

The Value of Blockchain Adoption in Video Platforms

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Abstract

Improving traceability in video platforms has been a big part of ongoing effort to reduce pirated video clips, which led to huge loss of revenue for original content creators. Recent technology advancement such as blockchain technology has enabled innovative video platforms to promote blockchain adoption to fight back against copyright infringement. We develop ...

Key words: Blockchain, technology adoption, video platforms

1 Introduction

To the best of our knowledge, we are the first to provide a comprehensive analysis on how blockchain adoption ...

The rest of paper is organized as follows. After reviewing the relevant literature in Section 2, we introduce our model in Section 3. After examining the equilibrium and social welfare in Section 4, we conclude the paper in Section 5. All proofs are provided in the online supplement.

2 Literature review

3 Model

4 Analysis

5 Conclusion

References

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Online Supplement

A Proofs