SonoCoin

CoinPayments

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Crypto Valley
Member

Digital Media Copyrighting Use Cases

Real-Time Billing

Becoming more and more accustomed to “digital” business models, consumers expect “per-use” payment models, instead of paying a monthly / yearly fee for an online subscription to one particular newspaper / (Pay-)TV channel.

Moreover, the combination of clearly-defined ownership rights and the ability to track sales permits the launch of totally new pricing models.

Advantages

- ✓ Increased willingness to pay especially younger digital natives are more willing to pay a few cents for a music track they favor than to be charged a flat monthly subscription.
- ✓ Copyright tracking becomes more accurate, as does allocation to media copyright holders and the subsequent distribution of royalty payments.
- ✓ Efficiency increases, since costly monitoring of contractual agreements and complex distribution of profits are not necessary

Digital Media Copyrighting Use Cases

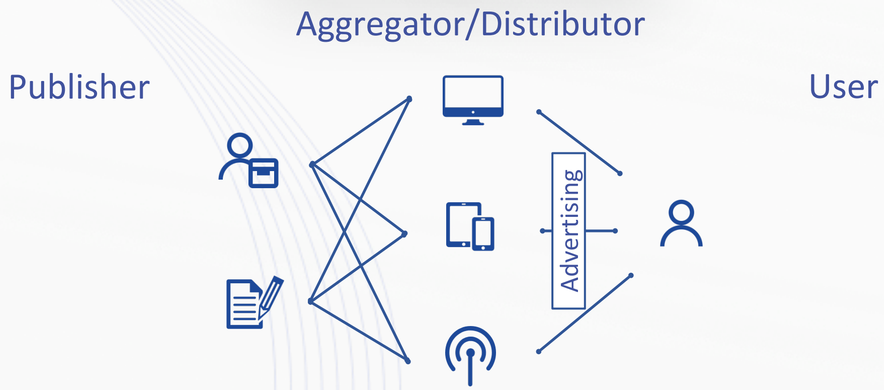
Content Bypassing Aggregators

So far, the digital adverting ecosystem is complex and involves numerous stakeholders. There are several intermediaries between the content creator and the potential advertiser. The slice of the monetization cake for the initial creator of digital content becomes smaller with every additional party involved.

Advantages

- ✓ Blockchain permits direct customer relationships between fans and producers.
- ✓ Marketing performance and impact become more accurately measurable.
- ✓ Content aggregators and advertising networks are likely to lose their dominant market position in the media world.

Now



To be

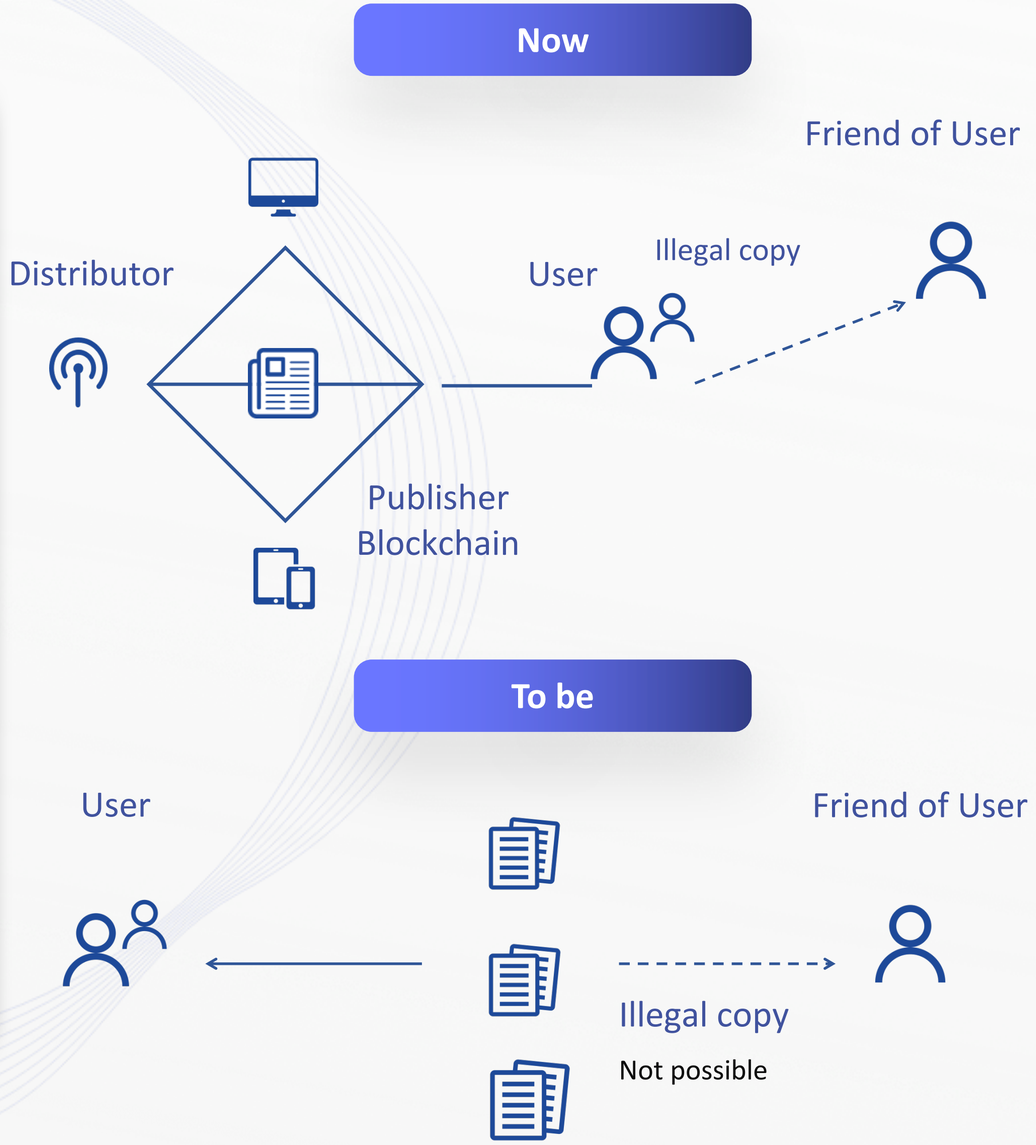
Digital Media Copyrighting Use Cases

Copyrights & Piracy

Illegal file sharing still remains a major problem for media companies, while the blockchain has the potential to solve that problem. With a blockchain, content owners have full control and visibility of the consumption and number of uses of individual songs and / or movies. Therefore piracy and copyright infringements are nearly impossible. There are several intermediaries between the content creator and the potential advertiser. The slice of the monetization cake for the initial creator of digital content becomes smaller with every additional party involved.

Advantages

- ✓ Content owners can fully leverage, control, and monetize all copyright assets that are recorded in the blockchain.
- ✓ llegal file sharing and other copyright infringements will be impossible, due to the transparency of the blockchain details through collection associations as trusted third parties.



How SonoCoin makes it possible

SonoCoin's unique .WAV files can digitally fingerprint media files. The smart contract within the .WAV file allows/denies a user access. Publishing companies will have complete visibility over the lifecycle of each asset in circulation. SonoCoin's blockchain will automatically adjust the file's fingerprint (.WAV file) and keep an ongoing digital ledger of all transactions.

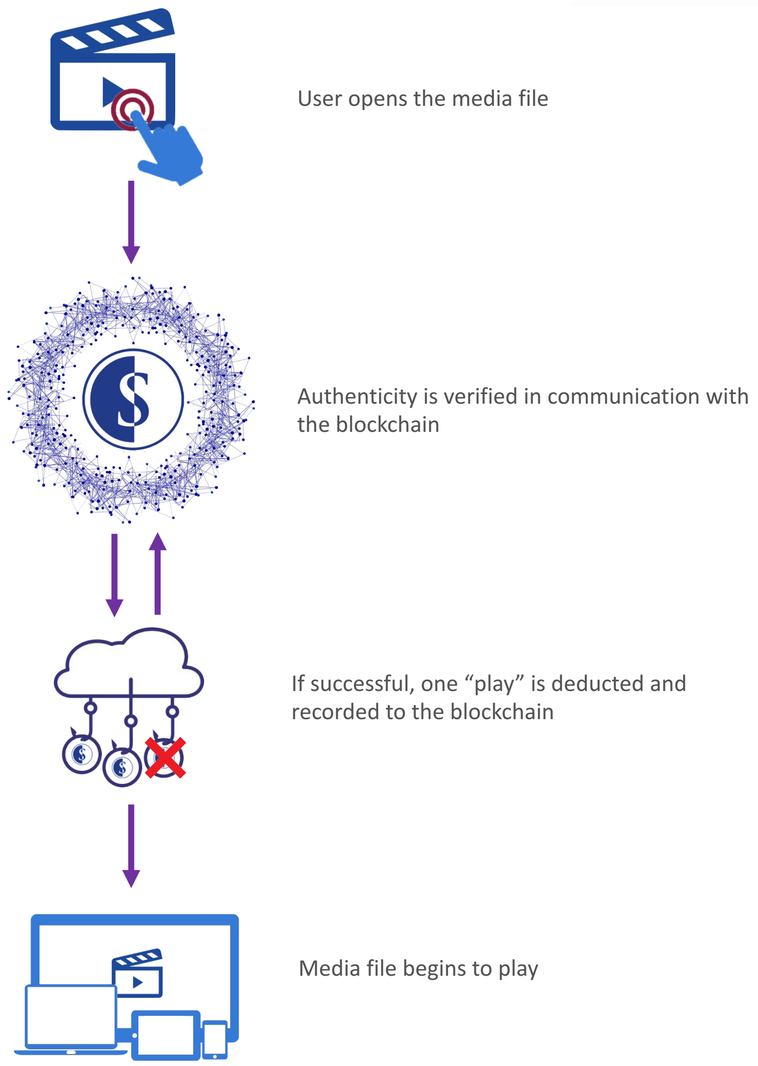
Prepaid Plays

Concept: A media file (film, song) will have a limited lifecycle. Each media file will be individually identified on the blockchain (digitally fingerprinted) with a SonoCoin .WAV file.

Purpose: This method of sales will give publishers more control over pricing and use of their digital assets. It will also simplify licensing rights between publishers and customers.

Target industries: Record labels, film productions companies, radio stations, online radio

Technical concept: A .WAV will be embedded within a unique SonoCoin file extension and act as a layer of encryption allowing/denying access to the file. The file will open a default media player on the users device. Everytime a media file is accessed, it will communicate with the blockchain and be recorded as a transaction. When all permitted transactions have been spent, the file will be no longer accessible or deemed “empty”.



Do you have data to help you make the right decisions?

Real Time Consumer Data

Netlflix's data is their most valuable asset. It's used to analyze consumer consumption to build a better service and increase cost efficiency by reducing "shots in the dark" when selecting ideas for future content. SonoCoin's technology will allow film production companies to collect valuable consumer information from user profiles at purchase and data collected from viewed files such as; date, time, type of device used, number of episodes viewed, number of total views globally. This data can be leveraged to generate recommendations next time a consumer is seeking new content.

Advantages

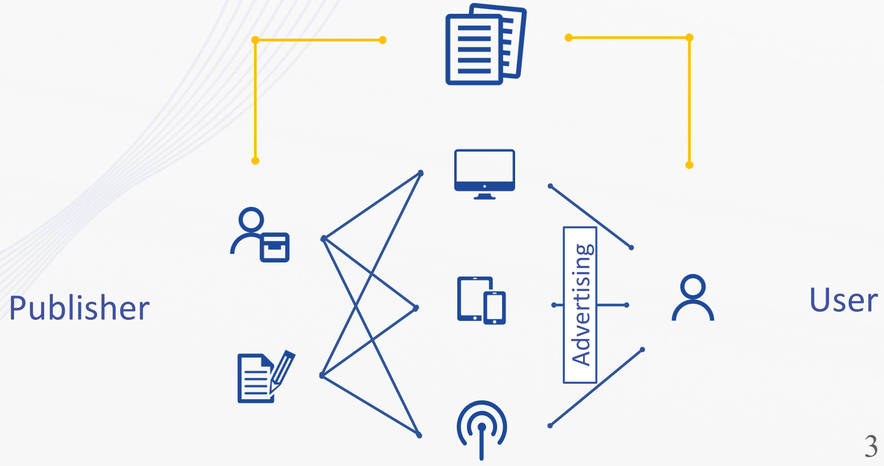
- ✓ Access to real time analytics from end consumers while bypassing costly aggregators
- ✓ Film producers identify trends to improve content decision making rather relying on "gut feelings"
- ✓ Improved service and quality of future recommendations leading to long-term retention of existing consumers

Now

Aggregator retains valuable consumption data

To be

Publisher regains control of insights



Swisscom Blockchain Alliance

TOKENIZATION ADVISORY

Swisscom Blockchain is a leader in providing Tokenization services in the Swiss market. Thanks to their technical and advisory services our fundraising will benefit from an infrastructure, that guarantees security of funds and KYC compliance.

- Phase I: Legal clearing
- Phase II: Private sale
- Phase III: Public marketing
- Phase IV: ICO main event

Effective community marketing & outreach

PROTOCOL STABILIZATION

We have onboarded Swisscom Blockchain in order to provide a first certification of our blockchain network. Required activities: Code auditing, protocol stabilization, but also infrastructure provisioning.

- Phase I: Code Audit Protocol
- Phase II: Test Net Deployment
- Phase III: Testing & Benchmarking
- Phase IV: Run & Support

Protocol stabilization and infrastructure

BUG BOUNTY

A private bug bounty, onboarding white hat hackers and cybersecurity experts will be launched in order to have a second level of testing of our blockchain. After this our blockchain protocol will be released open-source.

- Phase I: Definition
- Phase II: Community engagement
- Phase III: Bug bounty launch
- Phase IV: Feedback and fixing

Certifying our solution globally

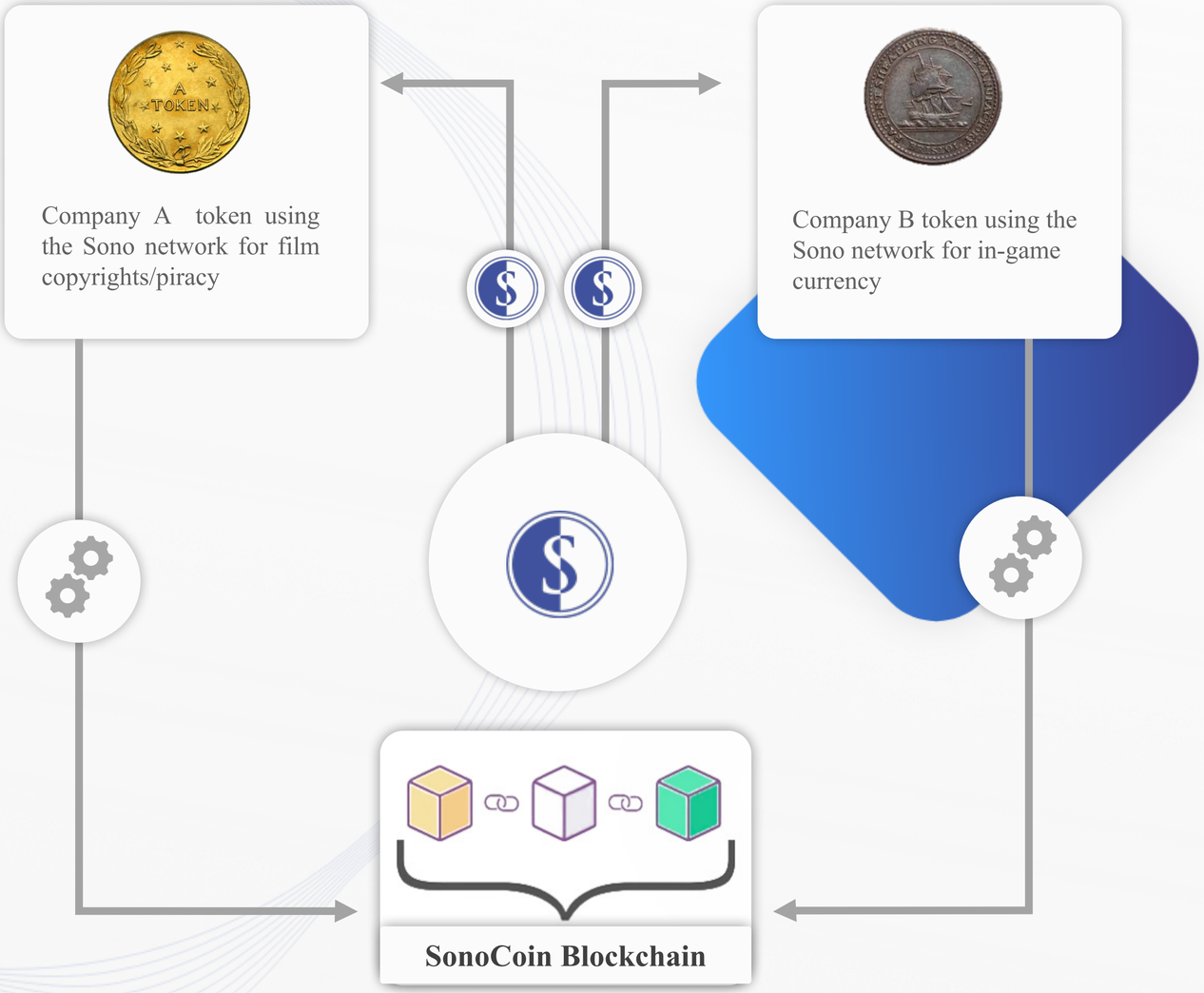
SonoCoin White-Labeling

Protocol strategy

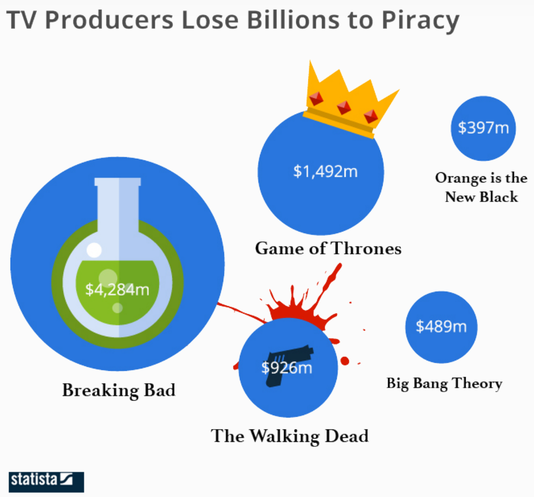
- The SonoCoin blockchain network will be opened to businesses and individuals to develop their white-labeled solution
- A set of SDKs can be tailored to the needs of each entity

Functioning

- SonoCoin's team can build all necessary backend infrastructure and client interfaces
- A coin's name, logo and supply are completely customizable
- Coins can be used as company credits and are not subject to price fluctuations if they are controlled internally
- SonoCoins will fuel and verify operations on affiliate networks



Protect and capitalize on your work

Netflix's success stems from aggregating licensing rights to award-winning productions. What happens when the same production companies cut ties?

SonoCoin can eliminate dependency on third parties and secure control over digital assets from creation to consumption all while relaying valuable insights back to producers.