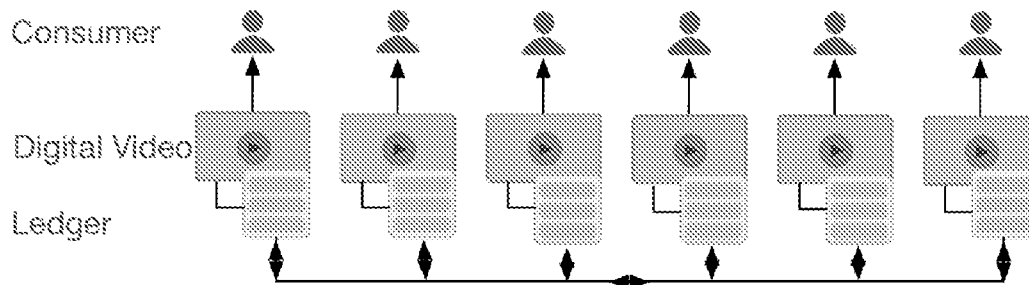


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Blockchain applied to Content



Blockchain utilizing content = Public Consensus Security
 Trust Computing
 Smart Contracts on fixed video assets
 Proof of Work Utilization

The Content Blockchain

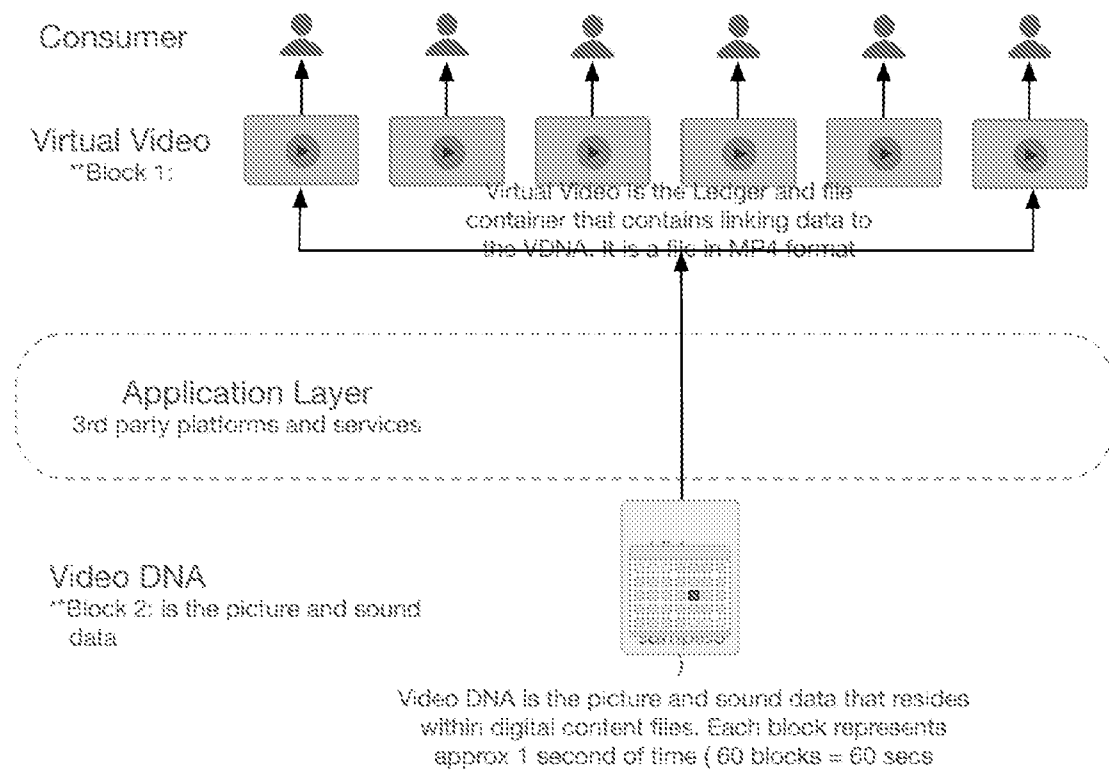
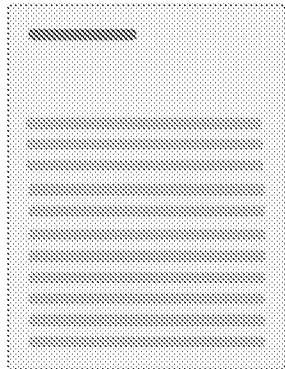


FIG. 1

Ledger differences: Blockchain vs Content Blockchain

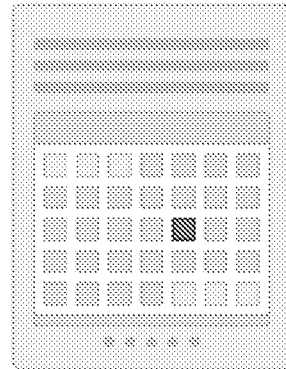
Traditional Blockchain



Blockchain Ledger

- Hashed based transaction data
- Updated and validated at every play / transaction

Content Blockchain



Content Blockchain Ledger

- MP4 application file
- Un-editable
 - Hashed based transaction data
 - Contains links to VDNA (binary video data)
 - Only readable by media players
 - Updated and validated at every play / transaction

The Content Blockchain Ledger is an enhanced ledger specially designed for the control and playback of digital content.

This special ledger contains transaction and access control information as well as linkage data to video frame data.

The linkage data, is only delivered once all parties in consensus agree. This allows for 3rd parties to sit between the content fulfillment and allows for Big data fueled artificial intelligence to be the programmatic engine for frame accurate individually personalized video productions, and much much more.

FIG. 2

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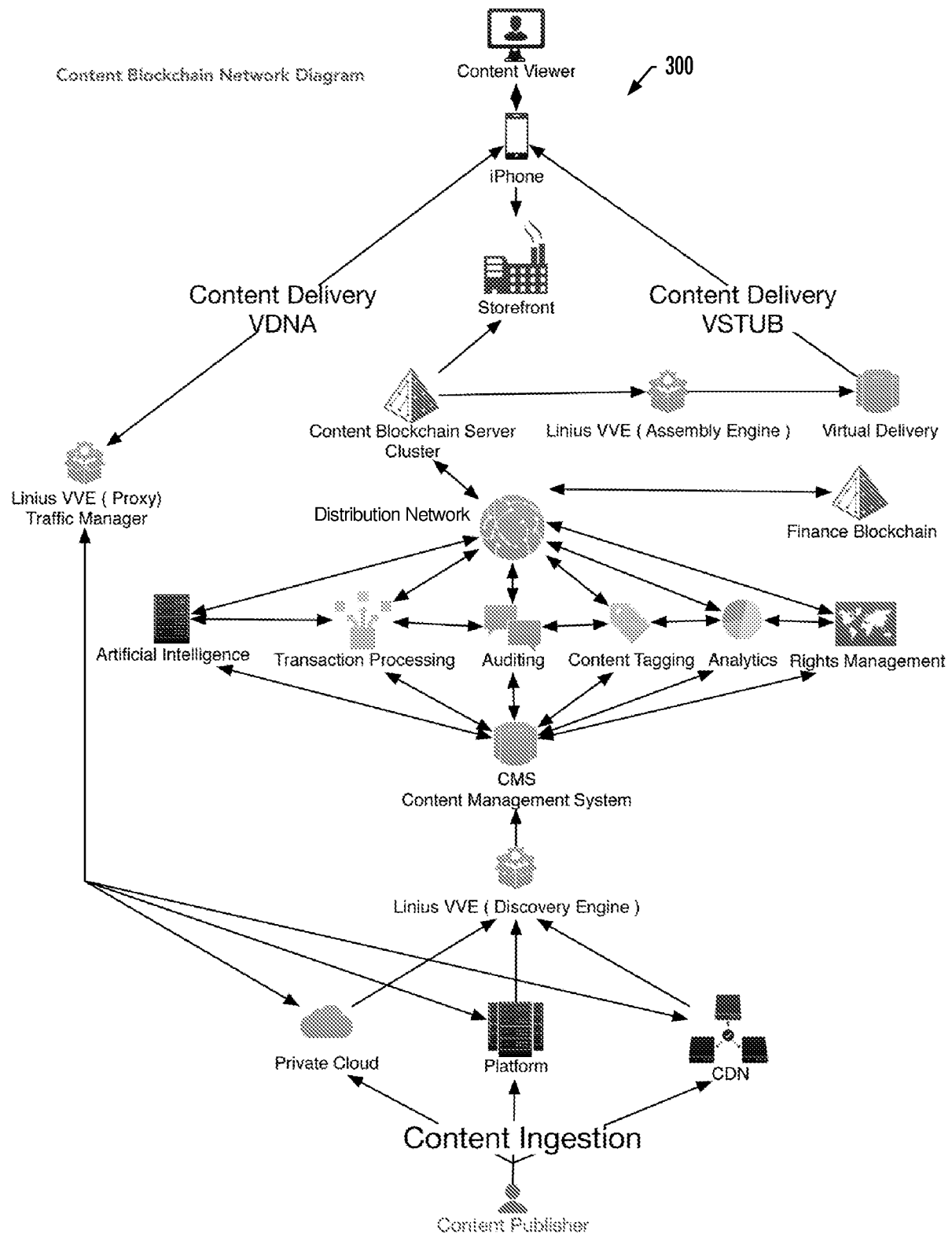
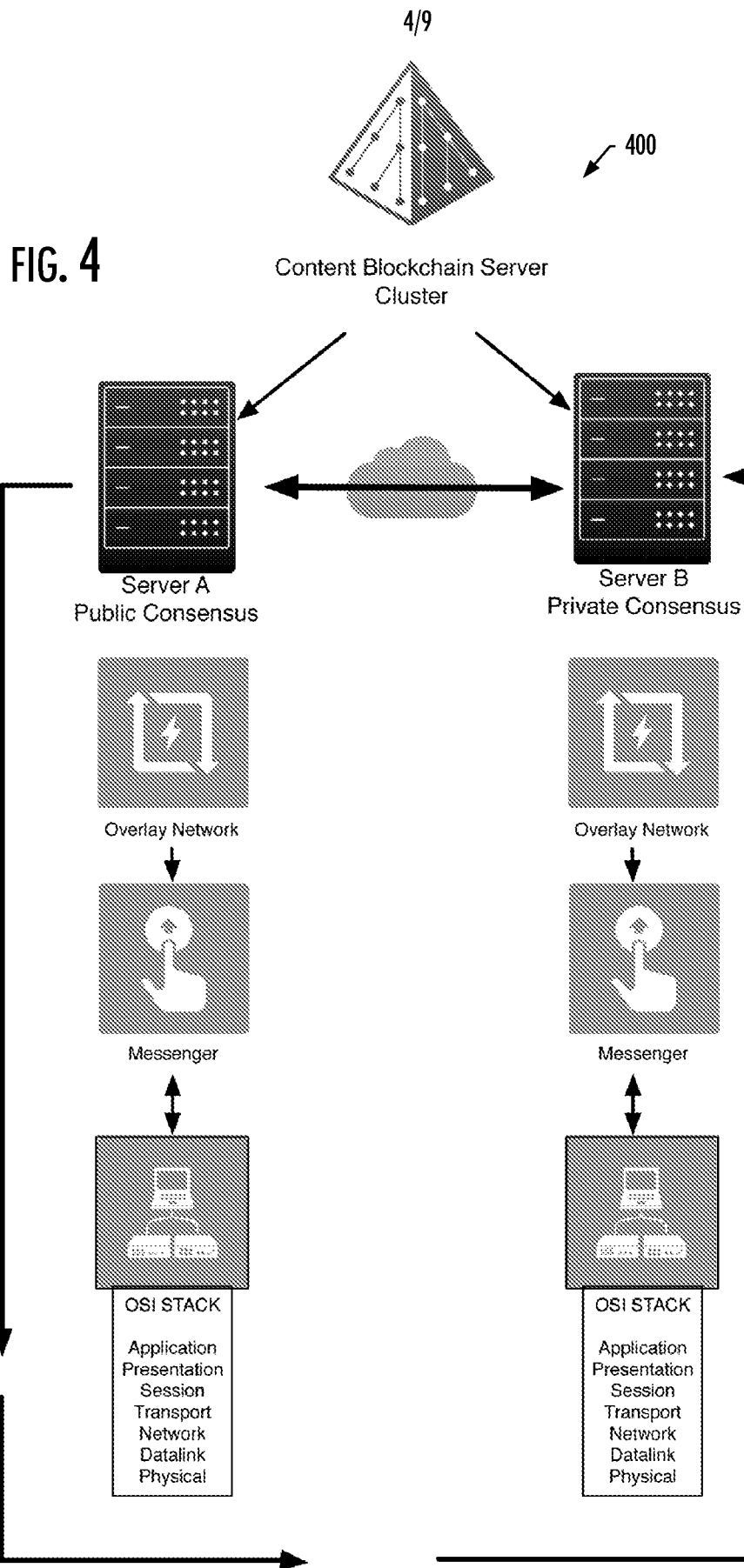
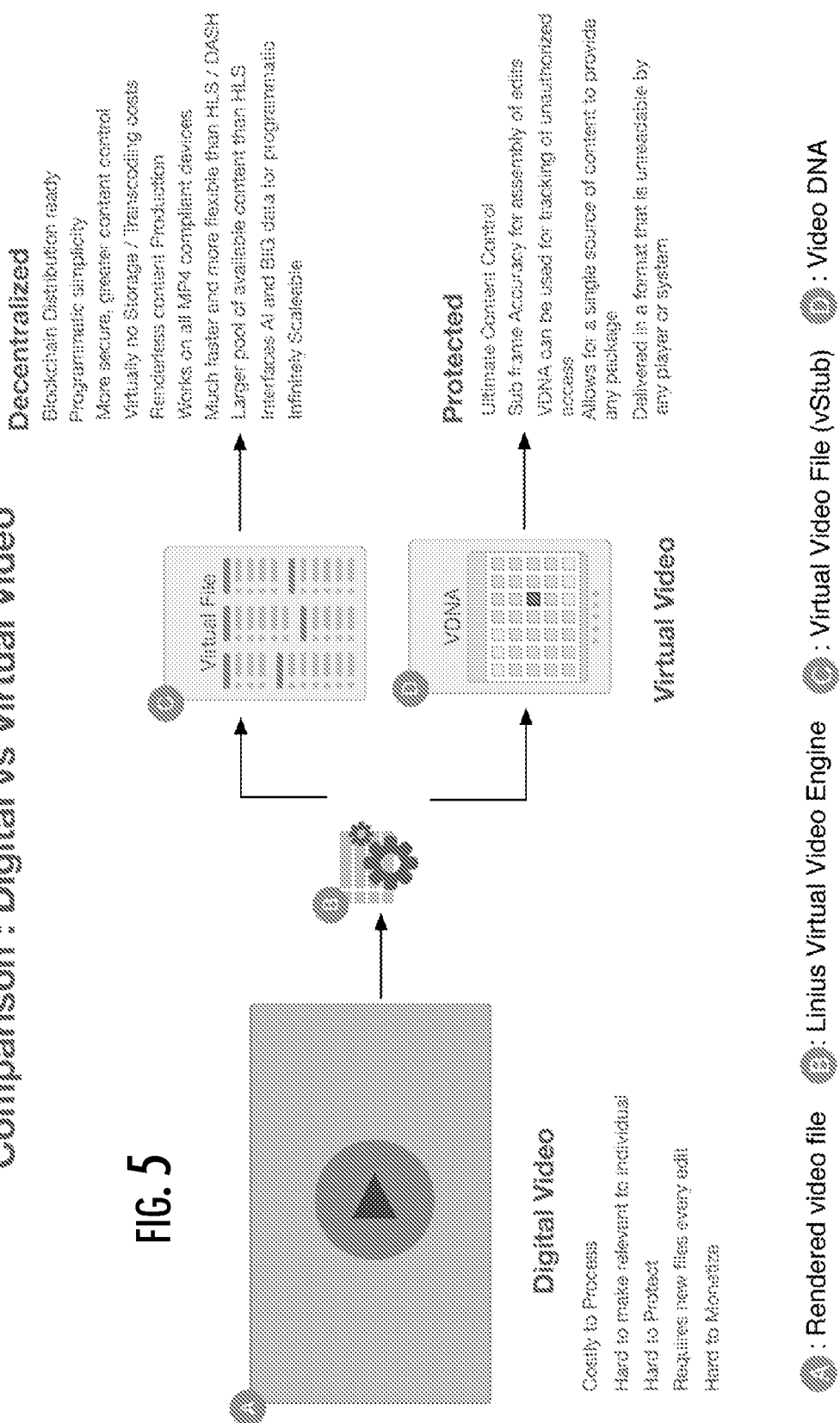


FIG. 3



Comparison : Digital vs Virtual Video

FIG. 5



CONTENT BLOCKCHAIN ARCHITECTURE

EXTENDING THE BLOCKCHAIN via Virtual Video Integration

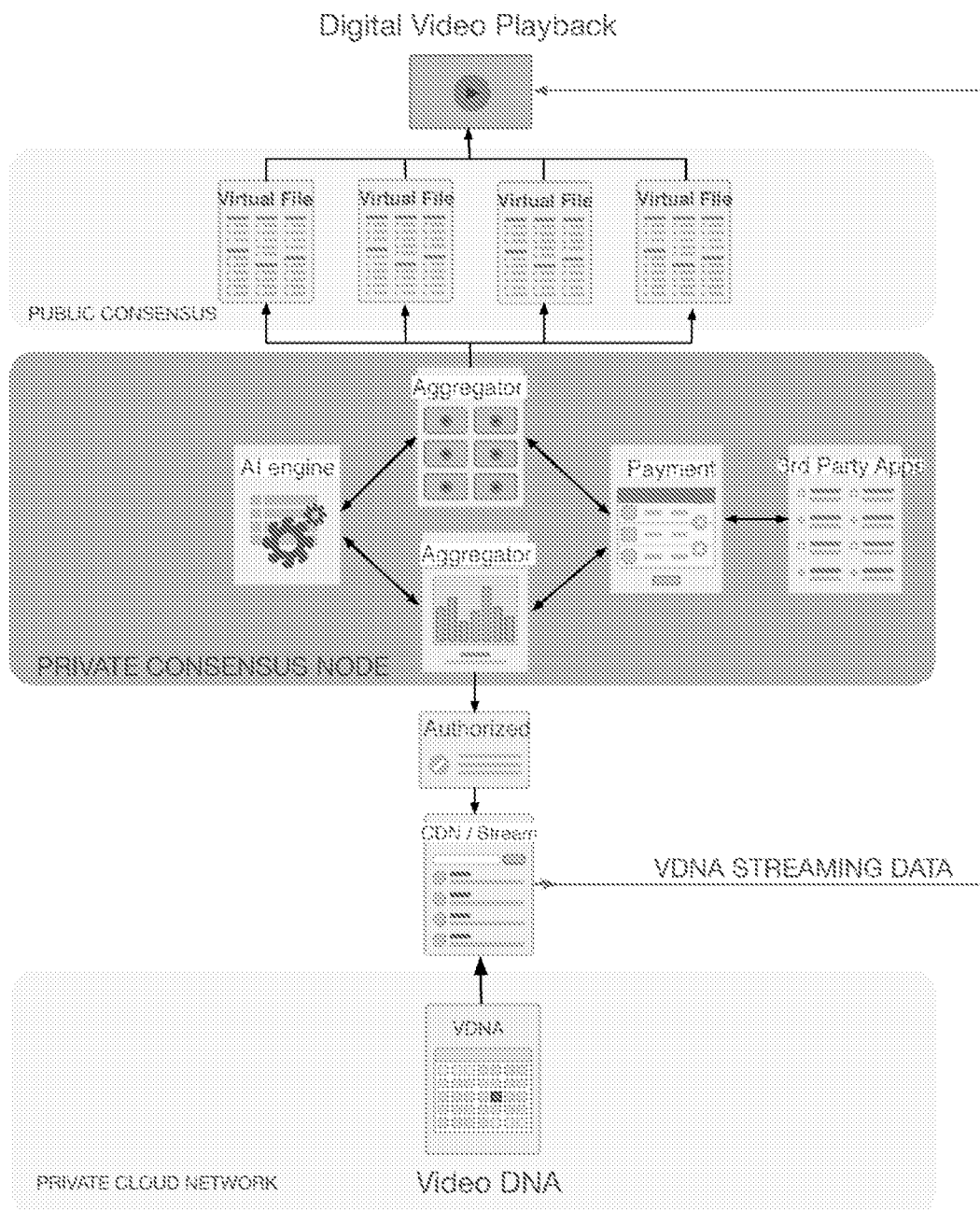


FIG. 6

Content Blockchain

Public Consensus

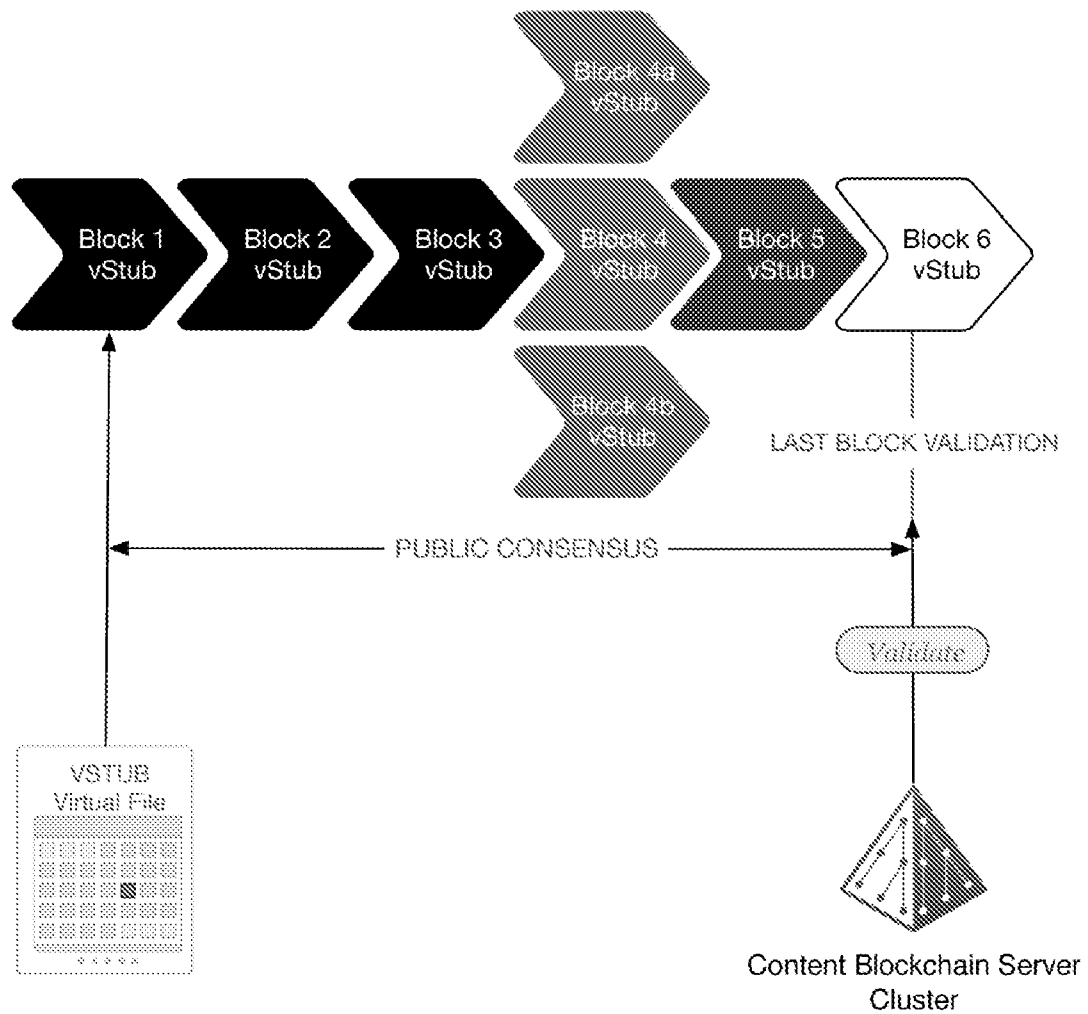
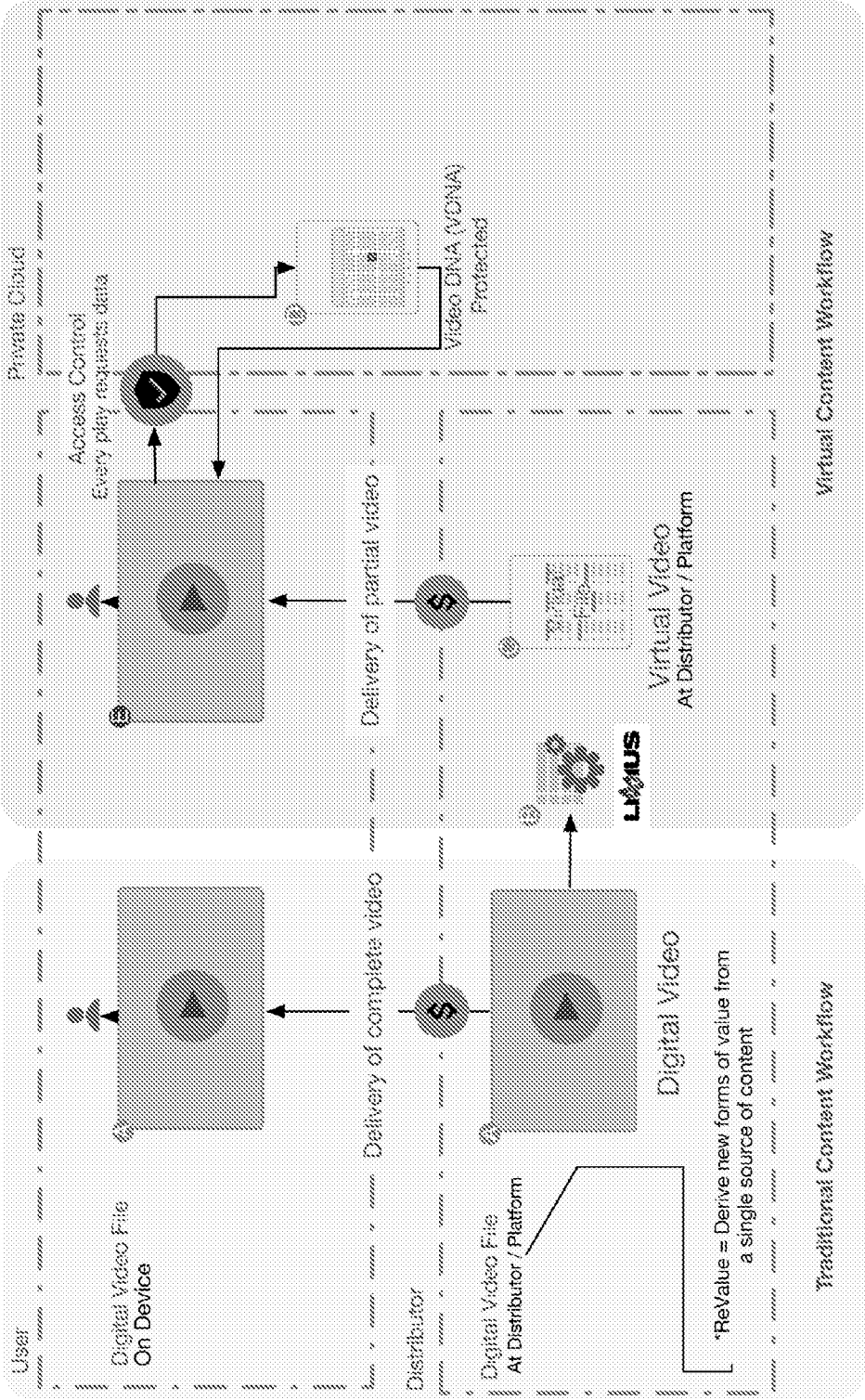
**FIG. 7**

FIG. 8
Traditional vs Virtual Content Workflow



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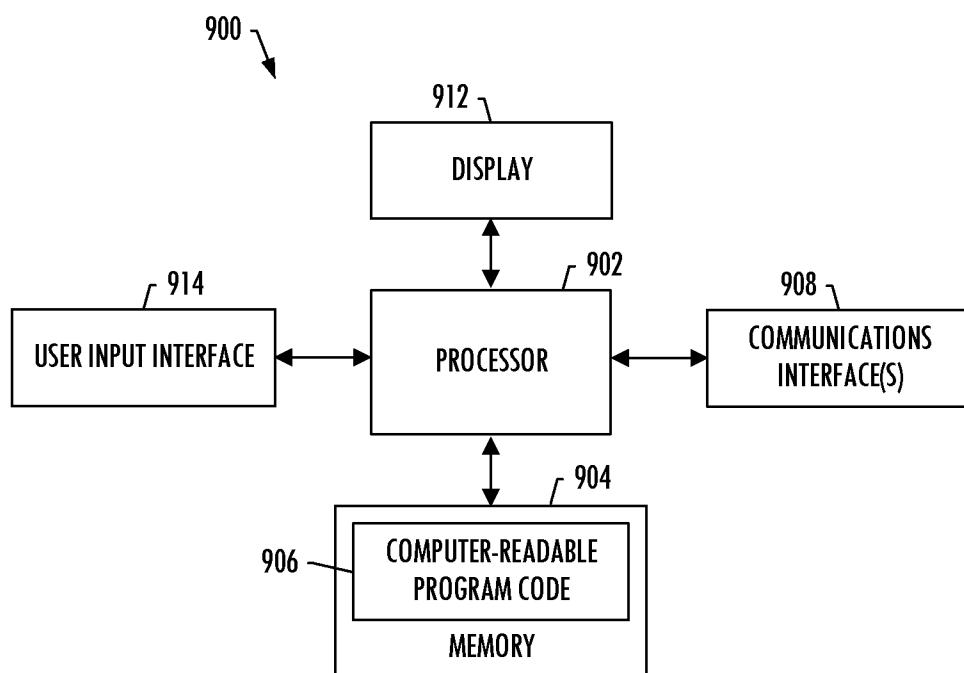


FIG. 9