

Tech & Truth: Engineering the Future of News

Moderated **SETH ROGIN**
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NUCLEUS

**Trusted publishers and the
159MM people who love them**

Associated Press
Star-Telegram

San Francisco Chronicle

Los Angeles Times

DENVER

DATA IS AT OUR CORE

We are the **only company** that unites **audience data** from these leading news media brands. Our first-party database provides crystal clear insights in a crowded media space.

DATA: FIRST-PARTY LINK



First-Party Data

Nucleus first-party data includes:

- Household-level subscription data
- Online registration data
- Anonymous identifiers:
 - Cookie
 - IP address
 - Device ID (mobile)



First-Party Inventory

Nucleus first-party inventory creates a proprietary link

between the first-party data and the premium inventory available across credible, trusted news media sites.



First Class Results

Nucleus proprietary link allows for real quality impressions with the avoidance of fraud to maximize the performance of your digital campaigns.

Mission-based media

**Let's not look
back and think...**



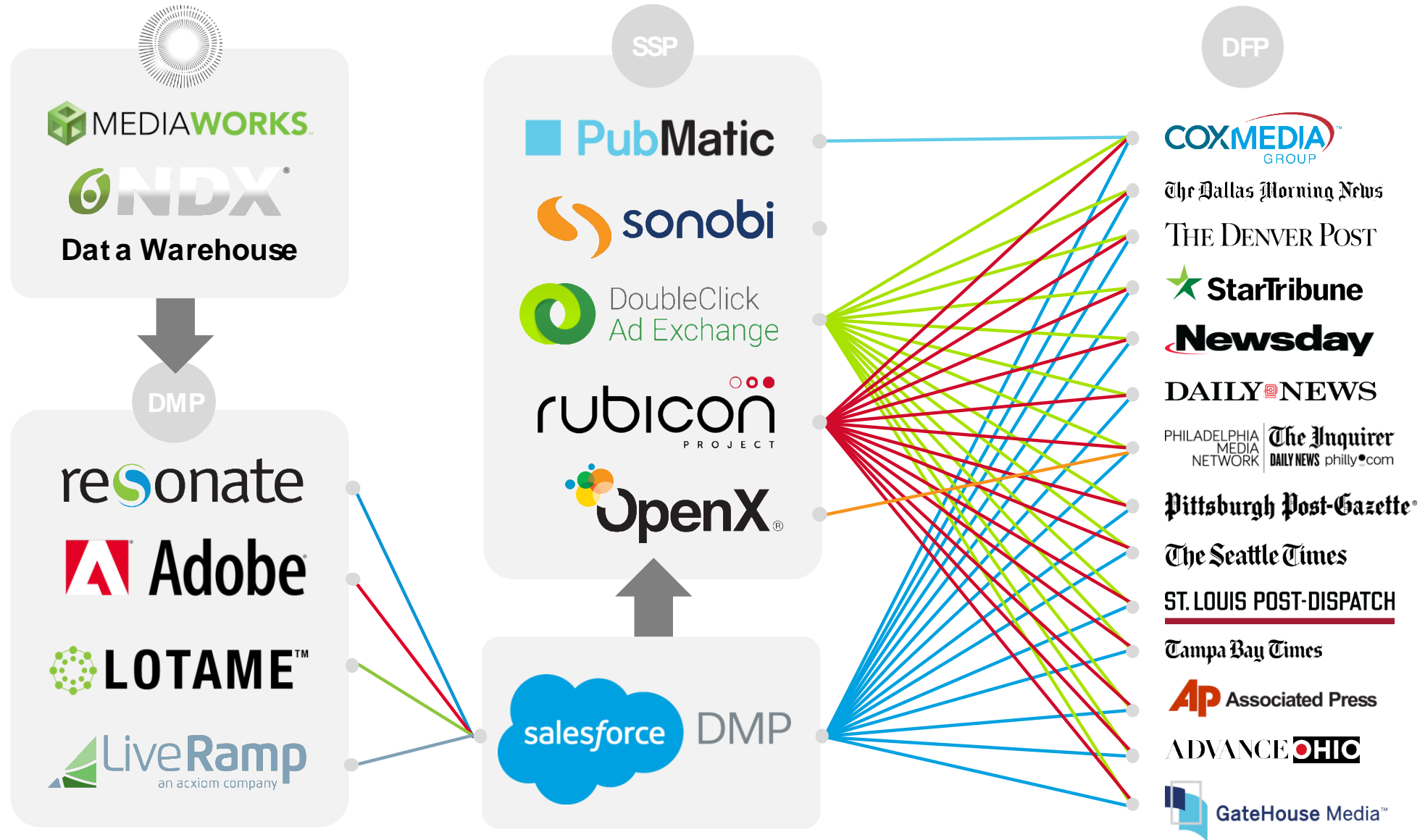
**I should have done
more**

The stakes have
never been higher

What does our
industry need?

**Tech that lives up
to the standard**

HOW OUR SYSTEMS WORK



**Is audience
enough?**

**“Advertising is
engineering”**



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