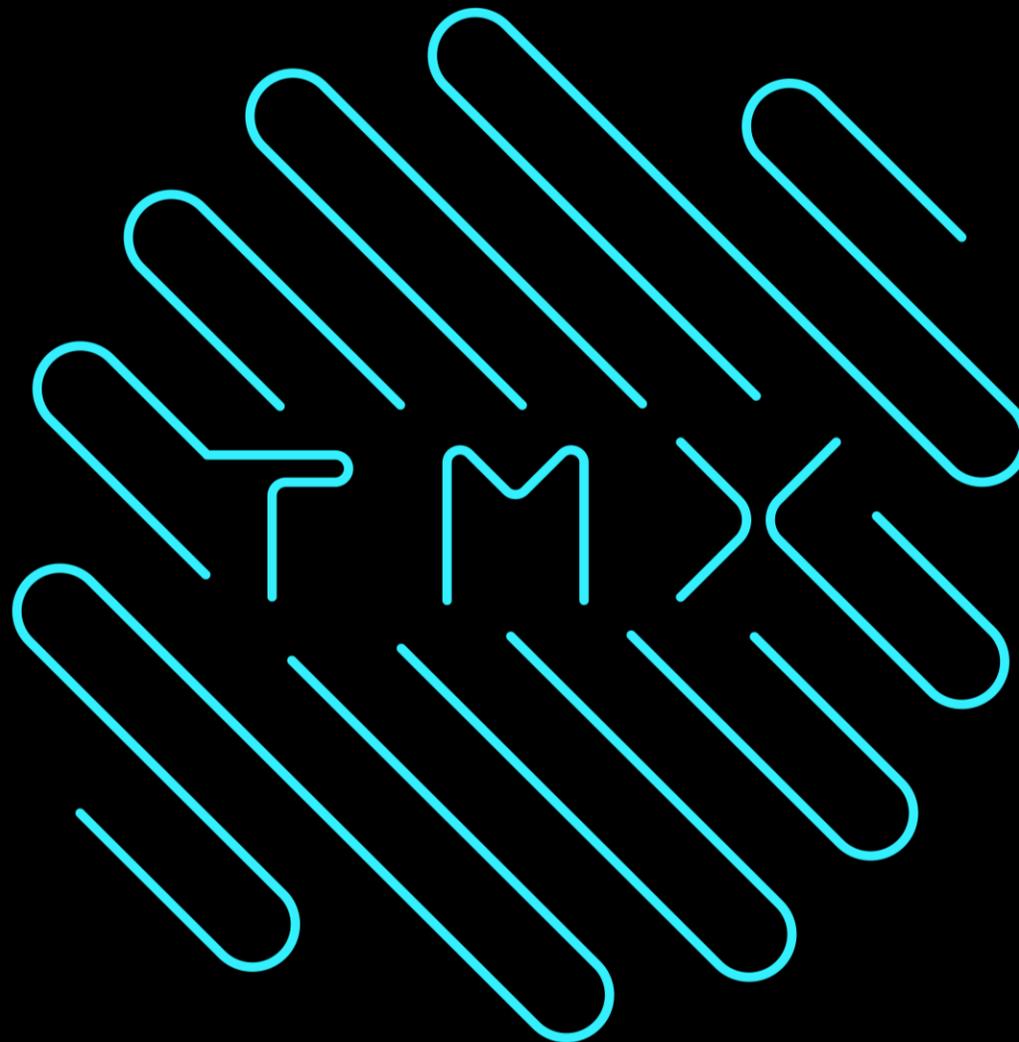
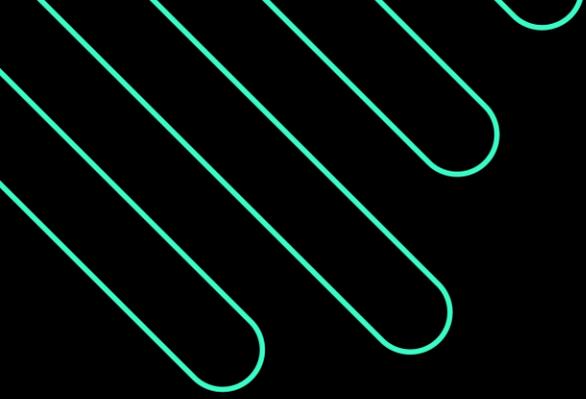


Deloitte.

Trusted Media Experience

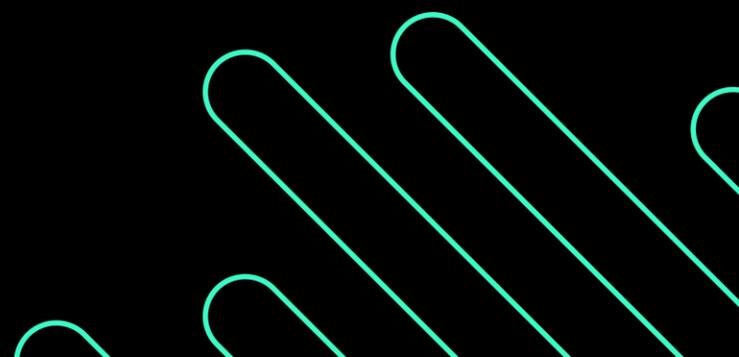
Introduction





THE CHALLENGE

**Today's media ecosystem
lacks transparency and trust.**





Many involved in today's media ecosystem complain about a lack of transparency and trust. There are numerous interest groups, interfaces and tedious processes between advertisers and the experience of their customers. The pursuit of efficiency leads to ineffective or even harmful placements. And it's hard to keep track of what happens to budgets and data.

All this complexity can be overwhelming. But it doesn't have to stay that way. Trusted Media Experience has a clear vision and the ambition to get things right.

At TMX, we combine Deloitte's renowned audit and assurance expertise with the marketing and media experts of Deloitte Digital to create value for all media stakeholders. From specific services such as strategy, planning and campaign optimization to ensuring transparency and compliance between both existing and future partners. Our interdisciplinary team covers it all, with the exception of media buying – because this is how we guarantee our full integrity and independence.

We are here to restore clarity and confidence in the media business. To put you back in the driver's seat and to make sure that every cent invested achieves the maximum effect.

Trusted Media Experience.
Independent. Transparent. Effective.

The problems are numerous and substantial.



Increasing ad fraud

It is increasingly unclear whether ads are really seen by real people in the right context.



Ineffective focus on efficiency

The focus on low cost media placements leads to brand safety risks and poor effectiveness.



Unnecessary & hidden costs

Only 40% of the budgets result in actual advertising. The rest is spent on various, often non-transparent fees.



Outdated agency contracts

Developments in online marketing are often not taken into account, resulting in regulatory gaps and missing audit rights.



Competing interests

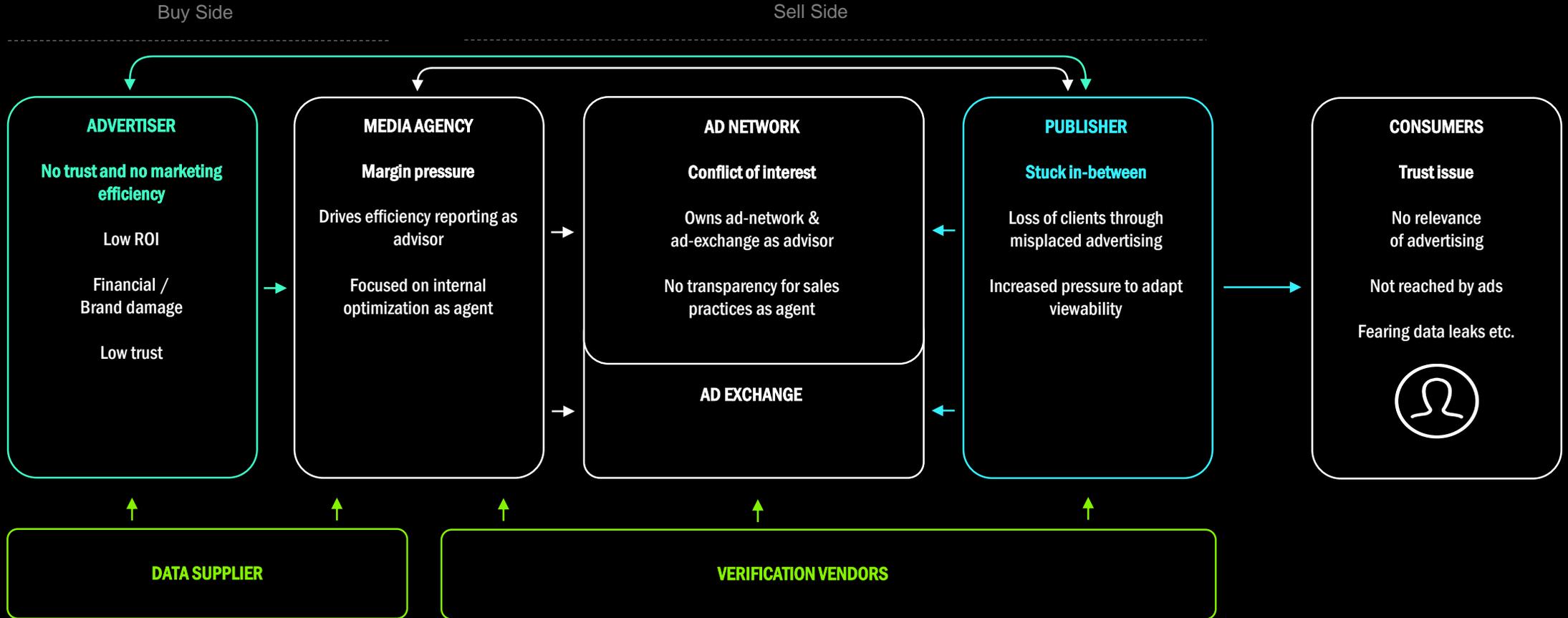
Different objectives within the complex media value chain lead to brand risks and inefficiencies.



Lack of data privacy & ownership

GDPR made data privacy a major issue, but advertisers often lack control over their customers' data.

Different interests lead to different challenges.



OUR AMBITION

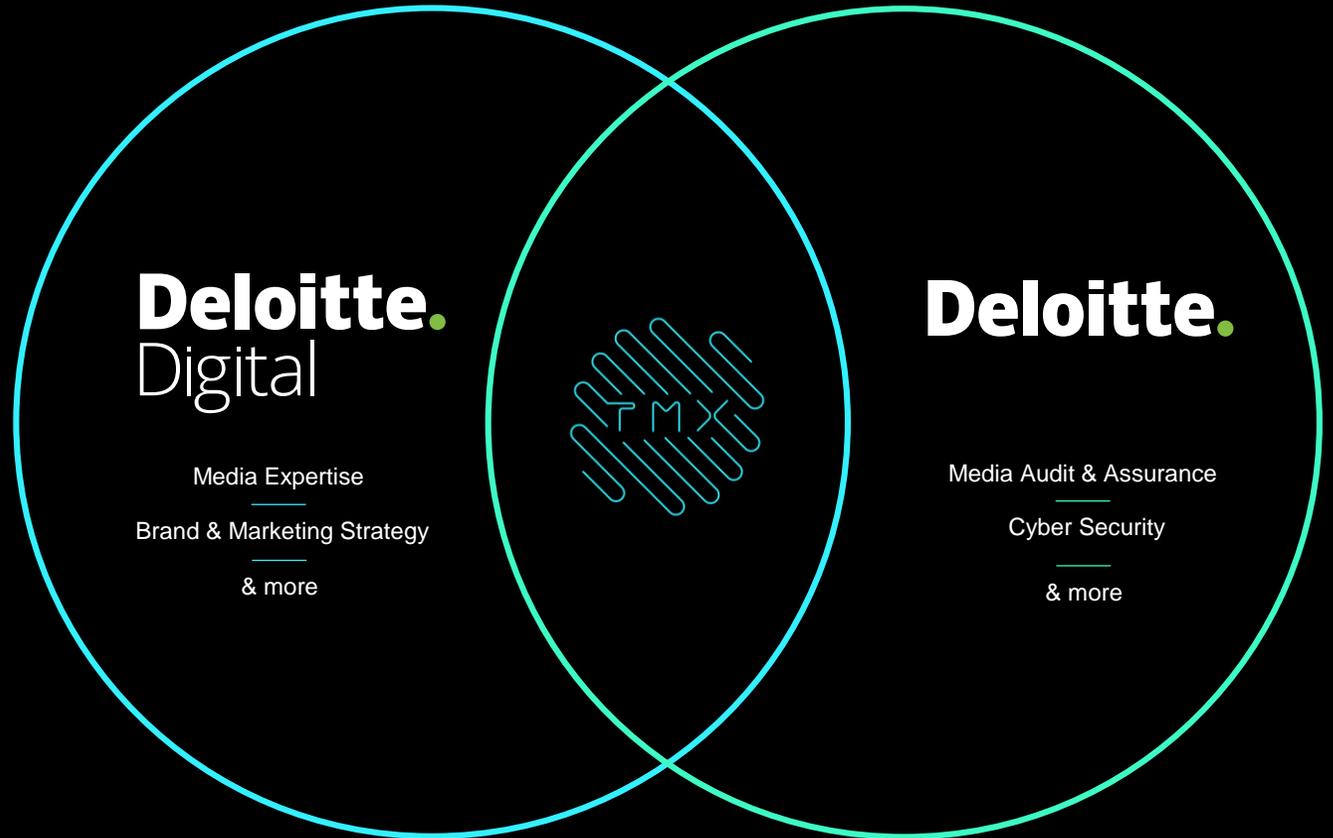
**That's why we formed TMX. To
tackle these issues with you.**

We are working with all media stakeholders in order to...

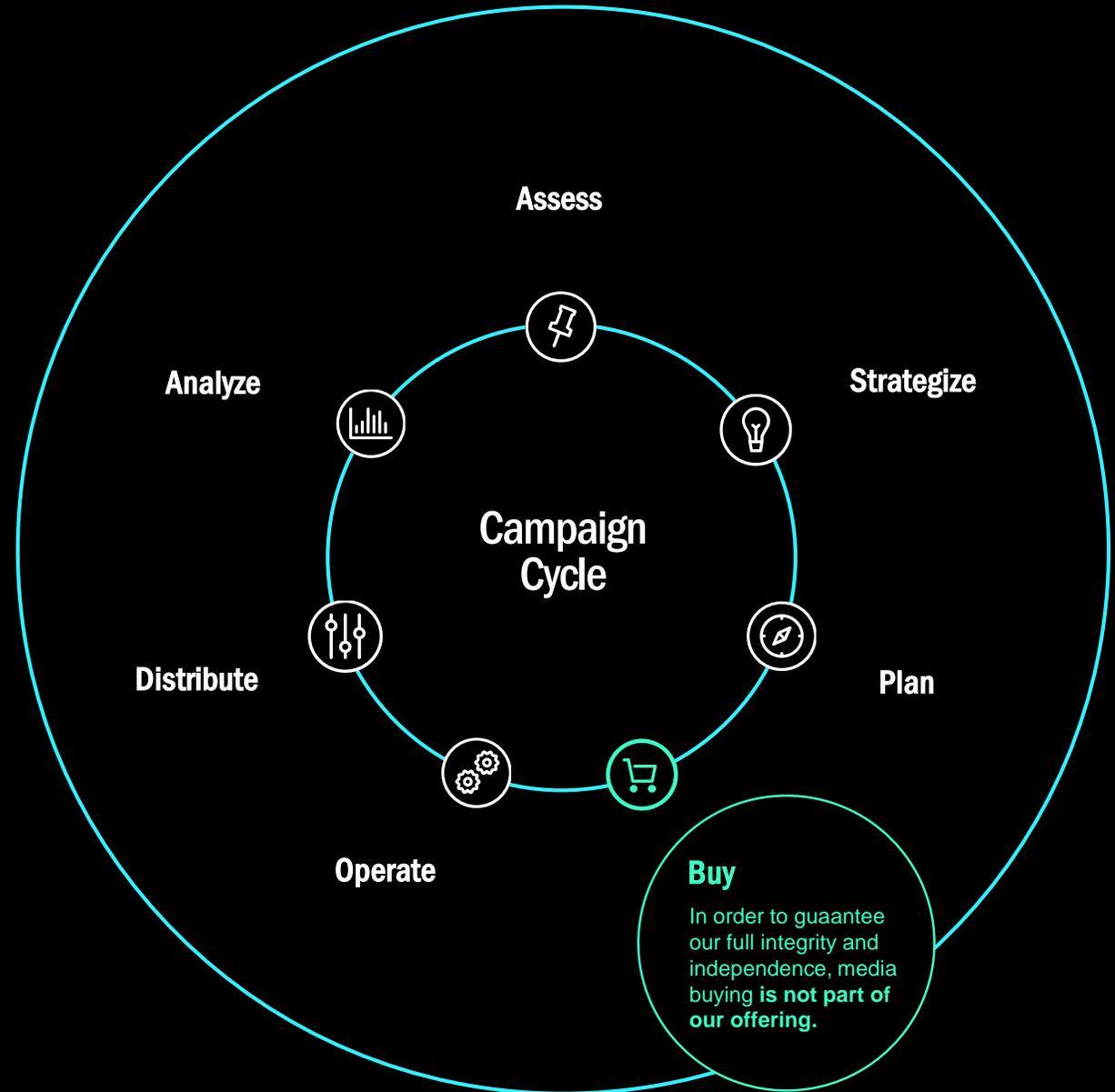
- Create transparency and trust
- Return control of data and budgets to advertisers
- Identify and eliminate inefficiencies
- Increase media effectiveness and long-term success



TMX is a unique combination of proven expertise from Deloitte and Deloitte Digital.



We deliver services along the entire campaign cycle.



We have what it takes to make things different and better.

1

Full independence & objectivity

We have no dependencies in terms of media investments. This allows us to fully focus on the best individual solution.

2

Diligence & integrity

Deloitte has provided audit and assurance services for over 175 years. A commitment to diligence and integrity underpins all our offerings.

3

Unique integration of experts

We combine audit and assurance with media, marketing and specific industry expertise to build a team that is tailored to your needs.

4

End-to-end delivery

The breadth and depth of our available expertise allows us to offer complete solutions for almost any challenge from a single source.

5

Global network

As one of the largest global networks, Deloitte employs experts from all industries and disciplines in pretty much any market.

Deloitte.

Let's make a change!



Daniel Könecke

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