OnXCHNG: The Partner Program

XCHNG proposes a better way forward for the global advertising industry: A unifying and open blockchain-based framework with a vastly improved workflow where all parties can transact together, directly. Each step of the process, from discovery and negotiation through execution, verification and payment, benefits from the efficient and trustworthy nature of blockchain technology. Essential to the open, distributed ledger of XCHNG is the smart contract Insertion Order system offering a secure, traceable record for every transaction. It replaces the antiquated IO in use today, and benefits both buyer and seller by dramatically improving transparency and reducing opportunities for fraud.

Publishers on XCHNG will enjoy access to a large pool of advertisers, all in one place, and the ability to see who is viewing and buying inventory. Publishers have the opportunity to retain the value of their inventory because it's traceable through various transactions. Participating on XCHNG is easy. Becoming "blockchain-ready" is designed to be as simple as adding metadata to your inventory. And the integration process with XCHNG is designed to be no different than the process you use today.

In addition to advertisers and publishers, XCHNG is looking for partners from all sectors of the ecosystem including measurement, ratings, payment and arbitration providers. Early partners will have an advantage when XCHNG launches. Join us in revolutionizing the digital advertising industry for good as an early OnXCHNG Partner.

Early Partnership Has Its Benefits:

• Early access to XCHNG architecture and roadmap plans

• Participation in roadmap direction

• Early access to XCHNG code base

• Token incentives for participation

Projected Milestones:

Q1 2018: Demo Available

Q3 2018: Inventory Introduced

Transactions Begin

XCHNG Launches Advertising on Behalf of Partners