



# BLOCKCHAIN IN ENTERTAINMENT SECTOR

A Quick Summary

# ENTERTAINMENT

The entertainment industry has suffered from issues of ownership, with confusion and conflict surrounding attribution & intellectual property rights. One of the main roadblocks the producers face is the lack of financial support for their creative endeavors. The digital revolution has allowed people to easily access music and content wherever they wish, however, it is still difficult for creators to receive their effort's worth. After the payment of streaming platform fees, marketing costs, manager fees, creators receive only a fraction of the ad revenue. In other words, although participating in the media and entertainment industry is easier due to streaming video/content platforms, the uneven distribution of content and unfair compensation for artists are still major disadvantages with the industry.

Similarly, for the online gaming sector, it has been an ongoing problem for the game developers to sell their software outside of app stores which act as intermediary platforms and share the profit.

Finally, incentive systems and trading systems for virtual goods among end users have been very limited due to transaction security and speed.



Potential benefits of Blockchain and the use of cryptocurrencies in entertainment sector can be listed as follows:

- With the advancements in Blockchain Technology, the content producers enter into smart contracts directly with the consumer. There is no need for intermediary involvement which will increase the earnings for producers.
- In event ticketing, there are Blockchain solutions introducing easy and legitimate transfer and safe purchase of event tickets. Blockchain technology can also be used in conjunction with NFC chips, QR codes, or RFID tags to identify and authenticate products (concerts, etc.). This can help to reduce fraudulent activity and ensure that revenue from these products is received by the rightful claimants.
- There are also solutions allowing users to share their bandwidth and storage space and become a distributor for the content they choose and earn coins.
- Blockchain also brings transparency to video publication in that illegal copy of copyrighted content can be tracked. Similarly, Video games that utilise blockchain technology will be in a position to provide gamers with a foolproof way to track their in-game assets. At the moment, there are secondary markets where these assets are traded. Blockchain will allow gaming companies to keep these transactions within their platforms.
- In terms of incentivisation, games /content using Blockchain technology permit cryptocurrency to be used on their platforms. Gamers can purchase in-game assets using digital currencies and audience can earn cryptocurrency payouts for viewing content from thousands of creators.





### Subsectors

Social Media, Film Industry, Music Industry, Event Ticketing, Online Entertainment Platforms, Online Gaming, Sports.

### Industry Stakeholders

Producers, Event Managers, Game Developers, Game Platform Providers, Content Creators, Musicians, Gamers, Entertainment/Social Media Platform Providers.

### Asset Type

Depending on the business model, the coins of this sector can be Utility, Payment or Security Tokens.

### Anonymity level

Entertainment coin transactions are mainly pseudonymous with some exceptions.

### Parent Blockchain

Entertainment coins are mainly built on top of Ethereum, EOS or own Blockchain with exceptions.



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