Blockchain and the Future of Licensing
Hype or Reality?

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Successful partnerships
News & Content management | UGC Verification
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.

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

**TruthNest**

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.
THE BASICS

BLOCKCHAIN
DLT Explained

Centralized
Defining Blockchain

Hash 1A4Z
Previous Hash: 0000

Hash 2K0G
Previous Hash: 1A4Z

Hash 2Y3L
Previous Hash: 2K0G

Source: https://rubygarage.org/blog/how-blockchain-works
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.
BLOCK CHAIN
Current environment

- Smaller cuts of revenue
- No control over pricing, distribution, advertising
- No access to audience
- Time consuming contracts & payments
Opportunities for media

- Enabling smart contracts
- Establishing transparent P2P transaction
- Promoting dynamic efficient pricing
- Allowing micrometering / micromonetizing
- Establishing a reputation system

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

Source: "The Journey to blockchain enlightenment: For the media & entertainment industry", © Accenture Consulting, 2018
Creative industry redesigned
A creator-centric model for blockchain

- P2P content sharing
- No intermediaries
- Define pricing model
- Use smart contracts
- Monetize fast & easy
- Access audience
- Track transactions
BLOOMEN
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

Coordinator: Worldline
National Broadcaster: ANT1
Media tech provider: ATC
Music usage monitoring: BMAT

News media: Deutsche Welle
Digital media marketplace: Kendraio
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.
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

Consumer

Pay photo

Get photo
My photos

Upload new photo

Upload photos & set price
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Manage digital wallet