



APAC Blockchain  
Conference  
Film & Video  
8.3.2017

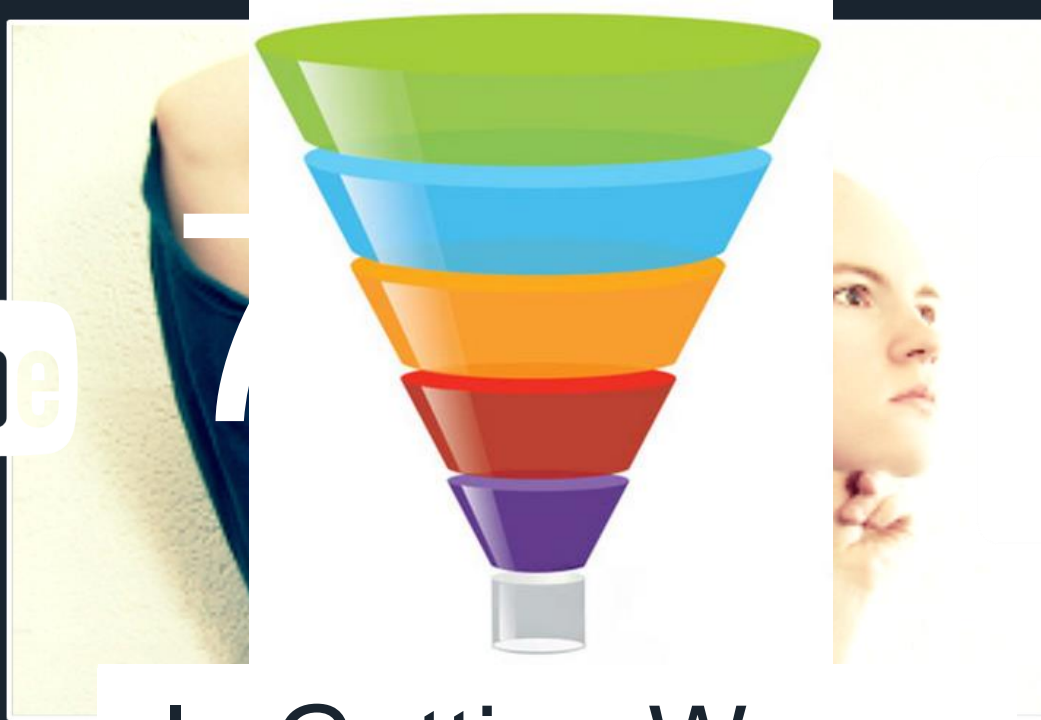
---



**\$20bn**

(U.S. Alone - MPAA)

YouTube



Is Getting Worse

**FOXTEL**



\$60

It's Crossing over  
And for me...  
Into Broadcasting

Live  
112,000



Very Personal...

## Solution

---



“A Smart Ownership & Distribution  
Platform For The Film, Video & VR  
Industries ”

# Solution

---

Register

Protect

Optimise Distribution &  
Monetisation

Track & locate

Film, Video & VR Files



## Blockchain

Ownership & Royalty Allocation



## Steganography

Digital Fingerprinting/Tracking



## A.I.

Tracking & Removal Of Bad Actors



## Peer To Peer

New Distribution Models



## Big Data

Tracking & Location

# Solution

---

Improve Deterrents & Tracking

Our BHAG: To  
Reduce Theft &  
Piracy By 80%

Giving Easier Access To Content



## Blockchain

Ownership & Royalty Allocation



## Steganography

Digital Fingerprinting/Tracking



## A.I.

Tracking & Removal Of Bad Actors



## Peer To Peer

New Distribution Models

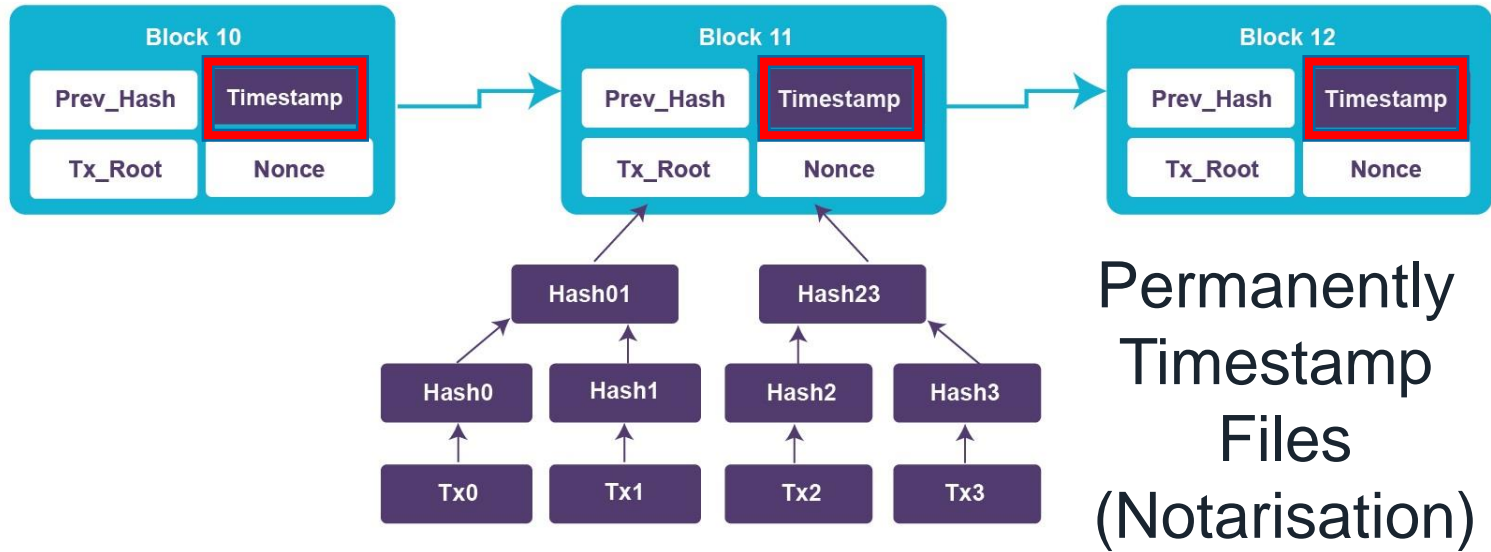


## Big Data

Tracking & Location



# Blockchain Usage



## Blockchain Usage

---

Rather than notarising the file itself, we use Cryptography to “Hash” Video Files

Like Shadow  
Artists

# Blockchain Usage

---



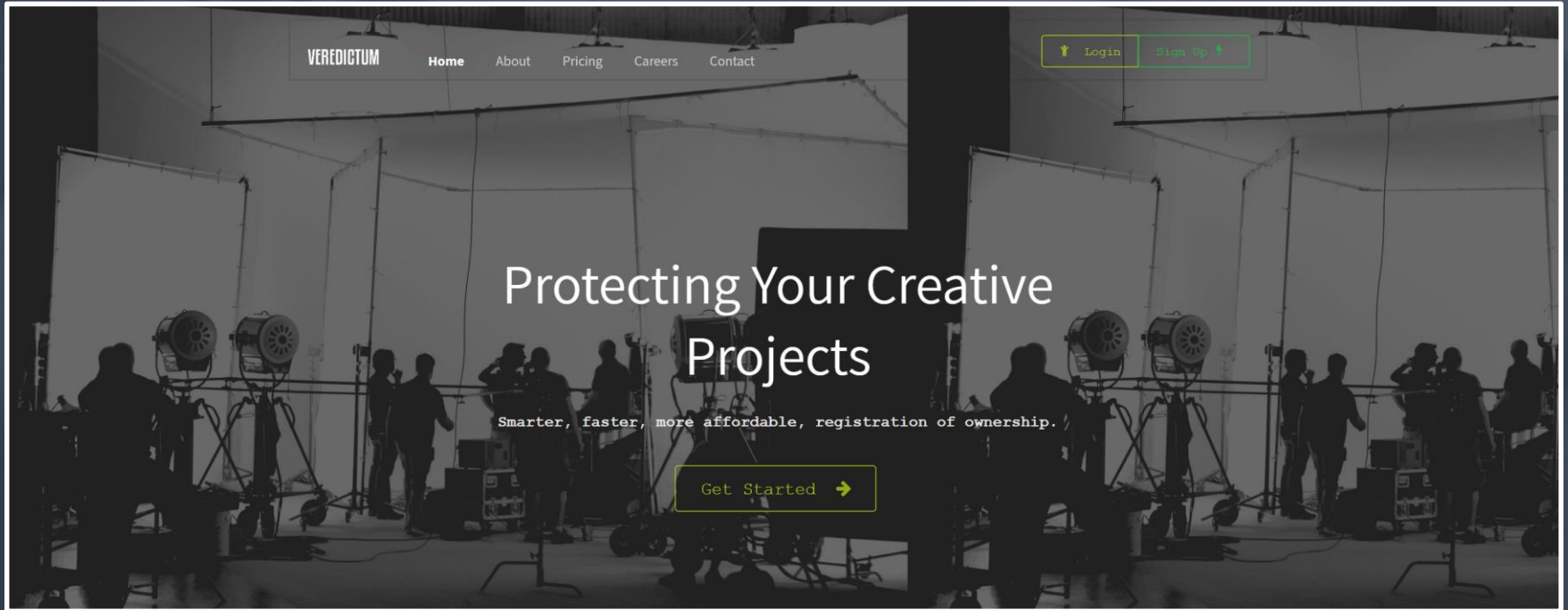
The Sculpture =  
original video file

The Shadow =  
cryptographic hash

Only one hash can  
represent one file

# Blockchain Usage

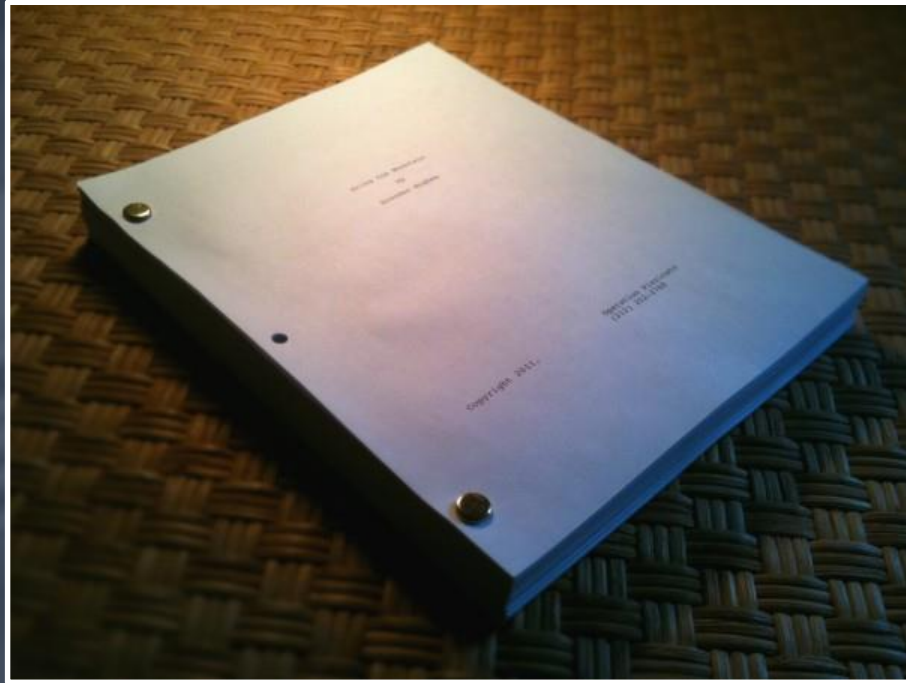
---



Stage 1 – Testing hypotheses – film script registration

# Blockchain Usage

---




Stage 1 – Testing hypotheses – film script registration

# Blockchain Usage

VEREDICTUM Fingerprint

### Encoder




Select Video to Encode

ENCODE

```
Encoding
--
--
SUCCESS! Video has been protected.
```

### Detector




Select Video to Detect

DETECT

```
Waiting for file upload to DETECT.
```

### Detector



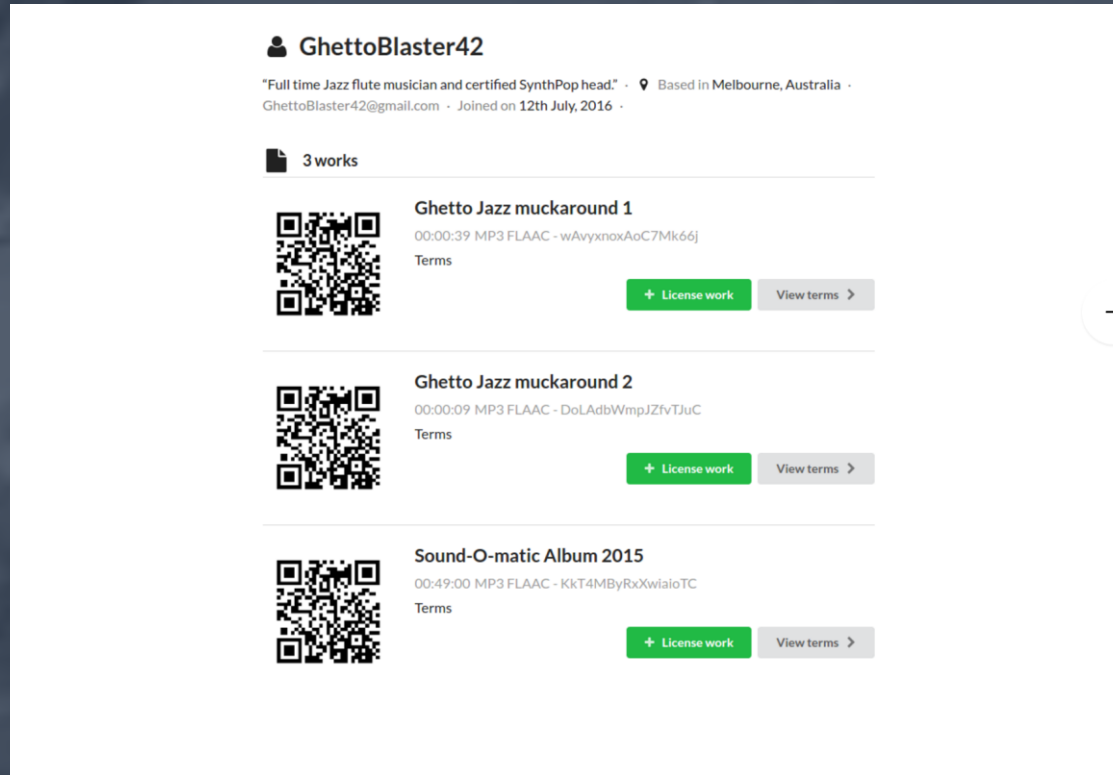
Select Video to Detect

DETECT

```
Waiting for file upload to DETECT.
```

Proof of Concept (1) – Fingerprinting & Protection

# Blockchain Usage




**GhettoBlaster42**


"Full time Jazz flute musician and certified SynthPop head." · Based in Melbourne, Australia · GhettoBlaster42@gmail.com · Joined on 12th July, 2016 ·

**3 works**


---

 **Ghetto Jazz muckaround 1**  
00:00:39 MP3 FLAAC - wAvyxnoxAoC7Mk66j  
Terms [+ License work](#) [View terms >](#)

---

 **Ghetto Jazz muckaround 2**  
00:00:09 MP3 FLAAC - DoLAdbWmpJZfVTJuC  
Terms [+ License work](#) [View terms >](#)

---

 **Sound-O-matic Album 2015**  
00:49:00 MP3 FLAAC - KkT4MByRoXwialoTC  
Terms [+ License work](#) [View terms >](#)

Proof of Concept (2) – Royalty Allocations

# Blockchain Usage

### Contract for "My commercial"

[Save](#) [Export](#)

#### Works used

**Ghetto Jazz muckaround 1**  
By @GhettoBlaster42

**Terms**

Per video view	0.5c / view	<span>✕</span>
Select type	0.3	<span>+</span>

Terms approved  
Terms proposed on Sat Nov 19 2016 07:56:17 GMT+1100 (AEDT)

[Propose terms](#)

**Ghetto Jazz muckaround 1**  
By @GhettoBlaster42

**Terms**

Per video view	0.5c / view	<span>✕</span>
Select type	0.3	<span>+</span>

Terms approved  
Terms proposed on Sat Nov 19 2016 20:24:44 GMT+1100 (AEDT)

#### Contract details

Your contract name

Your description

Platform

```
graph LR; A(( )) -.- B((Work)); B -.- C((Ghetto Jazz muckaround 1)); B -.- D((Ghetto Jazz muckaround 1));
```

## Proof of Concept (2) – Royalty Allocations



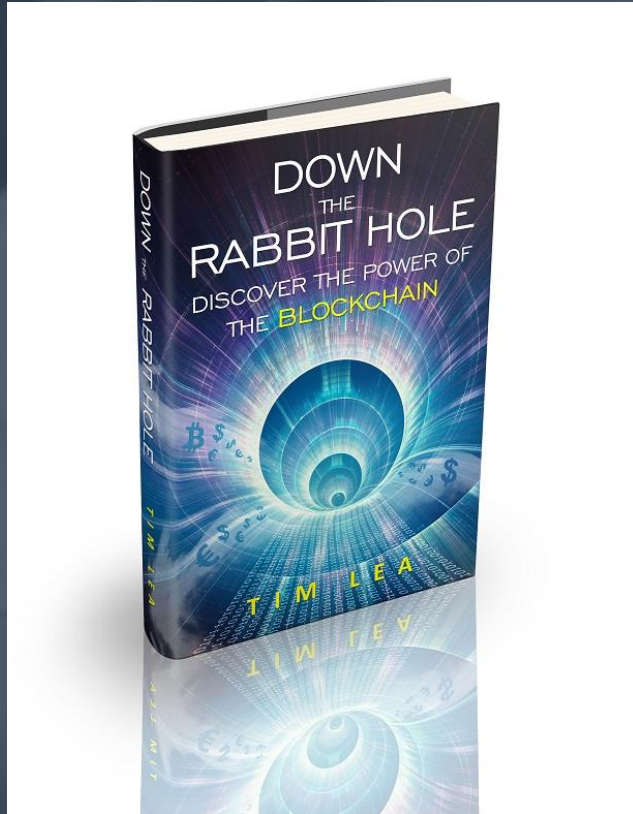
# Blockchain Usage - Challenges

---

- Blockchain Not Suitable For ALL problems
  - e.g. video aggregation service
- So many client discussions involve explaining the technology (so that risks can be understood)

# Blockchain Usage - Challenges

---



Currently available on Kindle and  
Available in bookshops 31.3.17

# Blockchain Usage - Challenges

---

- Blockchain Not Suitable For ALL problems
  - e.g. video aggregation service
- So many client discussions involve explaining the technology (so that risks can be understood)
- Ensuring the matching of expectations vs delivery (the tech is immature so tapering expectations important)

## Solution

---



“A Smart Ownership & Distribution  
Platform For The Film, Video & VR  
Industries ”



APAC Blockchain  
Conference  
Film & Video  
8.3.2017

---