

The MediaVerse Approach to Media Rights

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MediaVerse

A universe of media assets
and co-creation opportunities

Project Identity



- Innovation Action selected for call H2020-ICT-44-2020 Next Generation Media
- Started on October 1st 2020 (now on M5)
- Planned for 3 years (until Sep 30th 2023)
- 11 partners



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Why MediaVerse?

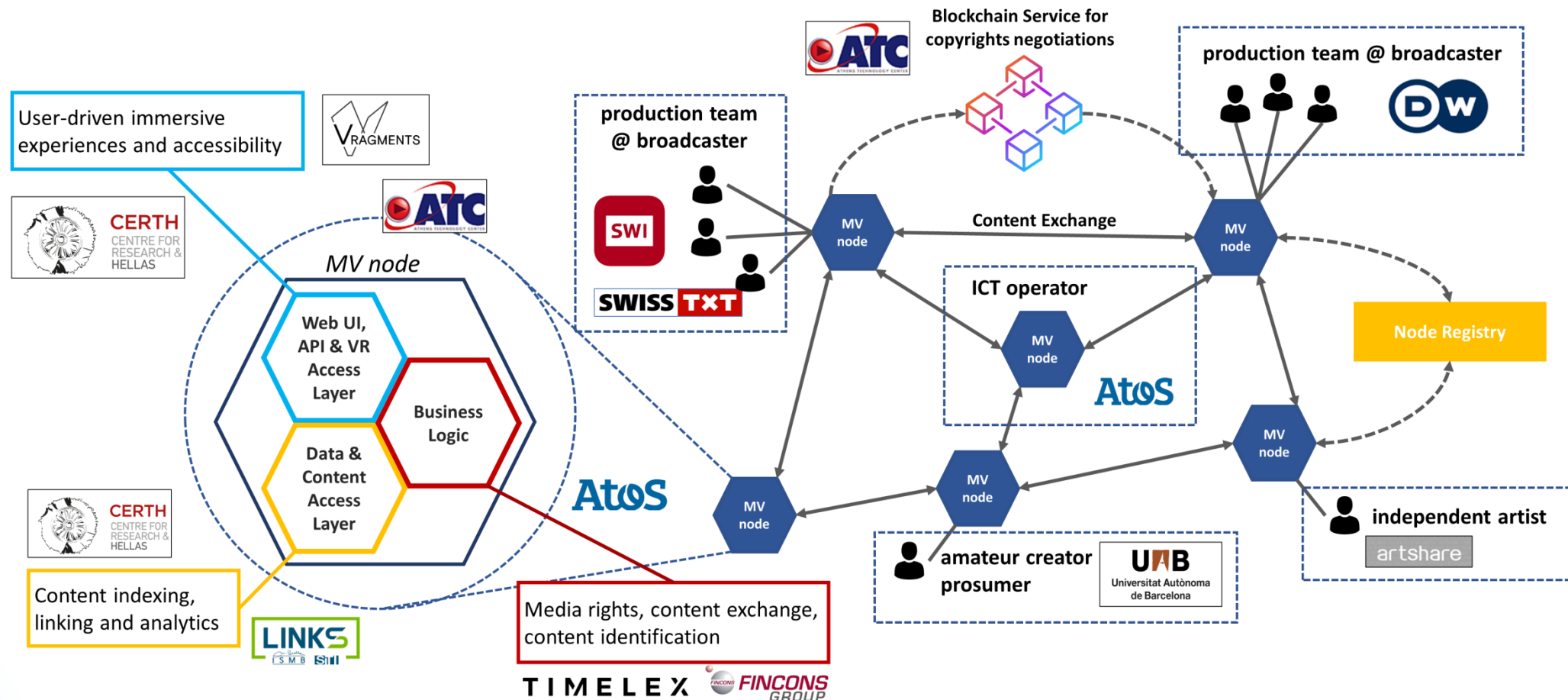


- Regain control from central platforms in matters such as
 - How much media is worth / what media should be promoted / what media should be considered inappropriate / what audiences media should reach
- Leverage opportunities from new technologies
 - AI in the service of media discovery and moderation / new formats (360°, 3D) / accessible content
- Understand diverse audiences and reach fast
 - Track performance and audience engagement / find engaging user-generated content / social collaboration spaces

MediaVerse in a Nutshell



- A decentralized network of intelligent accessible tools and services



MediaVerse Use Cases

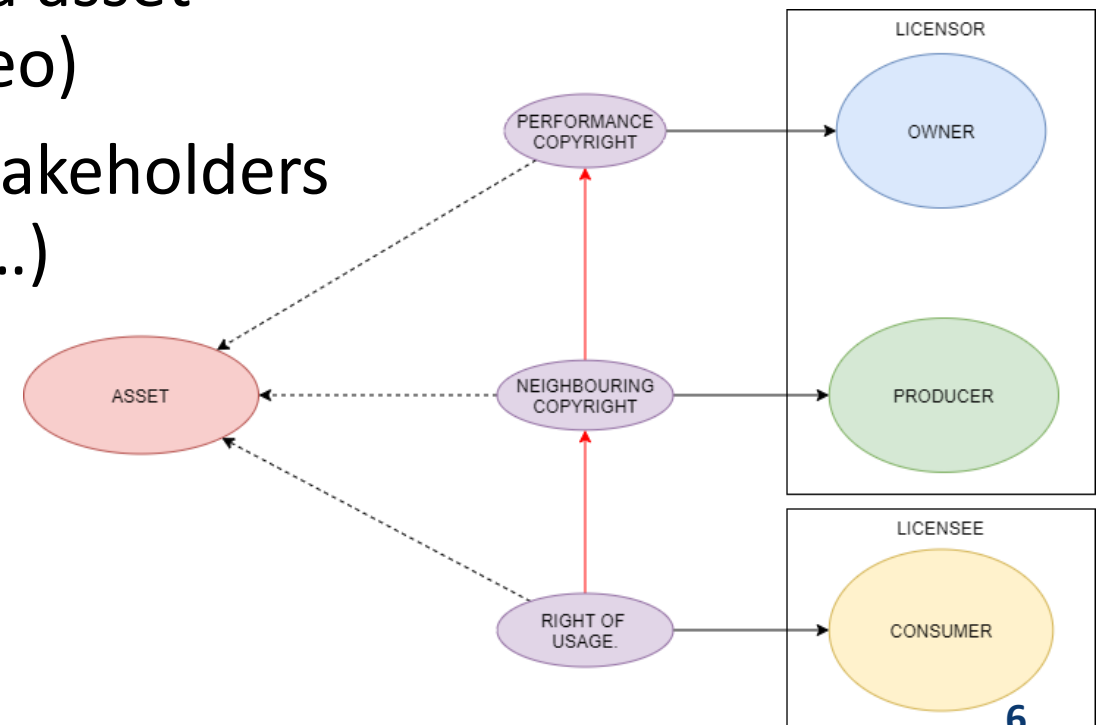


- **UC#1: Citizen Journalism (STXT & DW)**
 - Connect across silos and platforms, create content hub, attract community
- **UC#2: New formats of co-creating media (UAB)**
 - Co-creation and authoring capabilities, accessibility and diversity
- **UC#3: Hybrid intelligence experimental artworks series (AS)**
 - Integrate ICT & Art, engage STARTS community, critical/holistic/humanistic approach to user driven social media

Media Rights in MediaVerse



- **Common digital rights management model for interoperability and automation of the copyrights negotiation procedure** between content creators of the MV network
- Register ownership of a digital media asset (e.g., picture, 360° video, 2D/3D video)
- Manage the “rights” associated to stakeholders (e.g., copyright owners, publishers, ...)
- License a digital media asset and ensure proper remuneration to all stakeholders



Challenge: Nature of New Media



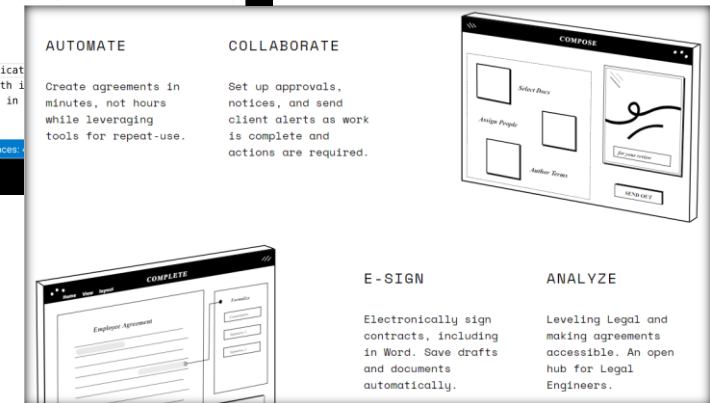
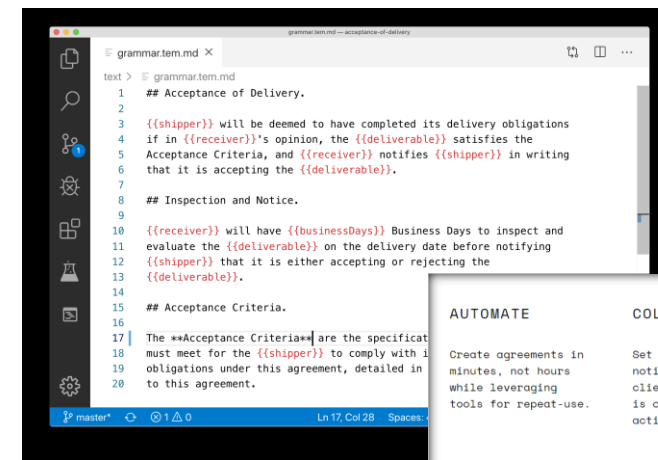
- Possibility of advanced form of content sharing, preserving the IPRs for example by **handling negotiation for copyrightable derivative works**, which refer to adding new original copyrightable authorship to work that is based on pre-existing content
- **Copyrightable collective works**, which refer to works which are created by multiple authors
- **AI Media**, i.e. content that is automatically generated by AI models (e.g. GANs), which does not fall under the implicit condition of a “physical” author, which is a prerequisite to grant copyright to a work

Challenge: Lack of End-to-End Standards



- “Traditional” Legal Contracts and “processes” turned into “Smart Legal Contracts” + DLT’s Smart Contracts & NFT
 - **Contract Representation:**
 - Accord Project, OpenLaw
 - **Standards:**
 - Ethereum ERCs
 - InterWorkAlliance TTF
 - LCC Framework
 - **Open Issue:**
 - Need for “standardized models” at EU level

Accord Project



OpenLaw

Challenge: Choice of Blockchain Tech



- Blockchain platform to implement the functionalities



- **Platforms:**

- Ethereum or Bitcoin the most used, others are EOS or Alastria

- **Open Points:**

- Sustainability of the project: split revenue with the platform operator e.g. MV
 - Need for a “standard” European Blockchain platform e.g. EBSI?

LBRY	MUSICOIN	EMANATE	RESONATE	UJO Music	CREAPROJECT	ARA	Bernstein	Known Origin	Custos	Authpaper	SuperRare	Creativity Safe
https://lbry.tech/	https://musicoin.org/	https://emanate.live	https://resonate.is/	https://ujomusic.com/	https://creaproject.io/craea-en/	https://ara.one/	https://www.bernstein.io/	https://knownorigin.io/	https://www.custostech.com/	https://www.authpaper.io/	https://superrare.co/	https://creativitysafe.com/
All media exchange	Music streaming	ex-choon	Music streaming	Music	Artworks negotiation	Creative content distribution	Secure your intellectual property in one click	Online marketplace	Forenses watermarking	Secure Data delivery	Marketplace for unique artworks	Certification /Registering of IP/Creative Works
Bitcoin	Ethereum	EOS.IO	Ethereum	Ethereum	Ethereum	Ethereum	Bitcoin	Ethereum	Bitcoin	Ethereum	Ethereum	Bitcoin

Challenge: Currency Volatility



- **Open Points:**

- Make the applicability not very attractive and difficult for the cost to be estimated
- DLT's transaction's costs (i.e. cryptocurrency volatility) → Stablecoin?
- Fiat currencies & DLTs (e.g. [“Digital Euro”](#))



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