8th Live Subtitling and Accessibility Symposium
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The use of blockchain in media accessibility services

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MediaVerse
A universe of media assets and co-creation opportunities

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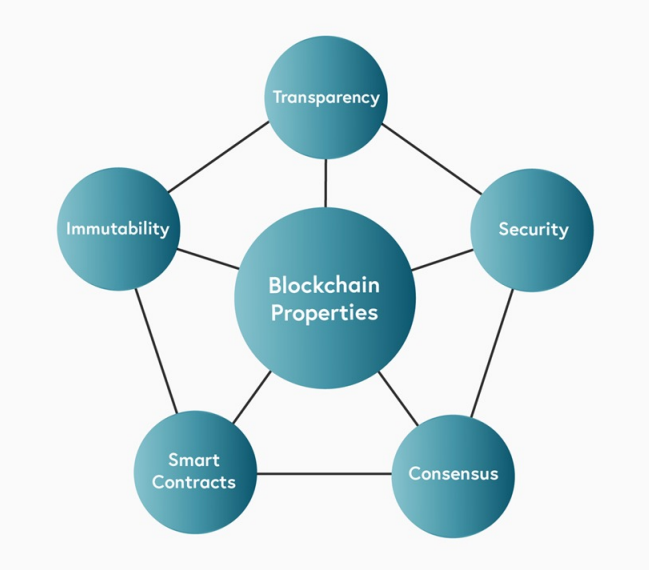
Outline

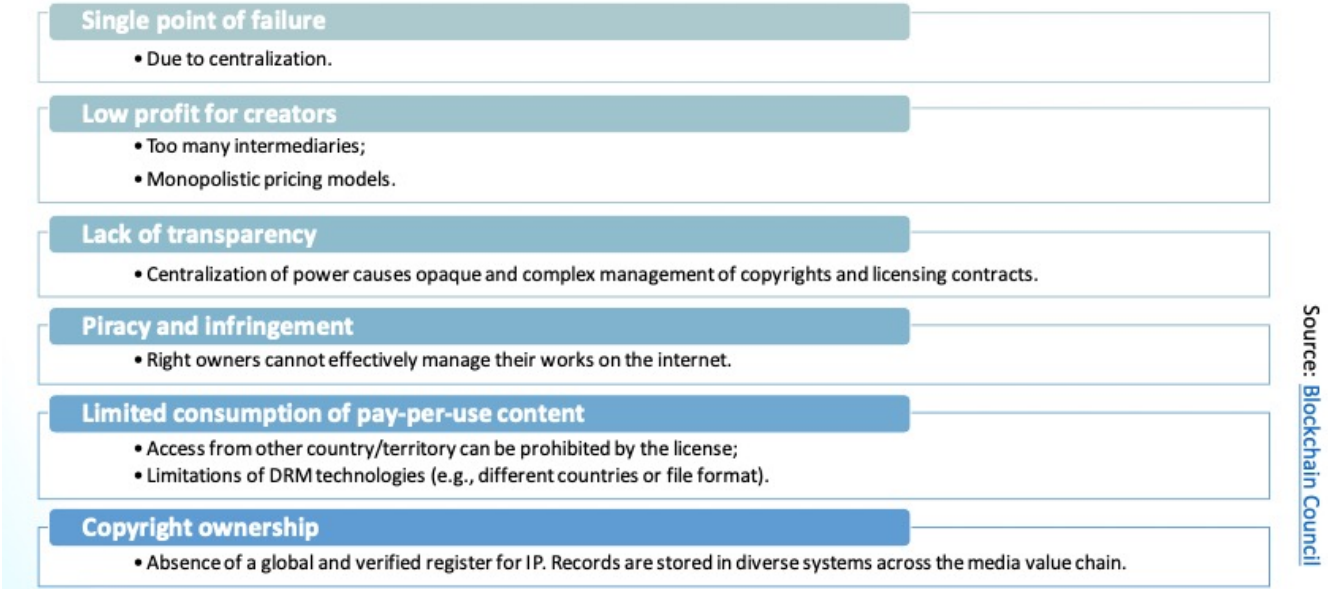
- Blockchain: concept
- Intellectual property and copyright management
- Copyright management in MediaVerse
- Validation of MediaVerse solutions with Media Accessibility professionals
- Conclusions and further steps

Blockchain: a disruptive technology

Blockchain technology ensures that content creators and consumers have more direct relationships, and profits are distributed fairly.



Key issues in the audiovisual industry



Source: Blockchain Council

Potential blockchain-based solutions

1. Decentralised digital content ecosystem
2. New pricing options
3. Monetization of content
4. Distribution of royalty payments
5. From DRM (Digital Rights Management) to smart contract
6. Attribution
7. Copyright management

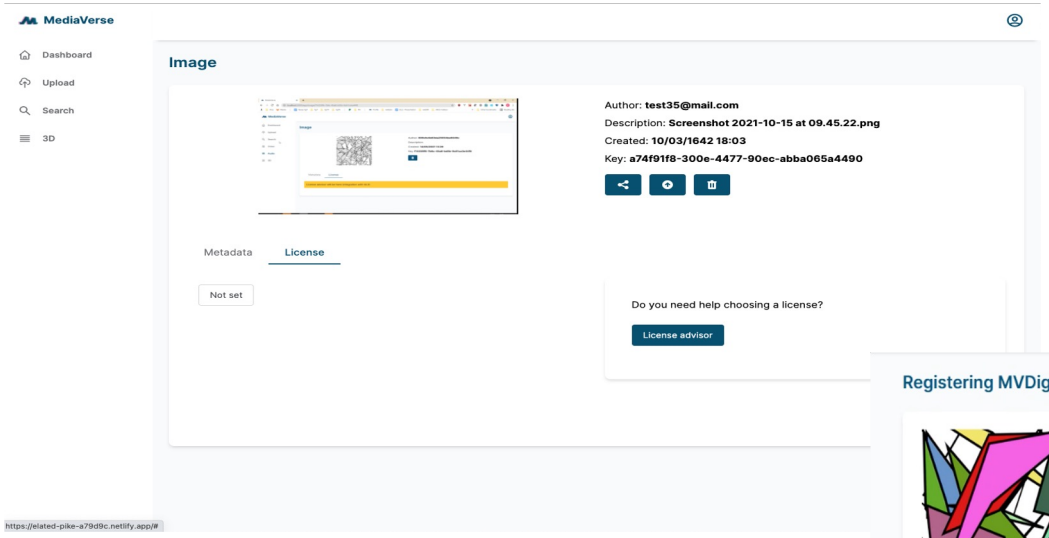
[redacted]

Copyright management in MediaVerse

- Handle the legal aspects of copyright definition and procedures for registering copyrights
- Common digital rights management model
- Possibility of advanced form of content sharing preserving the IPRs
- Support copyrightable collective works

Provide a machine-readable format to support the proposed legal framework to allow:

- Representation
- Storage/registration
- Smart negotiation of (multimedia) content according to the correspondent IP definition and license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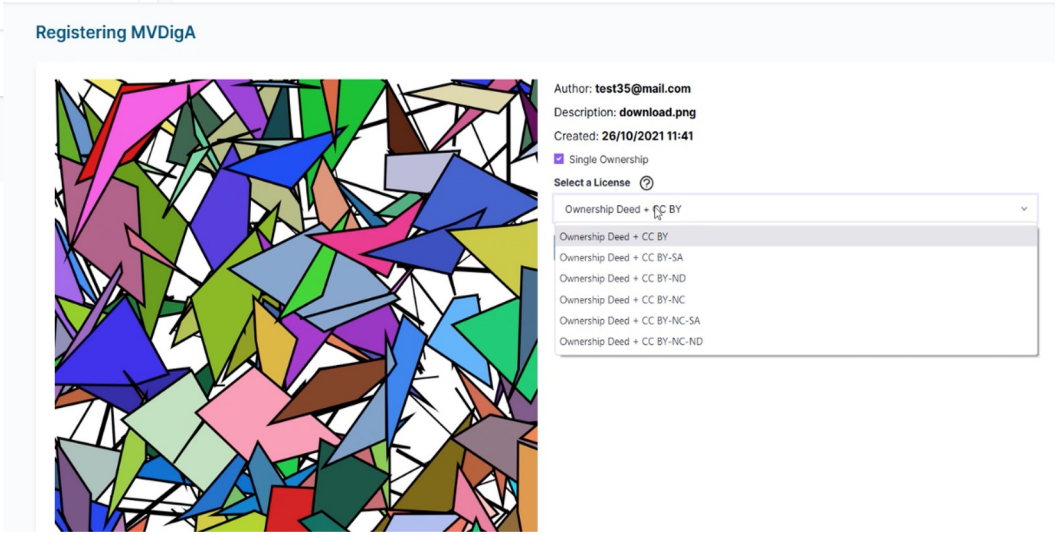
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MediaVerse Use Cases related to copyright management

Fields:

- Journalism (professionals and academia)
- Audiovisual Translation and Media Accessibility (professionals and academia)
- Audiovisual production (professionals and academia)

Aims:

- Gather and analyse data from users to understand the existing workflow for production, distribution, and monetisation of digital assets in their fields.
- Gain information about professionals needs and expectations of the MediaVerse platform in relation to copyrights management.

[redacted]

Copyright management in MA services

“Subtitling is the only accessibility service enjoying copyrights, other services such as audio description or subtitles for the deaf and hard of hearing are not considered to be original work worth right protection according to copyright laws.”

(Orero et al. 2023)

Focus group procedure

- Welcome
- Ethical forms and Demographics
- Introduction
- MediaVerse platform (copyrights management)
- Discussion
- Validation of conclusions
- Evaluation form

[redacted]

Blockchain and Media Accessibility services Participants profile

- Age range: 40% (25-34), 20% (35-44), 20% (45-54), 20% (55-64), Gender: 80% woman, 20% men
- Academical background: 80% (PhD), 20% (MA)
- Working experience: 40% +10 years, 20% 6-10 years, 40% 3-5 years
- Technological skills: 60% Advanced, 40% intermediate
- Level of knowledge about IP and copyrights (0-5 Likert scale): 80% (3), 20% (4)
- Familiarity with blockchain (0-5 Likert scale): 80% (1), 20% (3)
- Areas: Live subtitling, AD, Subtitling for the scenic arts, SDH, AVT

[redacted]

Questions

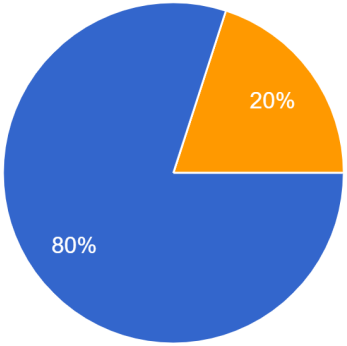
- Do you think that the MediaVerse platform could be used in the subtitling and media accessibility field?
- Within the frame of accessibility and audiovisual translation files (i.e, media accessibility assets) rights management, authors have the moral right over the assets they create. This can never be sold. Thus, assets should be somehow minted for moral ownership. Do you agree?
- Should authors be able to establish the economic rights and rights of exploitation?

Extracted conclusions

- Copyright managment remains unknown in MA
- Live subtitling
  - Challenge when several professionals working at the same time (specially in long programmes)
  - In online events and meetings copyright issues are not clear
  - Externalisation of services (who owns the copyrights?)
  - Increasing use of ASR
- Subtitling for the scenic arts
  - Most of the times copyrights are not registered
- AD
  - The platform could be useful to share AD
- Problems raised regarding competency between agencies

Willingness to use the platform

80% would use the Mediaverse platform in their professional field
20% maybe



Reported advantages and disadvantages

Advantages

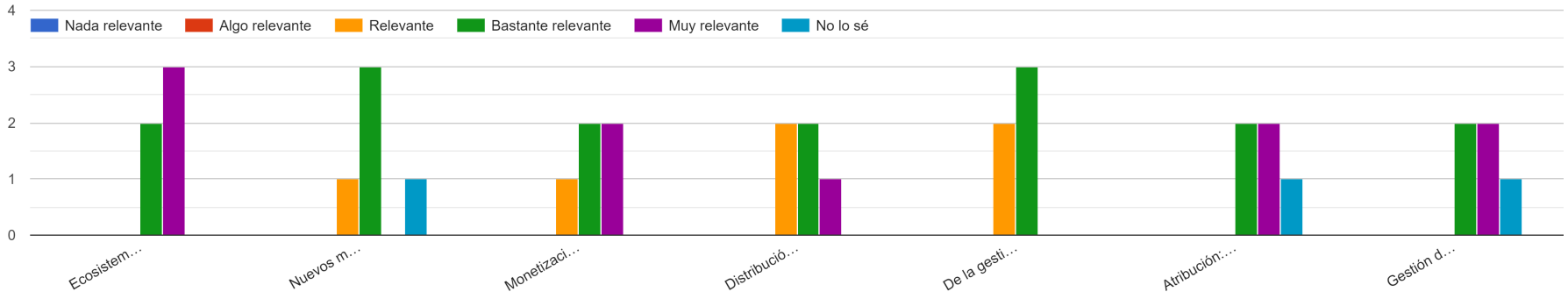
- Easy to share content, not depending on a large company.
- Easy and intuitive platform.
- Allows direct product management.
- Potential use for copyright recognition and distribution of accessible content.

Disadvantages

- Challenge to "recruit" a broad group of users.
- Little control over the content (perhaps sensitive, private content would be published without consent, etc.).
- Complex for professional relationships with companies in the field.

Relevance:Proposed blockchain-based solutions

Reported most relevant solution:
“Decentralised digital content ecosystem”



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Conclusions and further steps

- Copyright legislative framework in MA services is uneven.
- Positive feedback about the MediaVerse platform related to copyrights.
- Professionals agree that MA services should be registered and licensed (at least moral rights).
- Need to validate with a larger group of users from diferent fields of the AV industry (professionals and academia).
- Consider questions related to sustainability.

Thanks for your attention!

If you want to learn more about the Mediaverse project and tools

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