

Blockchain and the Future of Licensing

Hype or Reality?



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Successful partnerships

News & Content management | UGC Verification



Việt Nam News
THE NATIONAL ENGLISH LANGUAGE DAILY



MEDIAFAX
GROUP



TA NEA



Ο ΦΙΛΕΛΕΥΘΕΡΟΣ



Commercializing R&D

Business offerings resulting from EU funded R&D projects

Truly Media platform

Designed in cooperation with Deutsche Welle, to support the verification of digital user-generated content residing in social networks and elsewhere.
Currently used by Amnesty International.



social sensor

EU funded project : mining & aggregating massive amounts of media from multiple dynamic & quickly evolving social sources.



Functionality embedded into ATC's proprietary news & information management platforms to help users verify the validity of posts in Twitter



EU funded project : Novel framework for discovering higher level concepts hidden within social media content.



Blockchain 101

Blockchain in Media & Entertainment

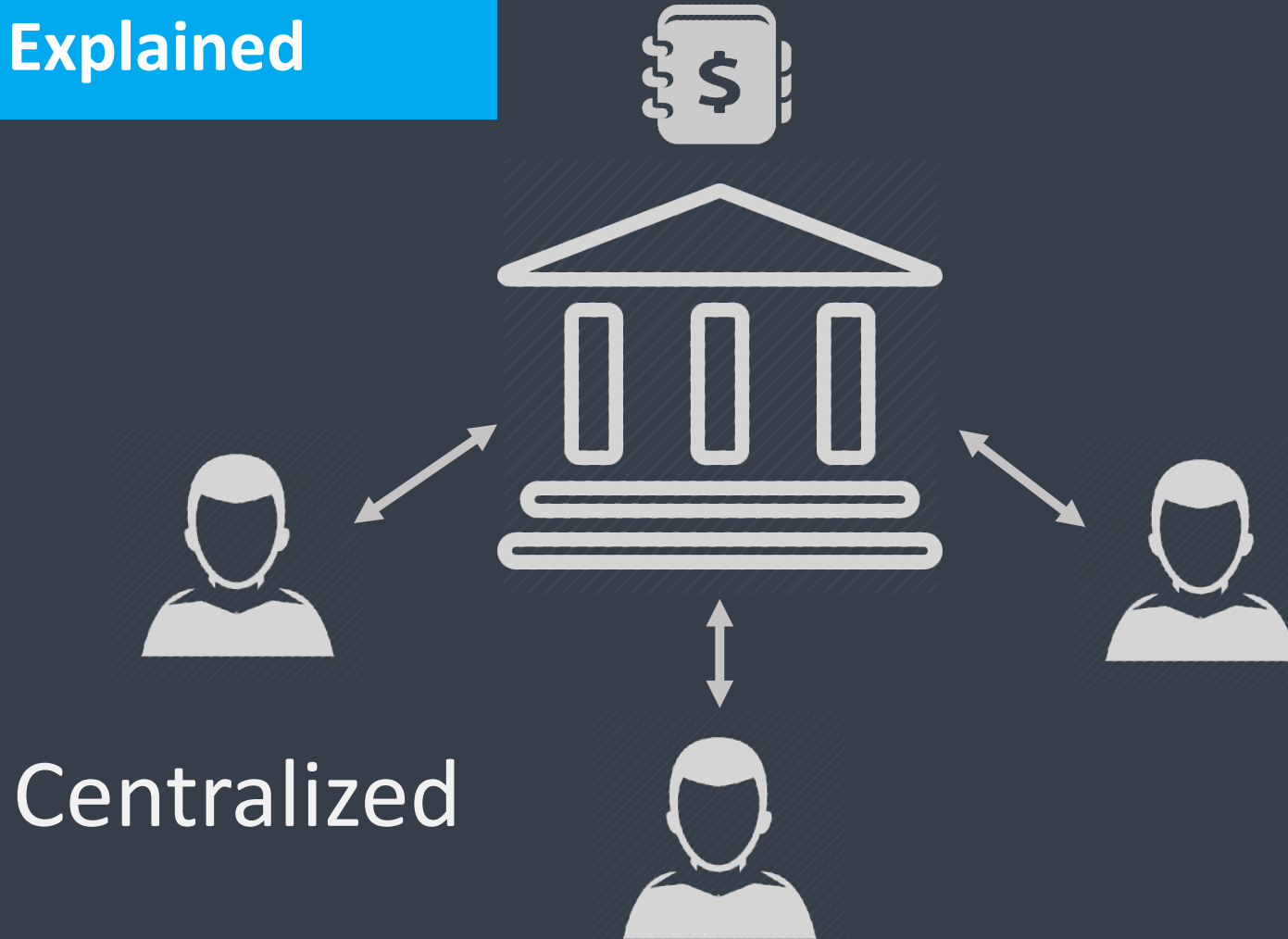
Bloomen project

THE BASICS

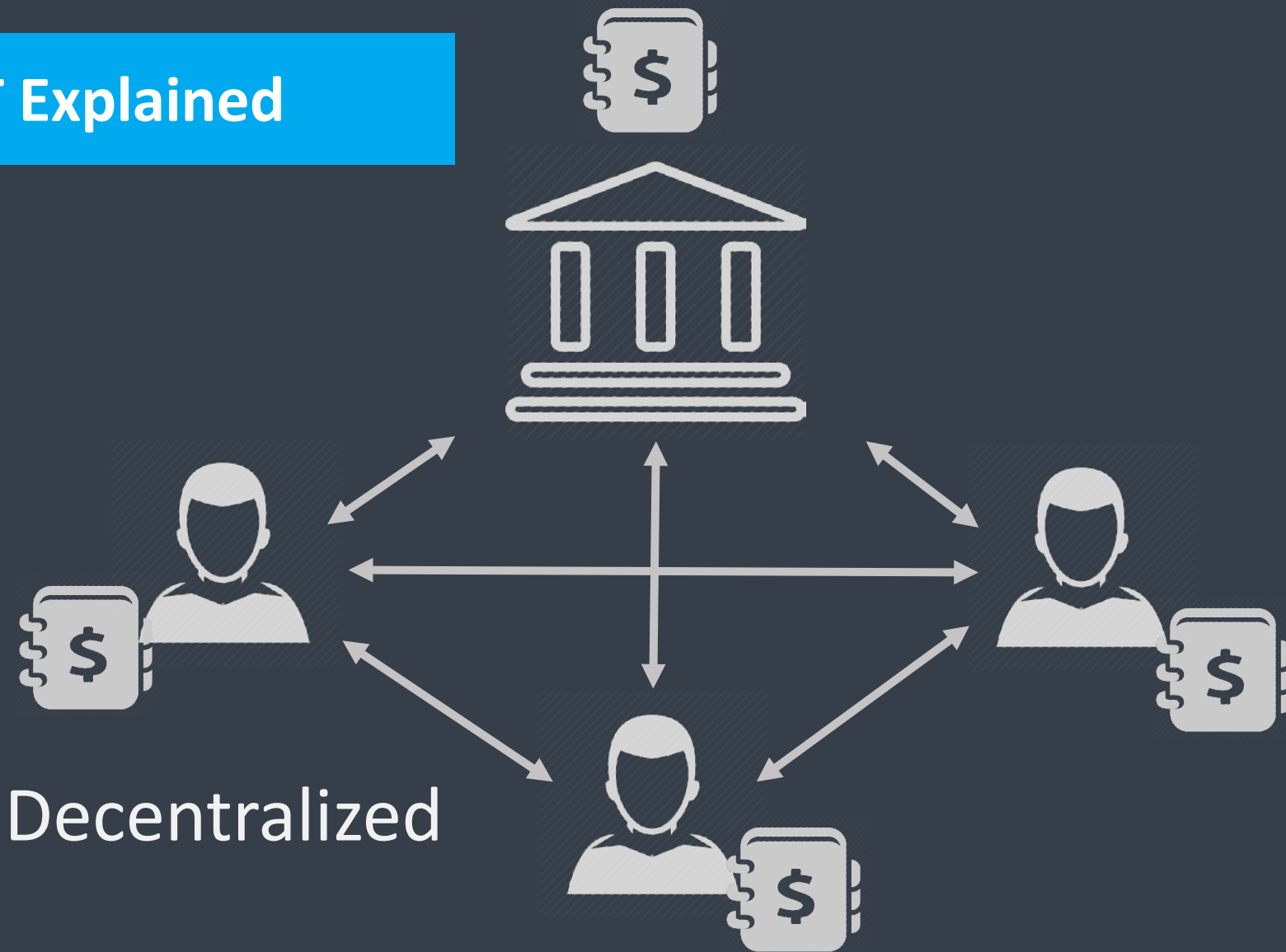
A person is holding a yellow sticky note in their hand. The sticky note has the words "BLOCK CHAIN" written in blue ink, with a blue underline beneath the word "CHAIN". The background is blurred, showing a person's face and a computer monitor with some text on it.

BLOCK
CHAIN

DLT Explained



DLT Explained



Decentralized

Defining Blockchain



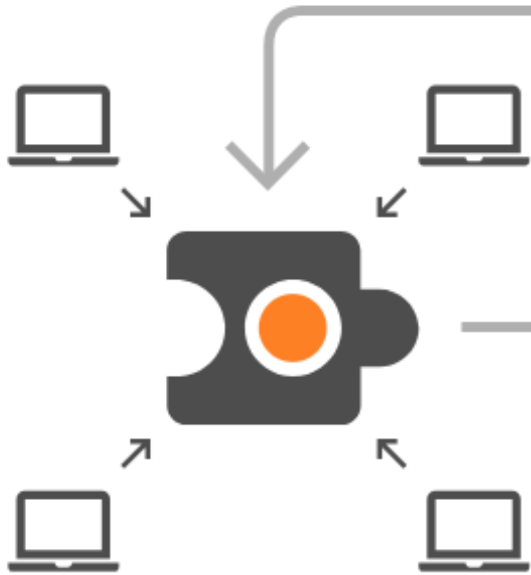
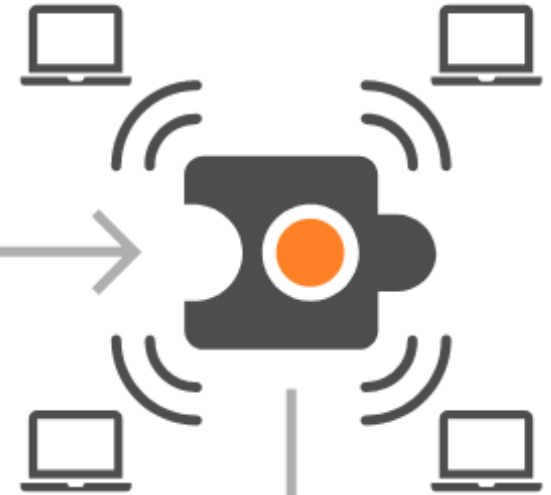
A wants to send
money to B



The transaction is represented
online as a “**block**”



The block is
broadcasted to every
party of the network



Network parties approve
transaction as valid



The block can be added to the chain, providing
indelible & transparent record of transactions



The **money** moves
from A to B

Defining Blockchain

- **Distributed Ledger** of Transactions, shared between peers
- No single controlling entity, **no tampering of records** possible
- Ability to **monitor transactions** execution in **real time**
- Various degrees of **anonymity**, depending on tech selection



Blockchain core features



Disintermediation

No intermediaries

Anonymity or KYC option



Immutability

Stored transactions do not change

Tracking & Security



Smart Contracts

Facilitation of negotiation

Execution of transaction

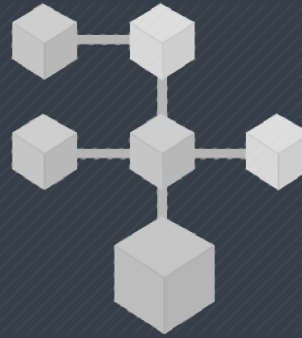
Smart Contracts

1



Option contract is written as code into a blockchain

2



Contract is part of the public blockchain

3



Parties involved in contract are **anonymous**

4



Contract executes itself when conditions are met

5



Regulators use blockchain to keep an eye on contracts

MEDIA & ENTERTAINMENT



BLOCK
CHAIN

A person is holding a yellow sticky note with the words "BLOCK CHAIN" written in blue ink. The note is tilted and has a blue underline. The background is blurred, showing a person's face and a computer screen with some text and green highlights.

Current environment

Smaller cuts of revenue

No control over pricing, distribution, advertising

No access to audience

Time consuming contracts & payments



Content Creators

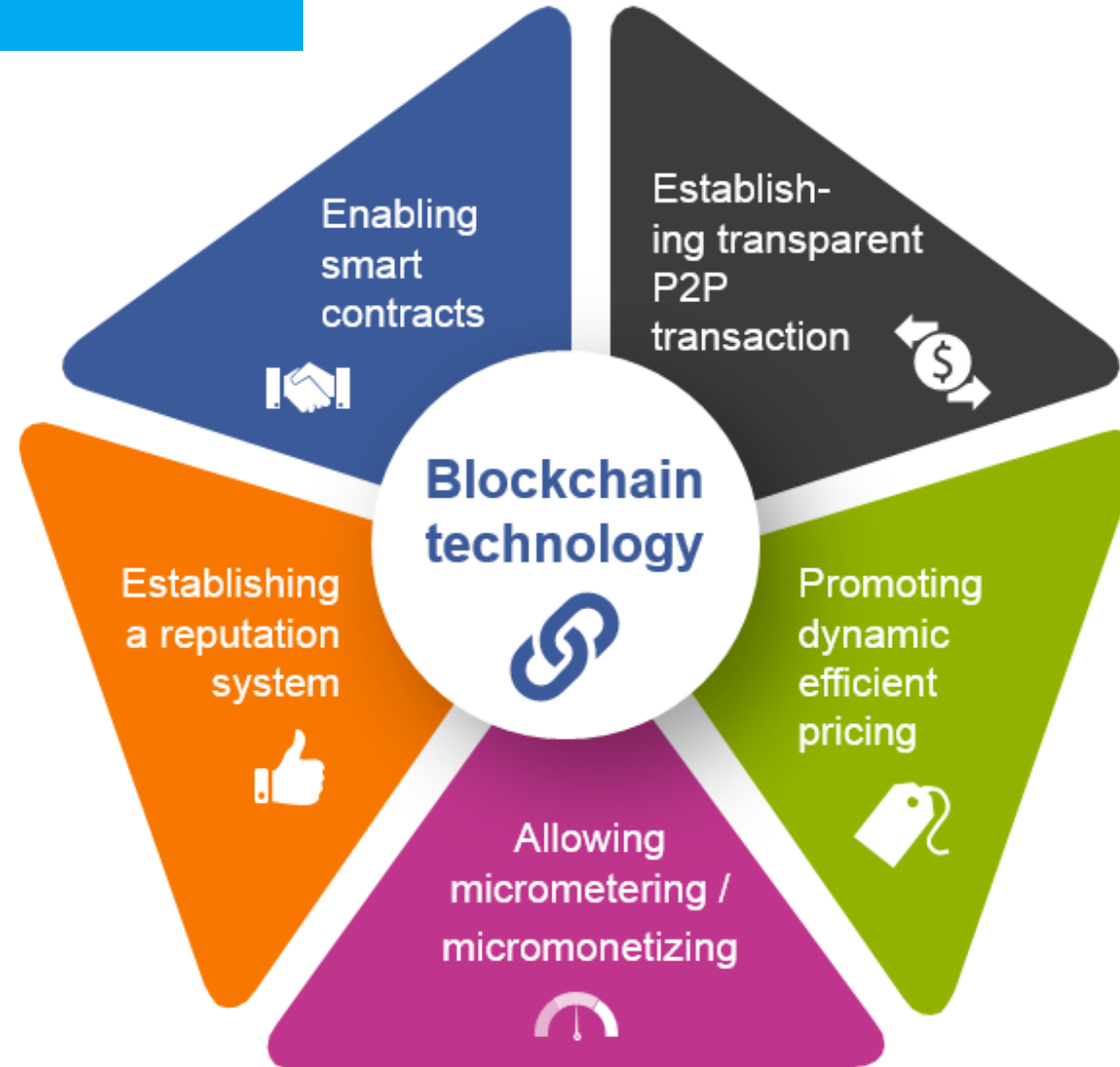


Distribution Channels



Content Consumers

Opportunities for media



Source: Wences Casares, CEO of Xapo

Opportunities for Media

01

New pricing options for paid content

Low-price content (<1€) can efficiently be settled between seller & buyer

02

Content bypassing aggregators/distributors

Liberalization of advertising market

03

Distribution of Royalty Payments

Alternative to imprecise estimates | Increased transparency

04

Monetization of C2C / P2P content sharing

Automated “real-time” billing

05

Consumption of paid content without boundaries

Direct linkage of consumption to individual

Sources:

“Blockchain @ Media | A new Game Changer for the Media Industry?”,
© Deloitte 2018

“The Journey to blockchain enlightenment: For the media & entertainment industry”, ©
Accenture Consulting, 2018

Digital Rights Management

How blockchain can assist



Transparency & Accuracy



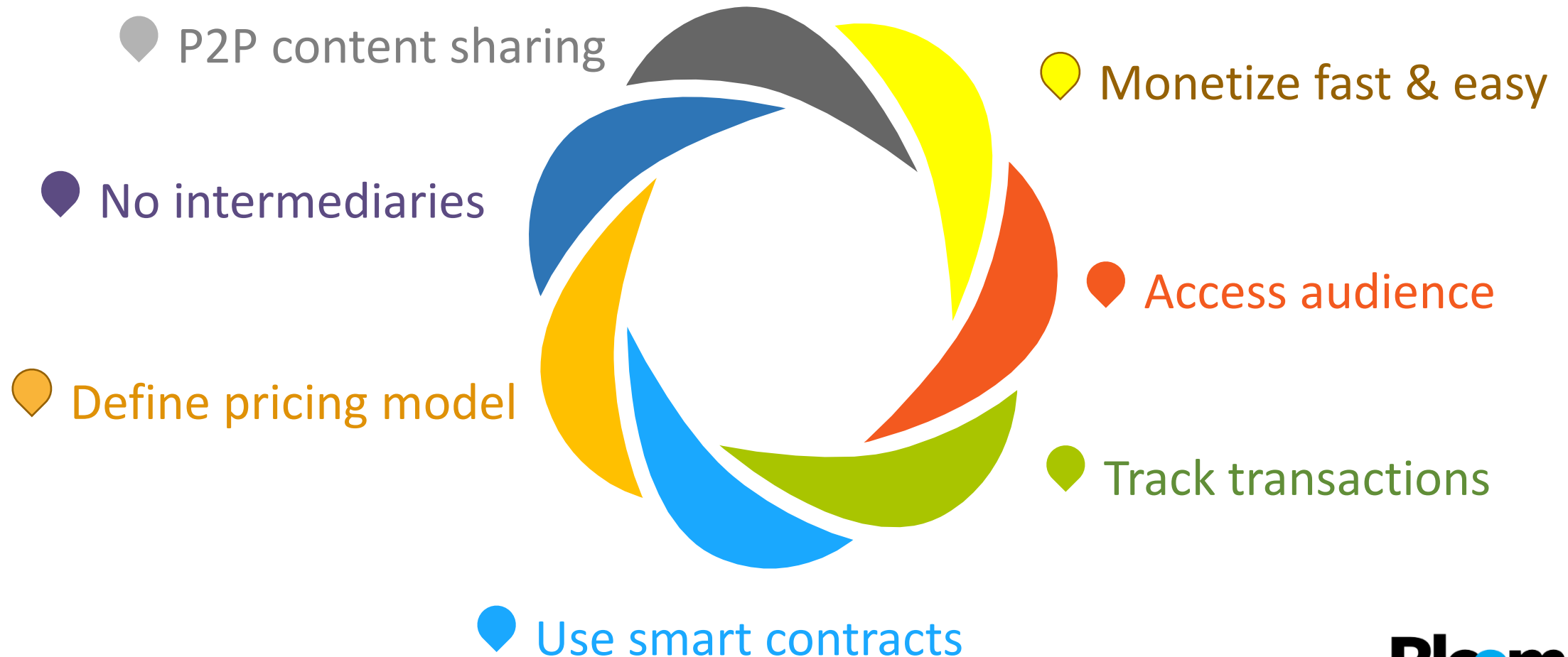
Accelerated Payment



Enhanced licensing & Monetization

Creative industry redesigned

A creator-centric model for blockchain



BLOOMEN

A person is holding a yellow sticky note in their hand. The sticky note has the words "BLOCK CHAIN" written on it in blue ink, with a blue underline beneath the word "CHAIN". The background is blurred, showing what appears to be a computer monitor and some office equipment.

BLOCK
CHAIN

Key concepts of Bloomen project

01 Better copyright protection and rights management

02 Fairer, more dynamic & transparent payments

03 More efficient contracts and processes

04 New content and collaborative marketplaces

05 Decentralized and crowd based connections

The Bloomen consortium

Co-funded by the European Union: 2017-2020



worldline
e-payment services

Coordinator



ANT1

National Broadcaster



ATC
ATHENS TECHNOLOGY CENTER

Media tech provider



bmat
MUSIC INNOVATORS

Music usage monitoring



DW Deutsche Welle

News media



kendraio

Digital media
marketplace



Institute of Communication &
Computer Systems (NTUA)



WEB TV

Protect copyright &
enhance access

MUSIC

Efficiency &
transparency

NEWS MEDIA CONTENT

Identify rights,
ownership &
compensation

WEB TV

Protect copyright & enhance access

ANT1 Use Case

An audiovisual content acquisition, copyright management and sales solution for TV streaming services.





MUSIC

Improved efficiency & transparency

BMAT Use Case

A global music information database for rights management and claims that engages all relevant interested parties.

NEWS MEDIA CONTENT

Identify rights, ownership & compensation

DW & ATC Use Case

An acquisition and management tool for news picture content that aims to improve visual journalism and collaboration with external picture contributors.



Main problems currently

01 Publishers can't easily get and prove usage licensing

02 Publishers have restricted access to UGC

03 Photographers can't sell without revealing identity

04 Citizen photographers can't easily monetize their photos

Photo marketplace

A practical example

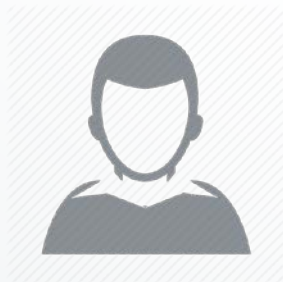
**Anonymity
option**

**Flexible
pricing models**

**Transparency in
copyright**

**Self regulated
community**

**Publishers access
UCG**



Creator

Upload photo



Compensation



Smart Contract

Pay photo



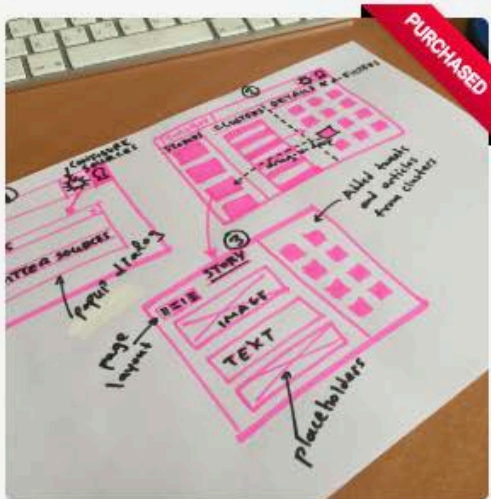
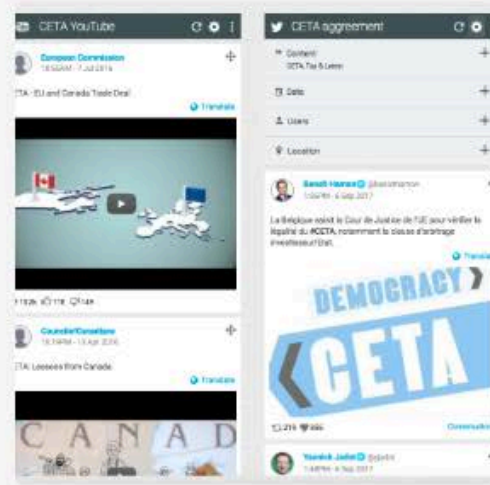
Get photo



Consumer

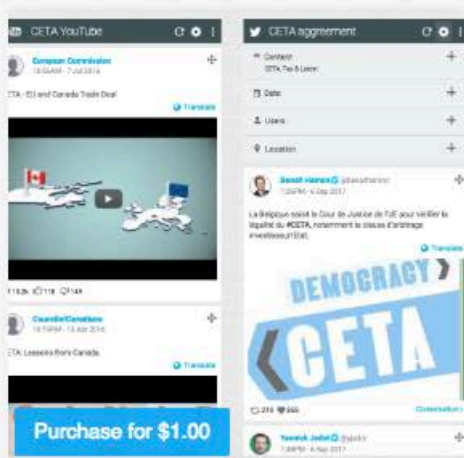
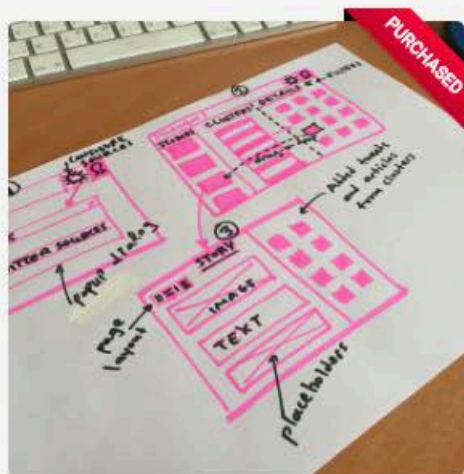
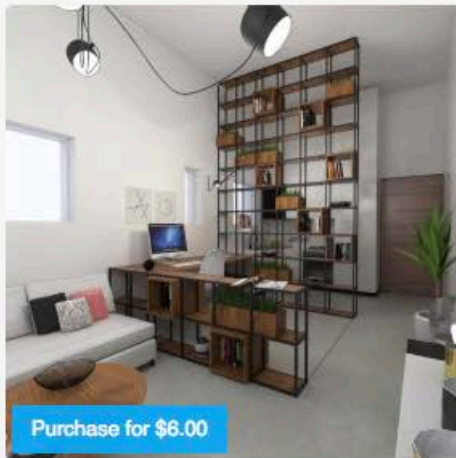
My photos

Upload new photo



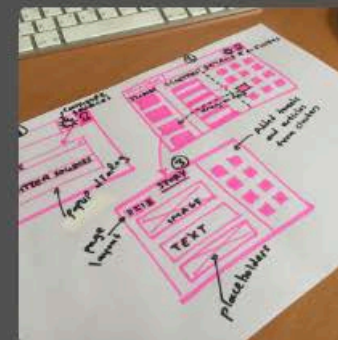
Upload photos & set price

Search photos by keyword



Purchased photos

1



Search & buy photos

My transactions

Date	Transaction	Photo	Receiver	Price(\$)	Type
10/04/2018 13:48:30	↔		photographer	4.00	<button>PURCHASE</button>
10/04/2018 13:33:45	↔		-	0.00	<button>UPLOAD</button>
10/04/2018 13:32:29	↔		-	0.00	<button>UPLOAD</button>
10/04/2018 13:31:22	↔		-	0.00	<button>UPLOAD</button>
10/04/2018 13:30:12	↔		-	0.00	<button>UPLOAD</button>
10/04/2018 13:29:24	↔		-	0.00	<button>UPLOAD</button>
10/01/2018 11:42:25	↔		-		
09/21/2018 14:47:49	↔		photographer		<button>PURCHASE</button>

Browse transactions

photographer 

About

My balance:

\$105.00

Member since: 08/17/2018 15:35:34

Email: x.bouchlis@atc.gr

Organisation: photographer

Wallet: 0xB1EF8d4c4af05aE27625A6A617c0e0ee45905F14

My reputation:

 28  7

Manage digital wallet



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