

# Panel: Could Web3 Really be a Thing for Publishers?

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## Key Takeaways:

While still in the early stages, the technology has the potential to provide a more structured process for licensing and paying publishers for use of content by third-party sites, including the Big Tech platforms.

hasn't been proven yet and doesn't represent the full potential of Web3 technology.

- The promise of Web3: The opportunity to create smarter institutional arrangements and be intentional about the way they're incentivized. (E.g., content could have a contract attached to it, you can enforce rules, have rights reservations, etc.)
- Blockchain is moving into a phase of using it more selectively. You still need human agency in loop but supported by automated systems that make it more effective.

## Digital advertising doesn't have to be driven by third parties or sacrifice privacy.

- There is no shared infrastructure for advertising between publishers. Instead of privatizing, work at the level of advertising protocols, shared infrastructure, privacy-preserving ways and have a say in how advertising works.
- Publishers starting to join Web3 standards-setting groups and developing knowledge of the standards world.

## Building an ad tech ecosystem with Web3:

- **Ensure privacy** – You don't want to enable third parties to use your data, silo things so data stays at the publisher.
- **Pushing innovation at the edges** – Use your understanding of your audience to create a better ad experience and more effective ad targeting – seller-defined audiences.
- **Connect to automated buying** – Advertising protocol that can manage auctions and bidding that is less leaky – build accountability into the system.

## Getting leadership to prioritize privacy:

- When data and knowledge of your audience are given away to third parties, it's subsidizing your competition, who use that asset to target your readers. Once you accept that is bad for business, you can start to think about how to change it.

## Thinking beyond bitcoin as currency to institutional arrangements.

- Bitcoin was initially all about currency and was a big deal because of the money being made, but it

