Telefónica Tech and Adwatch apply Blockchain against digital ad fraud

PUBLISHED FEB 6, 2023
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• Adwatch integrates its digital advertising certifier with the TrustOS product, the Blockchain-based certification solution developed by Telefónica Tech, to offer advertisers irrefutable metrics of their advertising campaigns.

• Both companies are promoting the creation of a trustmark for digital advertising campaigns in the framework of the EU's eIDAS regulation.

The post [Telefónica Tech and Adwatch apply Blockchain against digital ad fraud](#) appeared first on [Telefónica](#).

Press release distributed by Wire Association on behalf of Telefónica, on Feb 6, 2023. For more information subscribe and [follow](#) us.

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