

# paperchain

## PRODUCT OVERVIEW

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### Modernizing media finance & revenue recognition

An online marketplace to better monetize cash flows and revenue.

Digital media revenue is trapped in expensive, inefficient, and long payment cycles. While media distribution and consumption models have shifted to streaming and micro-transaction based economies, media finance still operates within traditional 75-120 day payment cycles. No simple and scalable solution exists for media companies to leverage daily consumption data to source liquidity and investment.

**Paperchain** is solving the media finance problem through an online marketplace for media financing.

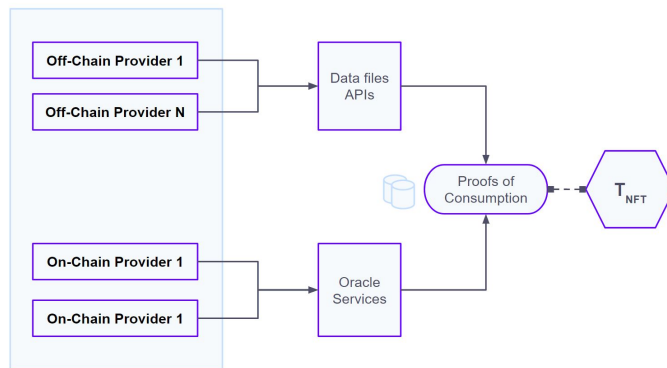
We allow you to connect your stream & transaction reporting feeds from your digital platforms and turn your daily sales data into liquid assets, selling them at a discount to market buyers.

Creating tradable asset classes from transactional data allows your media revenues to become liquid in near-real time, meaning industry pay cycles can now move at the speed of digital consumption.



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Paperchain's marketplace technology leverages programmable smart contract protocols that aggregate and value media consumption data, creating a tradable receivable that can be bought and sold on primary and secondary markets. The use of distributed ledger technology as a trading and settlement system delivers lowest-cost & faster settlement, greater transparency and information symmetry to the market.



Pricing media consumption data at the transaction-level means more data attributes can be produced, leading to better price discovery for media companies looking to source financing.

By selling the revenues generated by the assets and not the assets themselves, you can secure working capital without assigning rights or giving up ownership of your media assets.

We are servicing media companies & media supply chain intermediaries across digital publishing, advertising, music, film, game and app development, providing the media industry with a low-cost and scalable alternative to traditional loan & AR financing products.

Learn more about Paperchain [paperchain.io](https://paperchain.io).

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