Radical Thinking Required
Blockchain and the Cultural Industries

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- Chairman of the Board of ISCC Foundation
  (from 2019)
- Co-Initiator of Content Blockchain Project
  (from 2016)
- CEO of Posth Werk BV (posth.me)
What effect will blockchain have on global media publishing and the licensing business?
Blockchain Establishes a New Layer

**Blockchain**
Value Transfer

- Money
- Reputation
- Licenses

**Internet**
Information Transfer

- Text
- Images
- Videos
THE CONTENT BLOCKCHAIN PROJECT

WHAT WE DO
The Content Blockchain Project is initiating an open and decentralized blockchain ecosystem dedicated to media content that is operated and owned by the industry itself.

OUR GOAL
Our goal is to create a decentralized, global, digital infrastructure for the creative community to discover, register, navigate, offer, sell and license digital media content and otherwise exchange value over the network.

FOR YOU
The project addresses authors, photographers, journalists, musicians, artists, bloggers, publishers, content distributors, and all kinds of media companies, startups and creatives around the globe.

APPLICATIONS AND PROTOTYPES
Try out our demos:

- ISCC Specification
- Smart License Demo
- Blockchain Explorer
- Desktop Wallet
Suggestion for an Open Layered Blockchain Ecosystem
Digital Content Identification
Smart Licensing
Content Blockchain B2C Smart License

AD-AT-Ia-RS-Experimental Version 1.0

Preface

Today, professional and commercial digital content licensing is a complex issue mostly dealt with by specialized lawyers. The idea behind smart licenses is to provide an easy-to-use license construction kit that even legal hypersensitive can handle. In our smart license generator any interested rights owner (licensor) can choose from a limited number of rights modules. Their combination, supplemented by some standard terms and conditions form the content of the smart license, i.e. the use rights, that the licensor wants to grant You (the licensee).

The smart licenses, alongside with basic metadata are publicly registered on the Content Blockchain in a secure and reliable, open and transparent, automated and machine-readable way.

For the avoidance of doubt, this smart license does not apply where a license is not needed (e.g. where limitations of copyrights apply like the quotation right). Nothing in this license shall be construed as excluding or limiting statutory freedoms allowed for by exceptions and limitations, fair use, fair dealing and related doctrines.

Subject to the terms and conditions of this smart license, the Licensor hereby offers You a non-exclusive worldwide license for the duration of the licensed material under its terms and conditions. By performing the act that the licensor has defined as a declaration of acceptance to his offer, You accept and agree to be bound by the terms and conditions of this smart license.

Licensed material: The artistic, scientific or literary work, database, or other copyright protected material to which the licensor applied this smart license. The licensed material is identified by a unique ISCC.

Licensor: The individual(s) or entity(ies) granting rights under this license. The licensor can be the creator or another copyright owner (like e.g. a publisher).

Rights Modules: A standardized section of the smart license that describes a certain kind of use. The licensor can choose from a number of rights modules to define the scope of his/her smart license.

Rights Profile: The combination of rights modules the licensor chose for his smart license. Smart license: The sum of rules that apply for the use of the licensed material.

2. Licensing conditions

You may use the licensed material to the extend and under the conditions defined hereafter:

2.1. Licensed Rights (rights modules)

Adapt: You may modify, alter or change the licensed material in any way (e.g. remixing, transforming, shortening, translating, synchronizing, combining with other material). Adaptations may also be shared.

Resaler: You may permanently transfer the smart license to a third party against compensation. The smart license can only be resold once and in its entirety. By reselling it you automatically lose your own rights to use the licensed material. Also, you are obliged to delete your copies of the licensed material. The resale transaction will be registered on the blockchain.

All rights that are not mentioned above are reserved.

2.2 Restrictions

2.3 Obligations

Attribution: You have to provide notices that are supplied with the licensed material when you share or distribute it. Under this obligation you have to:

• Retain credits to the creator and/or the copyright owner;
• Retain copyright notices;
• If so stipulated by the licensor obtain an URL or hyperlink to an online source of the licensed material.

https://smartlicense.coblo.net/smartlicense/bfc16121-3fc8-4228-ae25-f01c1c585082/
Attribution Ledger
Rights Owner

Agreements

Supply & demand

User Accounts

Payments

Fulfillment

Customer
Rights Owner
Direct Sales
P2P Payment

Customer
Self-sovereign identity
True digital ownership
Lines Of Bunny
Edition 1 of 1

Presenting vulnerability and comfort in a form of geometric lines that create the shape of a Bunny.
#BlackAndWhite #Bunny #ContemporaryArt #Cute #Geometric #Modern #Rabbit #Soft

SIGN UP TO COLLECT

https://superrare.co/artwork/lines-of-bunny-123
SuperRare

Lines Of Bunny

Owned by 06CE30

Presenting vulnerability and comfort in a form of geometric lines that create the shape of a Bunny.
## Transaction Details

**Overview**

| Feature Tip: Track historical data points of any address with the analytics module! |

<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transaction Hash</strong></td>
<td>0x44d04540e43ce8c24c54ae1414e5cd6ede09cc67559825c33bf65838a723659f</td>
</tr>
<tr>
<td><strong>Status</strong></td>
<td>SUCCESS</td>
</tr>
<tr>
<td><strong>Block</strong></td>
<td>5671864</td>
</tr>
<tr>
<td><strong>Timestamp</strong></td>
<td>526 days 9 hrs ago (May-25-2018 01:57:42 AM +UTC)</td>
</tr>
<tr>
<td><strong>From</strong></td>
<td>0x37d6140e556d3730e386ae983de4f436addb3b62</td>
</tr>
<tr>
<td><strong>To</strong></td>
<td>Contract 0x41322b280ff35404oe2cbc676f0320d8c8850d (SuperRare Token)</td>
</tr>
<tr>
<td><strong>Tokens Transferred</strong></td>
<td>From 0x0000000000000000 To 0x37d6140e556d37 For 123 SuperRare (SUPR)</td>
</tr>
<tr>
<td><strong>Value</strong></td>
<td>0 Ether ($0.00)</td>
</tr>
<tr>
<td><strong>Transaction Fee</strong></td>
<td>0.001578533 Ether ($0.29)</td>
</tr>
</tbody>
</table>

[https://etherscan.io/tx/0x44d04540e43ce8c24c54ae1414e5cd6ede09cc67559825c33bf65838a723659f](https://etherscan.io/tx/0x44d04540e43ce8c24c54ae1414e5cd6ede09cc67559825c33bf65838a723659f)
@Sebastian placed a bid for about $55.00
A YEAR AGO  [view tx]

@Sebastian placed a bid for about $36.66
A YEAR AGO  [view tx]

@Sebastian placed a bid for about $22.00
A YEAR AGO  [view tx]

@Sebastian placed a bid for about $7.33
A YEAR AGO  [view tx]

@helenr accepted a bid for about $18.33 from
@MasterTrader420
A YEAR AGO  [view tx]

https://etherscan.io/tx/0x44d04540e43ce8c24c54ae1414e5cd6ede09cc67559826c33bf65838a723659f
Why BitBook?

- Pay with Bitcoin - read at your own discretion
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- Unencumbered DRM-free ebooks
- Multiple ebook formats (mostly EPUB/PDF)
- Authors and publishers earn more
- No signup, no tracking, no privacy violations
- No vendor, hardware or platform lock-in
- TODO: This should be pretty

Featured more →

Star Hunter
Andre Norton
0.00056977 BTC (3.99 EUR)

Nicomachean Ethics
Aristotle
0.00278003 BTC (19.55 EUR)

The Adventures of Sherlock Holmes
Arthur Conan Doyle
0.00268859 BTC (18.90 EUR)

Sons and Lovers
D. H. Lawrence
0.00200063 BTC (14.01 EUR)
STAR HUNTER
ANDRE NORTON

The legend of Jumala the sole survivor of a fortune, or has been made to

The pilot turned safari guide Ras Hume schemes to collect fortune. A busboy from local dive bar is brainwashed into
to doubt his own memories.

In 1961 as part of a double title paperback by Ace East Master, and again in 1968 paired with the short

*: Values of cryptocurrencies are frequently updated and may change unexpectedly. Final price will be shown in the payment dialog.
Decentralized Digital Commerce

- **Pro Competition**
  (New and innovative business models)

- **Pro Consumer**
  (Self-sovereign identity, true digital ownership)

- **Pro Copyright**
  (Regaining control of copyrights and distribution)
Join the Initiative!
content-blockchain.org

Get familiar with the ISCC
iscc.codes