



**IBC2022**

# **ACCELERATOR MEDIA INNOVATION PROGRAMME**

MEDIA CONTENT SHARING, MONETIZATION  
& MICROPAYMENT SYSTEMS VIA BLOCKCHAIN

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# **MEDIA CONTENT SHARING, MONETIZATION AND MICROPAYMENT SYSTEMS VIA BLOCKCHAIN**

CHAMPIONS



PARTICIPANTS



# CHALLENGES OF CONTENT SHARING ECOSYSTEM



Subscription based

All premium content cannot be provided through a single platform

Need of multiple subscriptions to access sought-after content

Most viewed and in demand content is premium category

Users cannot consume any premium content without subscription

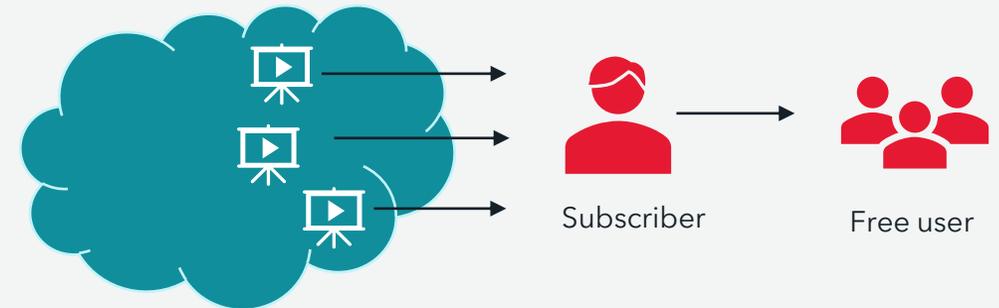
Content piracy

# PROPOSED IDEA



A solution that enables OTT subscribers to share content to new set of users, operate as micro-distribution channel, and be rewarded for doing so

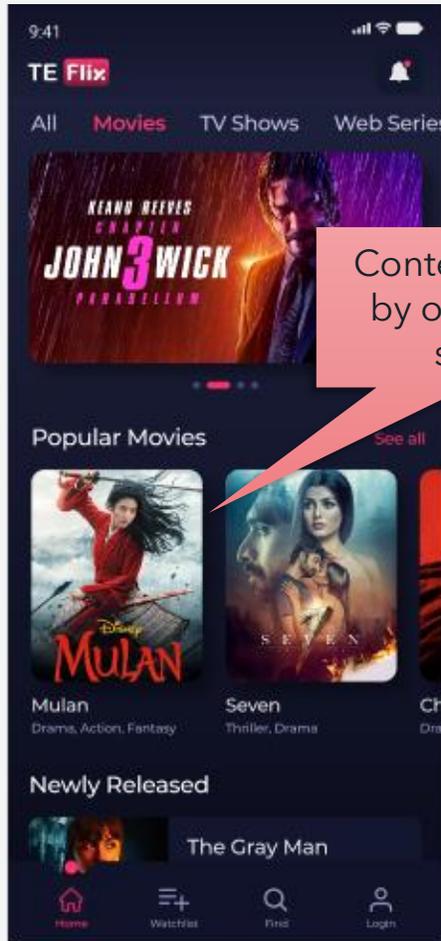
- Aim to achieve content sharing between subscribers and non-subscribers using Blockchain.
- Change the way content is monetized and consumed through micro-distribution channels (subscribed users as distribution channels)
- System to incentivize the subscriber for sharing content
- Realize the incentivization through NFTs or other token exchange mechanisms
- Concept demonstrator uses Eluvio content fabric platform integrated with the Tata Elxsi' s platform and front-end application to realize the concept.



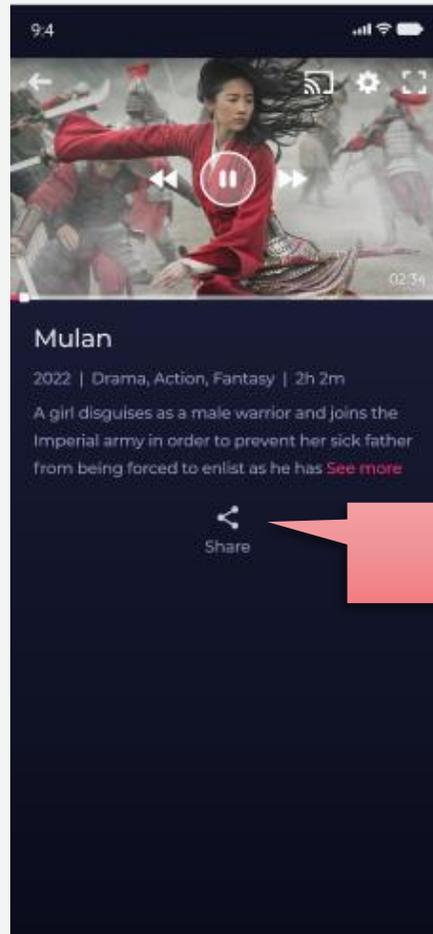
“Create content your audience wants and if they like it, they will share it”

- Michael Brenner, Managing Editor, Biz\_Innovations. Speaker, Author and Blogger @Forbes

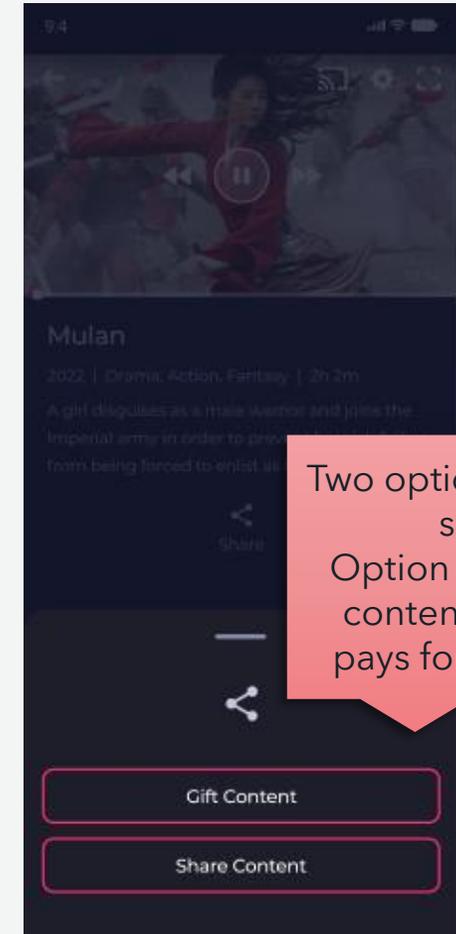
# SUBSCRIBER FLOW: SHARING CONTENT



Home Screen

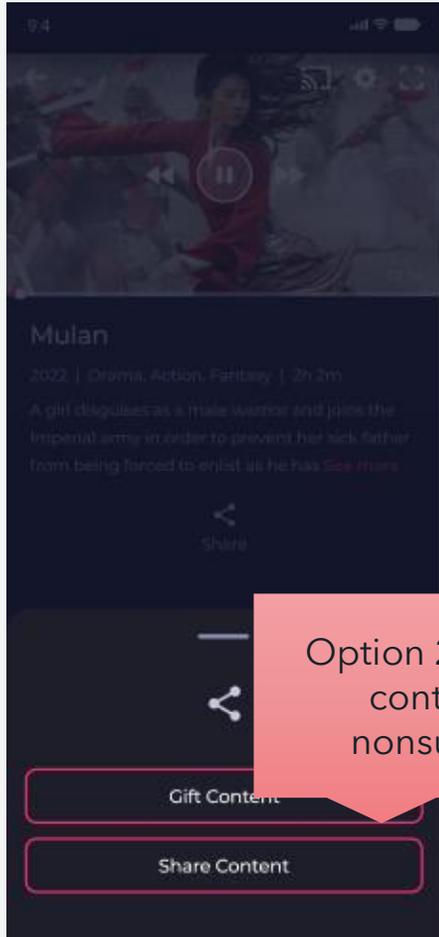


Content specific Screen

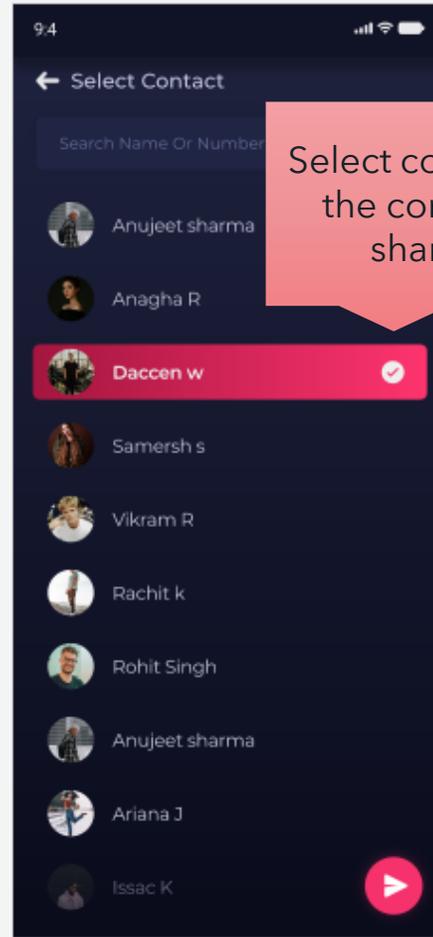


Gift content

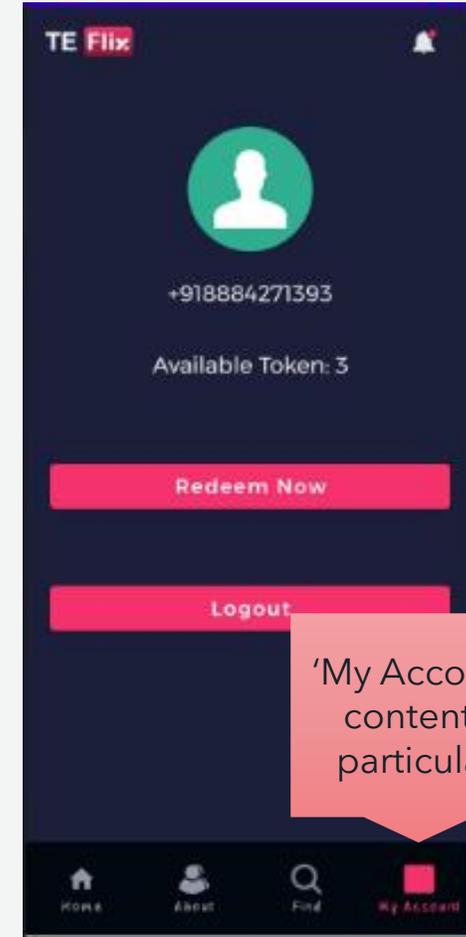
# SUBSCRIBER FLOW: SHARING CONTENT



Share content

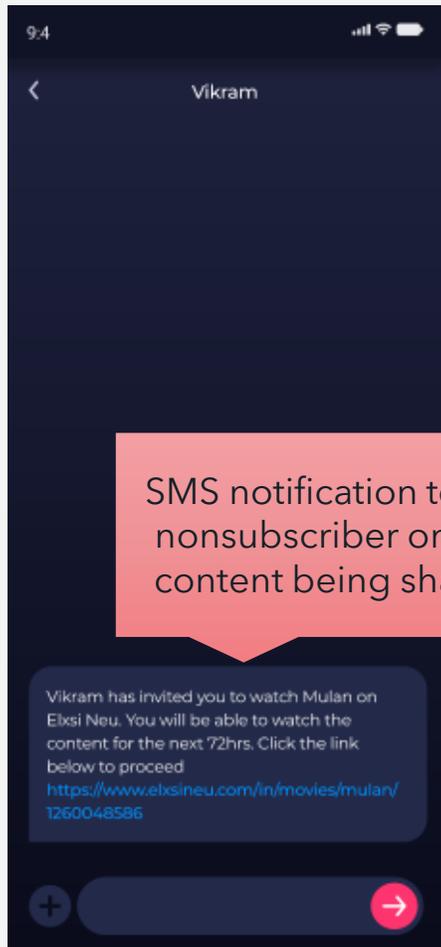


Contact Access



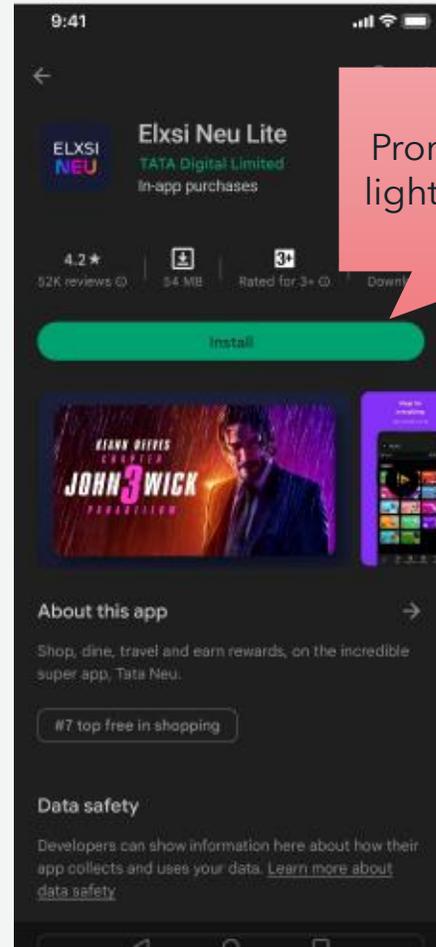
My Account screen

# NONSUBSCRIBER FLOW: VIEW SHARED CONTENT WITHOUT SUBSCRIBING



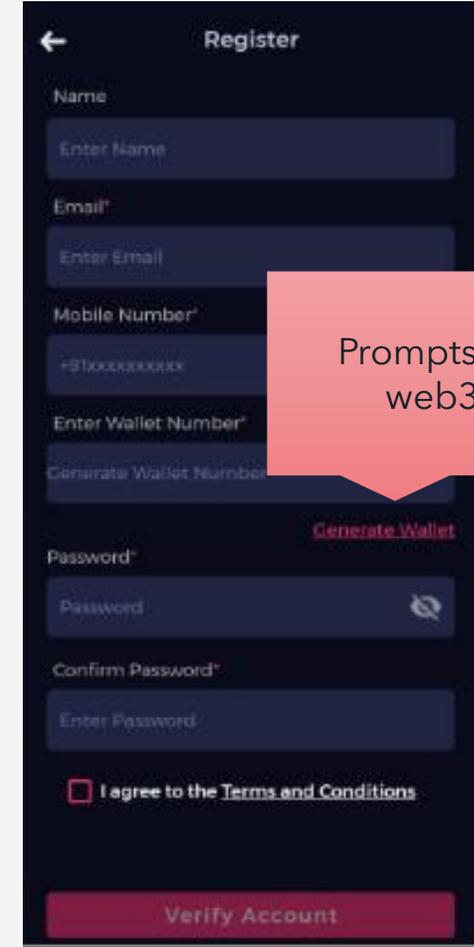
SMS notification to the nonsubscriber on the content being shared

SMS notification



Prompts installation of lightweight application

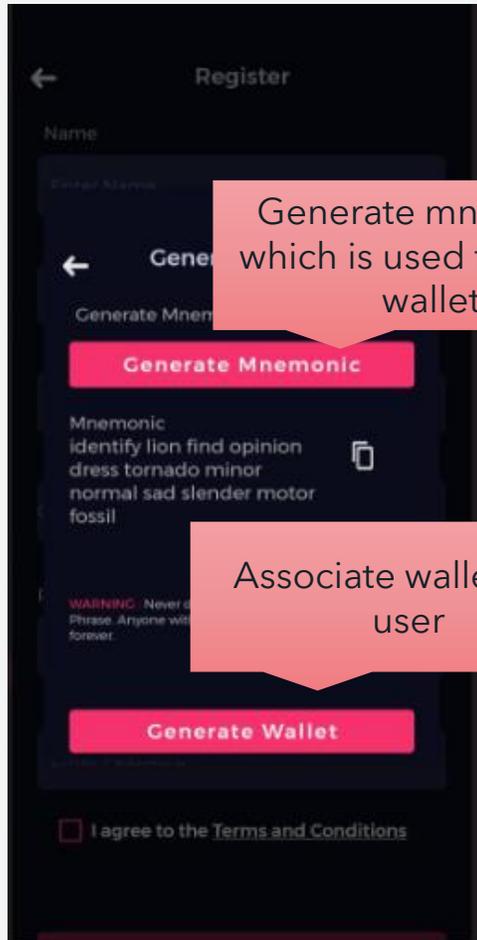
Light weight application installation



Prompts to create web3 wallet

Registration screen

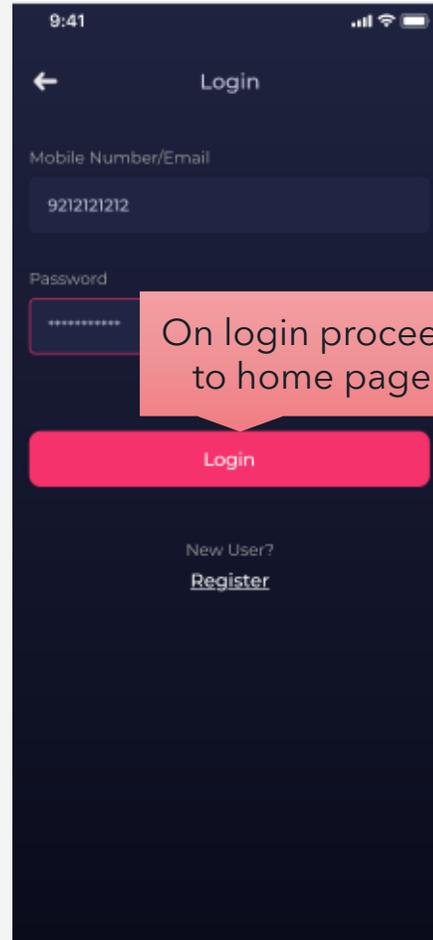
# NONSUBSCRIBER FLOW: VIEW SHARED CONTENT WITHOUT SUBSCRIBING



Generate mnemonic which is used to create wallet

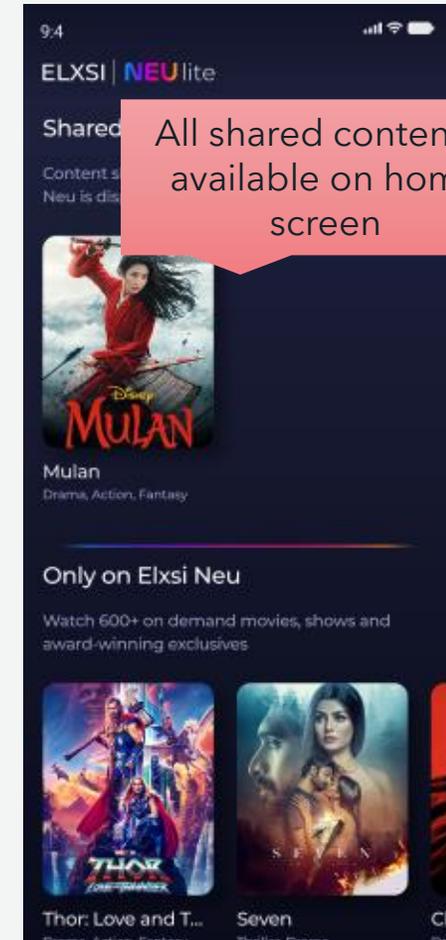
Associate wallet with user

Wallet share pop up



On login proceed to home page

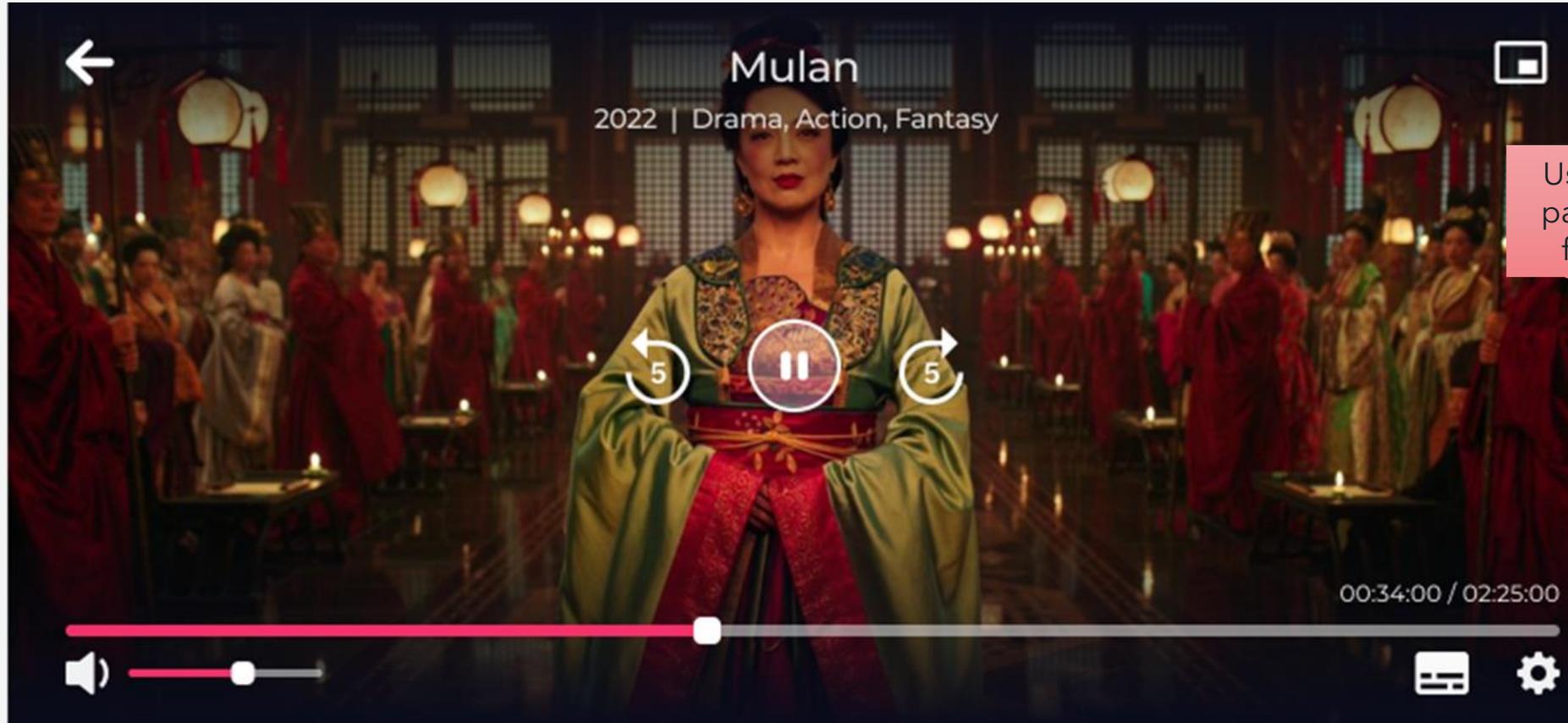
Login Screen



All shared content is available on home screen

Home screen

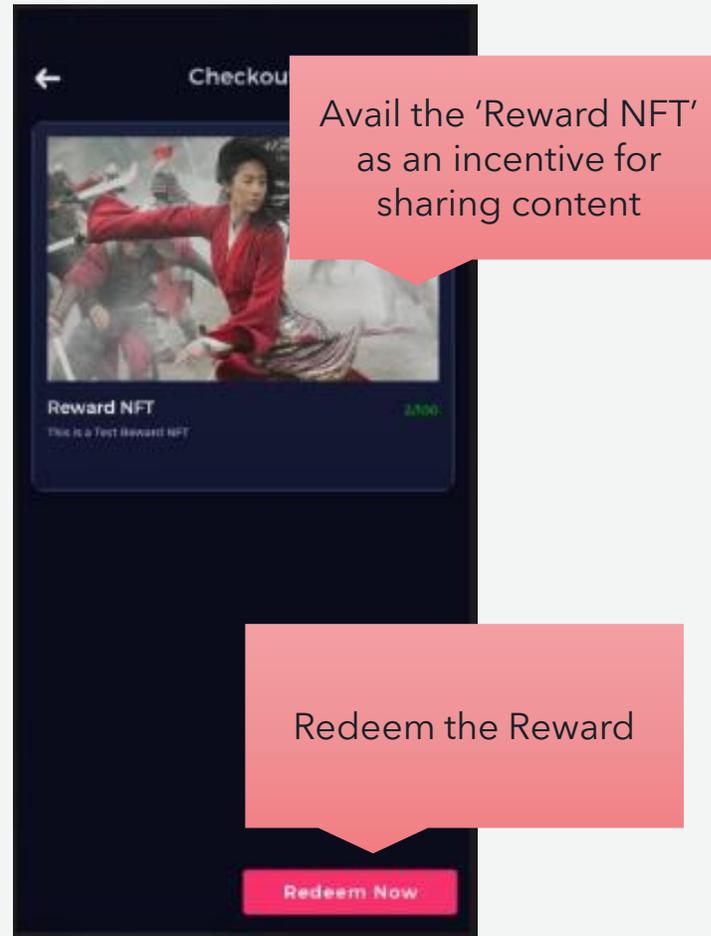
# NONSUBSCRIBER FLOW: VIEW SHARED CONTENT WITHOUT SUBSCRIBING



User gets access to paid/gifted content for consumption

Content playback screen

# SUBSCRIBER FLOW: INCENTIVISED FOR SHARING CONTENT



Redeem reward token

# BENEFITS

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- 1 Create micro-distribution channel for content
- 2 Increase and accelerate the monetization of content
- 3 Increase loyalty by converting subscribers to loyal customers
- 4 Increase the reach to potential user base
- 5 Benefit from advocacy for your content from users
- 6 Influence social circle by way of sharing
- 7 Incentivise for the behavior of sharing
- 8 Increased engagement with platform possible gamification

“Great content is the best sales tool in the world”

-Marcus Sheridan, Renowned international author



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**THANK YOU**

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