



Open Discussion Session on Media Blockchain

Use Cases and Requirements

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Use Cases

- **Two broad categories**
 - **Trust, Privacy and Security in Media Consumption Chain**
 - **Transparent and Trusted Media Distribution Eco System**



Example Use Cases

☐ Pictures without Permissions

- ☐ Automatic detection of unauthorized content usage
- ☐ Existence of copyright information
- ☐ Information of copyright holder



Example Use Cases

- ☐ **Authentication and Integrity Verification for Forensic Evidences**
 - ☐ **Scenarios: Fake media, Forensic investigation (crime scene), Surveillance camera content**
 - ☐ **Identification of integrity of the content**
 - ☐ **Source authentication**



Example Use Cases

☐ Advertisement fraud

- ☐ Sharing advertisement performance data in a transparent and trustable fashion
- ☐ Differentiating genuine user from bots



Example Use Cases

☐ Content ownership and monetization

- ☐ Proof of content ownership

- ☐ Simplified pathways for monetization



Example Use Cases

☐ Digital Rights Management (DRM)

- ☐ Facilitating DRM management, privacy policies, and IPR conditions
- ☐ Means for easy copyright transfer and licensing to various stakeholders.
- ☐ Identifying copyright infringements



Requirements

- Digital rights management
- Copyright protection
- Integrity
- Authenticity



Requirements

- **Traceability**
- **Privacy legislation compliance**
- **Asset distribution and monetisation**
- **Contract management (smart contract)**



Requirements

- Consensus model
- Content versioning
- Micropayments



Thank you