**The TrustX Transparency Train Is Picking Up Speed**

Of the 35 publishers that have committed themselves to trying TrustX, 16 are actively trading, including Hearst, NBCU, CBS Interactive, The Washington Post, New York magazine, Univision, Viacom, A+E and The Atlantic. Kohl expects four more publishers in the pipeline to make their inventory available by the end of the year.

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<https://adexchanger.com/online-advertising/trustx-transparency-train-picking-speed-next-stop-trade-desk/?utm_source=API+Need+to+Know+newsletter&utm_campaign=d77ae816d2-EMAIL_CAMPAIGN_2017_11_29&utm_medium=email&utm_term=0_e3bf78af04-d77ae816d2-31697553>