

PREFERENCES

CLOSED DATA

Calendar: Availability

Commercial Rates: Commissioned works, teaching, speaking, private performances

Payment details: Bank accounts, digital wallets

PERMISSIONS / PREFERENCES

Creative Passport profile:

Gender	YES / NO
Age	YES / NO
Education	YES / NO
Place of birth	YES / NO
Biography	YES / NO
Lead image	IMAGE 1

Give permissions to entities to read / write / share / verify certain CP data:

Notifications: ACCEPT / DECLINE

Payment mechanism: DIGITAL WALLETS

Levels of service: TIER 3

Apps: MAKE, MODIFY

Manage CP data: VISIBLE / NON VISIBLE

CP income stream: INVEST / NON INVEST

Donate to charity: Hide And Seek to Drake Music for 1 week, share with DSPs

Image Source: Mycelia, Imogen Heap

DATA SHARING, VISIBILITY

Mpal: Calendar, commercial rates, edit, delegate, verify, accept notifications, pay monthly.

Streamliner: Accept notifications, pay Monthly, SELECT image 2, biog 3 FROM CP

Downtown, PRS, PPL: Payment details, verify song data, access to song data feedback

Ylterate: calendar, commercial rates, accept

Supapass: Newsfeed, accept notifications, receive payments to CP wallet, 6 month free licence for development, video log, tour dates, photo feed.

Grassroots: Accept notifications, receive payments to CP wallet.

Twitter: Send newsfeed, profile picture, new release alerts, biog 1, photo feed.

Trackd: Access to stems, receive payments to CP wallet, biog 2.

Recordbird: New release alerts, newsfeed, biog 1, image 1.

Auddly: Creative Passport New Work registration app default.

- All data in other Creative Passport pages visible to Creative Passport holders. Apps charged to connect to Creative Passports. Income split between CP holders and Mycelia for R&D and investment in future services.

Demystifying Blockchain

Can it work for the picture industry?

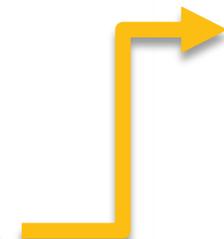
Isabelle Doran - BAPLA Policy & Public Affairs

Demystifying Blockchain

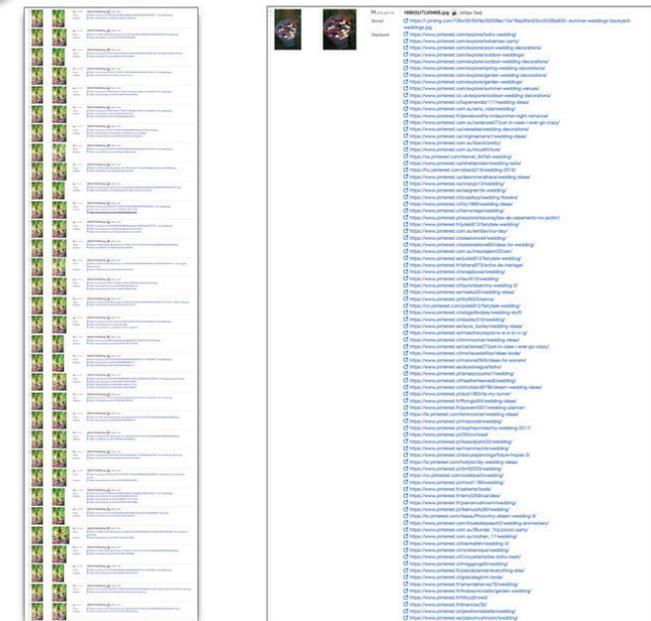
Can it work for the picture industry?

An overview of our industry

- Copyright is the 'lifblood' of the creative industries across the value chain, from *creators & rights holders* to *content producers & publishers*
- Our industry provides a 'vital economic link' for many professional image-makers, supported their ability to derive income and reinvest in their creativity
- The picture industry is one of the biggest casualties of online piracy
- We face a 'value block' for images, causing an inability to effectively track image licensing & usage, and enforce copyright online
- Can blockchain be used as a solution?
- What else could it offer?



Social Media Infringement Sightings:



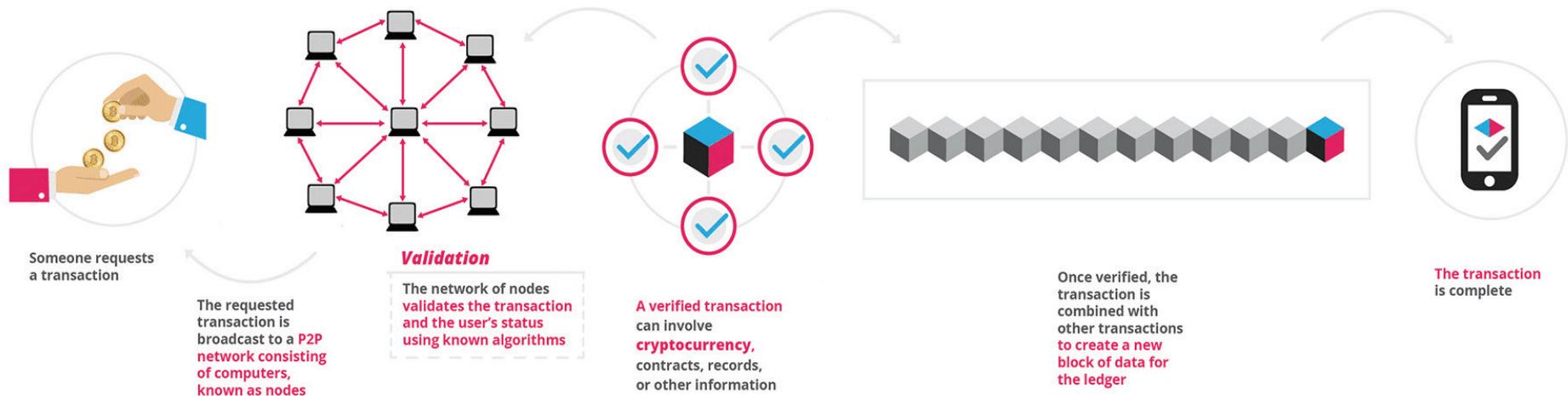
Licensed content and infringement sightings
Image sources: Loupe Images

Demystifying Blockchain

Can it work for the picture industry?

What is Blockchain?

- Blockchain technology is intended to create the backbone for a new type of internet
- It's the brainchild of a person or group of people known by the pseudonym, Satoshi Nakamoto
- It enables digital information to be distributed rather than copied
- Like the internet, you don't need to see how the blockchain works to use it
- 'Bitcoin' - a cryptocurrency, is the most common type of digital transaction utilising the blockchain protocol
- Cryptocurrency is an exchange managed by a network, and not any one central authority



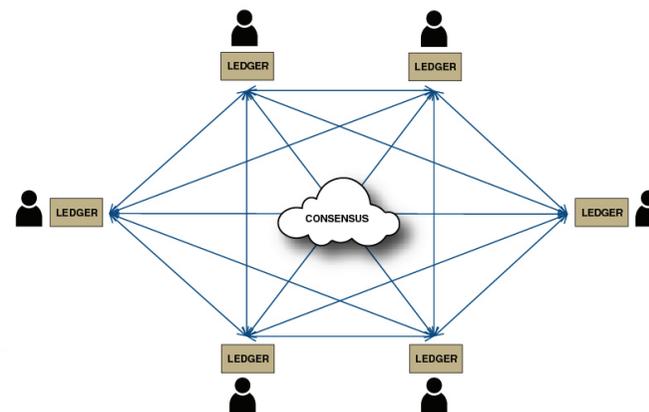
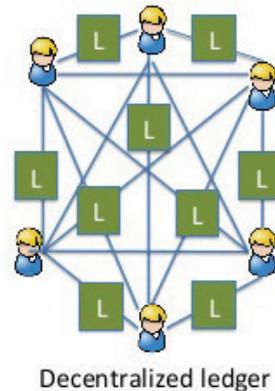
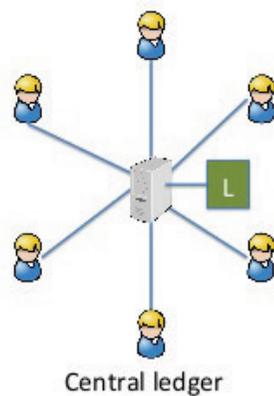
This diagram shows how a financial Blockchain system works
Image source: Blockgeeks

Demystifying Blockchain

Can it work for the picture industry?

Blockchain: A distributed database

- Information held on a blockchain exists as a shared - and continually reconciled - database or ledger
- The blockchain database isn't stored in any single location, meaning the records it keeps are public and verifiable - i.e. 'decentralised'
- Hosted by a network of computers simultaneously using code, its data is 'accessible to those given access'
- The network reconciles every transaction. Each group of these transactions is referred to as a 'block'
- A blockchain validates a transaction by recording it both on a main register & a connected distributed system of registers
- All of which are connected through a validation mechanism



Current databases (ledgers) & decentralized, which require validation & consensus

Image sources: DigitalCatapult & ChicagoFed

Demystifying Blockchain

Can it work for the picture industry?

What makes Blockchain different?

Capabilities:

- *A second-level network*
With blockchain technology, the web potentially gains a new layer of functionality
- *Durability & robustness*
The blockchain network lives in a state of consensus & trust, storing identical blocks (units) of information across its network
- *Immutable & traceable*
Altering any unit on the blockchain needs a huge amount of computing power to override the network
Network users can track as well as trace immutable account data & usage at any historical moment
- *Enhanced security & authenticity*
Blockchain security methods use encryption technology thereby creating authenticity

And...

Challenges:

Immutability | Scalability | Adaptability | Operational Costs
Investment Risks | Controllers | Jurisdictions

Demystifying Blockchain

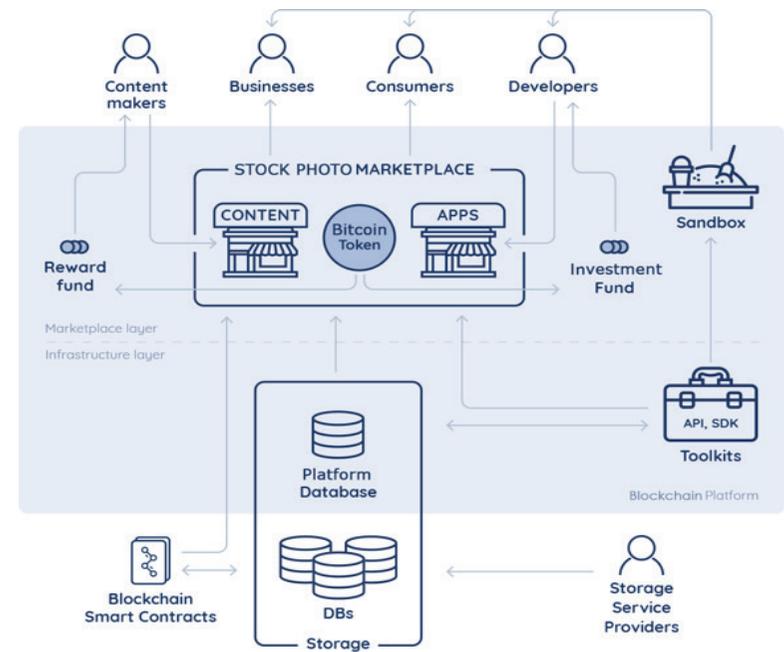
Can it work for the picture industry?

Blockchain and the Picture Industry

Blockchain 'could' give rights holders & users the ability to create value & authenticate digital information

What types of business applications could be utilised & how relevant are they for the picture industry?

- Examples:
- Smart contracts
 - Supply chain auditing & data management
 - Decentralised file storage
 - Protection of intellectual property
 - Identity management



A diagram of a possible stock photo marketplace & various blockchain technologies in the art ecosystem
Image sources: Cappasity Ecosystem & Jess Houlgrave

Demystifying Blockchain

Can it work for the picture industry?

Blockchain and the Picture Industry

Questions:

- What is it about blockchain that is different?
- If we adopt this technology how secure is it?
- What risks are there, for example with cryptocurrencies?
- How can we judge whether this technology benefits picture libraries or helps to modernise them?
- Can blockchain allow rights holders take back control of their content?
- Can it really help with copyright infringement and tracking of image use?
- What would need to happen for a copyright blockchain to succeed?
- If 'collaboration' is the key who would you work with to use the technology in your businesses?