



**In the Media
2021**

fabric

Earned Media Placements in 2021

MadHive has appeared in over **252** mentions, in publications like Adexchanger, Adweek, Adage, Variety, Forbes, NextTV, and more...



Earned Media Placements in 2021

**Data according to [Cision](#)*

UNIQUE ARTICLES GENERATED

252

SOCIAL SHARES OF ARTICLES

433

**ESTIMATED AGGREGATE
READERSHIP/MEDIA VALUE**

(Estimated Actual Post Views)

658 Million / \$1.2 Million

YEAR OVER YEAR GROWTH

182% increase in ad equivalency
191% increase in estimated readership

EXECUTIVES IN MEDIA



Adam Helfgott, CEO

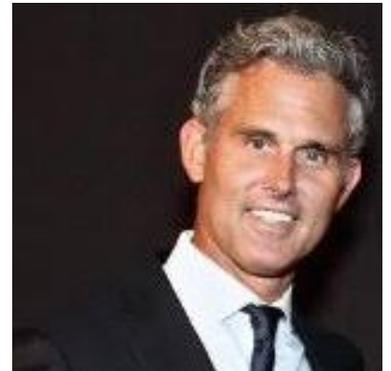
Forbes

“Two or three years ago, consumers would not have had any idea what to do with a Flowcode or QR code,” **noted Adam Helfgott, CEO of MadHive.** “But they’ve become so ubiquitous, consumers know immediately how to interact with them and so we’ve been able to create a shoppable experience from the ads.”...“CTV gives brands the best of both worlds — the precise targeting of digital with the high impact, premium experience of the TV screen,” said Helfgott, whose infrastructure-as-a-service offering powers ad efforts for major broadcasters, brands and agencies. - [Forbes](#)

Spencer Potts, President

CRN

“MadHive was formed as the viewing public started to shift away from traditional television streaming television, **said Spencer Potts, president of the New York-based company.** ‘Local stations wanted to take advantage of IaaS to extend their market reach,’ Potts told CRN. “They wanted a way to find new audiences on streaming television, and to get their advertising on streaming television platforms.” - [CRN](#)



Christiana Cacciapuoti, SVP Marketing & Innovation



“We’ve become almost like infrastructure-as-a-service. In the course of building out the platform, we had to do a lot of hard infrastructural work, all kinds of data integrations and data science to keep billions of rows of data in hot storage. We also had to create complex access control systems, because we weren’t only serving our broadcaster customers directly, but also the local markets of that broadcaster. We might be working with ABC corporate, for example, but ABC New York also needs a login and so does the advertiser, say, a Ford dealership on Long Island. That gave birth to an offering that allows other companies, including brands, to build bespoke products on top of that unsexy infrastructure work we’ve already done.” - [AdExchanger](#)

Broadcasting+Cable Jeff Fagel, CMO

“I’m joining MadHive at a key inflection point in the marketing industry, where the traditional way of thinking is evolving to give CMOs new ways to orchestrate and prove the impact of ad spend across a growing list of complex channels,” **said Fagel**. “MadHive has proven that its end-to-end digital TV platform can help advertisers achieve national scale with local precision, powering efforts for both broadcasters and brands with an unparalleled modern digital TV operating system.” - [B+C](#)



Craig Berlingo, Chief Product Officer

ADVANCED TELEVISION

“MadHive has established itself as a leader in digital TV, with its end-to-end platform now powering efforts for both broadcasters and brands,” **said Berlingo**. “I’m looking forward to joining the team at this exciting time in the company’s growth, as we continue to scale the software that further simplifies how media is bought, sold, and measured across all devices and screens.” - [Advanced Television](#)

AdAge Luc Dumont, SVP Business Development

In this role, Dumont will lead growth efforts for MadHive's suite of customizable ad tech software, which has seen rapid adoption with DTC brands and major broadcasters like Fox, fueling over 100% YOY revenue growth. - [Ad Age](#)



Highlighted Coverage

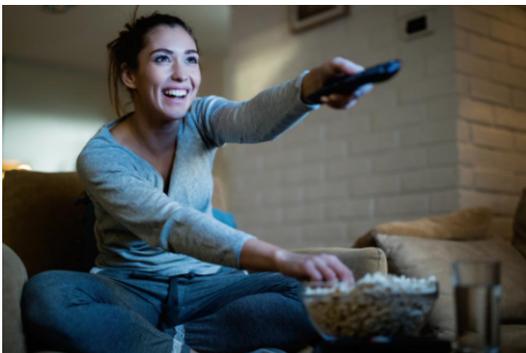


MadHive: ‘The Medium Where Consumers Watch No Longer Matters’

“Local car dealerships, for example, are accustomed to buying linear on cable TV on a recognizable network, but people are adopting new services,” said Adam Helfgott, CEO of MadHive, a blockchain-based TV ad tech company. “There’s still this education that has to happen in terms of audience-based buying, because someone might be watching on Pluto, for example, but the content they’re watching is from AMC,” Helfgott said. ([AdExchanger](#))

Forbes

HyphaMetrics And MadHive Bring TV Panel Data Into The Streaming Era



"Advertisers today are struggling to understand the impact of their omnichannel campaigns," said Adam Helfgott, CEO at MadHive. "In order to be effective, device graphs need a powerful, privacy-friendly source of truth to validate their assumptions. MadHive sanity checks our device graph of 100 million households against Hypha’s validated truth set of media consumers daily in order to provide the most accurate campaign planning and performance insights across channels, devices, and individuals." ([Forbes](#))

VARIETY

FREQUENT CTV AD SCAMS RISK SPOOKING ADVERTISERS

Recent Connected TV Ad Scams

Spoofer	Date Uncovered	Uncovered By	Estimated Cost
Almost 1 million mobile devices downloaded software that led to them mimicking streaming-TV apps on a CTV or device, with 650 million daily spoofed ads.	Apr, 2021	Human Security Inc.	-
28.8 million fake IP addresses spoofed to appear as connected TVs and devices.	Dec, 2020	Oracle Corp.	\$14.5 million
780 fake streaming apps, with 500,000 devices detected daily to be fake CTVs & devices.	Sep, 2020	DoubleVerify Inc.	-

FOR MORE DATA, VISIT [VIP+](#)

SOURCE: MADHIVE; WALL STREET JOURNAL

[MadHive](#), a software platform powering modern media buying, confirmed to VIP that it first noticed an influx of fraudulent CTV ad requests in 2019. The company subsequently analyzed billions of impressions and found that 18% of ad inventory on CTV and devices was suspicious, with this increasing to 20% in 2020. ([Variety](#))

ADWEEK

A New Consortium Is Here to Bring More Data to TV Ad Buying



The founding companies are Dish Media, TransUnion (which recently [bought streaming identity company Tru Optik](#)), measurement companies VideoAmp and TVSquared, TV identity company [Blockgraph](#), video ad platform MadHive and data company Eyeota. ([Adweek](#))

Forbes

MadHive Deal Gives Google A Leg Up In The Cloud Wars



“This increased investment in SADA and Google Cloud will allow MadHive to create an even stronger infrastructure that allows for lightning-speed insights and campaign optimizations, while solving widespread industry problems like fraud, transparency, privacy and interoperability for our clients.” - [Forbes](#)



MadHive Offers OTT/CTV Forecasting Tool For TV Stations



Gleaning data from more than 300 billion monthly avails, MadHive says Audience Forecaster provides AI-driven recommendations and customizable control settings. In addition, it provides real-time data against geography, demographic, behavioral and frequency measures. - [MediaPost](#)

Broadcasting+Cable

Fox, Scripps, Tegna Stations Get MadHive Ad Frequency Tool



“The concept of delivery guarantees is a longstanding tradition in the world of linear, but delivery can be difficult to predict in the programmatic landscape,” said Adam Helfgott, CEO at MadHive. - [Broadcasting + Cable](#)

VentureBeat

MadHive signs \$100M deal with SADA for Google Cloud



Google Cloud Platform

MadHive provides a unified video ad software package that uses real-time AI, enabling brands and publishers to measure customer intent data across TV, mobile, and the web. It also integrates the process with secure blockchain technology. SADA, a GCP partner, will assist with the integration process as MadHive doubles its \$50 million GCP investment deal announced last year, MadHive said. ([VentureBeat](#))

NEXT|TV

Talon, MadHive Connect OTT and Digital Outdoor Advertising



Out-of-home media company Talon said it is working with ad tech company MadHive to create campaigns that connect with audiences across digital out-of-home and digital over-the-top. - [MarTech Series](#)

2021 Coverage



[MadHive Hires Jeff Fagel as Chief Marketing Officer](#)

NextTV, 12/15/2021

"We're excited to add a leader like Jeff who has deep marketing technology and client-side experience to extend the leadership position of MadHive's end-to-end digital TV platform for broadcasters and brands," said Adam Helfgott, CEO at MadHive.



[LUC DUMONT, MADHIVE](#)

Ad Age, 12/15/2021

MadHive, the enterprise software platform that powers modern media, today announced that former Yahoo executive Luc Dumont has joined the team as Senior Vice President of Business Development.



[MadHive Appoints Former PepsiCo, Publicis Exec Jeff Fagel as CMO](#)

TVREV, 12/15/2021

"I'm joining MadHive at a key inflection point in the marketing industry, where the traditional way of thinking is evolving to give CMOs new ways to orchestrate and prove the impact of ad spend across a growing list of complex channels," said Fagel. "MadHive has proven that its end-to-end digital TV platform can help advertisers achieve national scale with local precision, powering efforts for both broadcasters and brands with an unparalleled modern digital TV operating system. This new role presents an opportunity to shift the marketplace conversation, re-imagining what's possible and driving the industry towards more targeted and accountable solutions."



[Luc Dumont Joins Enterprise Software Company MadHive As Senior Vice President of Business Development](#)

Street Insider, 12/15/2021

[MadHive](#), the enterprise software platform that powers modern media, today announced that [Luc Dumont](#) has joined the team as Senior Vice President of Business Development. In this role, Dumont will lead growth efforts for MadHive's suite of customizable ad tech software, which has seen rapid adoption with major broadcasters and DTC brands, fueling over 100% YOY revenue growth



[Luc Dumont](#)

New York Business Journal, 12/15/2021

MadHive, the enterprise software platform that powers modern media, today announced that former Yahoo executive Luc Dumont has joined the team as Senior Vice President of Business Development.

In this role, Dumont will lead growth efforts for MadHive's suite of customizable ad tech software, which has seen rapid adoption with DTC brands and major broadcasters like Fox, fueling over 100% YOY revenue growth.



[On the Move: Cornerstone Adds Richman, Schnappauf to Gov't Relations Team](#)

O'Dwyers, 12/15/2021

Enterprise software company MadHive brings on Jeff Fagel as chief marketing officer. Fagel was most recently chief marketing officer at Epsilon. He previously held the CMO spot at Eyeview. At MadHive, Fagel will lead the company's marketing strategy with a focus on growing the marketing team, deepening customer relationships and continuing to strengthen its leadership position in the digital TV advertising space. "We're excited to add a leader like Jeff, who has deep marketing technology and client-side experience to extend the leadership position of MadHive's end-to-end digital TV platform for broadcasters and brands," said MadHive CEO Adam Helfgott.



[Hot Takes: What's On Tap For 2022?](#)

TVREV, 12/09/2021

Jeff Fagel, CMO at [MadHive](#) sees 2022 as the year that DTC brands make the move from social to OTT.

In 2022, we will start to see an entirely new generation of DTC brands that have maxed out performance through Facebook and Instagram funnel dollars to OTT. Digitally delivered TV has lowered the barrier to entry for these social-first brands looking to reach new audiences, while maintaining the digital targeting and ROI these brands expect. And when it comes to reaching specific audiences, advertisers will look to increase their investment in local campaigns that can be delivered at national scale. We're also going to see advertisers adopt full-stack solutions to support their omnichannel efforts to bridge the platform gap and understand ad impact across linear, OTT, search, social or DOOH

campaign^{US}

[Movers & Shakers: Bumble, El Pollo Loco, Playboy, Lowe's and more](#)

Campaign US, 12/09/2021

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AI THORITY

AI TECHNOLOGY INSIGHTS

[Enterprise Software Platform MadHive Appoints Jeff Fagel as Chief Marketing Officer](#)

AIthority, 12/09/2021

“We’re excited to add a leader like Jeff who has deep marketing technology and client-side experience to extend the leadership position of MadHive’s end-to-end digital TV platform for broadcasters and brands,” said [Adam Helfgott](#), CEO at MadHive. “The status quo of TV infrastructure — including how media is bought, planned and measured — is broken. MadHive’s purpose-built solutions for industry problems like brand safety, fraud, frequency control, deduplication and cross-screen attribution has established us as a leader in digital TV.”



[Roku And YouTube Settle Long-Running Dispute: Facebook Searches For iOS Workarounds](#)

Adexchanger, 12/09/2021

MadHive hires Jeff Fagel as CMO. [[Broadcasting & Cable](#)]

Broadcasting+Cable

[MadHive Hires Jeff Fagel as Chief Marketing Officer](#)

B+C, 12/08/2021

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[MadHive Appoints Former PepsiCo, Publicis Exec Jeff Fagel as CMO](#)

TVREV, 12/08/2021

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across a growing list of complex channels,” said Fagel. “MadHive has proven that its end-to-end digital TV platform can help advertisers achieve national scale with local precision, powering efforts for both broadcasters and brands with an unparalleled modern digital TV operating system. This new role presents an opportunity to shift the marketplace conversation, re-imagining what’s possible and driving the industry towards more targeted and accountable solutions.”



[PEOPLE ON THE MOVE](#)

NY Business Journal, 12/08/2021

MadHive, the industry-leading enterprise software company that powers modern media, today announced the addition of veteran digital marketing executive, Jeff Fagel, to the management team as the company’s Chief Marketing Officer (CMO). The former Pepsico, Publicis, and Epsilon executive will lead MadHive’s marketing strategy with a focus on growing the marketing team, deepening customer relationships and continuing to strengthen its leadership position in the digital TV advertising space.

Broadcasting+ Cable

[MadHive Provides Shoppable TV Tech For Cannuka Luxe Skincare Line](#)

B+C, 11/18/2021

“CTV gives brands the best of both worlds — the precise targeting of digital with the high impact, premium experience of the TV screen,” said Adam Helfgott, CEO at MadHive. “This convergence has helped TV move beyond a brand awareness platform only to become a full-funnel marketing tool, especially when you incorporate shoppable TV tools like QR codes directly into creative. This partnership can really serve as a framework for brands of all sizes launching new products.”

Forbes

[Cannuka Luxe And Neiman Marcus Are Making Shoppable CTV Advertising A Reality](#)

Forbes, 11/02/2021 (avoid paywall [here](#))

And in order to create that relationship, Tipper turned to ad tech startup [MadHive](#), which powers local CTV efforts for broadcasters like Fox and Scripps. MadHive helped create a campaign that revolves around shoppable TV spots that run on CTV outlets targeted at upscale customers who live near a Neiman Marcus store, those who receive the coveted Neiman Marcus Christmas Book, as well as customers in the wealthiest 250 zip codes.



[Cannuka Luxe taps MadHive for skincare launch](#)

Rapid TV News, 11/19/2021

Said Brad Tipper, CEO at Prospect Farms and brand founder at [Cannuka Luxe](#): “At Prospect Farms, we believe nature has a way of making the best solutions simple. This is why we take the time to organically grow, harvest and craft our single source full spectrum CBD and meticulously researched and designed terpene blends. We are dedicated to delivering the most luxurious products for you and your skin, made in the cleanest, greenest, most ethical way possible and could not be more excited to be partnering with Neiman Marcus and MadHive to introduce the Cannuka Luxe skincare brand.”



[11/19/21: NBCU unveils ad innovations for Peacock](#)

Cynopsis, 11/19/2021

Skincare line Cannuka Luxe has partnered with MadHive to power shoppable TV campaigns to launch their new collection. “CTV gives brands the best of both worlds — the precise targeting of digital with the high impact, premium experience of the TV screen,” said Adam Helfgott, CEO at MadHive. “This convergence has helped TV move beyond a brand awareness platform only to become a full-funnel marketing tool, especially when you incorporate shoppable TV tools like QR codes directly into creative.”



[Hot Takes: Holiday Advertising Trends](#)

TVREV, 11/12/2021

[MadHive](#) CEO Adam Helfgott is seeing advertisers focus on the flexibility of locally-targeted campaigns along with increased use of the QR code, which really did come into its own during the pandemic.

When it comes to CTV, advertisers are rapidly gravitating towards locally-targeted campaigns because they offer flexibility to tailor creative messaging based on regional demand and overall availability. In addition, we're seeing brands and retailers incorporate tools like QR codes to bridge the gap between TV and mobile, creating a full-funnel marketing experience where consumers can shop either from the comfort of their couch or in-store.

ADVANCED TELEVISION

[Berlingo joins MadHive](#)

Advanced Television, 11/10/2021

MadHive, the enterprise software platform that powers modern media, has announced that Craig Berlingo has joined the team as Chief Product Officer. In this role, Berlingo will lead product strategy and development for MadHive's suite of customisable ad tech software, which has seen rapid adoption with major broadcasters and DTC brands.

"There's no question that advertising has reached an inflection point," said Adam Helfgott, CEO at MadHive. "New policies from tech giants, a shifting regulatory environment, and the fragmentation of consumer attention across more devices and channels than ever are causing the entire industry to rethink how we target and measure advertising. Craig's experience building billion dollar ad tech businesses will allow us to further accelerate our rapid growth trajectory as we push the industry forward."

AdAge

[CRAIG BERLINGO, MADHIVE](#)

Ad Age, 11/10/2021

MadHive, the enterprise software platform that powers modern media, today announced that Craig Berlingo has joined the team as Chief Product Officer. In this role, Berlingo will lead product strategy and development for MadHive's suite of customizable ad tech software, which has seen rapid adoption with major broadcasters like Fox and DTC brands, fueling over 100% YOY revenue growth.

Prior to joining MadHive, Berlingo recently served as Head of Product at Telaria.

ADVANCED TELEVISION

[The Peril And Promise Of Location Data: Is Creative Back In Charge?](#)

Advanced Television, 11/10/2021

You're Hired!

Former Telaria exec Craig Berlingo joins MadHive as CPO. [[Broadcasting & Cable](#)]Former Teads COO Jeremy Arditi steps up as co-CEO following the retirement of founder Pierre Chappaz. [[release](#)]

NEXT | TV

[Gold Medal Keynotes on Tap at Advanced Advertising Summit](#)

NextTV, 11/10/2021

Panels will examine the latest trends in addressable advertising, the hot CTV market, and monetizing OTT in local markets. Panelists representing Comscore, Premion, Vevo, Xandr, NBCU, Hearst Television, Madhive, Beachfront, Univision and Dish Media will share their experience and expertise.

Broadcasting+ Cable

[Craig Berlingo Joins MadHive as Chief Product Officer](#)

Broadcasting + Cable, 11/10/2021

"There's no question that advertising has reached an inflection point," said Adam Helfgott, CEO at MadHive. "New policies from tech giants, a shifting regulatory environment, and the fragmentation of consumer attention across more devices and channels than ever are causing the entire industry to rethink how we target and measure advertising. Craig's experience building billion dollar ad tech businesses will allow us to further accelerate our rapid growth trajectory as we push the industry forward."

CYNOPSIS MEDIA

[2021 WINNERS ANNOUNCED](#)

Cynopsis, 11/09/2021

OUTSTANDING LOCAL ADVERTISING SOLUTION
ADTECH



WINNER

Madhive

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[CIMM Readies Leadership Transition](#)

Radio + Television Business Report, 11/09/2021

Watts is co-founder and Executive Director of The Project X Institute, a think tank and strategic advisory collective for the media and advertising industries. He also serves as Project Director for The TV Data Initiative, a consortium of data and technology companies that include DISH Media, Blockgraph, TVSquared, MadHive, VideoAmp, TransUnion, Eyeota and Magnite. The TV Data Initiative is focused on supporting the growth and development of the U.S. TV data ecosystem.

VARIETY

[Jon Watts to Succeed Jane Clarke at Coalition for Innovative Media Measurement](#)

Variety, 11/09/2021

He also serves as project director for The TV Data Initiative, a consortium of data and technology companies, including DISH Media, Blockgraph, TVSquared, MadHive, VideoAmp, TransUnion, Eyeota and Magnite, focused on supporting the growth and development of the U.S. TV data ecosystem.

TV REV

[Hot Takes: The Return Of Advertising Week](#)

TVREV, 10/21/2021

[MadHive's](#) Christiana Cacciapuoti, SVP Marketing & Innovation, saw renewed attention to local TV along with the shift to impression-based measurement as key themes.

One of the big takeaways was the importance of local TV, where broadcast revenue is on track to increase [27% in 2022](#). As stay-at-home orders drove audiences to streaming platforms, local TV's ability to target specific audiences in the US became increasingly important due to different mandates across different areas. Now, this has been cemented as an important approach for both national and local advertisers.

Another big theme was measurement, and how OTT is shifting from a GRP-based methodology to impression-based. In other words, it's moving from one-to-many to one-to-one. This new type of measurement will allow advertisers to understand the value of every viewer and to customize storytelling.

Investopedia

[Alphabet's \(GOOGL\) Google Shows Cloud Computing Growth](#)

Investopedia, 10/20/2021

Lastly, ad tech company MadHive committed to doubling its investment in Google Cloud to \$100 million. While not an exhaustive list, this flurry of recent activity shows continued growth momentum.

G L O S S Y

[The 2021 Worklife Awards Shortlist](#)

Glossy, 10/20/2021

Best On-Boarding Process

Mux

Tatari

MadHive

Klick Health

6AM City

Forbes

[MadHive Deal Gives Google A Leg Up In The Cloud Wars](#)

Forbes, 10/13/2021 (avoid paywall [here](#))

The more advertisers and their agencies come to rely on these clean room environments, the more money will be at stake, and if one of the giants can take a clear lead in this area, it will give them a slight leg up over the competition.

\$100 Million Is A Big Deal

That is why Google must be very happy about a recent deal brokered by the consulting firm SADA that will see ad tech pioneers MadHive doubling last year's initial \$50 million in Google's cloud-based solutions. This brings MadHive's total investment to \$100 million, making it one of the biggest Google Cloud deals in adtech to date.

RAPIDTVNews

[MadHive inks \\$100MN deal with SADA, Google Cloud](#)

Rapid TV News, 10/08/2021

A Google Cloud premier partner, SADA will assist with the integration as MadHive doubles its \$50 million Google Cloud investment deal announced last year to support the company's explosive growth.

VentureBeat

[MadHive signs \\$100M deal with SADA for Google Cloud](#)

Venture Beat, 10/10/2021

Enterprise video ad platform provider [MadHive](#) revealed yesterday that it has signed a \$100 million deal with [SADA](#), a global business and technology consultancy, to significantly expand its use of [Google Cloud Platform](#).



[MadHive and SADA Agreed to \\$100 Million Deal to Expand the Usage of Google Cloud](#)

Enterprise Talk, 10/08/2021

MadHive, an enterprise software platform, announced a \$100 million contract with IT consultant SADA and Google Cloud to help the company grow.



[MadHive Ups Google Cloud Deal To \\$100M With Help From SADA](#)

CRN, 10/07/2021

SADA Systems signed an enterprise software company to a \$100-million contract with Google Cloud, doubling the size of the original contract.

SADA, a Google Cloud premier partner, helped MadHive, a developer of technology to help its clients improve how they monetize their advertisement spending over streaming media, upgrade the \$50-million, five-year contract it signed last year with Google Cloud to a \$100-million, six-year contract, said Tony Safoian, CEO of Los Angeles-based SADA.

ADVANCED TELEVISION

[MadHive signs \\$100m expansion deal with SADA](#)

Advanced Television, 10/06/2021

MadHive, the enterprise software platform, has agreed to a \$100 million deal with SADA, the global business and technology consultancy, to expand its use of Google Cloud. A Google

Cloud premier partner, SADA will assist with the integration as MadHive doubles its \$50 million Google Cloud investment deal announced last year to support the company's explosive growth.



[You Down With OTT? The MRC Says It's Now CTV](#)
AdExchanger, 09/08/2021

The "clearer guidelines are going to make it easier for us as an industry to transact because we know what we're buying," said Christiana Cacciapuoti, SVP of marketing and innovation at MadHive, blockchain-based TV ad tech company.

Forbes

[MadHive And Talon Show The Benefits Of Cross-Channel Ad Buying](#)
Forbes, 08/24/2021

The deal will allow brands to make a single buy, combining OTT television with DOOH. The buys will utilize MadHive's TV data and Talon's DMP to create a composite of the brand's desired audience across both mediums.

DailyDOOH

[Talon America Powers 'Connected Video'](#)
DailyDOOH, 08/23/2021

Talon is joining forces with MadHive to connect digital audiences across two of the fastest growing advertising channels in the U.S. — OTT and DOOH. Madhive joins Hivestack as a strategic partner to enhance its services and solutions to serve their current and prospective clients.



[Talon America Powers "Connected Video" With Unification of OTT & DOOH Advertising](#)
Althority, 08/18/2021

[Talon](#), the leading independent Out of Home (OOH) media specialist, announced its new connected video offering, which unifies OTT and DOOH advertising. Talon is joining forces with [MadHive](#) to connect digital audiences across two of the fastest growing advertising channels in the U.S. — OTT and DOOH. Madhive joins Hivestack as a strategic partner to enhance its services and solutions to serve their current and prospective clients.

MARTECHSERIES

MARKETING TECHNOLOGY INSIGHTS

[Talon, MadHive Partner to Unite OOH, OTT Advertising](#)
Martech Series, 08/19/2021

Talon will utilize MadHive’s proprietary platform to connect advertisers to premium connected TV (CTV) inventory and its end-to-end campaign planning tools for audience targeting, measurement, and attribution. “Combining OTT and DOOH makes perfect sense,” said Adam Helfgott, CEO of MadHive.

CYNOPSISMEDIA

[08/18/21: “Young Sheldon” heading to TBS in new deal](#)
Cynopsis, 08/18/2021

MadHive across OTT and DOOH. “As marketers look for measurable incremental reach and the ability to tie campaign spending to business results, we’re enabling advertisers to start an OOH journey in-home,” said Jim Wilson, CEO of Talon America. “By bringing to market new solutions with MadHive and Hivestack, we’re connecting audience data across OTT and DOOH to deliver outcome-based campaigns as advertiser demand on each channel reaches new heights

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[Talon, MadHive Partner to Unite OOH, OTT Advertising](#)
Radio + Television Business Report, 08/17/2021

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expanding media channels that represent an even larger percentage of marketers spend. The cross-channel platform will deliver a more holistic picture of the customer journey by creating new currencies and insights on a single audience — all while simplifying brand workflow.”



[Buy- And Sell-Side Execs Join New TV Data Initiative Advisory Group](#)

MediaPost, 08/17/2021

TVDI, launched in April by Blockgraph, Dish Media, Eyeota, MadHive, Magnite, TransUnion and Tru Optik, TVSquared and VideoAmp, is reviewing the buy- and sell-sides to identify practical steps that could be taken to support the growth and development of the market, while respecting and protecting consumer data and privacy.



[Talon claws connected video advertising with MadHive partnership](#)

Rapid TV News, 08/17/2021

Attempting to unlock value of reaching in-home and out-of-home (OOH) audiences at scale, independent OOH media specialist Talon has announced a new connected video offering through a strategic partnership with programmatic advertising firm MadHive.

Broadcasting+ Cable

[Talon, MadHive Connect OTT and Digital Outdoor Advertising](#)

Broadcasting + Cable, 08/18/2021

“Combining OTT and DOOH makes perfect sense,” said Adam Helfgott, CEO of MadHive. “It allows buyers to plan, activate, and measure two rapidly expanding media channels that represent an even larger percentage of marketers spend. The cross-channel platform will deliver a more holistic picture of the customer journey by creating new currencies and insights on a single audience — all while simplifying brand workflow.”

NEXT | TV

[TV Data Initiative Adds 'Expert Advisory Group'](#)

NextTV, 08/16/2021

Formed in April, the group includes Blockgraph, Dish Media, Eyeota, MadHive, Magnite, TransUnion and Tru Optik, TVSquared and VideoAmp. These companies are "working to review the various challenges and opportunities presented to the buy- and sell-sides of the industry, looking for practical steps that could be taken to support the growth and development of the market, while respecting and protecting consumer data and privacy."



[The Blockchain Is Starting To Live Up To Its Potential](#)

The Vocal Link, 08/09/2021

MediaChain (acquired by Spotify in 2017), MadHive, Steem, Civil and the Open Music Initiative, along with other entrants, run blockchains for the media business, paying creators and editors — collecting fees from users and advertisers-without the need for centralized media companies to act as intermediaries.

VIDEOWEEK ▶

[The WIR: Peacock Plans to Launch in Europe, Teads Postpones its IPO, and YouTube Ad Revenues Grow 84 Percent](#)

Video Week, 07/30/2021

Magnite has joined the TV Data Initiative, which was formed by ad tech companies in an effort to unlock the potential of data-driven TV. The initiative was founded earlier this year by ad tech companies like Blockgraph, Dish Media and MadHive. The group was set up with the purpose of collaborating with the industry to explore the uses of data-driven advanced TV.



[Magnite joins TV Data Initiative alongside Dish Media, Blockgraph](#)

Fierce Video, 07/28/2021

Besides Dish Media, Blockgraph—which is owned by Comcast/NBCUniversal, Charter and ViacomCBS—founding Initiative members include TransUnion, MadHive, VideoAmp, Eyeota and TVSquared.



[Magnite Joins TV Data Initiative](#)

MediaPost, 07/26/2021

Founding members include Blockgraph, Dish Media, Eyeota, MadHive, TransUnion, Tru Optik, TVSquared and VideoAmp.

Broadcasting+Cable

[Magnite Joins TV Data Initiative Formed by Ad Tech Companies](#)

Broadcasting+Cable, 07/26/2021

The original members of the TV Data Initiative are Blockgraph, Dish Media, Eyeota, MadHive, TransUnion, TVSquared and VideoAmp.

Bloomberg

[The Blockchain Is Starting to Live Up to Its Potential](#)

Bloomberg, 07/26/2021

[MediaChain](#) (acquired by Spotify in 2017), [MadHive](#), [Steem](#), Civil and the [Open Music Initiative](#), along with other entrants, run blockchains for the media business, paying creators and editors -- collecting fees from users and advertisers—without the need for centralized media companies to act as intermediaries. Another big sector is logistics, with companies such as DHL Worldwide Express (yes, the big shipper), Block Array, Maersk (yes, the big shipper, working with IBM) and [ShipChain](#) are using blockchains to track and manage supply chains all over the world.



[Women Are Finding Financial Freedom in Cryptocurrencies](#)

Be In Crypto, 06/30/2021

“Crypto and blockchain not only represent short-term wealth generation, but they also represent the next frontier of enterprise software (which is where the real wealth generation comes in!). If we want that software to be universally adopted, we can’t afford to exclude people who represent 50% of our future user base. Women belong wherever decisions are being made,” says Christiana Cacciapuoti, SVP Marketing & Innovation at MadHiveTech and Executive Director of AdLedger.



[Behind The Scenes At The TV\[R\]EV Thought Leaders Circle Event](#)

TVREV, 06/21/2021

First off is [MadHive](#)’s SVP of Marketing and Innovation, Christiana Cacciapuoti on the evolution of addressable advertising on local TV and why the time is right for big brands to start making use of it.



[HyphaMetrics And MadHive Bring TV Panel Data Into The Streaming Era](#)

Forbes, 06/21/2021

HyphaMetrics' standing took a big leap forward this week, as MadHive announced that they would be licensing HyphaMetrics panel data and incorporating it into their proprietary OTT-first device graph.

"Advertisers today are struggling to understand the impact of their omnichannel campaigns," said Adam Helfgott, CEO at MadHive. "In order to be effective, device graphs need a powerful, privacy-friendly source of truth to validate their assumptions. MadHive sanity checks our device graph of 100 million households against Hypha's validated truth set of media consumers daily in order to provide the most accurate campaign planning and performance insights across channels, devices, and individuals."

Forbes

[MadHive First To License Panel Data from HyphaMetrics](#)

NextTV, 06/18/2021

Ad tech company MadHive has become the first platform to license data from HyphaMetrics, a new measurement company that has just gone live with a panel of 100 households designed to track person-level media usage across devices.

...

"Advertisers today are struggling to understand the impact of their omnichannel campaigns," said Adam Helfgott, CEO at MadHive. "In order to be effective, device graphs need a powerful, privacy-friendly source of truth to validate their assumptions. Madhive sanity checks our device graph of 100 million households against Hypha's validated truth set of media consumers daily in order to provide the most accurate campaign planning and performance insights across channels, devices, and individuals."

TechGuide

[How to Invest in Cryptocurrency While Dodging The Market's Volatility](#)

Tech Guide, 06/19/2021

As a result, there's plenty of blockchain-based applications online, from games to supply chain management systems and even financial services. These include NFT marketplaces like Pixura and Dapper Labs, government platforms like Voatz, and even marketing solutions like Madhive and social media platforms like Steem.

RADIO+TELEVISION BUSINESS REPORT

THE FINANCIAL + REGULATORY VOICE OF ELECTRONIC MEDIA

[A 'Cross-Screen, Cross-Walled Garden' Partnership For MadHive](#)

Radio + Television Business Report, 06/17/2021

Now, MadHive has announced it will be the first partner to license “the only cross-screen and cross-walled garden dataset” in the U.S.

It’s the result of a pact between MadHive and HyphaMetrics, and allows MadHive to license HyphaMetrics’ panel data. This, MadHive says, gives its customers exclusive access to “robust cross-screen insights, allowing them to seamlessly prove the value of their campaigns.”



[Local TV Is Alive With Value: MadHive’s Helfgott](#)

Beet TV, 06/15/2021

“If we help the broadcast groups that are working with local media and linear get into the streaming world where humans are going, their businesses will flourish, and so will ours,” says Adam Helfgott, CEO of [MadHive](#).

Local TV Is Alive With Value: MadHive’s Helfgott



[Frequent CTV Ad Scams Risk Spooking Advertisers](#)

Variety, 05/05/2021 (avoid paywall [here](#))

[MadHive](#), a software platform powering modern media buying, confirmed to VIP that it first noticed an influx of fraudulent CTV ad requests in 2019. The company subsequently analyzed billions of impressions and found that 18% of ad inventory on CTV and devices was suspicious, with this increasing to 20% in 2020.

Recent Connected TV Ad Scams

Spoofer	Date Uncovered	Uncovered By	Estimated Cost
Almost 1 million mobile devices downloaded software that led to them mimicking streaming-TV apps on a CTV or device, with 650 million daily spoofed ads.	Apr, 2021	Human Security Inc.	-
28.8 million fake IP addresses spoofed to appear as connected TVs and devices.	Dec, 2020	Oracle Corp.	\$14.5 million
780 fake streaming apps, with 500,000 devices detected daily to be fake CTVs & devices.	Sep, 2020	DoubleVerify Inc.	-

FOR MORE DATA, VISIT [VIP+](#)

SOURCE: MADHIVE; WALL STREET JOURNAL

ADVANCED TELEVISION

[CryptoRTB anti-fraud initiative](#)

Advanced Television, 04/30/2021

Italiaonline started by integrating the CryptoRTB service with its ad server, which cryptographically signed outbound bid requests to prove origination, authenticity and provide data integrity. MadHive integrated the CryptoRTB protocol into its DSP technology, allowing them to validate Italiaonline’s signatures in real time before responding to the bid request. OMD trafficked the Dixan campaign in the MadHive DSP as they normally would, monitoring performance of the campaign to ensure KPIs were hit.



[OMD and Henkel Implement Blockchain Powered Solution To Address Fraud, Privacy Problems In Ad World](#)

TVREV, 04/29/2021

The CryptoRTB protocol is powered by the MadNetwork blockchain, and was developed by sister company MadHive. The technology has both advertising and enterprise applications, and has already been adopted by partners like Verizon to power its [Full Transparency](#) initiative that is designed to raise the bar for corporate accountability.

CYNOPSIS MEDIA

[04/09/21: Mike Pompeo joins Fox News Media](#)

Cynopsis, 04/09/2021

TECH TALK

Dish Media, Blockgraph, MadHive, VideoAmp, Eyeota and TVSquared have formed the TV Data Initiative, aimed at accelerating the use of data in the television industry. “The next era of TV must be one defined by industry collaboration and connectivity,” said Jason Manningham, CEO of Blockgraph, a joint venture of Comcast, Charter Communications and ViacomCBS. “We need to work together to develop solutions that solve for the industry’s increasing complexity and fragmentation while at the same time addressing advertisers’ demand for data-driven capabilities in a way that always puts privacy first.”



[YouTube Discloses 'Violative View Rate:' Small Business Group Calls Out Amazon Over Antitrust](#)

AdExchanger, 04/08/2021

Dish Media, Blockgraph, **MadHive**, VideoAmp, Eyeota and TVSquared have formed the TV Data Initiative, a group that will look to accelerate the use of data in the television industry. [\[Broadcasting & Cable\]](#)

ADWEEK[®]

[A New Consortium Is Here to Bring More Data to TV Ad Buying](#)

Adweek, 04/07/2021 (avoid paywall [here](#))

The founding companies are Dish Media, TransUnion (which recently [bought streaming identity company Tru Optik](#)), measurement companies VideoAmp and TVSquared, TV identity company [Blockgraph](#), video ad platform MadHive and data company Eyeota

NEXT | TV

[Dish, Blockgraph Lead Initiative To Harness Data for TV Ads](#)

NextTV, 04/07/2021

"MadHive has always been passionate about the power of collaboration and open source standards to solve many of our industry's toughest problems," said Adam Helfgott, CEO of MadHive. "We are excited to contribute to this innovative initiative."



[TV Data Initiative Aims To Solve Data Ad Targeting 'Mess' – Beet.TV](#)

Beet.tv, 04/07/2021

In essence, the initiative is a thought leadership exercise that aims to help light the path to a more joined-up future.

Members include DISH Media, Blockgraph, TransUnion with TruOptik, MadHive, TVSquared, Eyeota and VideoAmp.



[Dish Media, Blockgraph and more form TV data collective](#)

Fierce Video, 04/07/2021

Additional founding members TransUnion, MadHive, VideoAmp, Eyeota and TVSquared plan to use this new industry program to help advertisers, agencies, MVPDs, programmers and other distributors “try and untangle the massive mess of TV data,” according to TV[R]EV Co-Founder Alan Wolk.

Forbes

[MadHive's One Stop Ad Solution Finds Favor With Local Broadcast Groups](#)

Forbes, 04/06/2021 (avoid paywall [here](#))

“The concept of delivery guarantees is a longstanding tradition in the world of linear, but delivery can be difficult to predict in the programmatic landscape,” said Adam Helfgott, CEO of MadHive. “Developing an accurate forecasting methodology involves building a robust technical infrastructure capable of ingesting, organizing, and optimizing billions of signals.”

Forbes

Apr 6, 2021, 07:49pm EDT | 124 views

MadHive's One Stop Ad Solution Finds Favor With Local Broadcast Groups

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



Hand using tv remote control to change channels on defocused television in the background

TVREV

[The TV Data Initiative Is Looking to Streamline the TV Data Ecosystem](#)

TVREV, 04/07/2021

“It’s so important to get this right at the beginning,” said Adam Hefgott, CEO and Founder of MadHive. “If we can create uniformity and standardization now, when this whole ecosystem is still in its nascency, it will be so much easier for it to scale and grow. That way, we can ensure that the dollars really do follow the eyeballs to streaming.”

ADVANCED TELEVISION

[Consortium launches new US TV Data Initiative](#)

Advanced Television, 04/07/2021

Founding members DISH Media, TransUnion, Blockgraph, **MadHive**, VideoAmp, Eyeota and TVSquared announced the launch of the TV Data Initiative, a new industry programme designed to help the television industry – advertisers, agencies, MVPDs, programmers and other distributors – unlock the full potential of the new TV data ecosystem in the US.



[Fox TV Stations' OTT Ad Sales Business FLX Sees Fast Start](#)

MediaPost, 04/01/2021

With regard to fraud, FLX has partnered with ad tech company MadHive. “It’s all about tracking supply paths.” Some issues can be red flags: “All of sudden you are seeing three ads coming from the same IP address.”



[Connected TV is Growing in Local: BIA Webinar Dives into Outlook for 2021](#)

BIA, 03/29/2021

BIA will explore what’s driving the pace of OTT and CTV in 2021 in the upcoming webinar, [All Eyes on OTT – Breakout Media Category in 2021](#), on Thu, April 1 at 2pm eastern. The webinar will feature an impressive roundtable of industry experts. Speakers from TV groups (Scripps, Sinclair), research firms (Comscore, Advertiser Perceptions), attribution (TVSquared) and even streaming music video (Vevo) **MadHive** will join in a wide-ranging discussion hosted by BIA’s Rick Ducey and Mitch Oscar.



[MadHive Offers OTT/CTV Forecasting Tool For TV Stations](#)

MediaPost, 03/03/2021

Adam Helfgott, CEO at MadHive, stated that campaign delivery guarantees are difficult to predict in the OTT and CTV programmatic world.

Gleaning data from more than 300 billion monthly avails, MadHive says Audience Forecaster provides AI-driven recommendations and customizable control settings. In addition, it provides real-time data against geography, demographic, behavioral and frequency measures.

TelevisionNewsDaily

MadHive Offers OTT/CTV Forecasting Tool For TV Stations

by Wayne Friedman , 2 hours ago



[The Campaign US Martech Fix](#)

Campaign - newsletter, 03/03/2021

CYNOPSIS MEDIA

[03/04/21: A&E and Lifetime greenlight Janet Jackson docu-series](#)

Cynopsis, 03/04/2021

Enterprise software platform MadHive is launching an Audience Forecaster tool to address issues like frequency control and transparency for OTT, CTV. The feature set integrates into MadHive’s full stack offering that currently powers local reach extensions efforts for broadcast networks like FOX, Scripps and TEGNA. “The concept of delivery guarantees is a longstanding tradition in the world of linear, but delivery can be difficult to predict in the programmatic landscape,” said Adam Helfgott, CEO at MadHive. “Developing an accurate forecasting methodology involves building a robust technical infrastructure capable of ingesting, organizing, and optimizing billions of signals. I’m proud of the hard problems we’ve solved under the hood.”

Broadcasting+Cable

[Fox, Scripps, Tegna Stations Get MadHive Ad Frequency Tool](#)

Broadcasting + Cable, 03/03/2021

“The concept of delivery guarantees is a longstanding tradition in the world of linear, but delivery can be difficult to predict in the programmatic landscape,” said Adam Helfgott, CEO at MadHive. “Developing an accurate forecasting methodology involves building a robust technical infrastructure capable of ingesting, organizing, and optimizing billions of signals. I’m proud of the hard problems we’ve solved under the hood that allows us to provide superior solutions for our customers.”

Fox, Scripps, Tegna Stations Get MadHive Ad Frequency Tool

By Jon Lafayette 15 minutes ago

Audience Forecaster also provides transparency for OTT and CTV inventory



(Image credit: Madhive)

ADVANCED TELEVISION

[MadHive launches audience forecaster tool](#)

Advanced Television, 03/03/2021

Enterprise software platform MadHive is launching an Audience Forecaster tool to address industry-wide problems such as frequency control and transparency for OTT, CTV. The feature set integrates into MadHive’s full stack offering that currently powers local reach extensions efforts for broadcast networks such as FOX, Scripps and TEGNA.

“The concept of delivery guarantees is a longstanding tradition in the world of linear, but delivery can be difficult to predict in the programmatic landscape,” notes Adam Helfgott, CEO at MadHive. “Developing an accurate forecasting methodology involves building a robust technical infrastructure capable of ingesting, organizing, and optimizing billions of signals. I’m proud of the hard problems we’ve solved under the hood that allows us to provide superior solutions for our customers.”



[MadHive Launches Forecaster Suite Helps Local Broadcasters, Buyers Take TV Digital](#)
TVNewsCheck, 03/03/2021

“The concept of delivery guarantees is a longstanding tradition in the world of linear, but delivery can be difficult to predict in the programmatic landscape,” says Adam Helfgott, CEO of MadHive. “Developing an accurate forecasting methodology involves building a robust technical infrastructure capable of ingesting, organizing, and optimizing billions of signals. I’m proud of the hard problems we’ve solved under the hood that allows us to provide superior solutions for our customers.”

MadHive says its position as a full stack solution gives the company access to data from more than 300 billion monthly avails, allowing the Audience Forecaster to provide AI-driven recommendations and customizable control settings to offer an accurate prediction of campaign delivery.



[FOX, Scripps, TEGNA Link With MadHive For ‘Frequency Control’](#)
Radio + Television Business Report, 03/03/2021

There’s also the lingering issue of transparency for OTT and Connected TV, areas where broadcast TV companies are growing thanks to the availability of local news programming through station apps and platforms including Haystack TV and NewsOn.

MadHive CEO Adam Helfgott says, “The concept of delivery guarantees is a longstanding tradition in the world of linear, but delivery can be difficult to predict in the programmatic landscape. Developing an accurate forecasting methodology involves building a robust technical infrastructure capable of ingesting, organizing, and optimizing billions of signals.”

TVNewsCheck THE BUSINESS OF BROADCASTING

[Fox Stations Launch FLX, A New Linear And OTT Advertising Service](#)

TV News Check, 02/11/2021

Page said there are three key ways that FLX is uniquely positioned. First, it uses blockchain technology to avoid any problems with fraud. “Any time there’s a new digital product out there, fraud follows,” he says. “**MadHive** was very focused in on the things that we can do to determine that we are giving true inventory of the highest quality and that it is legitimately targeted to a household, versus a bot or something like that.”

TVN FOCUS ON ADVERTISING

Fox Stations Launch FLX, A New Linear And OTT Advertising Service

FLX

Fox Television Stations’ new FLX service allows advertisers to buy availabilities across its linear TV stations and about 150 OTT and CTV options. The service is now included in Fox’s pre-existing partnership with MediaOcean.



[MadHive: ‘The Medium Where Consumers Watch No Longer Matters’](#)

AdExchanger, 02/01/2021

“Local car dealerships, for example, are accustomed to buying linear on cable TV on a recognizable network, but people are adopting new services,” said Adam Helfgott, CEO of MadHive, a blockchain-based TV ad tech company.

“There’s still this education that has to happen in terms of audience-based buying, because someone might be watching on Pluto, for example, but the content they’re watching is from AMC,” Helfgott said.

MadHive: ‘The Medium Where Consumers Watch No Longer Matters’

by Allison Schiff // Monday, February 1st, 2021 – 12:35 am

Share:    

After this exclusive first look for subscribers, the story by AdExchanger's Allison Schiff will be published in full on [AdExchanger.com](https://adexchanger.com).

OTT ad spending is on the rise, but there are a few things holding back the floodgates from really opening: measurement and educating TV buyers on the benefits of audience-based buying.

TV advertisers, particularly in local markets, tend to have preconceived notions that need to be exploded about where to reach consumers.

“Local car dealerships, for example, are accustomed to buying linear on cable TV on a recognizable network, but people are adopting new services,” said Adam Helfgott, CEO of MadHive, a blockchain-based TV ad tech company.

“There’s still this education that has to happen in terms of audience-based buying, because someone might be watching on Pluto, for example, but the content they’re watching is from AMC,” Helfgott said.

AdExchanger spoke with Helfgott and Christiana Cacciapuoti, SVP of marketing and innovation at MadHive and executive director of the AdLedger blockchain consortium.

AdExchanger: What exactly is MadHive?

CHRISTIANA CACCIAPUOTI: We’re an ad tech platform that powers modern media. When we first started out we focused on local reach extension. Broadcasters are smart, and when ad-supported streaming platforms came along they saw the threat to their business and realized that none of the [AVOD] platforms had boots on the ground in local DMAs. They wanted to extend their reach beyond their own inventory into streaming platforms and add in a data-driven play.



Christiana Cacciapuoti,
SVP, Marketing
& Innovation, MadHive,
Executive Director,
AdLedger



Adam Helfgott,
CEO, MadHive

 MADHIVE



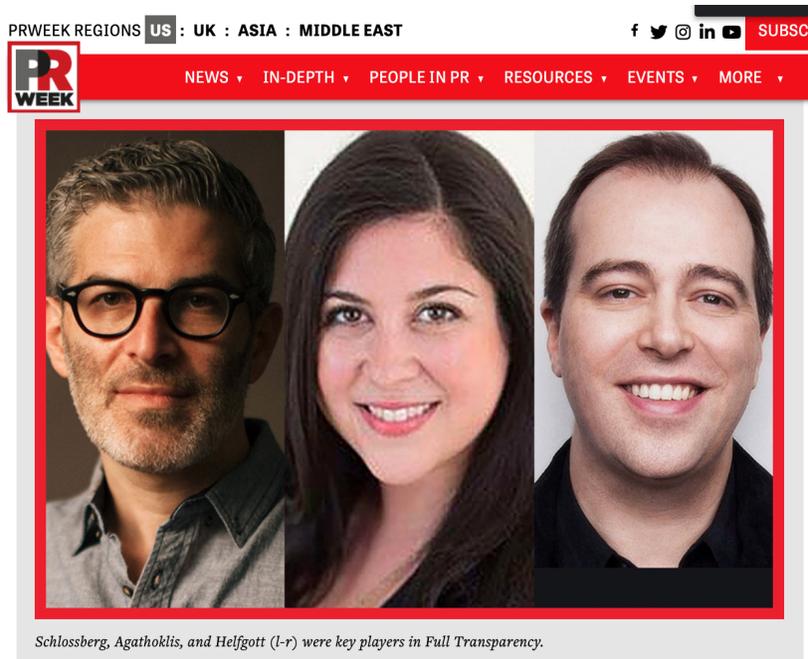
PRWeek

[Technology Takes Trust to Another Level](#)

PRWeek, 01/11/2021 (avoid paywall [here](#))

“Blockchain is a smart way to align incentives of different people so we can all agree upon a version of something on the internet,” he explains. “That’s so valuable because before blockchain we always needed a third party to create trust and authenticate counter parties.”

“Blockchain basically uses complex math, a whole bunch of cryptography, and now we have this great new technology,” he adds. “In a world where trust is a currency of immense value to corporations, this initiative is a game-changer.” [Adam Helfgott]



[Top Use Cases of Blockchain in Real World](#)

Medium, 01/06/2021

Some other critical use cases of Blockchain contribute significantly in different industries such as LOGISTICS including DHL and Block-Array, MEDIA including **Madhive**, Steem, and Civil, etc. The list doesn't end here as even more exciting, and revolutionary Blockchain Use Cases are expected in the future including Access Control and Management Solutions.



[Top Use Cases of Blockchain in Real World](#)

The Capital, 01/5/2021

Some other critical use cases of Blockchain contribute significantly in different industries such as LOGISTICS including DHL and Block-Array, MEDIA including Madhive, Steem, and Civil, etc. The list doesn't end here as even more exciting and revolutionary Blockchain Use Cases are expected in the future, including Access Control and Management Solutions.