

A Holiday  
fairy tale for  
the digital age.





**Once**

*upon a time,  
a long time  
ago...*



*There was  
a king  
named ...*



*King Content.*



*...And King Content ruled  
in the Land of Media.*

# Now King Content was a crafty king...

because he could pretend lots  
and lots of people were  
reading his click-baity  
content.





So he can make lots  
'n lots of money  
running all types of  
ads against all kinds  
of untrusted and  
irrelevant content.

King Content had a *very*  
good thing going.

He was *very very* happy.  
And *very very very* rich.



*And then  
one day ...*

# People started to rebel against King Content.

They didn't like the irrelevant ads.

They didn't like the invasion of  
their privacy.

They didn't like being digitally  
stalked.

They were having awful  
experiences online.



# King Content

realized he couldn't  
run his kingdom  
like before just  
raking in ad  
revenue from ads  
that were irrelevant.

King Content was  
worried because...



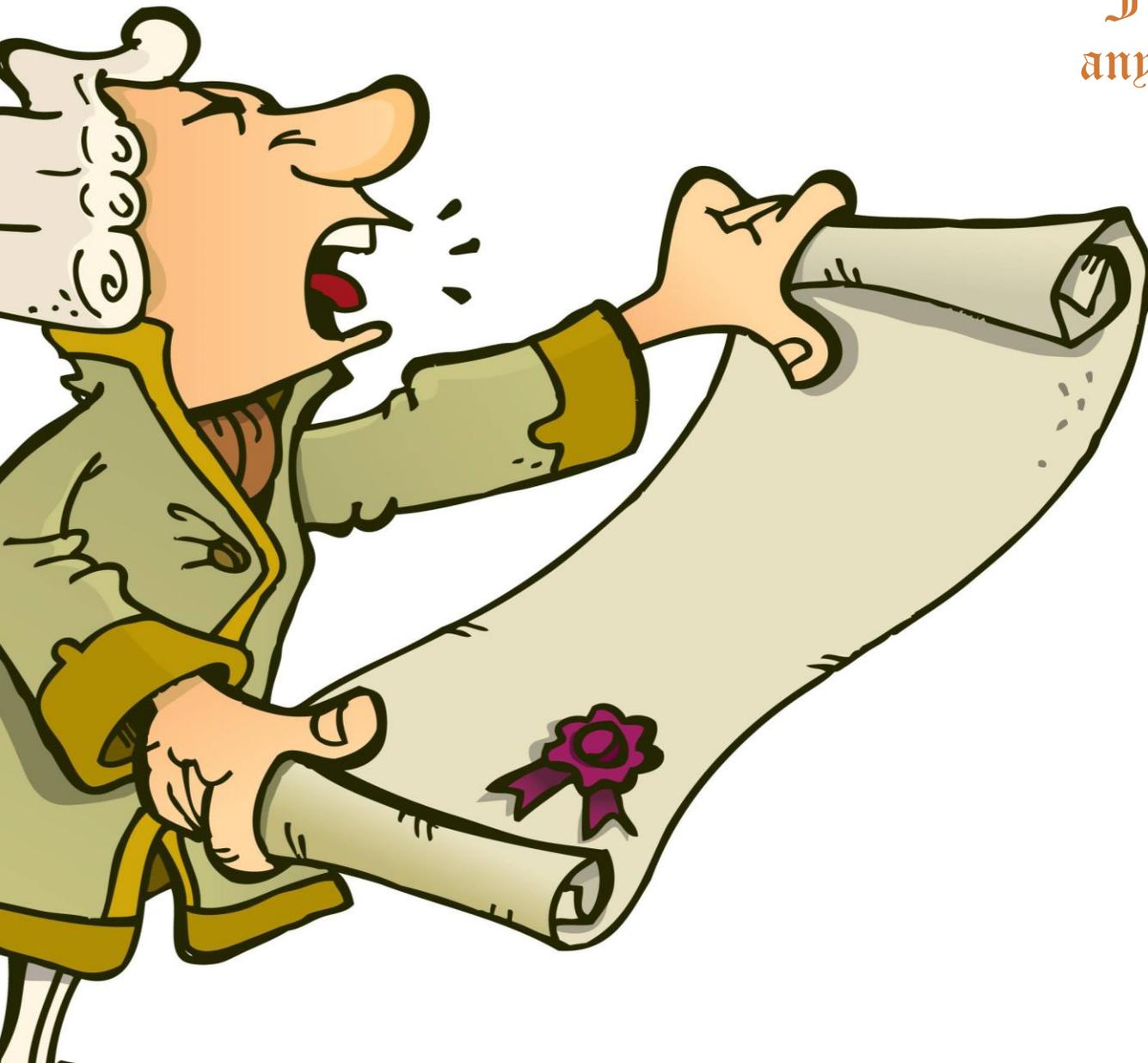
*Just then, a brave princess named  
Relevancy came into the kingdom to  
save the day.  
And the princess knew just what to do.*



In as lady-like a way as she could,  
Princess Relevancy convinced the people  
to resist the click bait of King Content,

*“Don’t fall for it!”*  
she declared.

Then, Princess Relevancy drew up a new Content Bill of Rights which was proclaimed throughout the land.

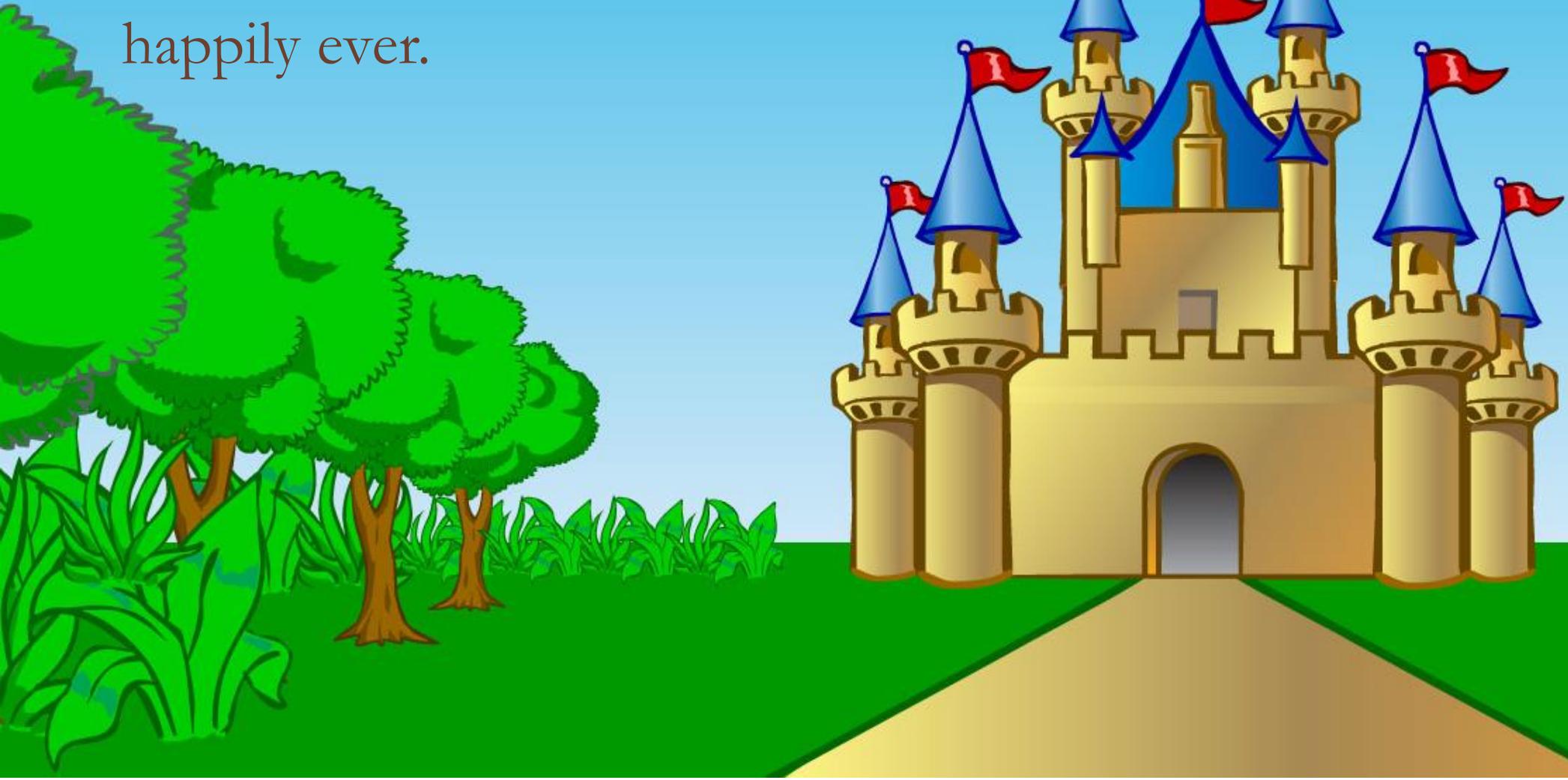


*“From today onward,  
anyone has the right to:”*

- *Enjoy ads that enhance the overall experience because they are truly relevant*
- *Read content without being tracked*
- *Be safe from trolls and bots in their online journeys*
- *Trust that your private data remains private*

The people were so grateful, they  
crowned Princess Relevancy  
King of the new Relevancy Realm.

so all could live their version of  
happily ever.





*And the moral of our story...*

*Content as king  
is dead.*

*Long live  
relevancy.*

“oh please Mom, tell me the story one more time...”



*This fairy tale  
brought to you by  
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