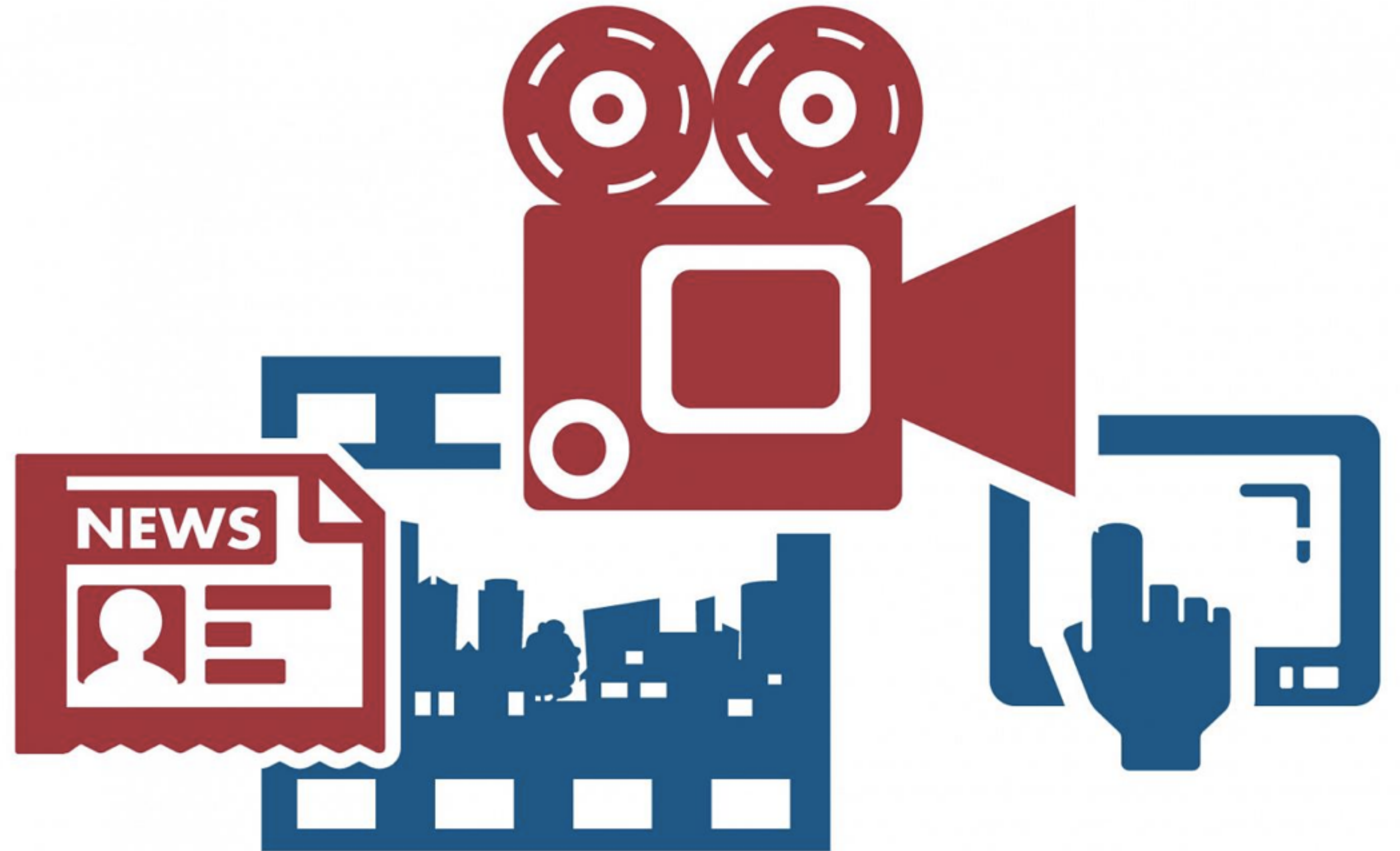
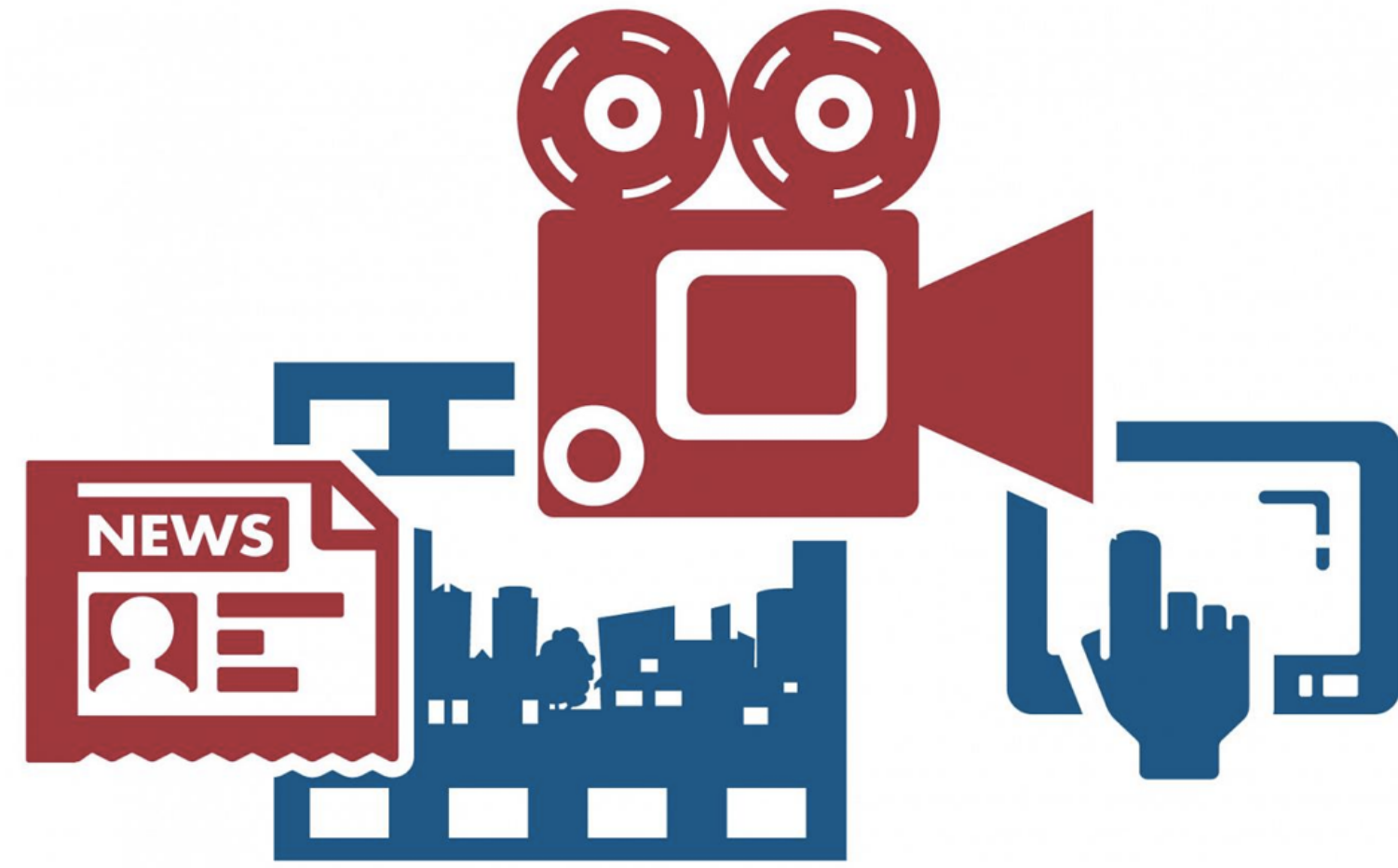


Incrypt

What Blockchain Means for Content & Media

Nitin Sharma
Co-Founder, Incrypt





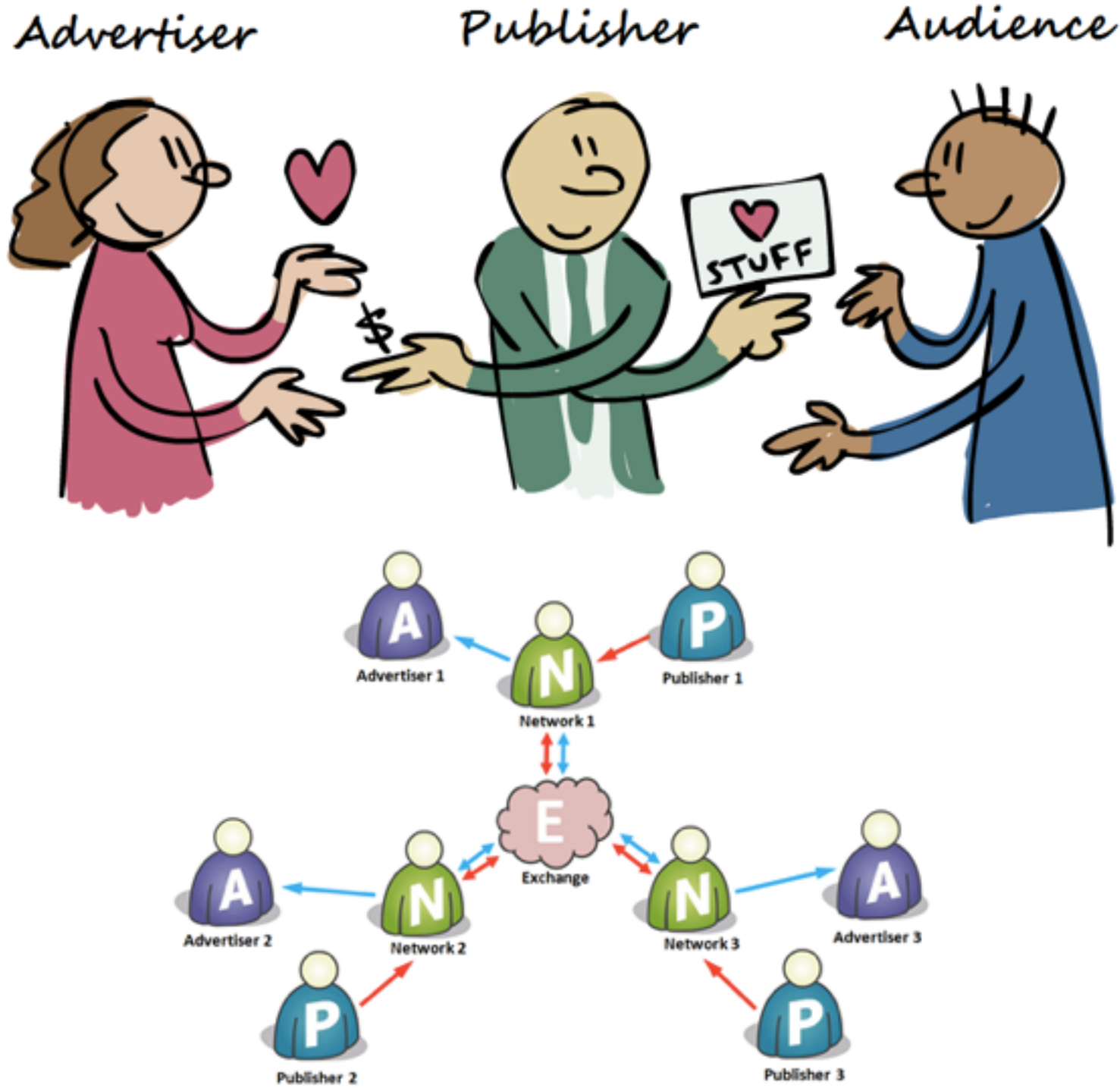
CENTRALIZED

Media, Content, Community

Is there even a problem to begin with?



ADVERTISING



CONTENT CREATION



Facebook: a centralized network

COMMUNITIES



Jason Kint @jason_kint

Follow

TECH • ADVERTISING

Google and Facebook Account For Nearly All Growth in Digital Ads

SHARE TWEET LINKEDIN EMAIL COPY URL

so @IAB just dropped 2016 #s. Duopoly in full force -> takes 89% of growth. "Everyone Else" loses more share courtesy of Facebook. @dcnorg

Does YouTube Pay Content Creators Enough?



GOOGLE AND FACEBOOK STILL REIGN OVER DIGITAL ADVERTISING

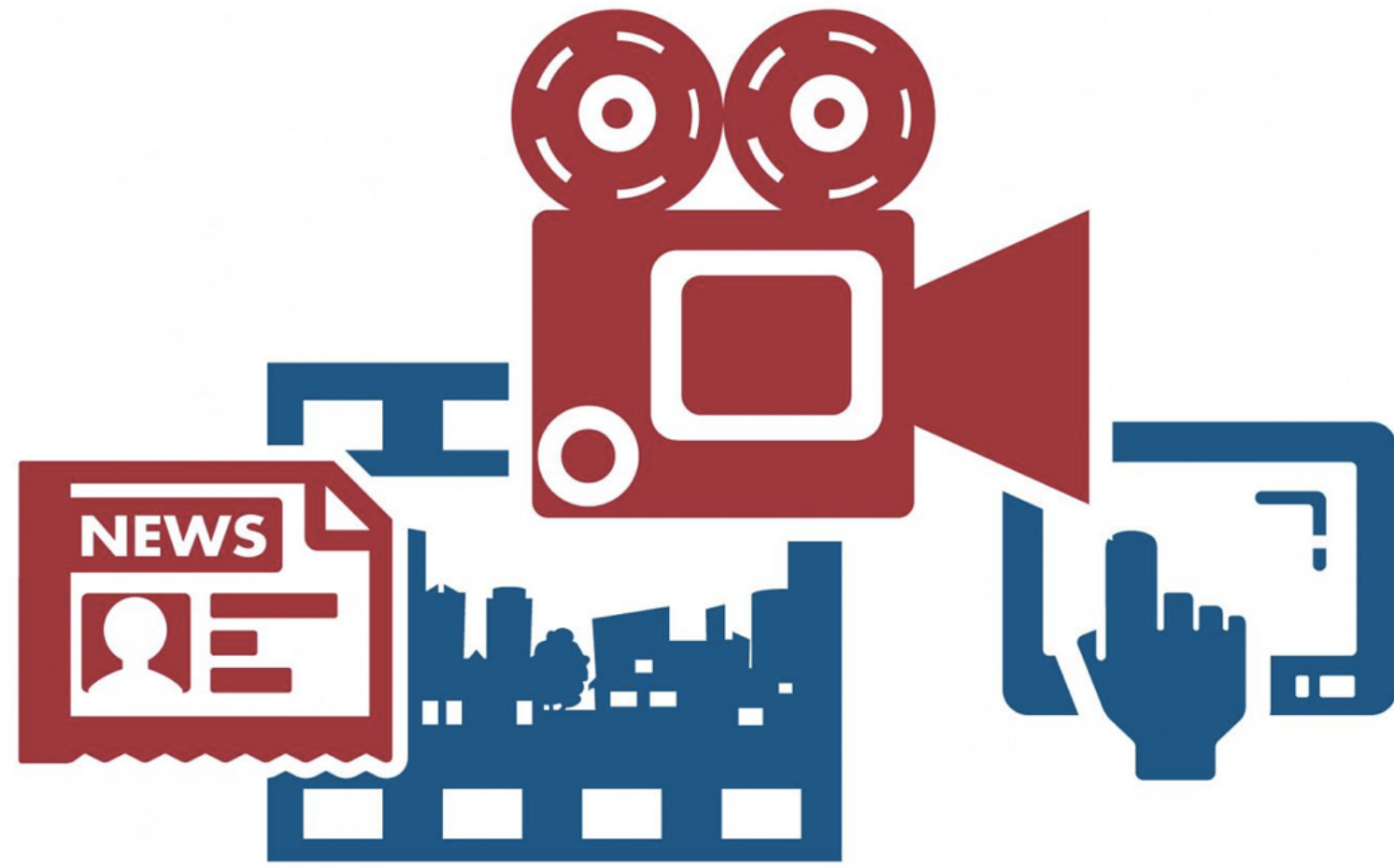


U.S. Ad Revenues	2015	2016	Growth	Share of Growth
Google ¹	\$31.3 Billion	\$37.6 Billion	\$6.3 Billion	49%
Facebook ²	\$8.9 Billion	\$14.1 Billion	\$5.1 Billion	40%
Everyone Else	\$19.4 Billion	\$20.8 Billion	\$1.4 Billion	11%
PWC / IAB ³	\$59.6 Billion	\$72.5 Billion	\$12.9 Billion	

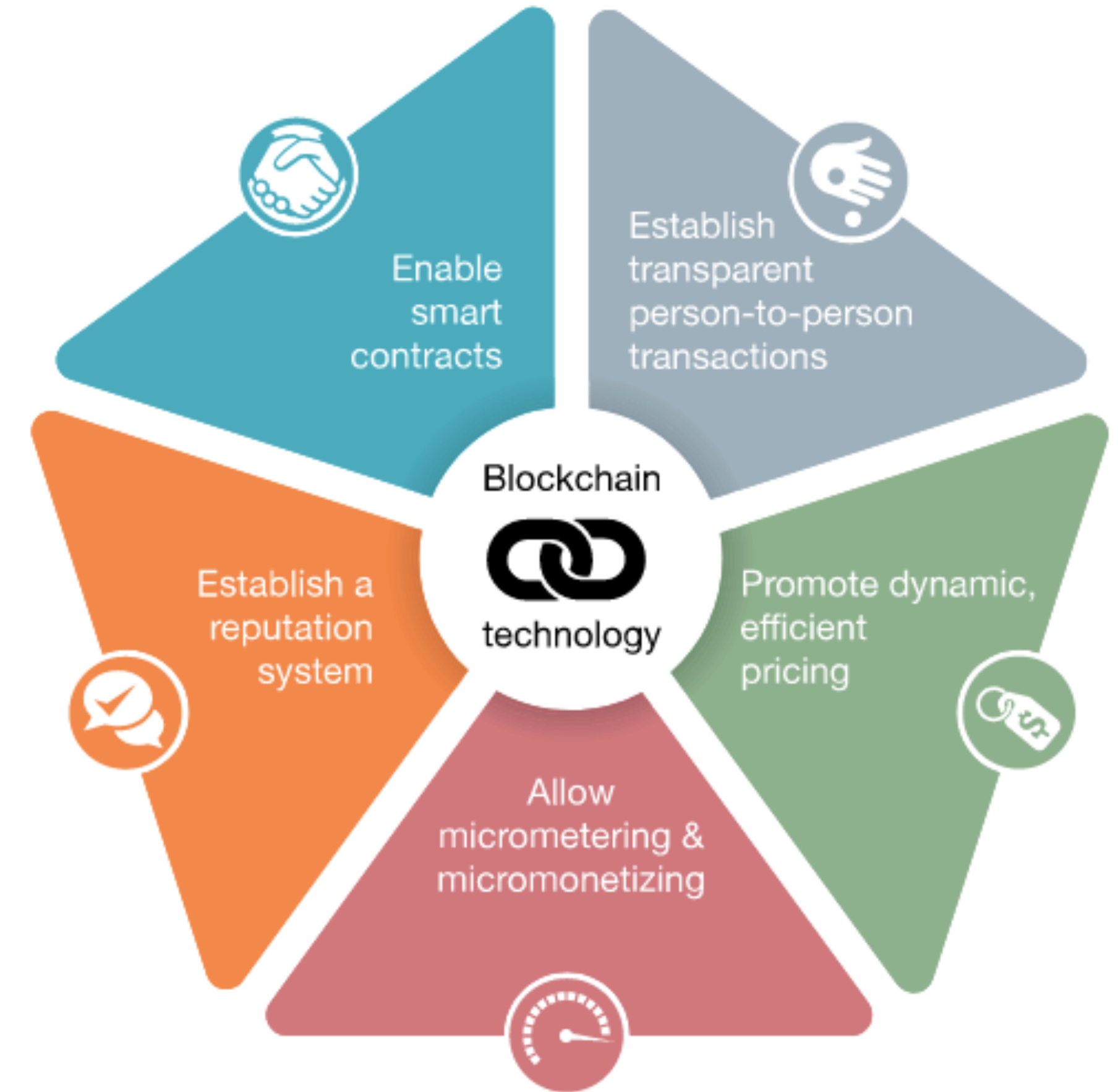
Facebook and Google completely dominate the digital ad industry

ALEX HEATH | APR 27, 2017, 02:25 AM

Facebook LinkedIn Twitter Google+ Reddit



So, how can blockchain change the game??



McKinsey&Company

New Ways to Pay / Price

As Is

Publisher

User



To Be

Publisher or Author

Single Articles (data off Blockchain, payment in Blockchain)

User



Go Direct to Users

As Is

Producer or Author

Aggregator / Distributor

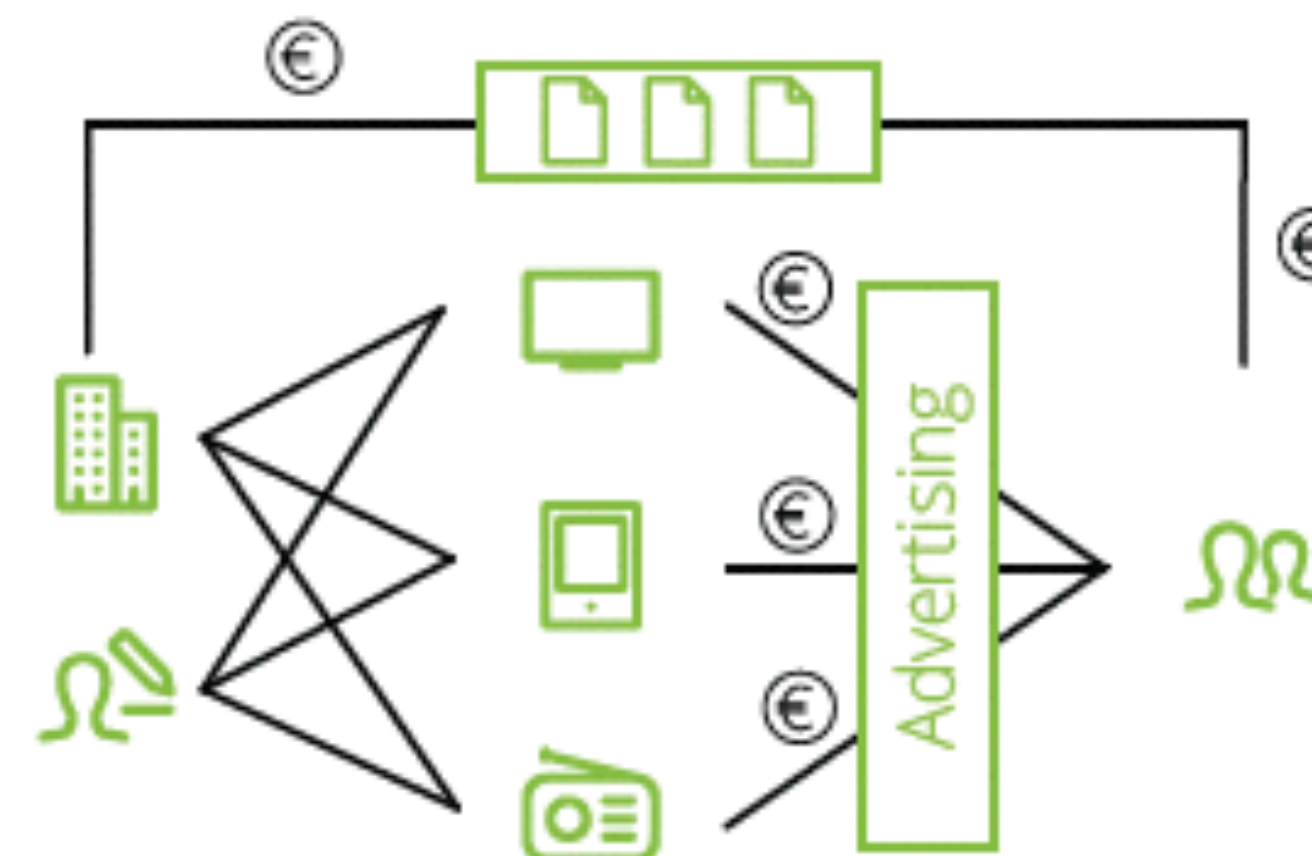
User



To Be

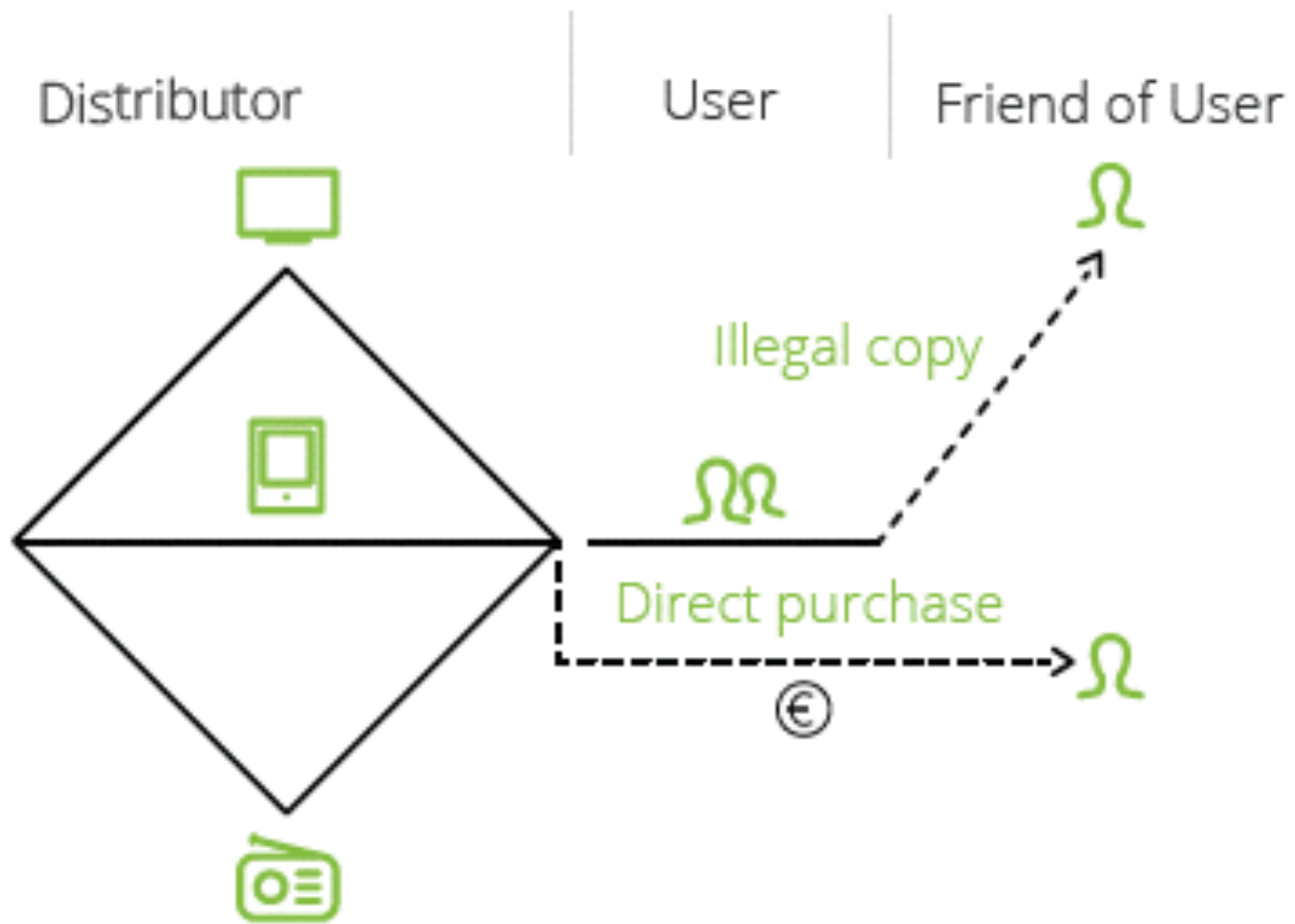
Producer or Author

User

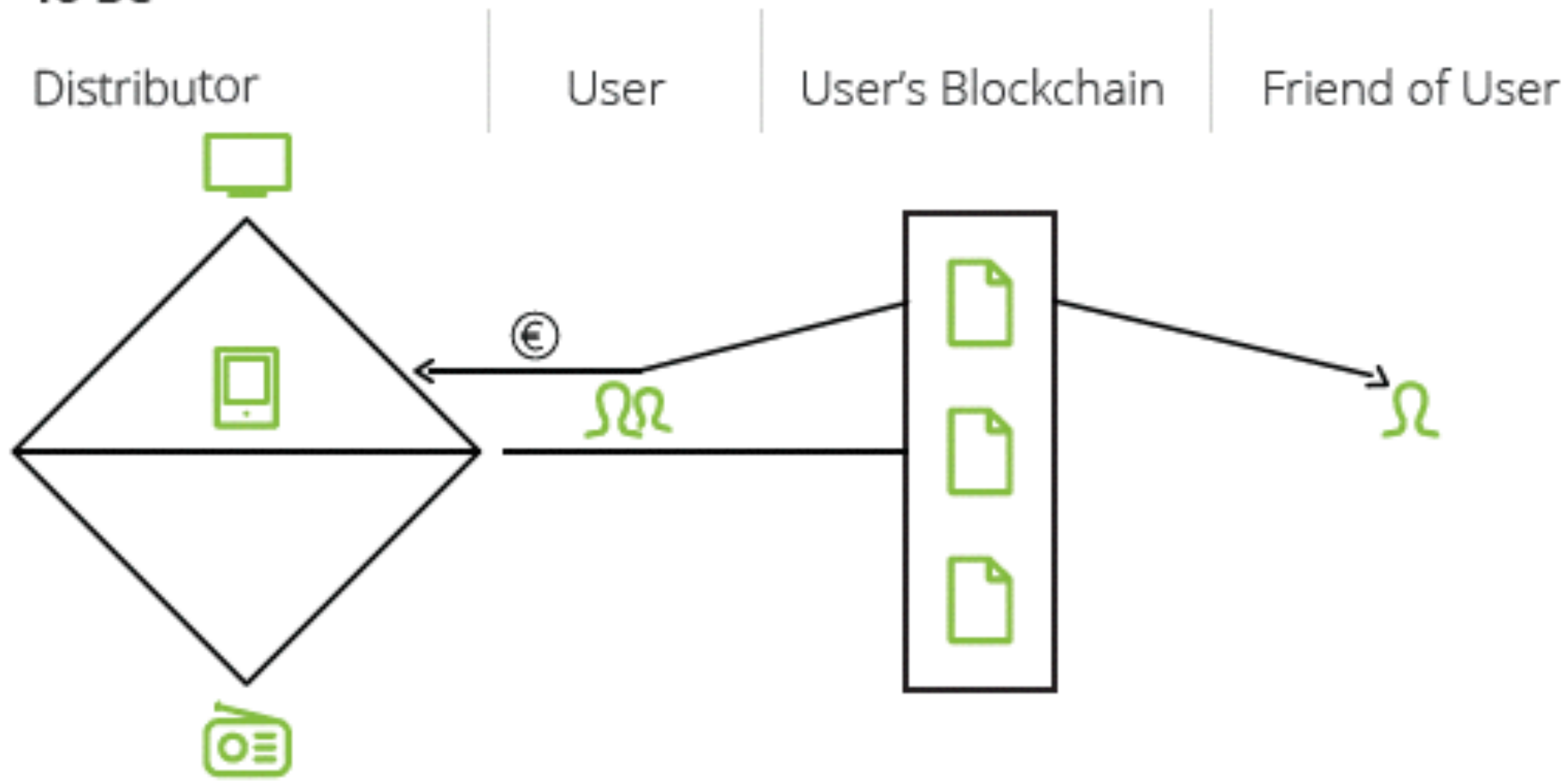


C2C Sales / Stop Piracy

As Is

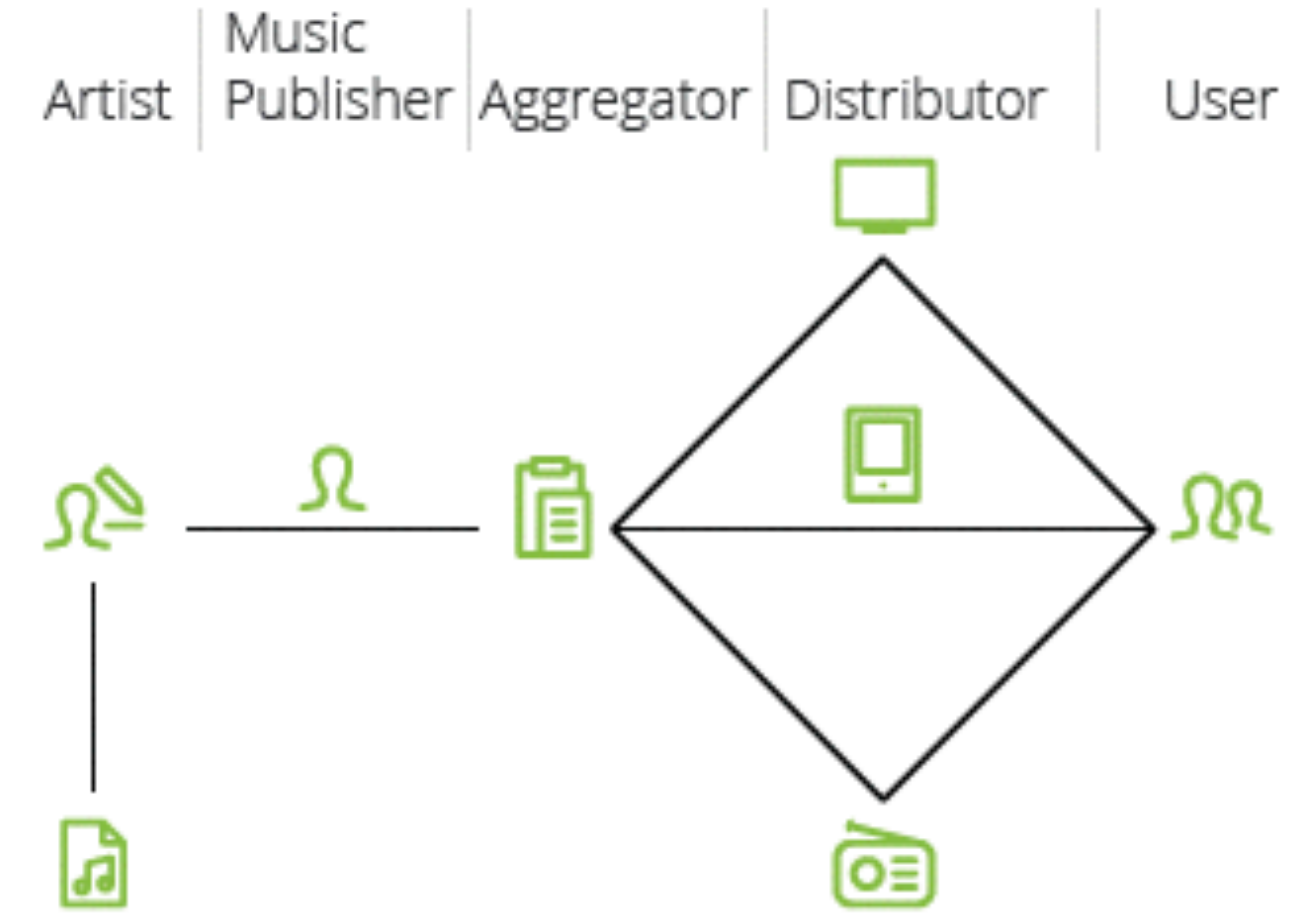


To Be

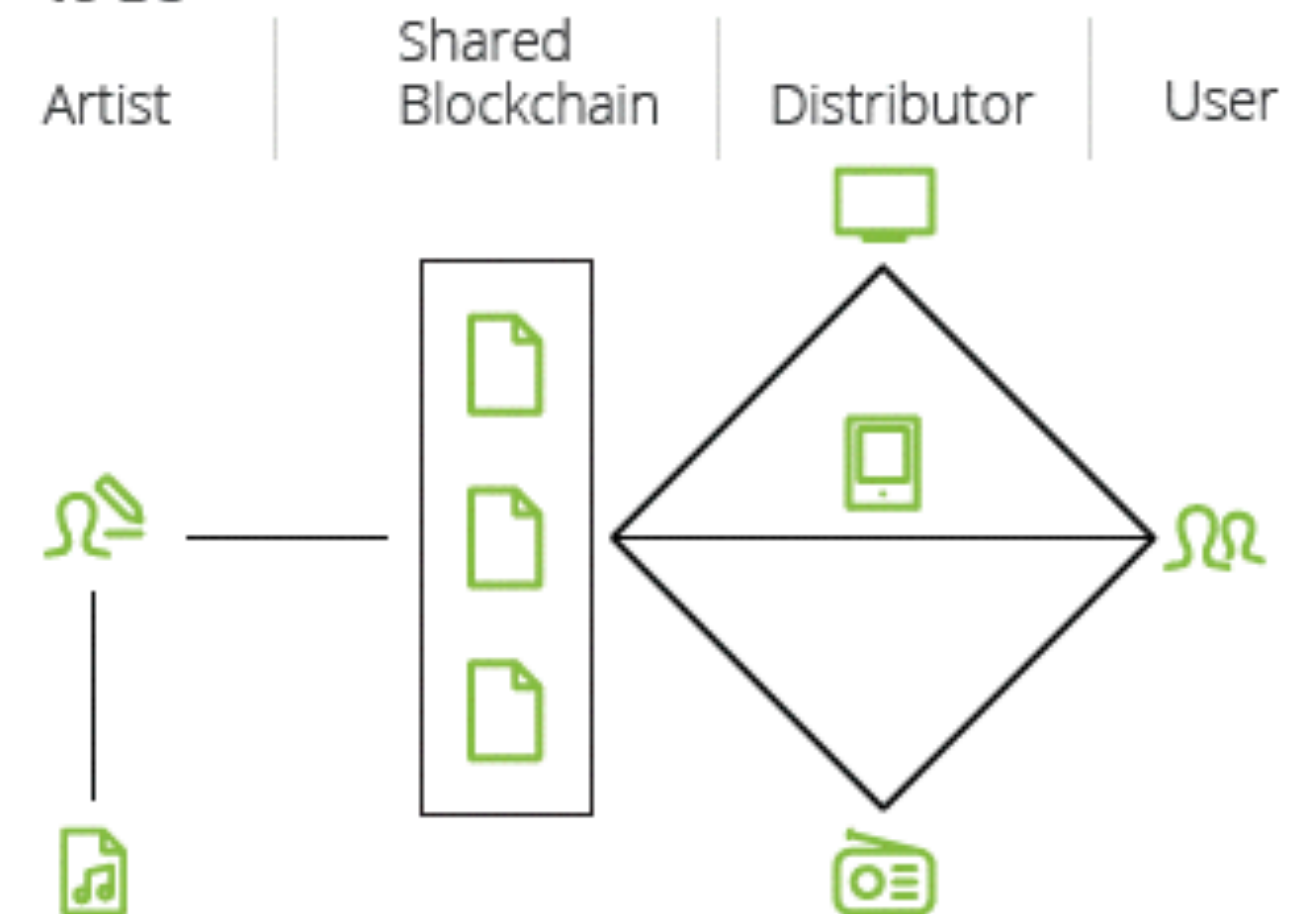


Royalty Payments / DRM

As Is



To Be



BAT

user

advertiser

publisher



USER



Users are rewarded with BATs for their attention.

User attention is privately monitored on-device in the Brave browser.

User's private data never leaves their device.

anonymity shield

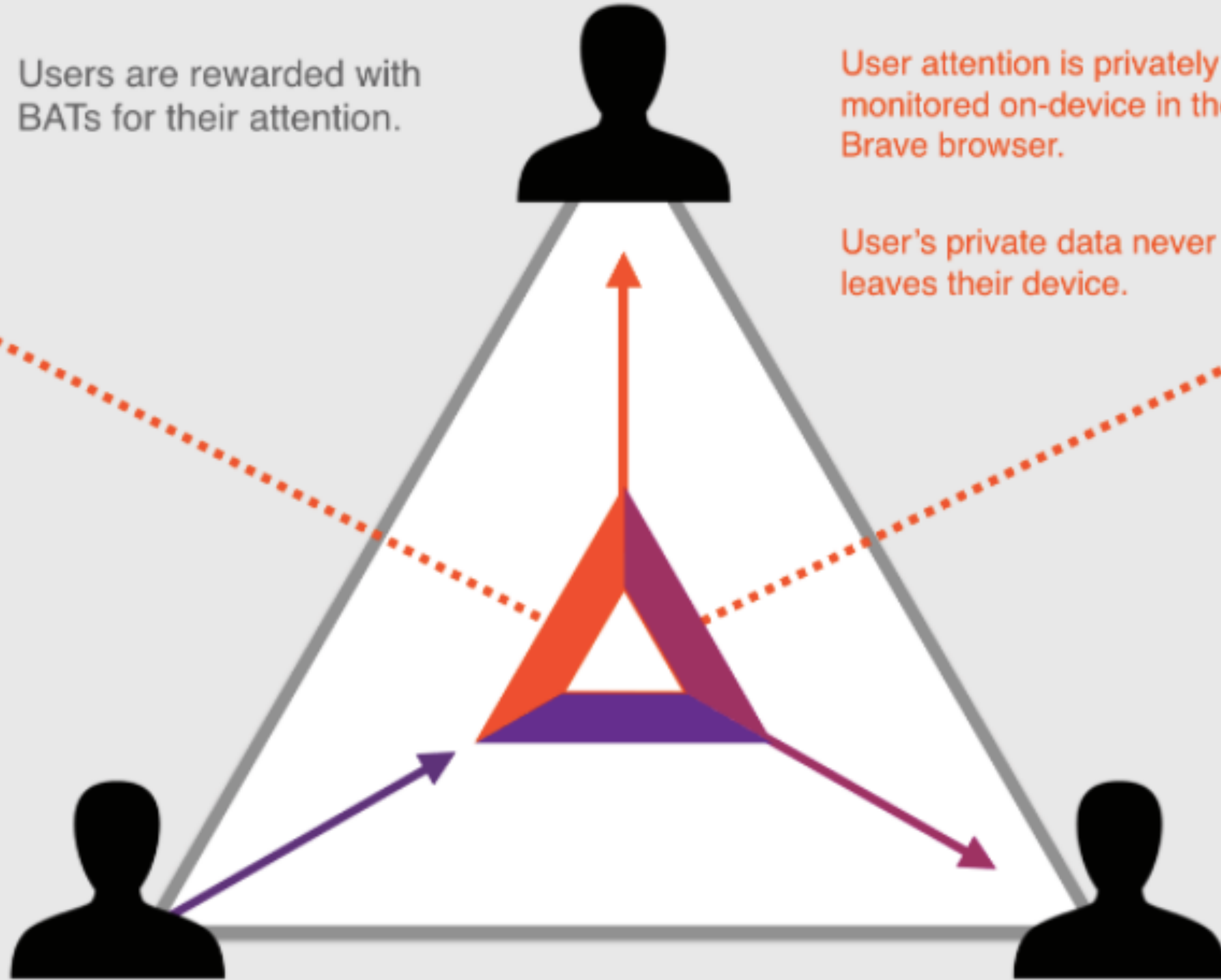
anonymity shield

Advertisers achieve higher ROI, better targeting, and reduced fraud.

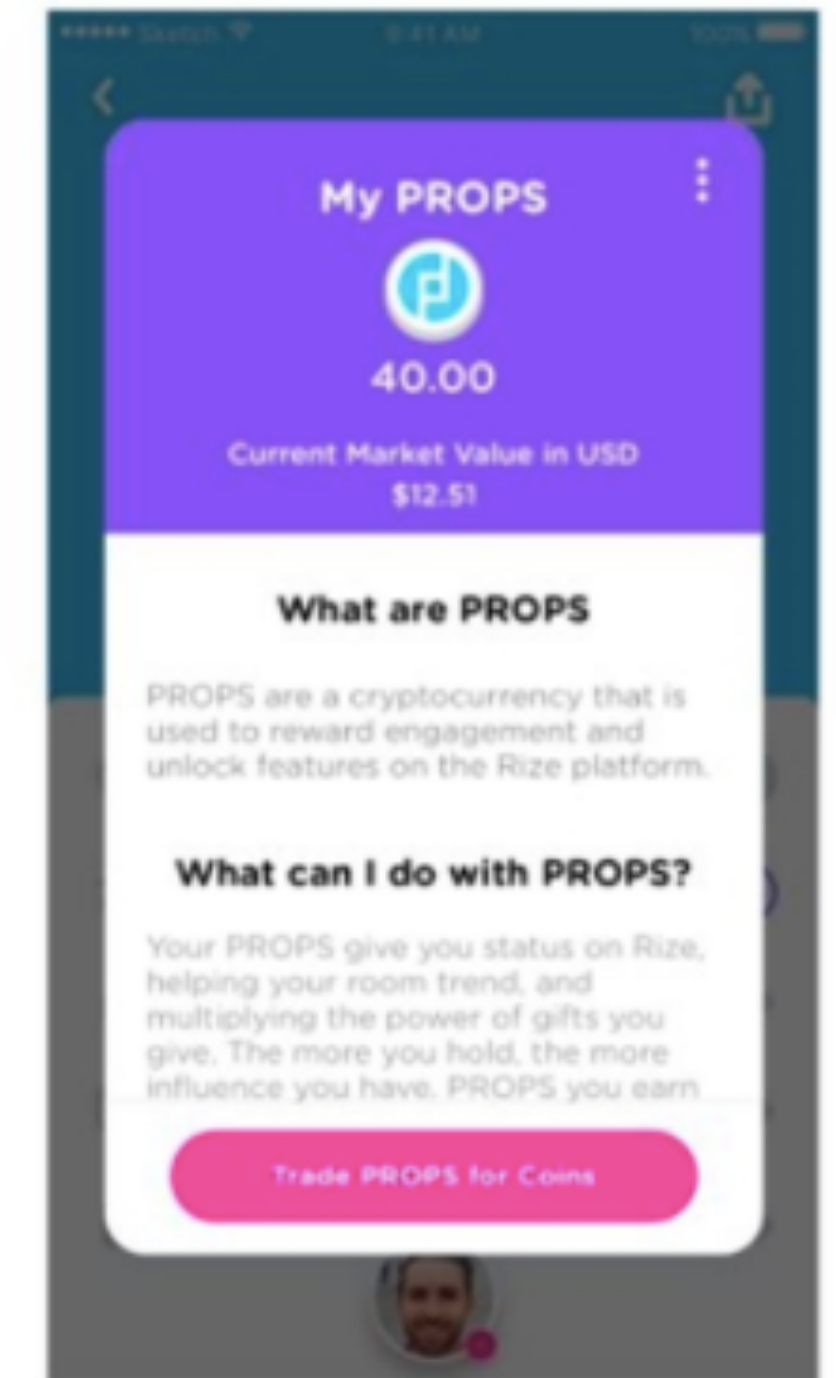
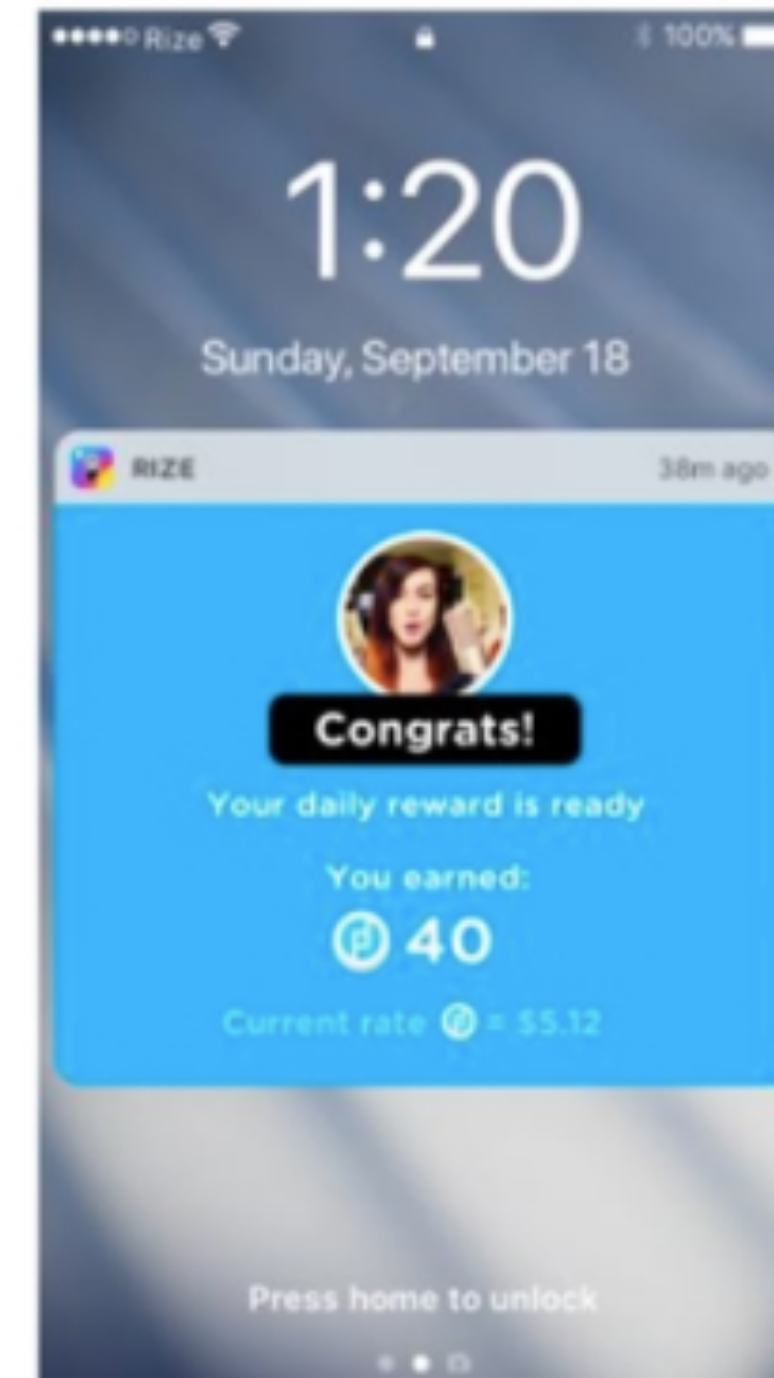
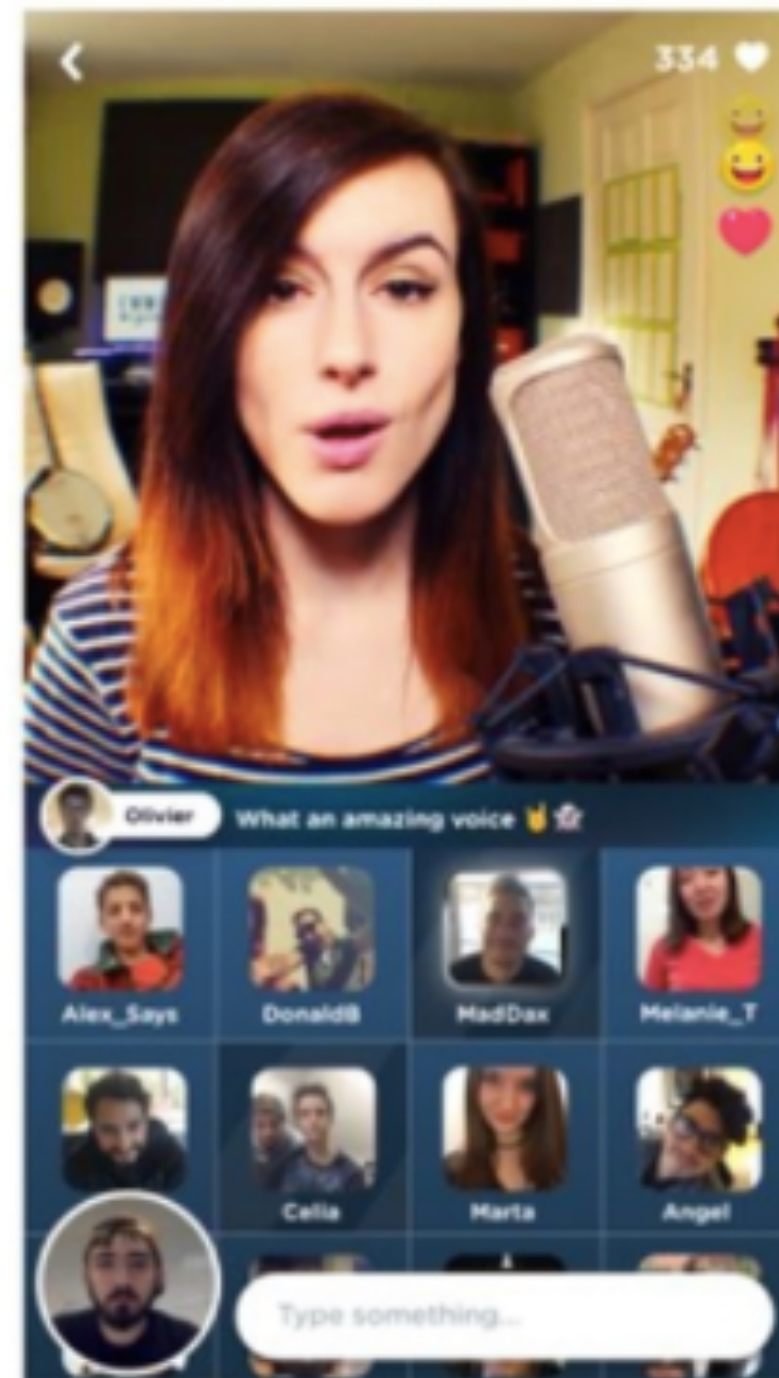
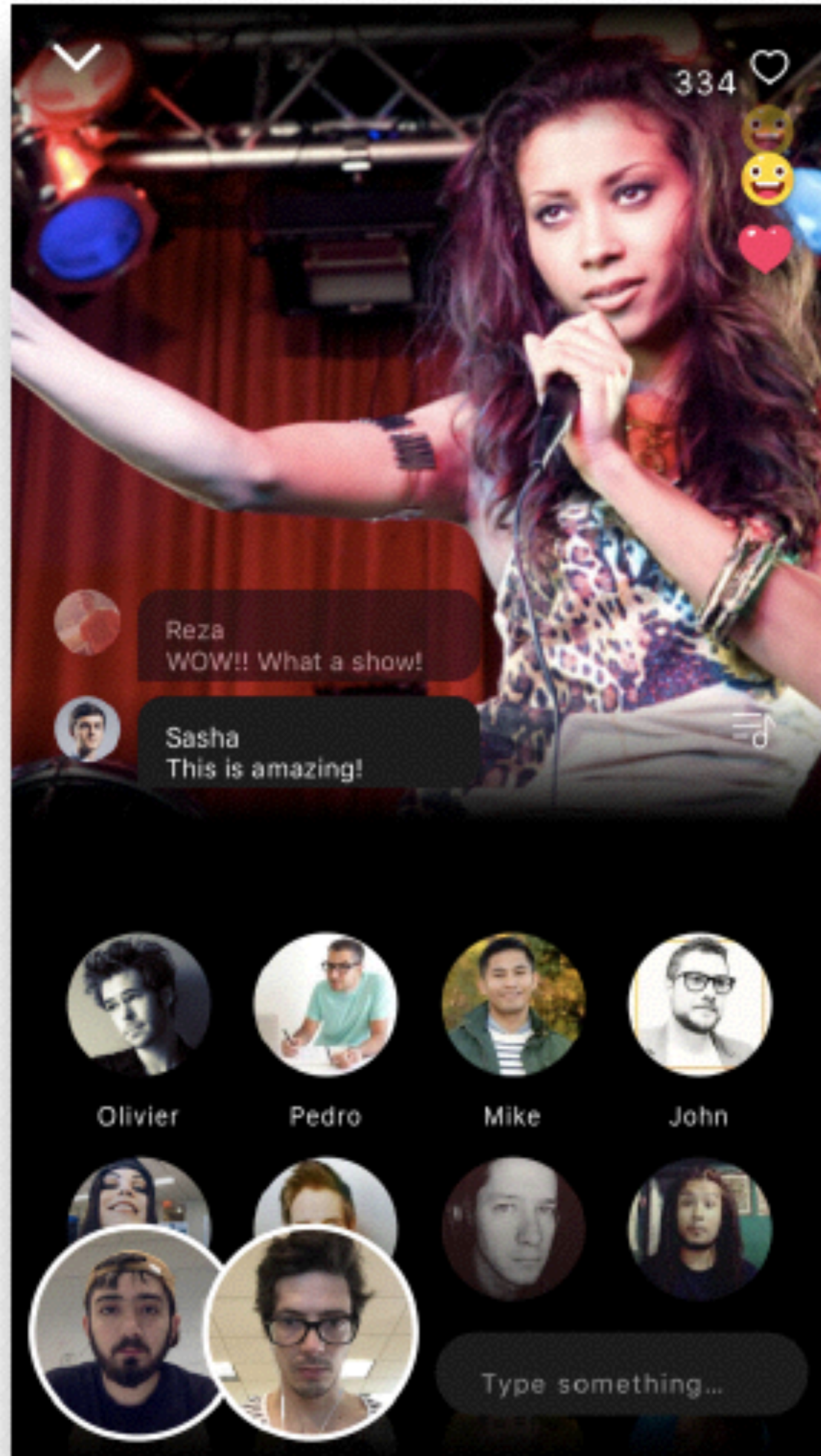
Publishers receive BATs based on user attention. Revenue increases as inefficiencies decrease.

ADVERTISER

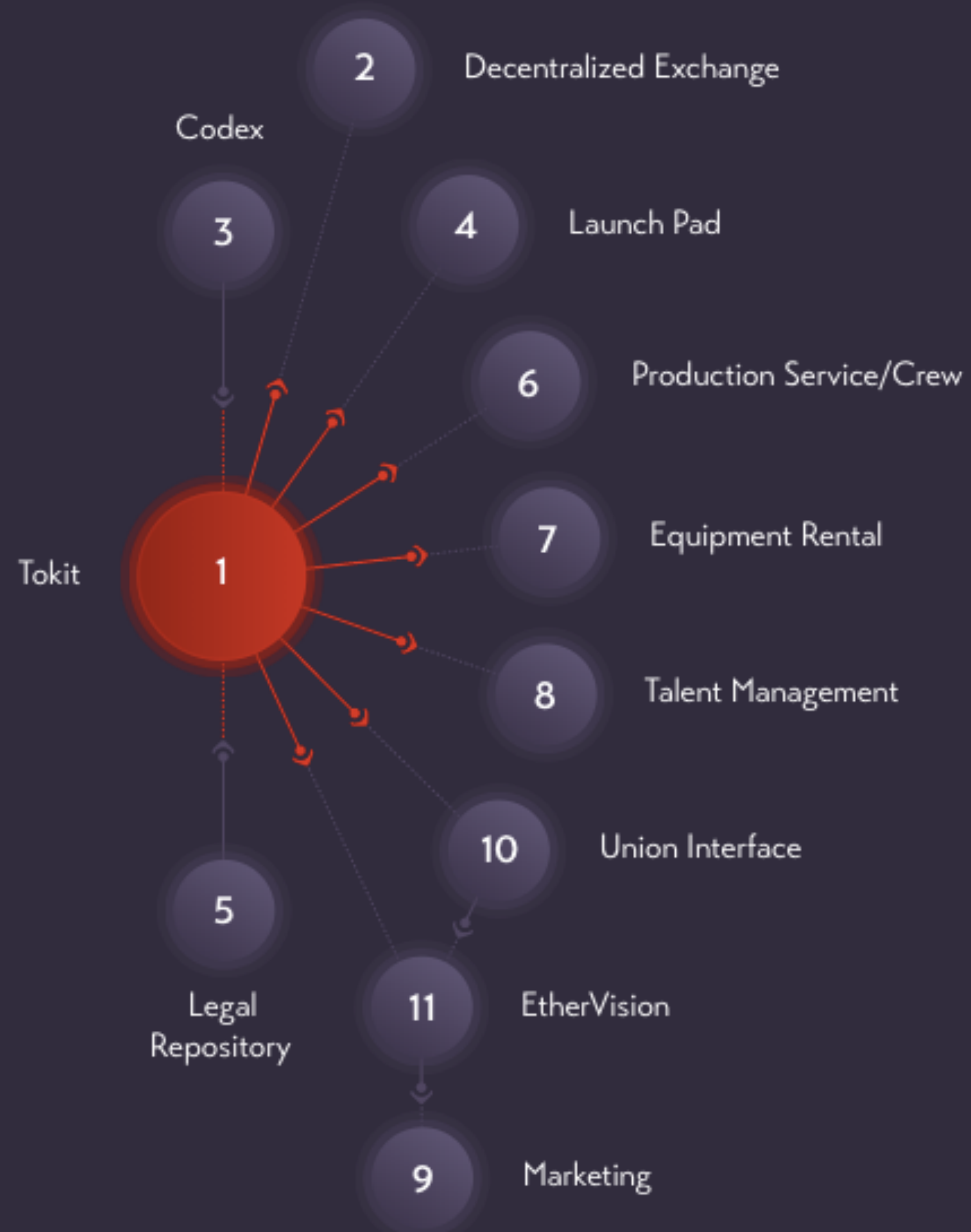
PUBLISHER



PROPS 101: How The New Cryptocurrency Will Function On YouNow's Rize App



THE SINGULARDTV ECOSYSTEM OF 11 MODULES



**TOKIT, OUR FIRST DAPP HAS LAUNCHED
CREATE YOUR OWN
TOKENIZED ECOSYSTEM!**

TOKENIZE ANYTHING

SingularDTV is a blockchain entertainment studio laying the foundation for a decentralized entertainment industry. Building the future of rights management, project funding, and peer-to-peer distribution, SingularDTV's platform empowers artists and creators with powerful tools to manage projects from development to distribution.

18 FEATURED

TOKIT LAUNCH DAY #1

GRAMATIK,
'SCANDAL'S' JOE MORTON & KHUSHNUDA