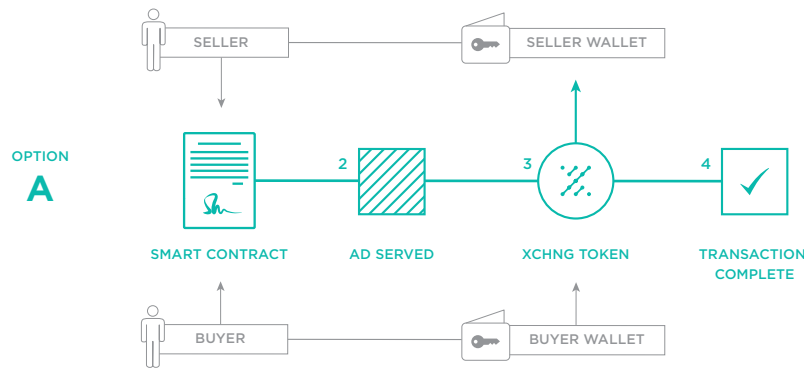




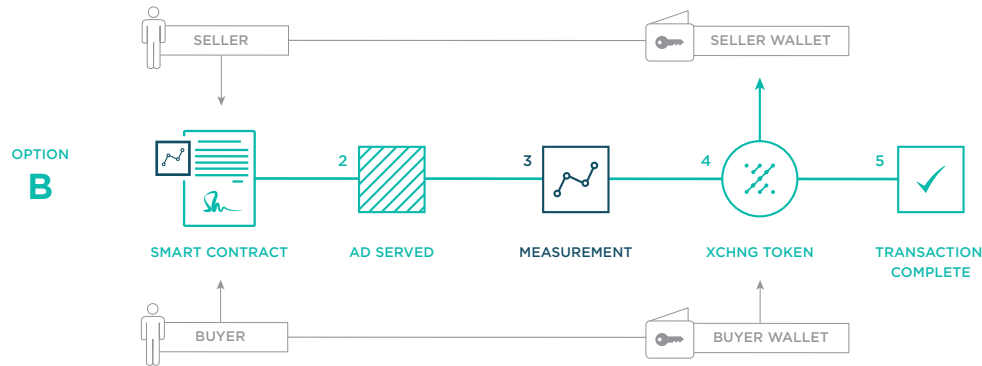
# Transacting on XCHNG

XCHNG enables the buying and selling of media at scale with multiple third-party actors at the selection of the buyer and seller to facilitate ease of use. Below are three example scenarios of transactions on XCHNG.

**Option A:** Buyer (advertiser) purchases directly from seller (network or publisher) with a smart contract containing all the terms of an ad campaign. Direct wallet-to-wallet exchange of tokens is triggered once the related ads have been served according to agreed-upon terms.



**Option B:** Buyer and seller transact directly, specifying a third-party measurement provider in the smart contract. Once the related ads have been served and then verified by the measurement provider (capturing off-chain transactions like clicks or conversions, for example) according to the agreed-upon terms, the wallet to wallet exchange of tokens is triggered.



**Option C:** Buyer wants to pay in USD and specifies a third-party payment provider as well as a third-party measurement provider in the smart contract. Once the related ads have been served and verified by the measurement provider according to the agreed-upon terms, the payment provider facilitates receipt of ACH payment by the buyer, the exchange of USD to XCHNG Token, and payment in token to the seller's wallet.

