



**CHRIS PFAFF**  
TECH MEDIA

**What is Blockchain?  
And, How Can it Transform  
Online Video?**

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# Blockchain: P2P's Love Child

- Blockchain is a series of records, called blocks, that are secured cryptographically. It was created as an open, distributed ledger typically managed by a peer-to-peer network (think Skype, or Bitorrent, for transactions)
- Blockchain is ideal for transaction processing, records and identity management
- Blockchain is best known for bitcoin, invented by Satoshi Nakamoto in 2008 as a public ledger
- Blockchain records cannot be altered unless a majority of blocks are altered, enabling greater authenticity
- Blockchain is the web – except it is more secure and more distributed

# Blockchain and Online Video: Made for Each Other

- High-resolution video (4K/8K) can be more easily stored, transacted, and transferred
- Blockchain can help manage multiple SVOD accounts more easily and more rapidly
- Live SVOD (e.g., boxing, concerts) can be more easily encrypted, with higher security levels
- Geoblocking can be more easily managed
- Payouts/rights transferrals can be seamlessly managed
- New forms of video – including Virtual Reality (VR) and high-resolution animation – can leverage blockchain storage more easily
- Videogames, including MMOs and eSports tournaments, can be distributed more effectively through blockchain



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# How Can We Help?

- Contact us:
  - Chris Pfaff, [chris@cptm.co](mailto:chris@cptm.co)
  - Linda Aro, [linda@cptm.com](mailto:linda@cptm.com)
  - [www.chrispfafftechmedia.com](http://www.chrispfafftechmedia.com)

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