

Supply Chain Management

Blockchain solutions for supply chain management allow businesses and consumers to track the provenance of goods or materials. Some current use cases are coffee and fish. The blockchain solution tracks the origin of the goods, how they are transported, and which parties are involved at every step of the process, which helps ensure that the goods are obtained legally and ethically. For example, when a fish is caught it gets tagged with an IoT device which tracks its location, and the boat which caught it is logged. As the fish is transported, the device keeps track of temperature to ensure that it remains refrigerated. Each party which handles the fish, like the boat, processing facility, shipping company, restaurant or grocery store, is logged on the blockchain.

Generally, private blockchains are used for this pattern since this service is provided by private companies to other businesses and running such a service on a public chain would be costly and cumbersome. A potential limitation is bad actors spoofing fake data to make their products look more appealing.

Media and Entertainment

Blockchain solutions for media allow creators to manage the publishing rights of their content without relying on media companies or record labels. It is also possible to sell tickets to events as well as digital collectibles similar to Cryptokitties, but for films and media franchises.

Again, private blockchains such as Kaleido are used for this pattern. It would not be practical to store media on a public blockchain due to the high cost and low speed, but a private blockchain would allow media distribution to be integrated with the services provided by the blockchain.

1. IBM Blockchain for supply chain <https://www.ibm.com/blockchain/industries/supply-chain>
2. Provenance <https://www.provenance.org/case-studies>
3. Kaleido <https://kaleido.io/solutions/>
4. Digital Swag Bag <https://www.prnewswire.com/news-releases/joe-dantes-trailers-from-hell-are-dropping-monsters-and-hollywood-icons-across-beverly-hills-in-first-ever-blockchain-based-digital-swag-bag-300742137.html>