# Professional Blockchain Course

Use Cases: Media and Entertainment

# Blockchain in Piracy

**PROBLEM:** Digital media created for human consumption can be captured and duplicated. This causes monetary loss to the content creators.

**SOLUTION:** A blockchain based media tracking technology.

- Video content is assigned a unique id and stored on the Blockchain.
- Content can be consumed using the tokens.
- A Smart Contract can be triggered for surveillance of the copyrights.
- Smart Contract can trigger copyrights action automatically on finding the duplicate content.

**BENEFITS:**

- This will enable tracking the life cycle of any content.
- Piracy can be tracked instantly.
- Micro consumption of content can be achieved by using such technology.

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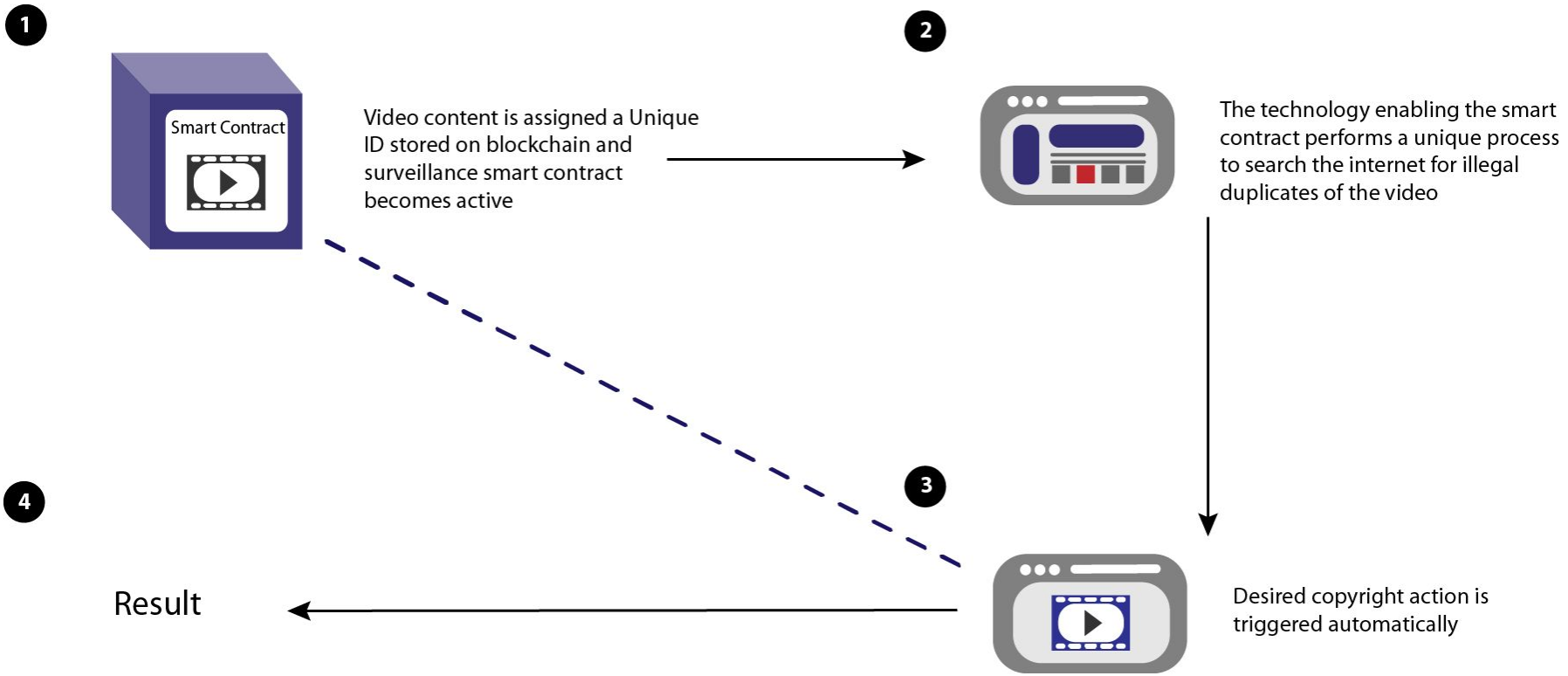
1
Smart Contract
Video content is assigned a Unique ID stored on blockchain and surveillance smart contract becomes active
2
The technology enabling the smart contract performs a unique process to search the internet for illegal duplicates of the video
3
Desired copyright action is triggered automatically
4
Result

# Blockchain in Content Crowdfunding

**PROBLEM:** Many independent movie makers are not able to raise the money for their niche projects.

**SOLUTION:** A Blockchain based crowdfunding solution with the use of tokens.

- A Blockchain based crowdfunding solution with the use of tokens.
- The public can invest into projects using the Smart Contracts.
- The public would be able to earn from content market capture.
- Tokens and returns can be made available in the form of percentages.
- Additionally, KYC can be enabled to track the investments.

**BENEFITS:**

- Blockchain-powered crowdfunding offers tons of advantages, including privacy and transparency.
- There would be no need to source out and implement any external payment or verification solutions.

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Concept for the media/movie is created

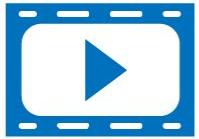
Concept is finalized into a presentable form

Smart Contract is initiated for funding


Smart Contract is immutably stored over the blockchain and agreed by the people participating in the funding

People/Investors provide funding for the concept by depositing in Smart Contract and in return getting some tokens

Smart Contract for crowdfunding ends on a specific date and funds are accumulated in fiat currency



Media/Movie is produced using the funds accumulated

Media/Movie is released for the public consumption

People earn through Smart Contract on the basis of performance of the media/movie by the percentage of tokens they are holding

# Blockchain in Digital Advertisements

**PROBLEM:** Ad fraud is a multibillion-dollar problem concerning the practice of fraudulently representing online advertisement impressions, clicks, conversion or data events to generate revenue.

**SOLUTION:** A set of interoperable open protocols built on the public blockchain.

- A smart contract can be initiated on the blockchain that maintains and stores a record of publisher domain names accredited as non-fraudulent.
- Holders of tokens over the Blockchain can perform the accreditation.
- Moreover, the ledger can be challenged and updated if a fraudulent entry has been made and still maintain the history of all the entries.

**BENEFITS:**

- It will provide transparency for the advertisers.
- The incentives for artificially inflating supply volume for advertisements will be reduced.

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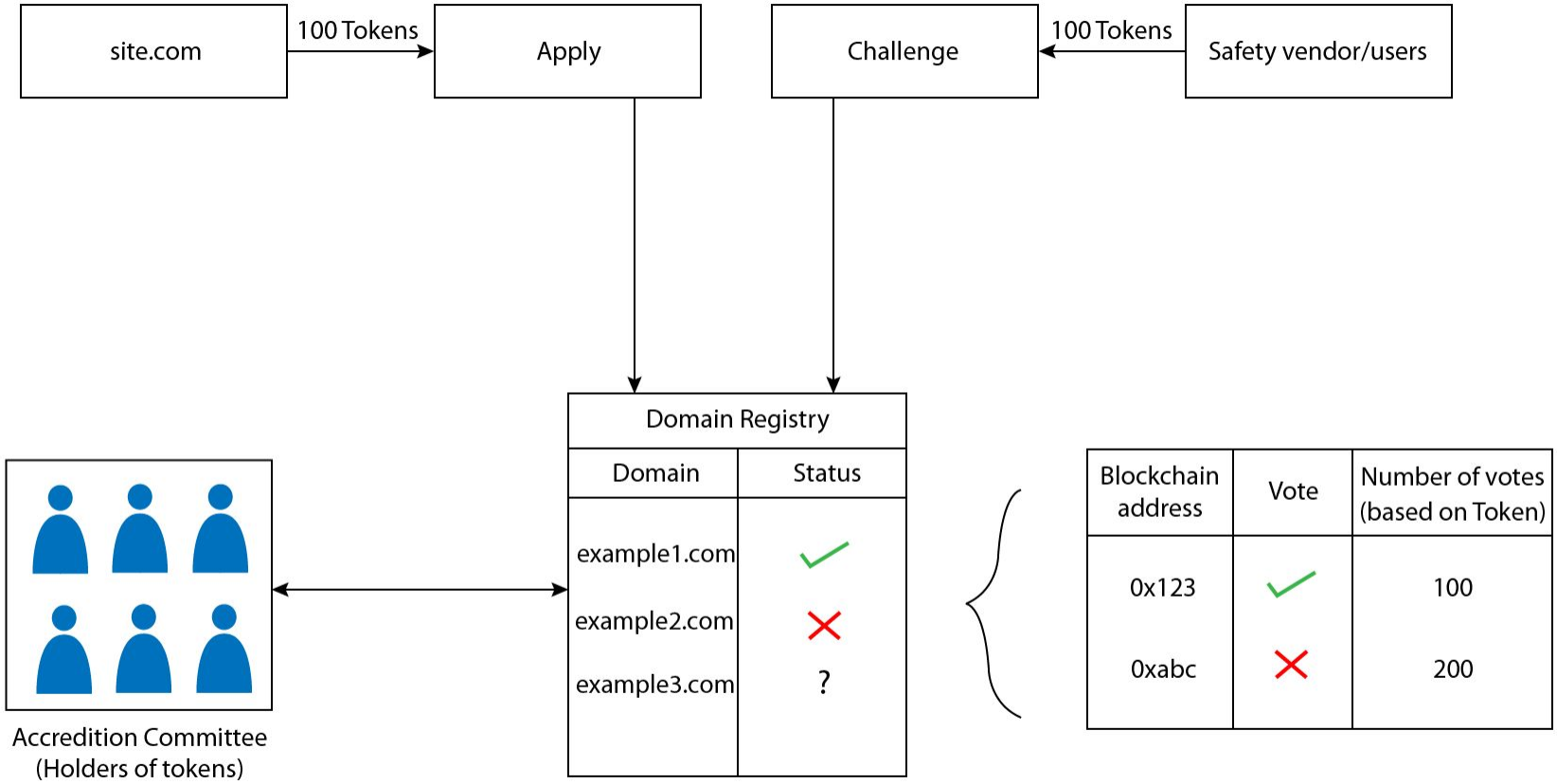
site.com
100 Tokens
Apply
Challenge
100 Tokens
Safety vendor/users
Domain Registry
Domain
Status
example1.com
example2.com
example3.com
?
Accredition Committee
(Holders of tokens)
Blockchain address
Vote
Number of votes (based on Token)
0x123
100
0xabc
200

# Blockchain in Royalty Payments

**PROBLEM:** It is challenging to pay fairly for creative work in a digital world where it is easy to share and distribute copies.

**SOLUTION:** A transparent blockchain-based ledger as a foundation technology that contains media assets and their rights holders.

- A ledger for supporting media and copyrights permissions can be initiated.
- The owner of the media can distribute rights through the initiation of Smart Contracts.
- Smart contracts can automate royalty payments based on a song's consumption, including streaming.

**BENEFITS:**

- It will provide transparency for the content developers on the consumption and payments.
- The payments can be made instantly as per the usage of the media.

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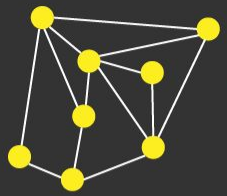
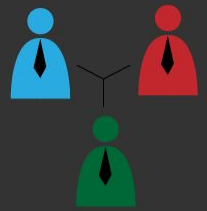


Entertainment publishers and distributors in music, gaming, television or cinema connect to the blockchain platform



Business terms and conditions are agreed upon by the group


Terms and conditions are coded, reviewed and approved by the group

Consumers buy content online or from retail stores and generate millions of transactions daily

Distributors and publishers review information, have better visibility to financial positions and in the future, may more quickly make royalty payments to downstream participants like entertainers, graphic designers, game developers

Distributors and publishers get instant access to applicable information and review data

Royalty transactions are recorded on blockchain as per the terms and conditions


| | Debit | Credit |
|---|---|---|
| Distributor | 5.00 | 5.00 |
| Publisher | 15.00 | 15.00 |
| Developer | 3.00 | 3.00 |

# THANK YOU

For more information contact
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