: Fans walk the floor of at 2019 Comic-Con international in San Diego, Calif.

Explore the other side of volatility.

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Multichannel **NEWS**

[Fates and Fortunes](#)

Multichannel News, 5/18/2020

MADHIVE

Brian Lin has joined New York-based over-the-top advertising solutions company MadHive as chief product officer. He comes from VideoAmp, where he was SVP of product strategy and publisher partnerships.



[Blockchain Resolving the Complexity of Ad technology](#)

Talk CMO, 5/14/2020

The latest report published by MadHive confirmed that AdLedger and the Industry Index describes AdTech as a fundamentally broken industry that needs to change

The report titled 'Complexity, Opacity & Frustration: Why AdTech Must Change Now' argues that the industry finds itself in a very strange situation. AdTech buyers are frustrated with the unsatisfactory performance of tech solutions and frauds, their complexity, and opacity; nonetheless, they are still exploring to add to their existing technology stack. In a nutshell, buyers are unsatisfied with their purchases but continue making the same purchases.

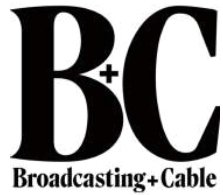


[Brian Lin Joins OTT Ad Solutions Company MadHive As Chief Product Officer](#)

MarTech Series, 5/7/2020

MadHive, the full-stack OTT [advertising solutions](#) company, announced that [Brian Lin](#) has joined the team as Chief Product Officer. This comes on the heels of MadHive's local reach extension products gaining significant traction, resulting in explosive growth in revenue and expanded partnerships with broadcast giants.

"OTT and local are an integral part of the marketing mix, but the industry needs to take the necessary steps to ensure a mutually beneficial ecosystem for advertisers, publishers, and consumers," said Lin. "MadHive is not only solving for inefficiencies within the supply chain and OTT fraud, but it is also laying the foundation for the next generation of [advertising technology](#)."



[Ad-Tech Firm MadHive Names Lin as Chief Product Officer](#)

Broadcasting & Cable, 5/7/2020

Before VideoAmp, Lin held posts at Viacom, OpenAP and Cablevision.

“OTT and local are an integral part of the marketing mix, but the industry needs to take the necessary steps to ensure a mutually beneficial ecosystem for advertisers, publishers, and consumers,” said Lin. “MadHive is not only solving for inefficiencies within the supply chain and OTT fraud, but it is also laying the foundation for the next generation of advertising technology.”



[Brian Lin Joins OTT Ad Solutions Company MadHive As Chief Product Officer](#)

TVNewscheck, 5/6/2020

[MadHive](#), an OTT advertising solutions company, today added Brian Lin as chief product officer. This comes on the heels of MadHive’s local reach extension products growing revenue and expanded partnerships with broadcast giants, the company said.

“We are seeing explosive growth in OTT and local, and we have an exciting opportunity to avoid some of the issues that we had with digital early on,” said Adam Helfgott, MadHive CEO. “It is a pivotal moment for the advertising ecosystem, and we’re excited to welcome Brian to drive innovation.”



[YouTube’s Explosive Growth; S4 Has ‘Fighting Chance’ To Make Its Numbers](#)

AdExchanger, 5/8/2020

You’re Hired

- [Ad Tech Firm MadHive Names Lin As Chief Product Officer](#) - B&C
- + Newsletter - [AdExchanger News For May 8, 2020](#)

TVOT

[Televisionation: Adam Helfgott, CEO of MadHive](#)

TVOT, 5/7/2020

<http://tvotshow.com> - TVOT/ITVT is pleased to present another episode of “Televisionation,” our new video/audio podcast exploring the advanced/interactive-TV industry in the Coronavirus/Covid-19 Era.

AdAge

[VERIZON TAPS AMPERSAND, A CLASSIC CABLE AD GIANT, TO BRING BRANDS INTO DIGITAL CHANNELS](#)

Ad Age, 5/5/2020

The Ampersand deal allows Verizon to unlock national advertiser demand, says Brian Lin, chief product officer at MadHive, a TV advertising technology platform. “If I’m a buyer and I’m looking to spend X amount of dollars on premium video, just like I am going to do on Facebook, YouTube, TikTok and others, I have got to be able to measure that,” Lin says. “So, I don’t want to look at OTT and linear TV differently, I want to look at them the same.”

Multichannel NEWS

[Experts See Opportunity for Targeting, AVOD Buys](#)

Multichannel News, 5/4/2020

Adam Helfgott, CEO at programmatic provider Madhive, said in this environment clients have been receptive to “going full force” now with data-driven approaches, “much higher than we’ve ever seen.”

NEXT | TV THE BUSINESS OF STREAMING VIDEO

[Wolk: The Lockdown Doesn't Explain All Those New TV Advertisers ... But This Might](#)

NextTV, 4/25/2020

1. The Rise of CTV: The ability to target smaller audience segments makes connected TV (CTV) ads more cost-effective, especially for local advertisers. Better still, companies like MadHive have figured out how to combine CTV buys with local linear buys to achieve incremental lift. These buys can also be made programmatically, and thus appeal to advertisers who are familiar with digital advertising.

NEXT | TV THE BUSINESS OF STREAMING VIDEO

[Advanced Ads: Experts See Rise In Targeting and AVOD Buys](#)

NextTV, 4/23/2020

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Multichannel NEWS

[Advanced Advertising: Experts See Opportunity for Targeting, AVOD Buys](#)

Multichannel News, 4/20/2020

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BUSINESS INSIDER

[TV advertising is a mess — meet 23 industry insiders working to fix it](#)

Business Insider, 4/7/2020 (Behind Paywall, read [here](#))

Adam Helfgott, CEO, MadHive

Adam Helfgott, CEO, MadHive



MadHive

How he's changing TV: He wants to stamp out ad fraud

MadHive

How he's changing TV: He wants to stamp out ad fraud

As more media companies roll out over-the-top apps, ad fraud problems from online advertising are following.

MadHive is one of a handful of adtech firms that is tackling OTT ad fraud. The company pitches publishers like Tegna and Scripps technology that uses cryptography to detect ad fraud. According to MadHive, 20% of OTT ad space is fraudulent.

In addition to identifying fraud, Helfgott wants to package up local OTT inventory in ways to replicate TV advertising for buyers. MadHive sells a tech stack that helps publishers and advertisers sell and buy local OTT campaigns in 210 regions.

MadHive is also involved in an ad consortium called AdLedger that aims to create standards around how technology like cryptography is used in the advertising industry. Execs from Omnicom, WPP, Hearst, and Meredith are also involved in the group.

AdNews

[Only 6% of the ad industry is happy with the digital advertising ecosystem](#)

Ad News, 3/12/2020

“Sooner or later, the industry is going to realise that this dysfunctional relationship has got to end, and the only way to fix it is with next-generation technologies,” MadHive CEO Adam Helfgott says.

“And with blockchain and cryptography already weeding out fraud and solving similar issues on OTT, it’s only a matter of time till the industry stands together and overhauls the system.”



[Brands, agencies, publishers dissatisfied with current digital ecosystem](#)

Rapid TV News, 3/11/2020

AdLedger was originally founded by MadHive, TEGNA and IBM to unite the advertising industry towards developing next-generation technology standards that solve the current issues in the ecosystem. The non-profit research consortium includes members like Omnicom's OMG, Publicis's Publicis Media, IPG's Reprise Digital, WPP's GroupM, The Hershey Company, Meredith, Hearst and 50 other industry stakeholders.

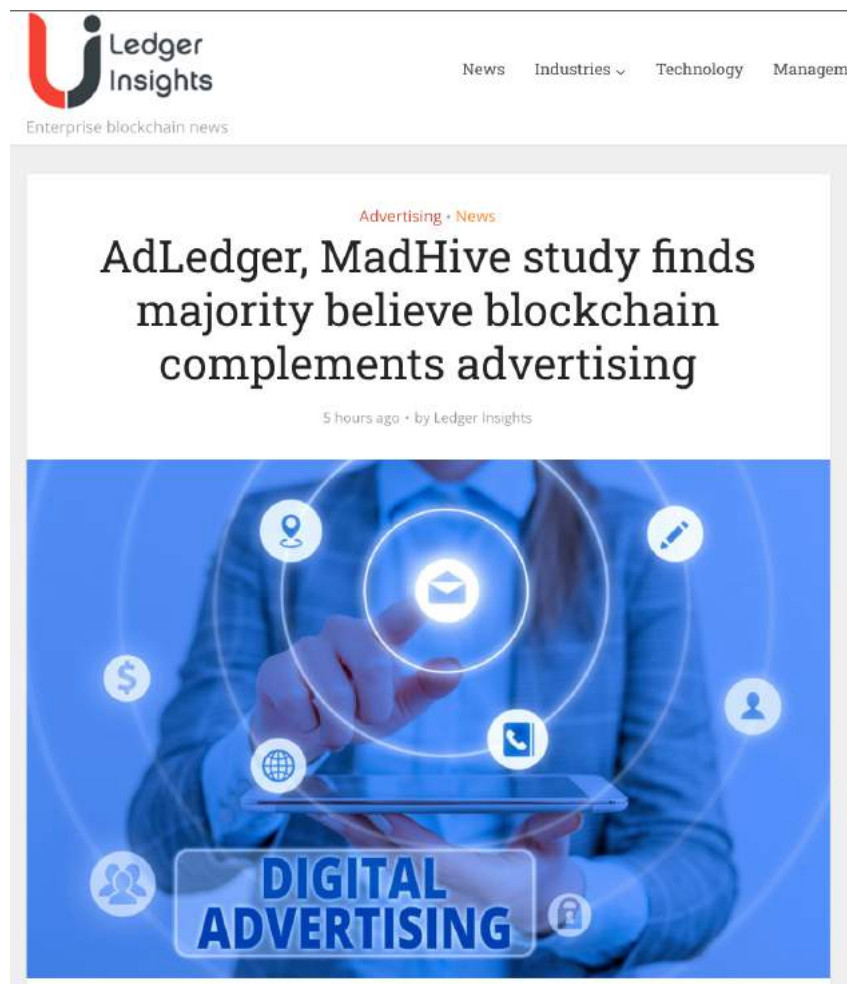
The study, conducted in partnership with advanced TV advertising solutions company MadHive, a founding member of AdLedger, surveyed 100 brand marketers, agencies and digital publishers to understand the current and future states of adtech from key stakeholders across the ecosystem.



[AdLedger, MadHive study finds majority believe blockchain complements advertising](#)

Ledger Insights, 3/12/2020

"Digital advertising is still suffering from the same issues of transparency, fraud, and fragmentation," said Christiana Cacciapuoti, Executive Director at AdLedger. "And it's because we just keep slapping band-aids on a fundamentally broken system when we need to be developing a new infrastructure that's driven by innovative technologies."



AdNews

[Only 6% of the ad industry is happy with the digital advertising ecosystem](#)

AdNews, 3/11/2020

More than 100 brand marketers, agencies and digital publishers were surveyed, with 6% saying they're satisfied with the current digital advertising ecosystem. Another 92% believe there is a need for industry-wide standardisation.

"Digital advertising is still suffering from the same issues of transparency, fraud and fragmentation," Christiana Cacciapuoti, executive director at AdLedger, says.



[AdLedger report: OTT has a problem with ad fraud](#)

Click Z, 3/11/2020

MadHive CEO Adam Helfgott emailed ClickZ that "the predominant methods of fraud we are seeing on OTT are strikingly similar to the techniques plaguing desktop and mobile." As OTT grows, he added, the OTT industry can learn "from the mistakes of digital [ads on web and mobile]."

OTT refers to TV programming that is delivered through an Internet-connected device rather than over satellite, cable, or over-the-air broadcast. While well-known OTT services like [Netflix](#) and [Amazon Prime](#) are ad-free and subscription-based, some OTT services – like Tubi, Crackle, Xumo and PlutoTV – are ad-based, and services like Hulu have lower-priced ad-based versions.



[AdLedger, MadHive Release 'State Of AdTech Study', Additional Analysis From Meredith](#)

MarTech Series, 3/11/2020

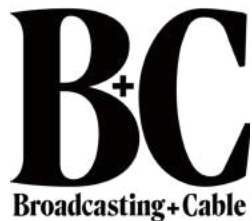
The AdTech ecosystem absolutely needs to be changed," said [Alysia Borsa](#), EVP/Chief Business & Data Officer at Meredith Corporation. "There is a lack of transparency which leads to fraud, which leads to low quality, which leads to poor performance. It's a really bad cycle."



[AdLedger, MadHive Release ‘State Of AdTech Study’, Additional Analysis From Meredith](#)

AiThority, 3/11/2020

[AdLedger](#), the research consortium developing the global standards for the application of innovative technologies in digital media, released a study showing only 6% of brands, agencies, and publishers are satisfied with the current digital advertising ecosystem. Additionally, 92% of respondents believe there is a need for industry-wide standardization. The study was in partnership with [MadHive](#), an advanced TV advertising solutions company and founding member of AdLedger.



[AdLedger, MadHive Release ‘State Of AdTech Study’, Additional Analysis From Meredith](#)

Broadcasting & Cable, 3/11/2020

“Sooner or later, the industry is going to realize that this dysfunctional relationship has got to end, and the only way to fix it is with next-generation technologies,” said Adam Helfgott, CEO at MadHive. “And with blockchain and cryptography already weeding out fraud and solving similar issues on OTT, it’s only a matter of time till the industry stands together and overhauls the system.”



[State of Ad Tech Study: 92% See Need for Industry-Wide Standardization](#)

TVREV, 3/11/2020

Perhaps it’s no surprise that ad tech professionals are calling for standardization given the state of digital advertising in recent years. Still, it’s jarring to hear that just 6% of brands, agencies, and publishers are satisfied with the current digital advertising ecosystem — according to a “State of Ad Tech Study” released by [AdLedger](#) and [MadHive](#).



[AdLedger, MadHive Release 'State Of AdTech Study,' Additional Analysis From Meredith](#)

PR Web, 3/11/2020

AdLedger, the research consortium developing the global standards for the application of innovative technologies in digital media, today released a study showing only 6% of brands, agencies, and publishers are satisfied with the current digital advertising ecosystem. Additionally, 92% of respondents believe there is a need for industry-wide standardization. The study was in partnership with MadHive, an advanced TV advertising solutions company and founding member of AdLedger.

Syndication: [Benzinga](#)



[Privacy Regulations Will Expose Fraudulent Data, Says MadHive's Adam Helfgott \[VIDEO\]](#)

TVREV, 2/14/2020

Adam Helfgott, CEO of MadHive, sees an interesting consequence of these regulations: "It'll start exposing a lot of the fraudulent data that exists in the space because they'll have to start proving the provenance of it," he tells TVREV.



[Ad Fraud Finally Enters Streaming Video Industry: "Great Target for Scammers"](#)

Digiday Japan, 2/3/2020

According to estimates from MadHive, which handles Advanced TV ads, fraudulent requests account for 20% of streaming video ad requests, up from a March estimate of 18%.

FierceVideo

[DoubleVerify targets connected TV advertising fraud](#)

FierceVideo, 1/21/2020

Last year, MadHive looked at OTT advertising requests in the open marketplace and found significant amounts of fraudulent activity. According to the company's data, put together after analyzing more than 1 billion OTT ad requests, 18% of OTT inventory is fraudulent. What that fraud looks like, for example, could be a single device requesting unusually high ad fills during a given time, inferring that device-based fraud is occurring, according to Mike Gasbara, director of emerging technologies, blockchain and advertising at Fabric Media.

FierceVideo

VIDEO CABLE

Tech

DoubleVerify targets connected TV advertising fraud

by Ben Munson | Jan 21, 2020 12:05pm



DoubleVerify also released its connected TV guide, "The ABCs of CTV," to educate advertisers on best practices around CTV media quality measurement and performance. (Getty/FS-Stock)

TV (R)EV

What are the predominant methods of OTT fraud?

[VIDEO]

TVREV, 1/16/2020

A recent study from AdLedger predicts marketers will waste \$1.4 billion on fraudulent OTT ads in 2019, with advanced TV advertising company MadHive finding that 20% of streaming video ad requests fraudulent, [Digiday](#) reports. The predominant methods of fraud on the platform closely resemble digital – bots, spoofing, misrepresentation – and are quickly becoming a common occurrence.





[SADA Strengthens and Diversifies Leadership Team with Board Appointments](#)

Globe Newswire, 1/14/2020

The reigning Google Cloud Global Partner of the Year, SADA achieved its most successful year to date in 2019. The firm opened eight new offices in the U.S. and Canada, announced a partnership with AVANT Communications to sell Google Cloud licensing, expanded its scope of services, and continued its work with some of the largest brands, including Colgate-Palmolive, Madhive, MediaNews Group and the State of Arizona. SADA increased Google Cloud consumption and related services by 400% from 2018 to 2019.

DIGIDAY

['There will be pain points': The hurdles to growth for young streaming ad market in 2020](#)

Digiday, 1/8/2020

Ad tech company MadHive has estimated that 20% of streaming video ad requests are fraudulent. Attempts to defraud streaming advertisers may only increase as more money moves into the market, streaming ad prices increase and fraudsters see an easy opportunity to steal bigger bucks.

