

Blockchain Workshop/Conference

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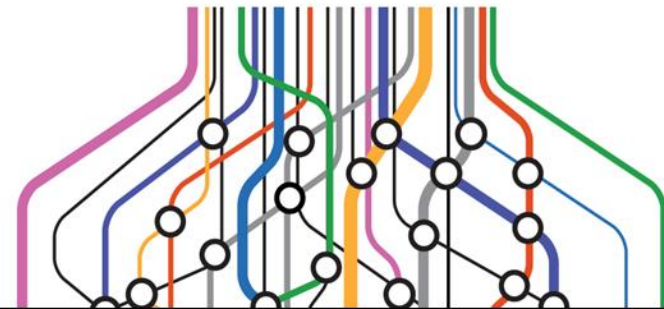
Blockchain for Music and Arts

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Blockchain's immutable distributed ledger system can register, agreed upon royalty allocations, so that they cannot be changed or claimed by others, while being available, for reading, to everyone who needs to access this information, thus providing a perfect solution.

facilitate the automatic payment of royalties through "smart contracts"

digitization of the music and media industry has left artists and producers to deal with the rampant problem of piracy, with users finding innovative ways to copy, record and distribute content, without compensating the copyright holders.

Blockchain technology offers solutions for building a healthy and robust ecosystem that can benefit both artists and producers

But there are still various challenges :

Challenge 1: Access and distribution

Challenge 2: Global distribution

Challenge 3: Commercial viability

Challenge 4: Managing assets and digital rights

Challenge 5: Enforcing intellectual property rights, fighting piracy and forgery

The bottom line ! Decentralization helps artists, producers and consumers

By now there is no doubt that blockchain technology has the potential to disrupt just about any industry, trade, or activity in the arts.

It's a matter of finding the right implementation, with good user interfaces and a critical mass of users.

Entertainment certainly has mass appeal, and the success of startups like OPUS, 21Million, Singular DTV and others innovating in the field, offer an insight into just how big an impact the blockchain can have on our lives.



Thank you

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