

BLOCKCHAIN + MEDIA

Hype vs. Reality



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NBCUniversal

NYC MEDIA LAB/

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2018


COMCAST
NBCUNIVERSAL

HOW MIGHT WE

Leverage the emerging blockchain protocol to redefine existing product potential and create new opportunities in the media space?

NYC Media Lab + NBC Universal Blockchain Prototype Fellowship

Content Monetization

March - April 2018

Why blockchain?

Blockchains have the potential to make every centralized process, activity, and organization fully autonomous, eliminating intermediaries, authorities, and institutions. They can streamline business, governance, and non-profit activities.

- Many of the largest institutions today operate as trusted third parties. Opportunities abound for companies that can create applied blockchain technologies targeting the specific types of transactions they facilitate
- Blockchain can often remove the need for middlemen in contracts and can store critical information in a tamper-free environment
- Blockchain's strength as an encrypted ledger provides unsurpassed security, addressing many modern-day security concerns
- Blockchain projects are predicted to exceed other major emerging technologies like IOT and cloud computing in venture capital investment

What can blockchain do **to** media?

Over time, the media value chain has become extremely heterogeneous. Artists are the primary creators of content, and aggregators and platform providers act as a collection house handling their royalty payments.

Blockchains could bypass this system entirely, endangering the media value chain from end to end.

- New types of interactions with media properties to build engagement and loyalty
- Fundamentally reset pricing, revenue sharing, attribution, and royalty processes
- Shifts the market power to the copyright owners, not distributors
- Payments no longer need to be centrally collected, eliminating advantage of economies of scale
- Transactions become less costly, and distribution of revenues is automated by smart contracts, allowing anyone to become a content creator and recipient

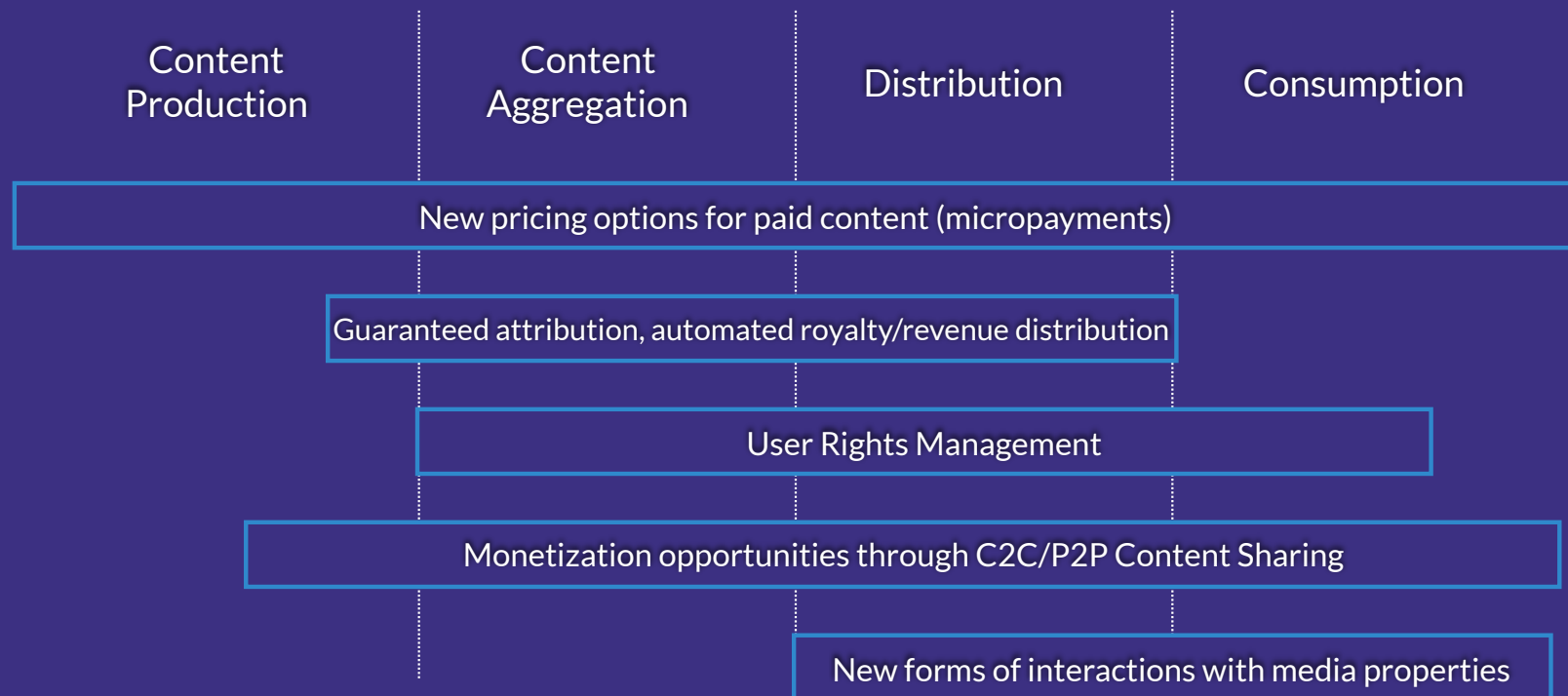
What can blockchain do *for* media?

In the 21st century, media is ubiquitously available, in any variety, usually for free or accessible through a widespread piracy of intellectual property.

Blockchains transform how media is produced, distributed and consumed, solving these challenges.

- New pricing options for paid content - micropayments
- Guaranteed attribution of content authors and owners
- Automated royalty and revenue distribution
- User rights management that could drastically cut down on copyright infringements and piracy
- Monetization of C2C/P2P content sharing
- New types of interactions with media properties to build engagement and loyalty

Use Cases Across Media Value Chain



New Pricing Options | Streaming Money

Microtransactions are already possible today but can be prohibitively expensive as transaction volume increases. **What is the value proposition of smart contracts?**

- **Microtransactions + Smart Contracts = Streaming Money**, real-time payment for digital assets, IP royalties, work performed and more.
- Decrease transaction costs
- Transparent records make for easy accounting
- Revenue attribution at the transaction level
- Fine-grained control of user rights management for any size media
- Common platform facilitates access to users

MVP





Microtransactions



User Rights
Management



Revenue Tracking
& Attribution

Bravo

The Daily Dish The Feast Jet Set The Lookbook Personal Space Most Wanted Unleashed

Bravo

Vanderpump Rules Season Premier Monday 9/8c Get Updates

Watch Blogs News Episodes Schedule About Photos

< Previous Episode Next Episode >

Ep 7: It's Not About the Pasta

Season 6 | AIRED: Jan 22 9/8c | TV-14 | 63 days left

Scheana spirals out of control when she suspects Rob is pulling away, forcing Lisa to come to her rescue. Stassi assists in dressing the staff for SUR's annual Gay Pride celebration, while James erupts on Lala after she insults his girlfriend. Jax turns to an unlikely form of therapy in order to come to terms with his anger and infidelity.



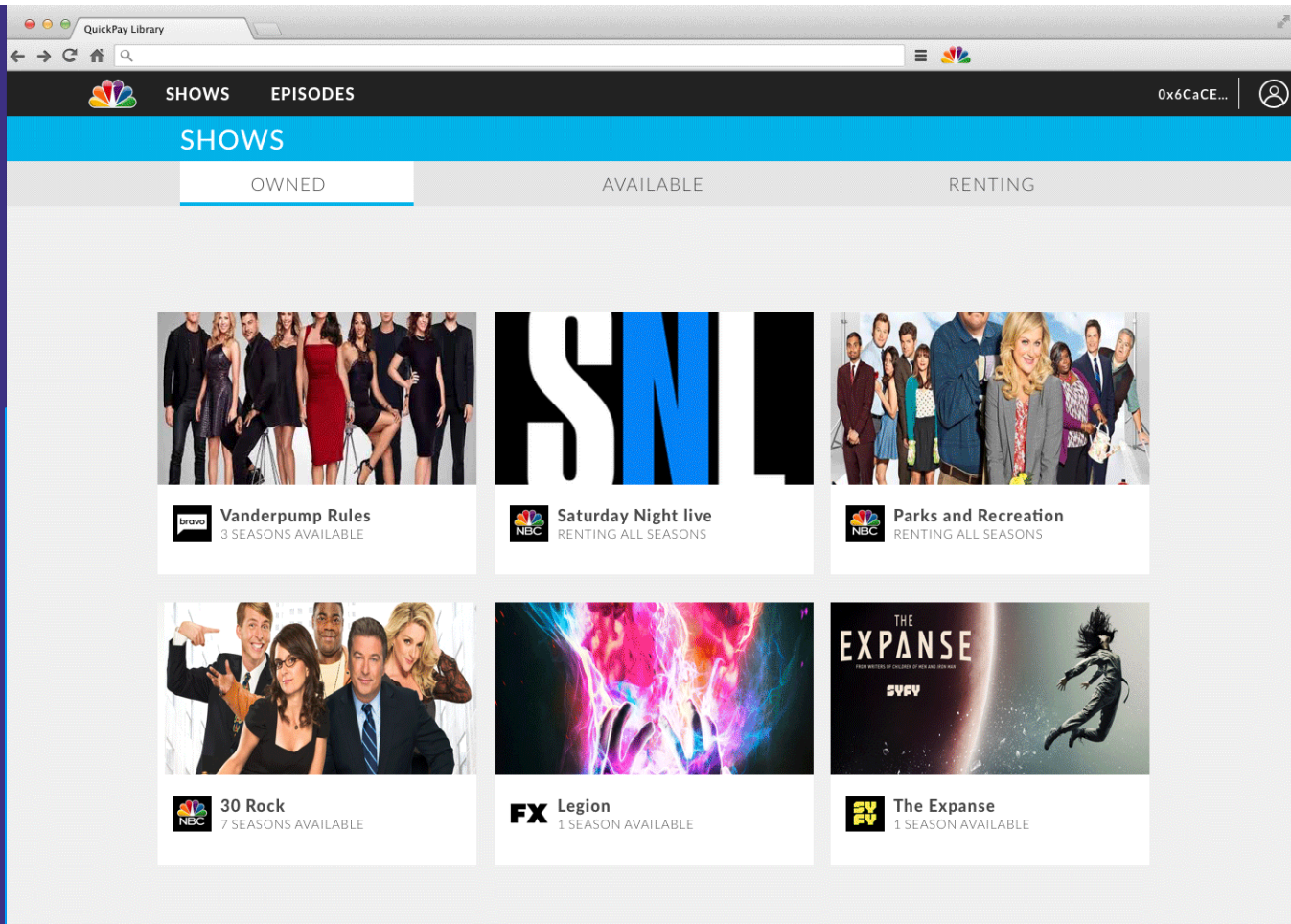
Microtransactions



User Rights
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Search



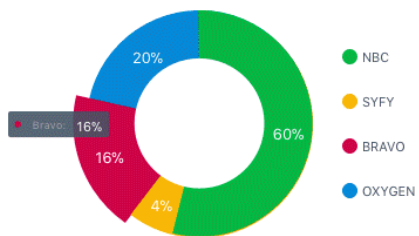
GLOBAL SHOWS

TRANSACTIONS (2018)

12 Jan 2018



TRANSACTIONS BY CHANNEL



TODAY

MONTHLY CHANNEL GOAL



20%
872,012
\$72
M



41%
120,123 MT
\$120
M

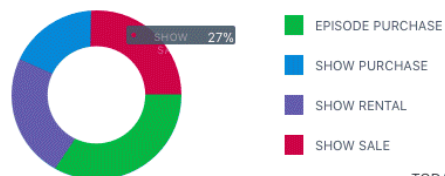


87%
321,041 MT
\$321
M



62%
454,024
\$454
M

TRANSACTION BREAKDOWN



TODAY

NETWORK SPEED

149056 GH/
S
AVG NETWORK HASHRATE



182,306,415 MT
\$1,823,064,150 USD (est.)

TRANSACTIONS
104.02 M

HASH RATE
149,056.12 GH/s

LAST
549445904.6s

ALL TRANSACTIONS



0xC1k3
Bought Episode
20 seconds ago



USER RENTAL
0xC1k3 --> 0xB4fj2
VanPumpRules S3
45 seconds ago



0xD4f3
Bought Season
1 minute ago



USER SALE
0xD1k2 --> 0xB3k1
SatNightLive S2
1 minute ago



0xD3b4
Bought Episode
2 minutes ago



0xD4z2
Bought Season
2 minutes ago



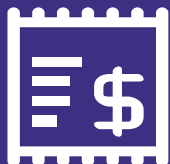
0xD1k2
Bought Season
2 minutes ago



Microtransactions



User Rights
Management



Revenue Tracking
& Attribution

Moving Forward

Blockchain and Smart Contracts will introduce a paradigm shift in media over a **3 year time horizon**.

Considerations

- Public Vs. Private
- Value fluctuation in token prices
- User adoption and ease-of-use (UX/UI is still lacking)
- Regulatory uncertainty (legality, taxation)
- Migration costs of existing solutions
- Integration of new technologies in the existing stack
- Scaling of blockchain solutions

Where do we go from here?

- Continue to develop understanding of the underlying technology
- Partner with the blockchain ecosystem
- A media consortium for shared standards amongst producers and distributors
- Track industry developments and develop competitive intelligence on media startups with potential to disrupt

THANK YOU

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