

## Case Study

# Opinions Count: How Aventus, Blockchain Factory & Galactic are Reinventing Media Engagement with Prediction Markets



### At a Glance

#### Industry

Media, prediction markets

#### Challenges

Combatting declining revenue and trust for media outlets in an era of misinformation due to fake news and AI-generated content

#### Solution

Decentralised prediction market platform that empowers media outlets to monetise their readership and regain trust and engagement

#### Results

- Up to **30,000 nodes sold**, increasing decentralisation and trust of the Truth Network
- **\$22 million** raised for Truth Network via sale of validator nodes through partnership with Blockchain Factory
- **87%** customer conversion rate
- **50 million+ eyeballs** on inaugural prediction market

## Readers' Trust in the Existing Media Model is Declining

In today's digital world, skepticism is on the rise. In an era of fake news, false facts, and misinformation, trust in traditional media has plummeted from 72% in the 1970s to just 31% today. With ad models shifting and reader expectations rising, media outlets must innovate.

Prediction markets empower readers to wager on future events – transforming public opinion into actionable insights and real value.

While prediction markets have long been a powerful tool for aggregating knowledge, traditional systems are limited by centralisation, manipulation, and opaque decision-making.

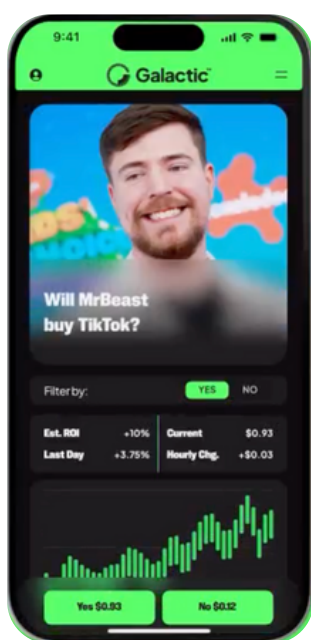
Galactic is a media engagement engine which empowers major media publications to regain the trust and engagement of their readers through transparent prediction markets. They were on the lookout for a reliable partner that could build them the infrastructure they needed, at scale.

Aventus created the Truth Network to solve these problems by enabling a completely decentralised verification model, where thousands of independent nodes validate market outcomes, ensuring that the results are fair, transparent, and immutable.

“ In a world where misinformation spreads like wildfire, the need for verifiable outcomes has never been greater. Media, businesses, and individuals need truth they can trust.

It is with Aventus' invaluable technology and guidance that we were able to create the Truth Network, ensuring fairness and transparency, enabling real-time insights, and incentivising invaluable engagement between media powerhouses and their audiences. ”

Stuart Stott  
CEO, Galactic



## Integrating Prediction Markets for a Transparent, Community-Driven News Experience

Aventus-powered prediction markets provide a streamlined way to implement this approach, combining user-friendly design with robust, tamper-proof technology, turning passive consumption into engaged participation.

Via Aventus' validator node sales and infrastructure partner Blockchain Factory, up to 30,000 validator nodes were sold, helping ensure the security and decentralisation of the network, while driving revenue for the Truth Network, with zero disruption or downtime.

For publishers, integrating prediction markets unlocks a new revenue stream. Beyond ads and subscriptions, media can now monetise public sentiment—transforming every well-informed forecast into a tangible payout.

The platform empowers media organisations to tap into the collective intelligence of their audience by transforming individual forecasts into actionable insights. Each reader prediction contributes to a rich, aggregated dataset that reveals trends, gauges sentiment, and informs strategic editorial decisions.

It also creates a community of 'truth-tellers' – readers who are incentivised to contribute quality insights. This deep, meaningful engagement drives richer content and elevates the overall media experience.

“ With a network of up to 30,000 individual nodes, Truth is designed to ensure that predictions, outcomes, and market results are independently verified and immune to manipulation. It is the pinnacle of everything Web3 stands for: decentralisation, community, and transparency. ”

Chad Barron  
CEO, Blockchain Factory

Prediction markets could surpass the equities market in the next 15 years

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