

MEDIALINK 
THE COLLABORATIVE CONTENT NETWORK

SWISS 

Blockchain Challenge

Innovative Anwendungen der neuen Technologie

12. Dezember 2018

Mauritius Loosli

Marco Vitale

Tobias Wagner

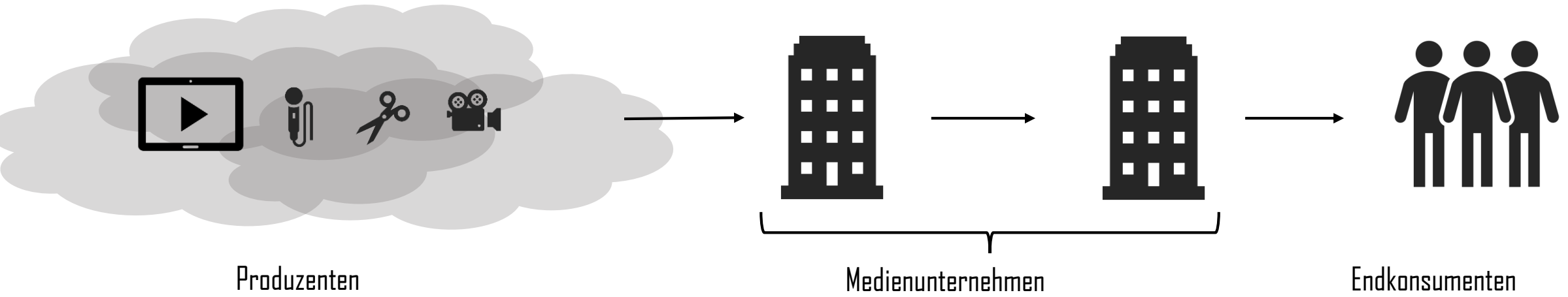


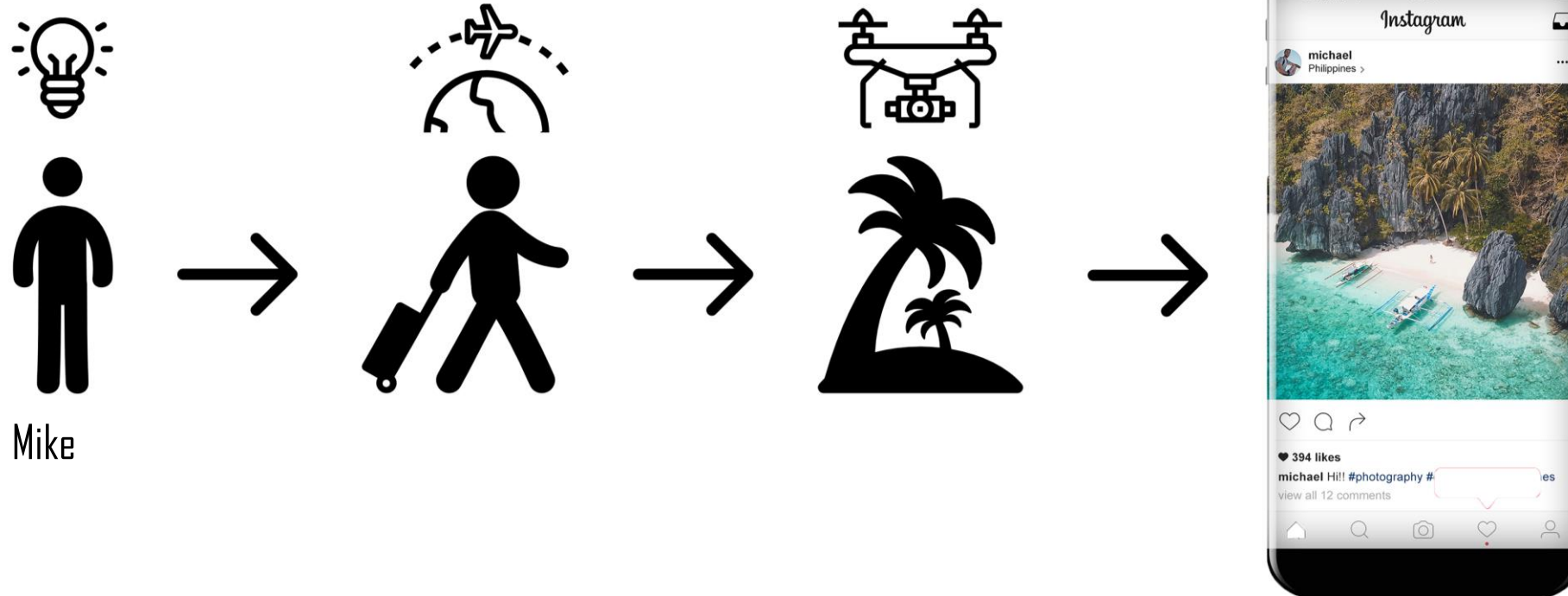
**Universität
Basel**

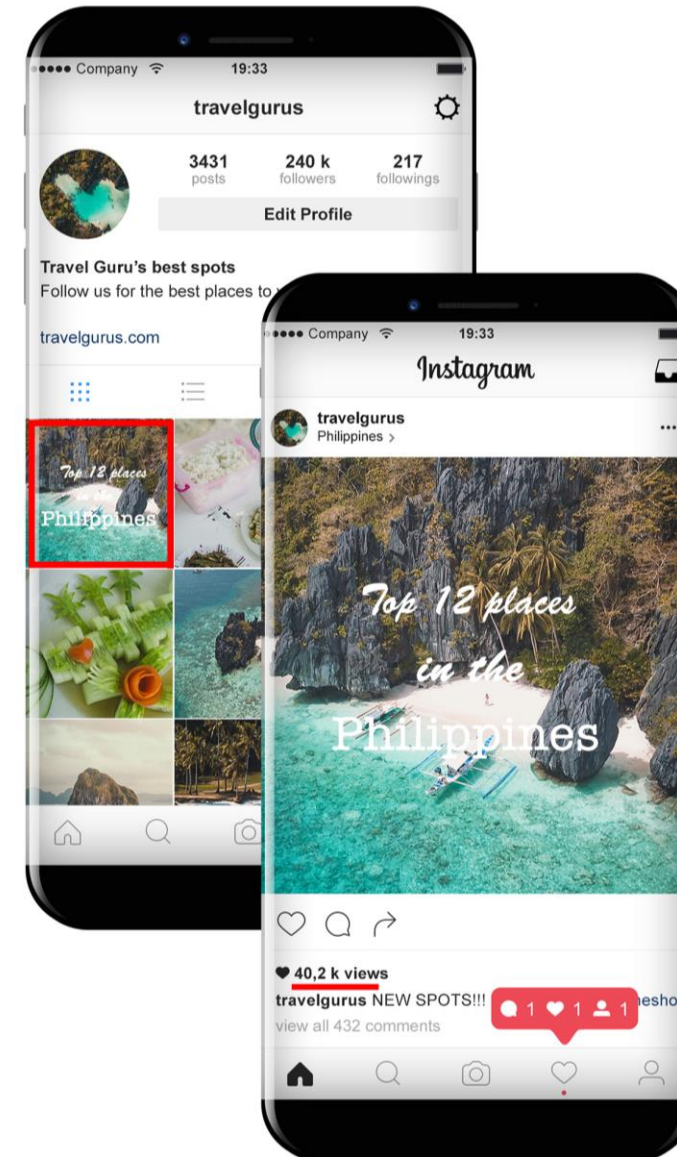
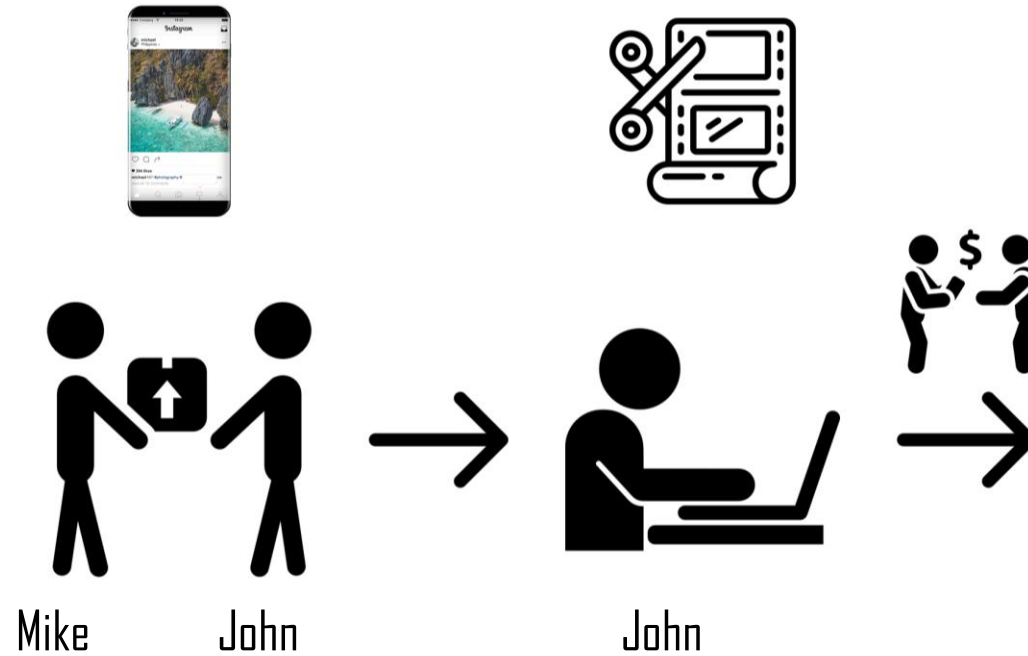


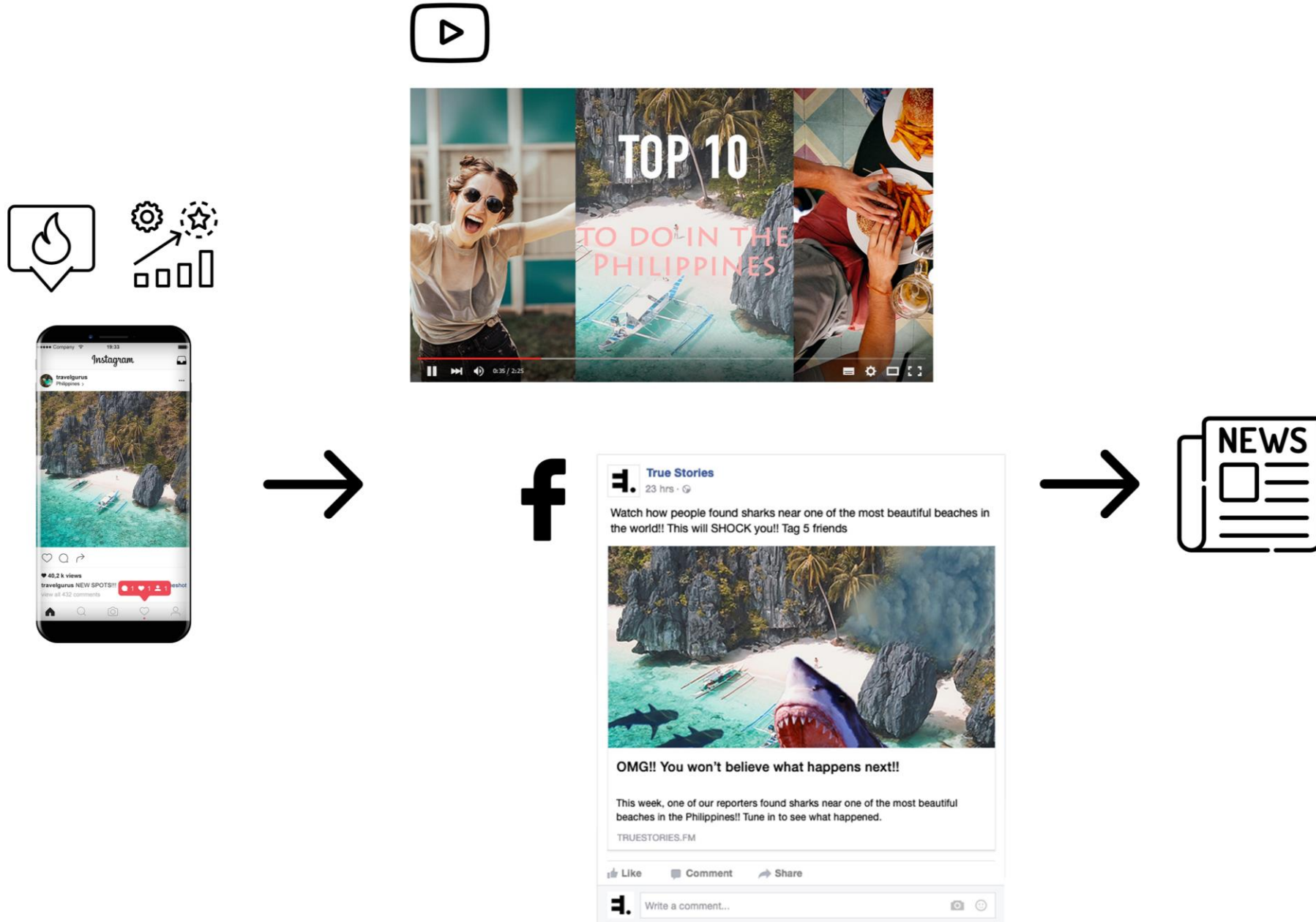
Fachhochschule
Nordwestschweiz

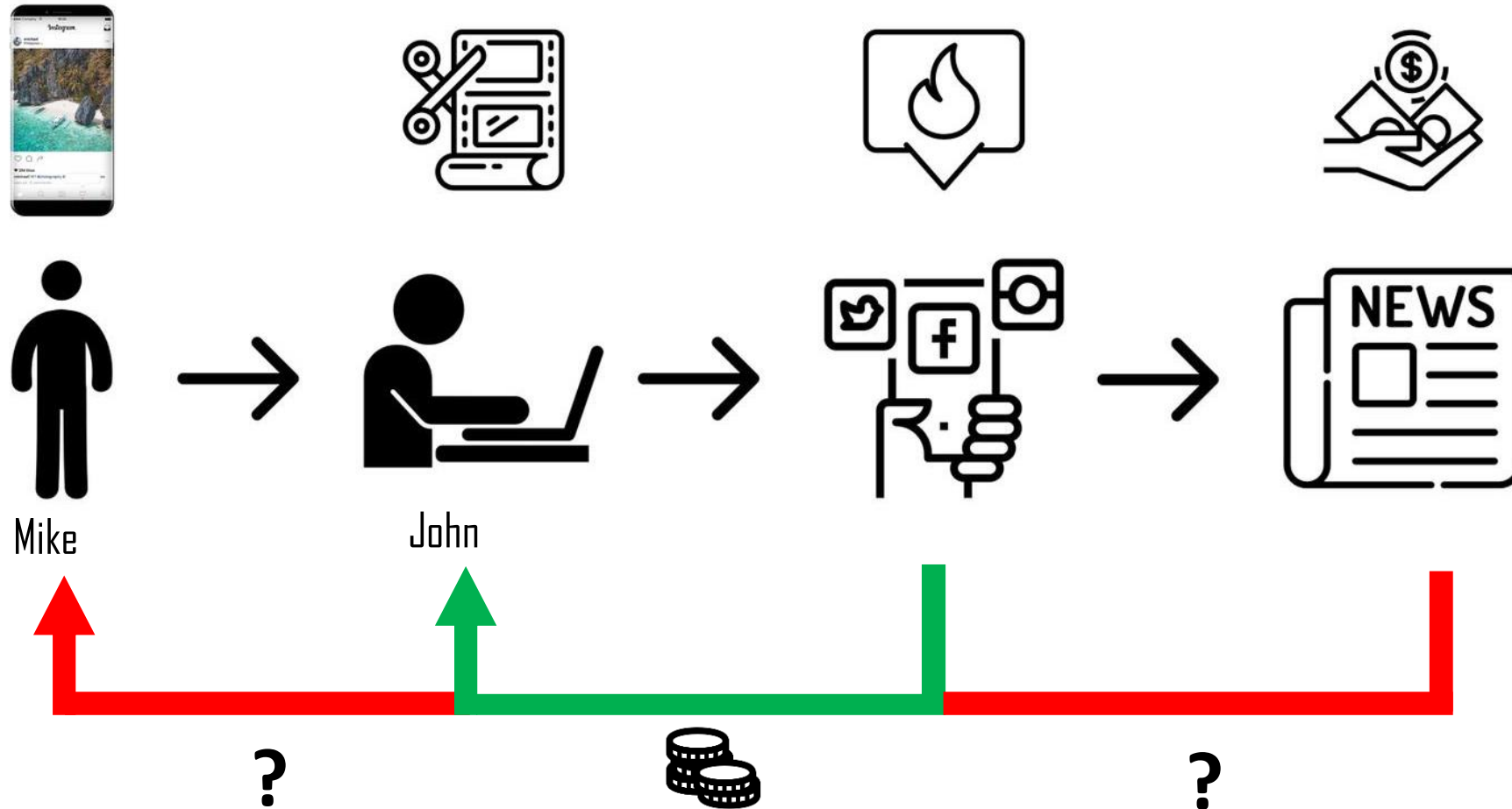
Wie finanzieren wir Journalismus im digitalen Zeitalter?





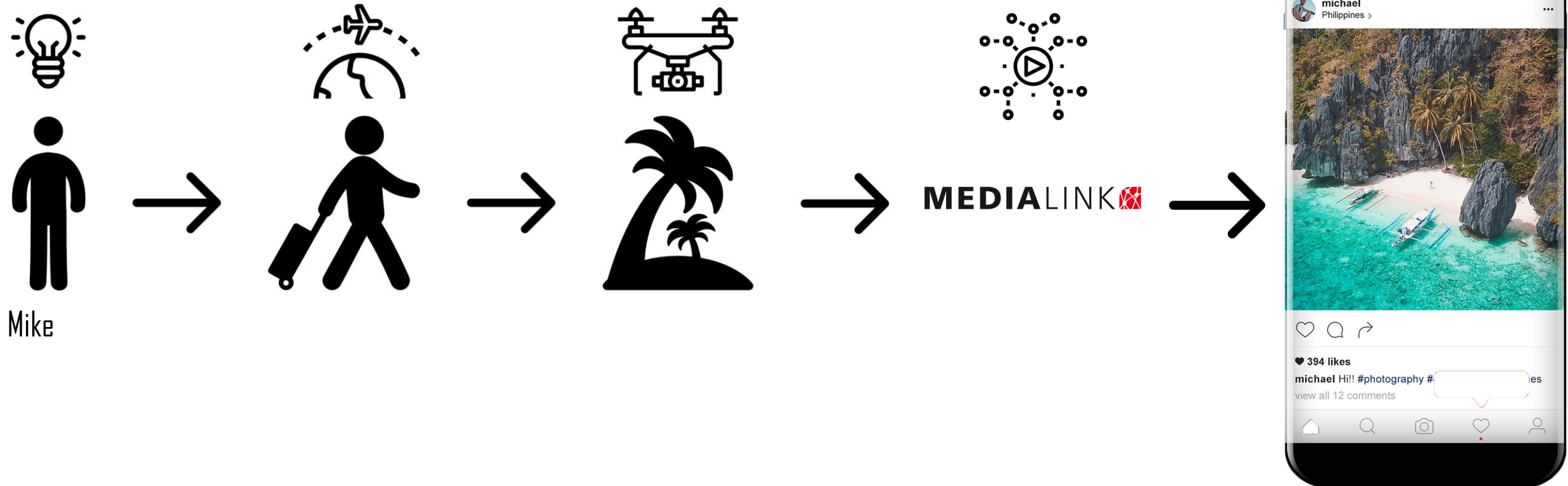


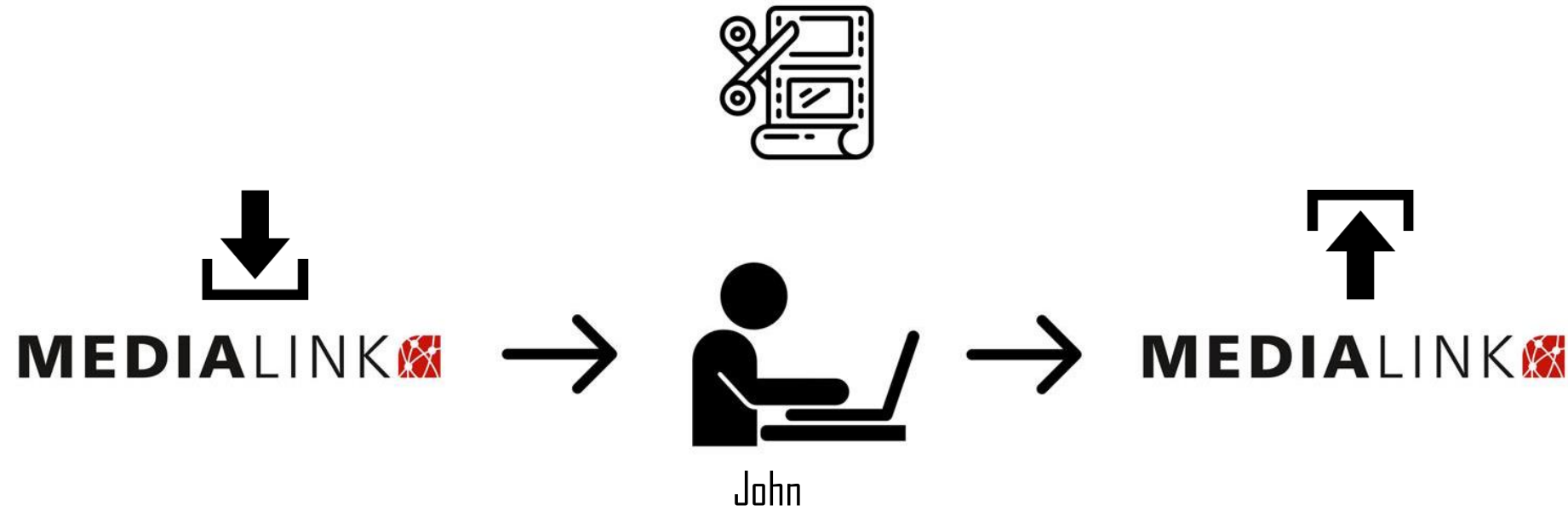


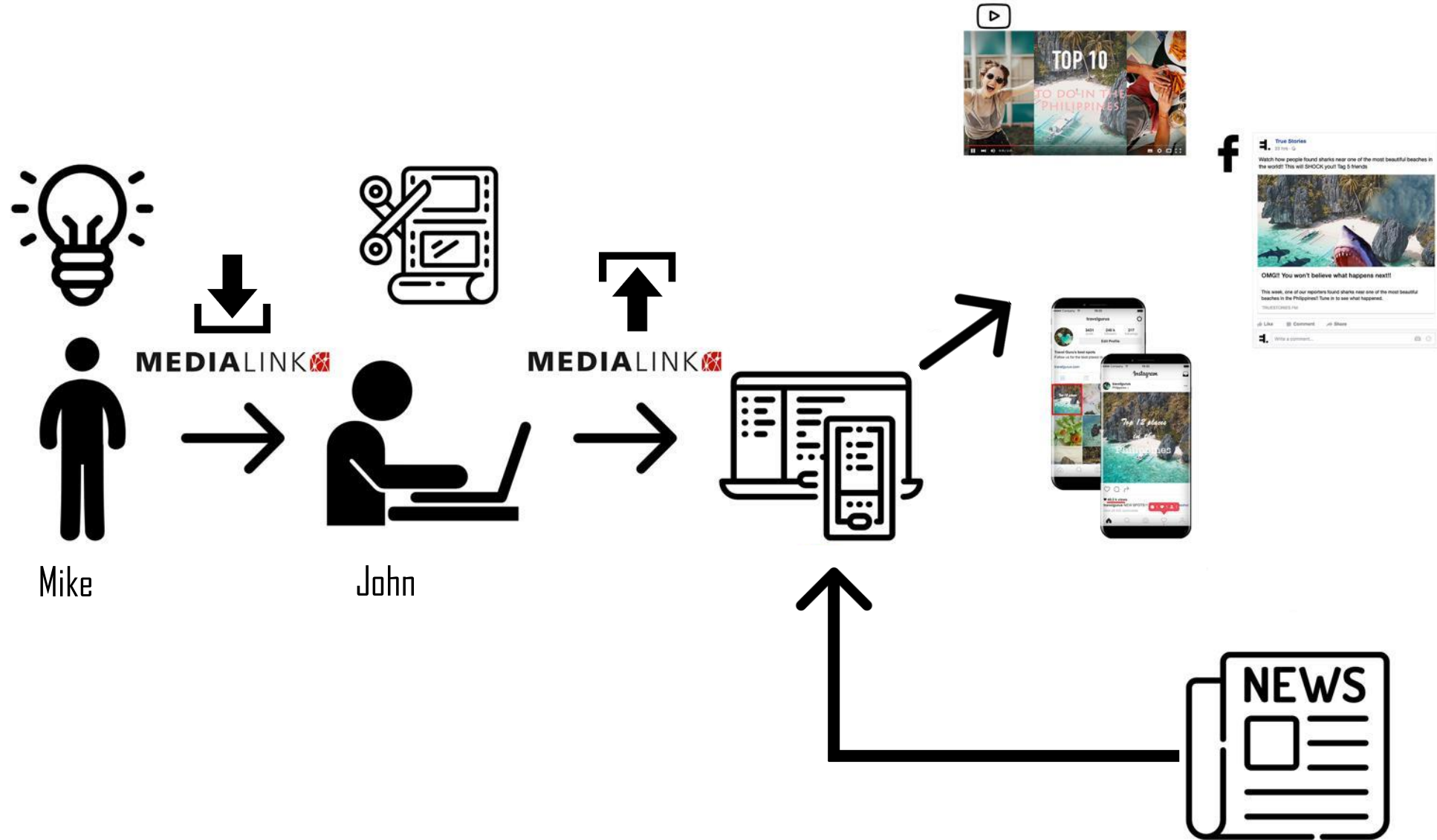


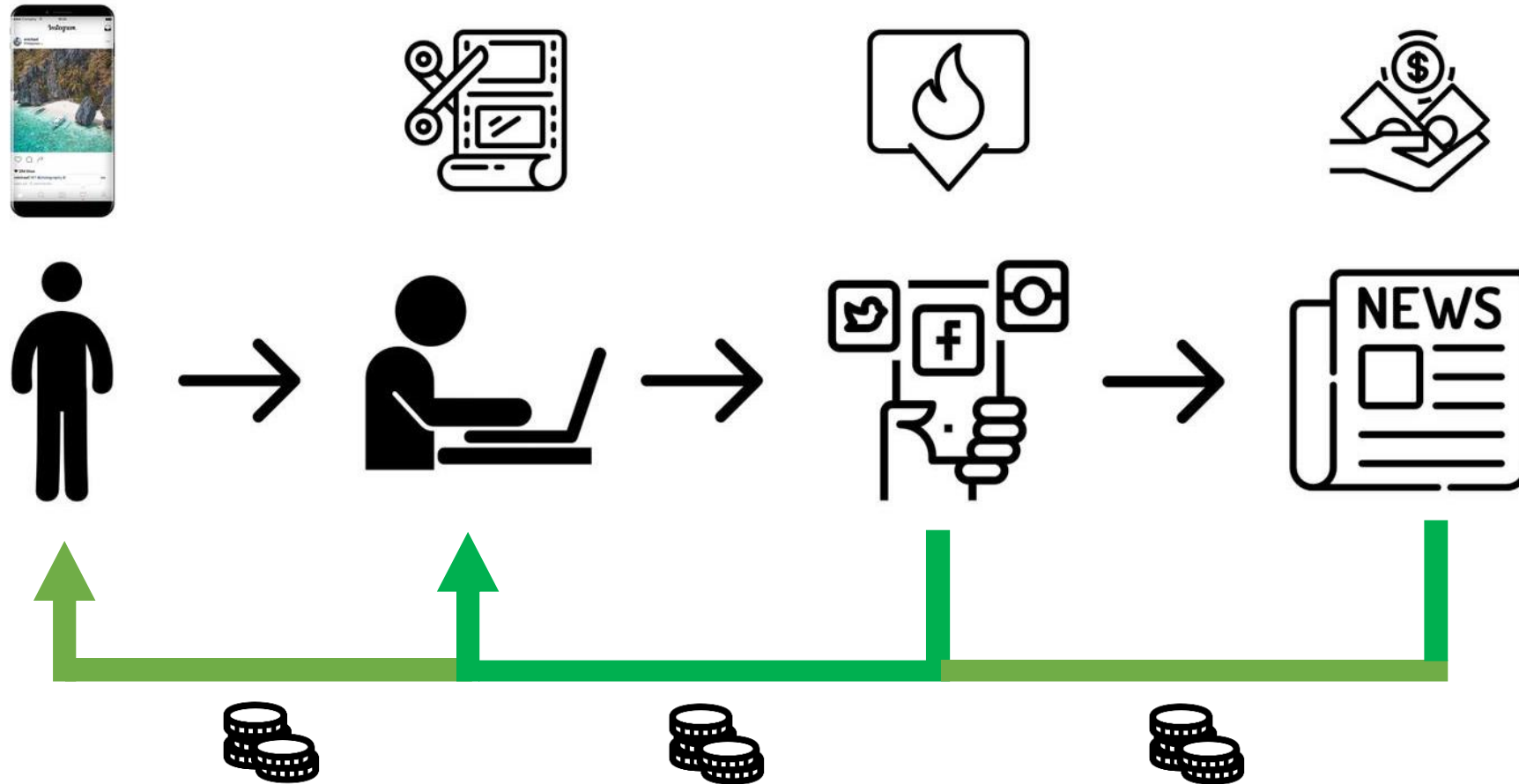
Probleme

- Unklarheit bezüglich Herkunft
- Unklarheit bezüglich Nutzung
- Produktions- und Urheberstrukturen nicht ersichtlich
- Entlohnung intransparent









Vorteile von Media Link

- Keine Unsicherheiten
- Entlohnung automatisch und transparent
- Produktions- und Urheberstrukturen sind ersichtlich
- Zeit- und Kostenersparnis
- Möglichkeit der Anonymität

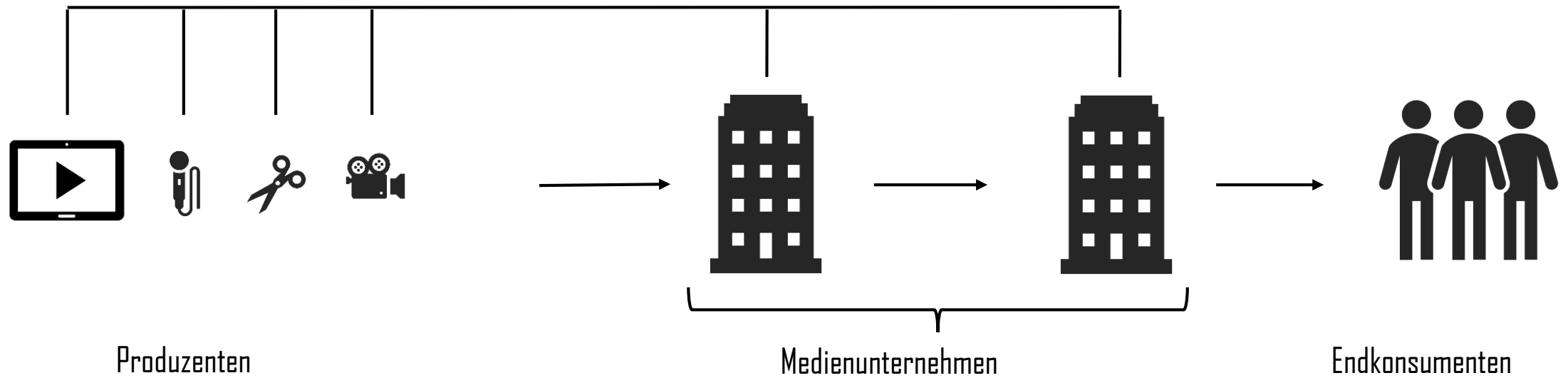
Monetarisierung

- Gebühr um Video auf dem Netzwerk teilen zu können
 - ⇒ Spamschutz, Transaktionskosten
- 1% vom Endpreis an Media Link
 - ⇒ Finanzierung

Anwendung

- Social Media
- Klassische TV-Formate
- Online News
- Video / Film Produktion

MEDIALINK





Login



Username



Password



Use MetaMask

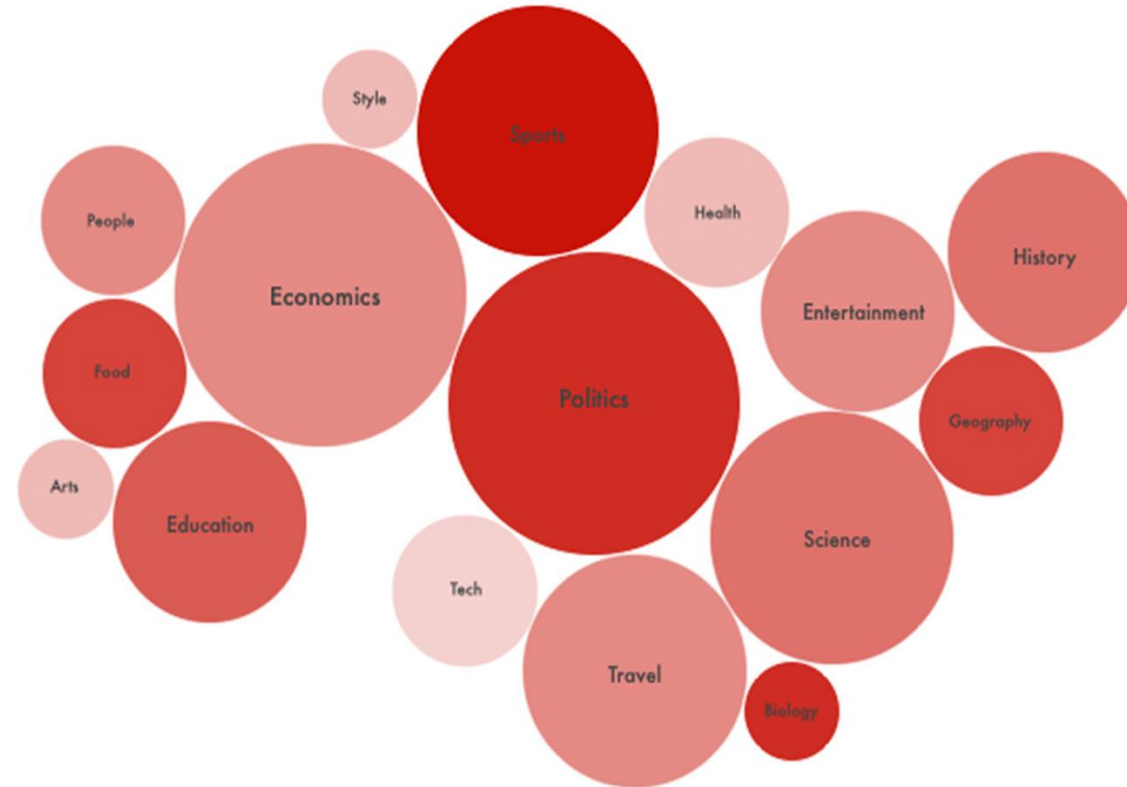
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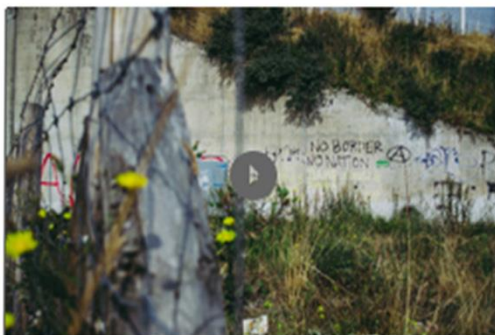
US-Midterm elections

Republican Rep. M. Steven's campaign is being accused of cheating.



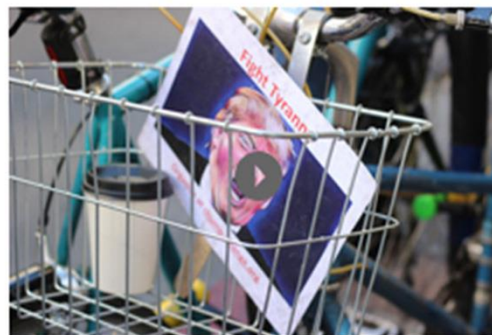
UK's Brexit deal

EU leaders agree UK's Brexit deal at Brussels summit.



USA and Mexico

Migrants at the Border: Here's Why There's No Clear End to Chaos.



Trump's popularity results

His survey results in comparison with his predecessors surprise.



UK's Brexit deal

EU leaders agree UK's Brexit deal at Brussels summit.

After 17 months of negotiations and a last-minute hitch when Spain threatened to throw a spanner in the works, the EU27 finally signed off on the Brexit withdrawal agreement and political declaration at an extraordinary Brussels summit.

Created by Oshika42

Version 1.2

Version

1 - Original video by Fzon12

1.1 - Subtitles in French by Henri420

1.1.1 - Additional effects by Sfx22

1.1.2 - Colorgrading by MrGreen2

1.2 - Subtitles in German by Oshika42

1.3 - Additional interview by Mandingo2

1.3.1 - Subtitles in German by Girdingo1

1.3.2 - Colorgrading by ruZZ3

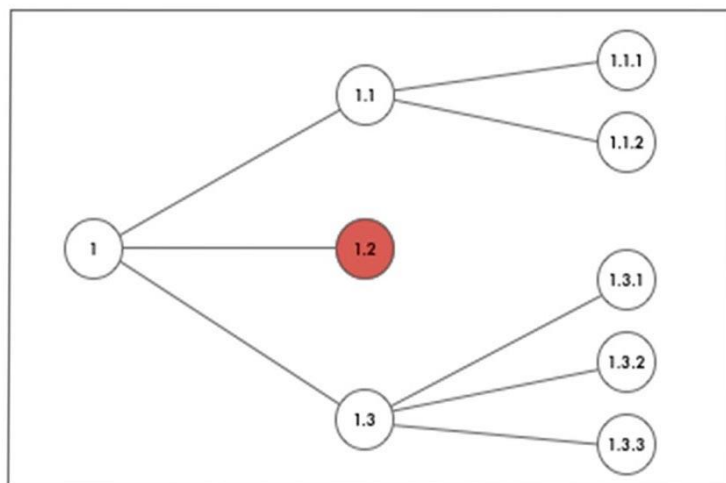
Source

This video (version 1.2) was created by Oshika 42 on the 18th of November 2018 at 09:24 pm.

This video contains German subtitles and was translated from the original video by Fzon12. This video has not been altered in any way other than adding subtitles.

Price:  2

Buy



UK's Brexit deal

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Buy



Publish

Balance:  40

Search

☒ Video

☐ Audio

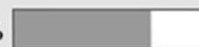
☐ Picture

☐ Other



Uploading

70%



Smart contracts

Details

Price

Allow editing



Free to use



Multiplier



Save draft

Publish



Publish

Balance: 40

Search



Smart Contract 1

- Publisher: 400
- Editing: 100
- Colorgrading: 50
- Subtitles: 50

Smart Contract 2

- Publisher: 600
- Editing: 100
- Colorgrading: 50
- Subtitles: 50

Smart Contract 3

- Publisher: 200
- Editing: 20
- Colorgrading: 20
- Subtitles: 50

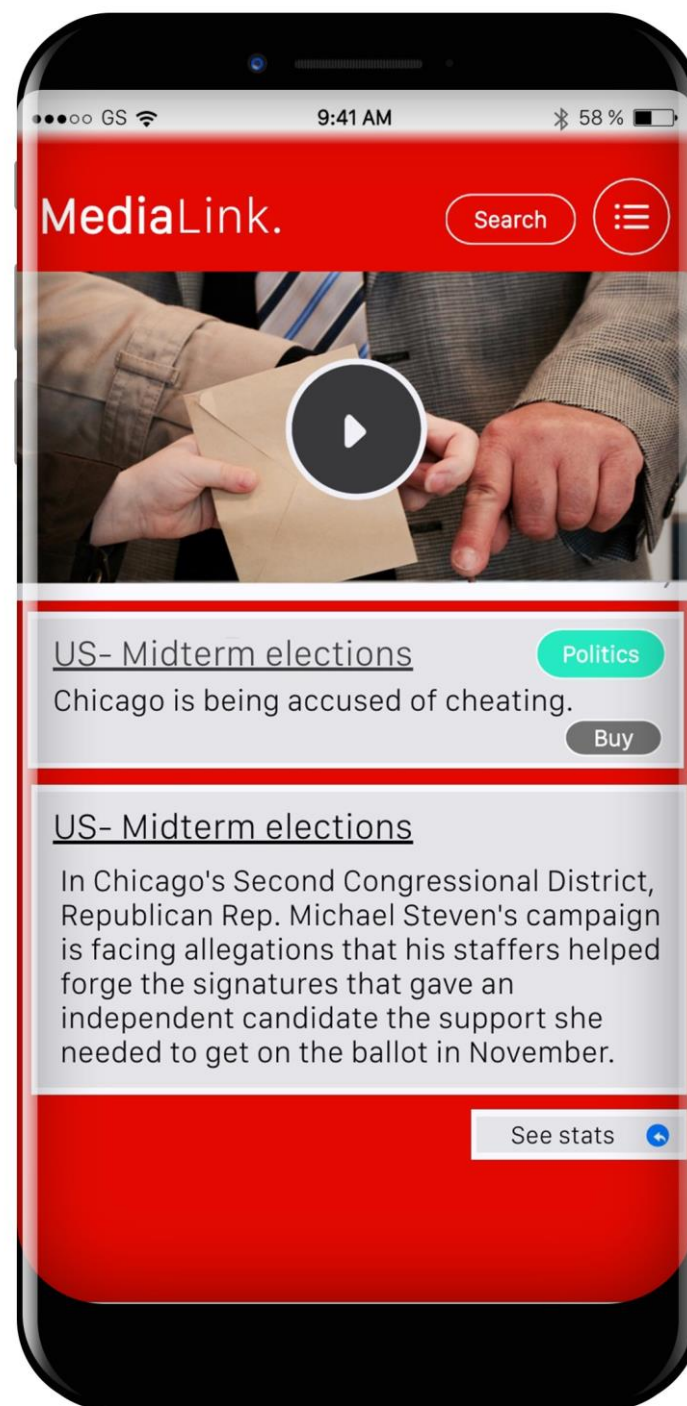
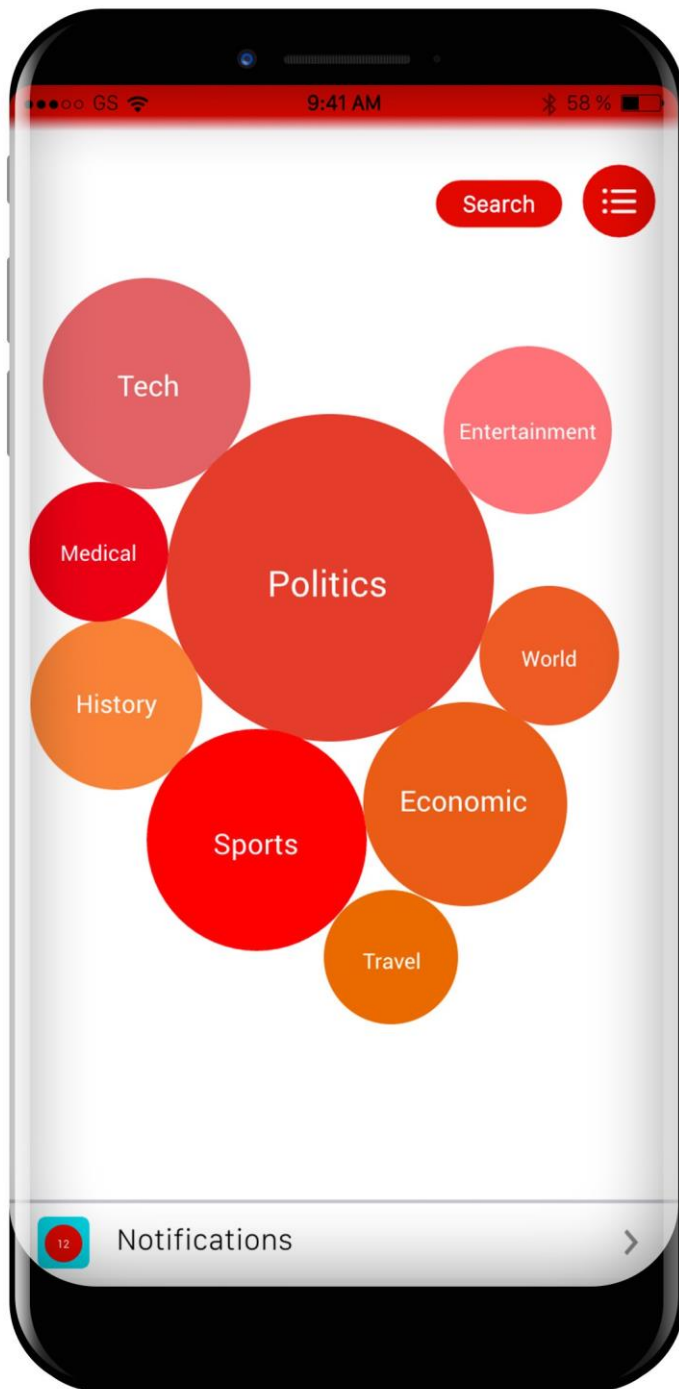
Smart Contract 4

- Publisher: 200
- Editing: 50
- Colorgrading: 100
- Subtitles: 300

Custom

- Publisher: 0
- Editing: 0
- Colorgrading: 0
- Subtitles: 0
- Sfx: 0
- Audio correction: 0

New



Zusammenfassung

- Content Wege abbilden
- Automatische Entlohnung

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