



The Advertising Treaty

A Peace Agreement Between Users, Publishers & Advertisers

The Problem

- 912M people use ad blockers, costing publishers \$54B annually.
 - 70% of targeted attributes are wrong, wasting advertiser budgets.
 - Users hate surveillance, publishers lose revenue, advertisers lose accuracy.
- Everyone is losing the war.*

The Treaty Solution

- Users anonymously verify valuable attributes (e.g., Fortune 500 CXO, Tesla owner).
- Publishers replace cookies & surveillance with trusted, high-value audiences.
- Advertisers pay LinkedIn-level CPMs (\$60 vs. \$2-\$5), across the open web.

No tracking. No fraud. No adversaries. Just consent-based value exchange.

Why It Matters

- **Publishers win:** Paywalls crumble when every visitor looks like Mark Cuban.
- **Advertisers win:** Proven audience quality & performance lift.
- **Users win:** Privacy, control, and premium access.

The cure for cookies. The end of ad blocking. The beginning of sustainable advertising.

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