



LYDION

LYDION PUBLISHING PLATFORM AND PUBLICATIONS
MEDIA & INVESTOR KIT 2021

*The Lydion is the hub of thought leadership around
Data Economics and its related products*

*It all started with developing our custom publishing platform,
which was optimized to work with Lydion Technology*

Arka Ray

Co-Founder, The Data
Economics Company



The Lydion Platform & suite of publications offer a dynamic content and audience engagement ecosystem that expands the reach and impact of the Data Economics Company and its partners. With its robust ability to handle many types of media, from video to podcasts to writing to art, and a responsive technology and analytics backbone, the Lydion Publishing Platform gives editors and publishers new tools in how content is organized, displayed, optimized, and engaged with.

CONTENT OBJECTIVES

1. Publishing Data Economic Science and Technology Content

Develop and publish research and narrative materials for both the science of Data Economics and Lydion Data Economic Operating System (DEOS) Technology

2. Showcase Initiatives and Partnerships

Exhibit projects and initiatives leveraging the Lydion DEOS, including collaborations with key external enterprises, academic, and other organizational partners

PLATFORM & PUBLICATIONS

The Lydion Publishing Platform (LPP)

Optimized for publishing and showcasing research and related rich media content, the LPP can be used for the development of standalone publishing sites, such as *The Lydion*, as well as other partner or initiative-specific sites.

The Lydion

Lydion.com

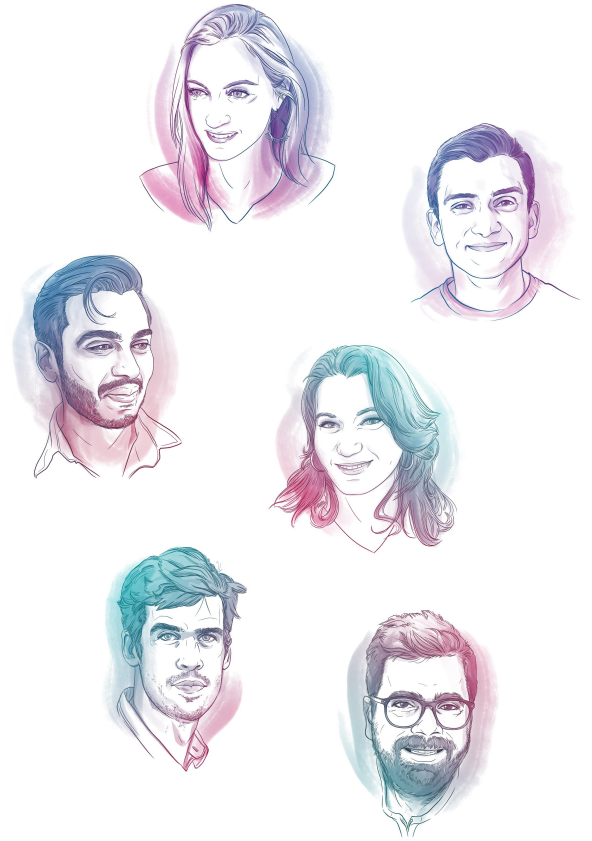
Insider.Lydion.com

The Lydion and its registration-only sister publication *Lydion Insider* are the primary outlets for publishing cutting-edge scientific, cultural, and opinion content from DECO and partner thought leaders and organizations.

Additional Publications

Pipeline includes academic publications (e.g. *Introduction to Data Economics* textbook, peer-reviewed scientific journal) and partner-specific publications and “Special Editions” on key topics.

The Lydion's Editors and Authors come from multi-disciplinary backgrounds and are talented at translating technical information and deep science for a cross-domain audience. Each writer has an individual voice, but the resulting chorus has a tone of envelope-pushing scientific inquiry, imagination, and credibility to help readers understand and navigate the emerging science of Data Economics.



WHAT IS *THE LYDION* AS A PUBLICATION?

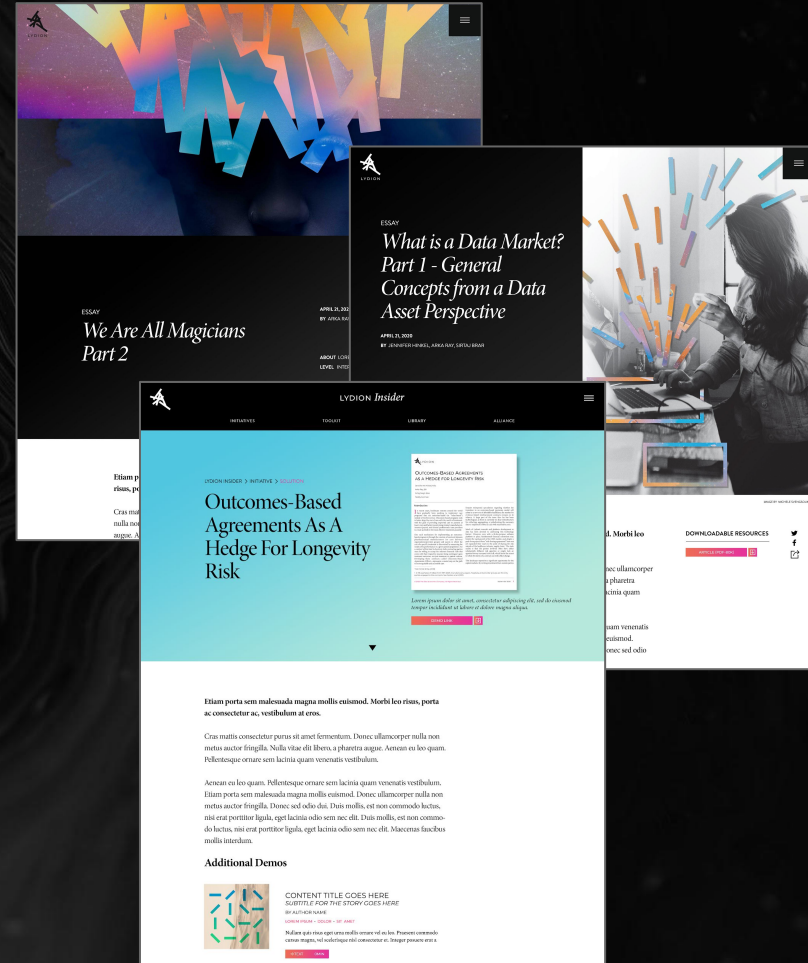
The Lydion will launch in 2021 to an audience of more than 20,000 readers who are curious, thought leading, and interested in how technology can help tackle the “Big Problems.”

Our readers are typically experts in their respective fields, but also have a specific curiosity in understanding how patterns of problem-solving and business strategy can be applied across industries; they want to learn about how leaders in other domains are addressing parallel and analogous problems.

Readership spans continents, with notable audience counts in the US, Europe, India, Australia, China, South Korea, and Latin America. Particular fields of interest include health sciences, climate and environmental science, data analytics, information security, finance and investment, industrial processes and traceability, game theory and economics, and social impact.

Essays & Research Articles

Essays, research articles, and science/technology content geared towards a smart, but general, are among the most proliferative types of content published on *The Lydion* and *Lydion Insider*. The publishing platform's flexible framework allows for highly technical papers to be paired with shorter, easily digested abstracts and commentaries to help any audience better understand the science of data economics and the impact this science has on the world.



Editions of The Lydion

The Lydion Publishing Platform allows for the creation of dynamic “Editions” combining and packaging multi-media assets in an audience-accessible manner, with numerous publisher and editor options for linking content and driving engagement across a variety of “stories” and content types.

The responsiveness and flexibility of the Edition framework within the publishing platform also creates many options for sponsored and supported content, partner content, and similar, all running on the same technology backbone and embedded with advanced audience analytics tools.

Activating The True Power Of Data
HOW THE CHANGING LANDSCAPE OF DATA CHANGES WHAT IS POSSIBLE

THIS IS LYDION.
Lydion is a team of data scientists, engineers and executives devoted to the evolution of Data Economics.

We create technology solutions that allow companies to activate the true power and potential of their data. Our patented blockchain-based solutions can be applied to any industry where data applications drive significant insights, whether it's any industry. Over the past two years, we have worked with clients in Health Care, Pharmaceutical, Television, Global Climate Change, and Retail Empire.

As Lydion, we believe in everyone's right to understand the impact of their data. In addition to building our technology, we are also launching Lydion Media, a publishing platform to educate the world about the science, ethics and impact of data.

Welcome to Lydion, the Future of Data.

WE ARE ALL MAGICIANS
BY ADAM DAY
@ADAMDAY | @ADAMDAY | @ADAMDAY
"Magic is the only language that the world has to express what it thinks that value is."

CHANGING THE CONVERSATION
BY ADAM DAY
@ADAMDAY | @ADAMDAY | @ADAMDAY
The introduction of the Internet, the ease of data collection have pushed to reveal classes, more nuanced and accurate status. These status allow companies, organizations, governments and individuals to make more informed decisions.

Secure addresses in blockchain technology have created a unique ability to have our own data. By allowing us to compare massive quantities of encrypted raw data points, we can now protect privacy while unlocking extraordinary insights. These insights, which we call Data Assets, have the potential to unlock some of the greatest problems facing the world today.

By moving our focus to exchange data, value information, and derive insights, Lydion is forging the mechanisms that will form the building blocks of the Future of Data, Data Economics.

Ask Yourself, What If?
HOW THE CHANGING LANDSCAPE OF DATA CHANGES WHAT IS POSSIBLE

ON.

Using Data Economics, we are able to not only make data science more accessible and useful, but also to help individuals in a number of industries and various situations make the most of thoughtful and insightful information.

As Lydion, we've built the technology the things that Data Economics is all about—creating new ways to exchange data, value information, and connect insights. Lydion's patent-pending technology creates mechanisms that package, organize, and link data in ways that help us look at new types of transactions and exchanges.

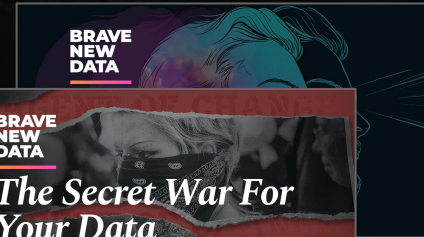
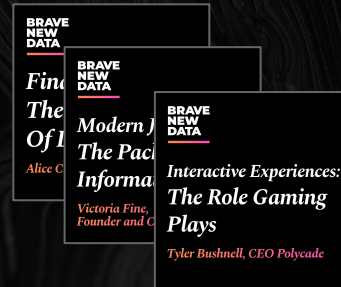
THE NEXT ECONOMY MAY BE ON YOUR MOBILE PHONE
SUBTITLE FOR THE STORY GOES HERE
BY ADAM DAY
@ADAMDAY | @ADAMDAY | @ADAMDAY
Nothing gets more open than our mobile ecosystem. In the Present and Future, we will continue to connect, we will continue to connect, we will continue to connect.

VALUE UNTAPPED
BY ADAM DAY
@ADAMDAY | @ADAMDAY | @ADAMDAY
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Videos & Podcasts

For those who prefer to engage with video and audio content, the publishing platform enables seamless connection of multimedia assets alongside written content. Podcasts and video content expand the stories of thought leaders and partners within the Lydion and Data Economics Co. ecosystem, and allow listeners/viewers to hear directly from individuals and companies implementing the science of data economics and working to make sense of data in the real world. These content modules also expand DECO's reach and bring in new audiences to *The Lydion* and *Lydion Insider* with their shareability on social media platforms.



2021 EDITORIAL CALENDAR
& SPECIAL EDITIONS

How Data Economics Will Change The World



Are We Past The Point Of No Return? Climate Accounting, Environmental Data & Incentives



*Could Data Economics Save Us
From The Next Pandemic?*



*Life, Death, & Money: Will Data Economics
enable radical new avenues for financing biotech
innovation?*

Contact Us

contact@lydion.com