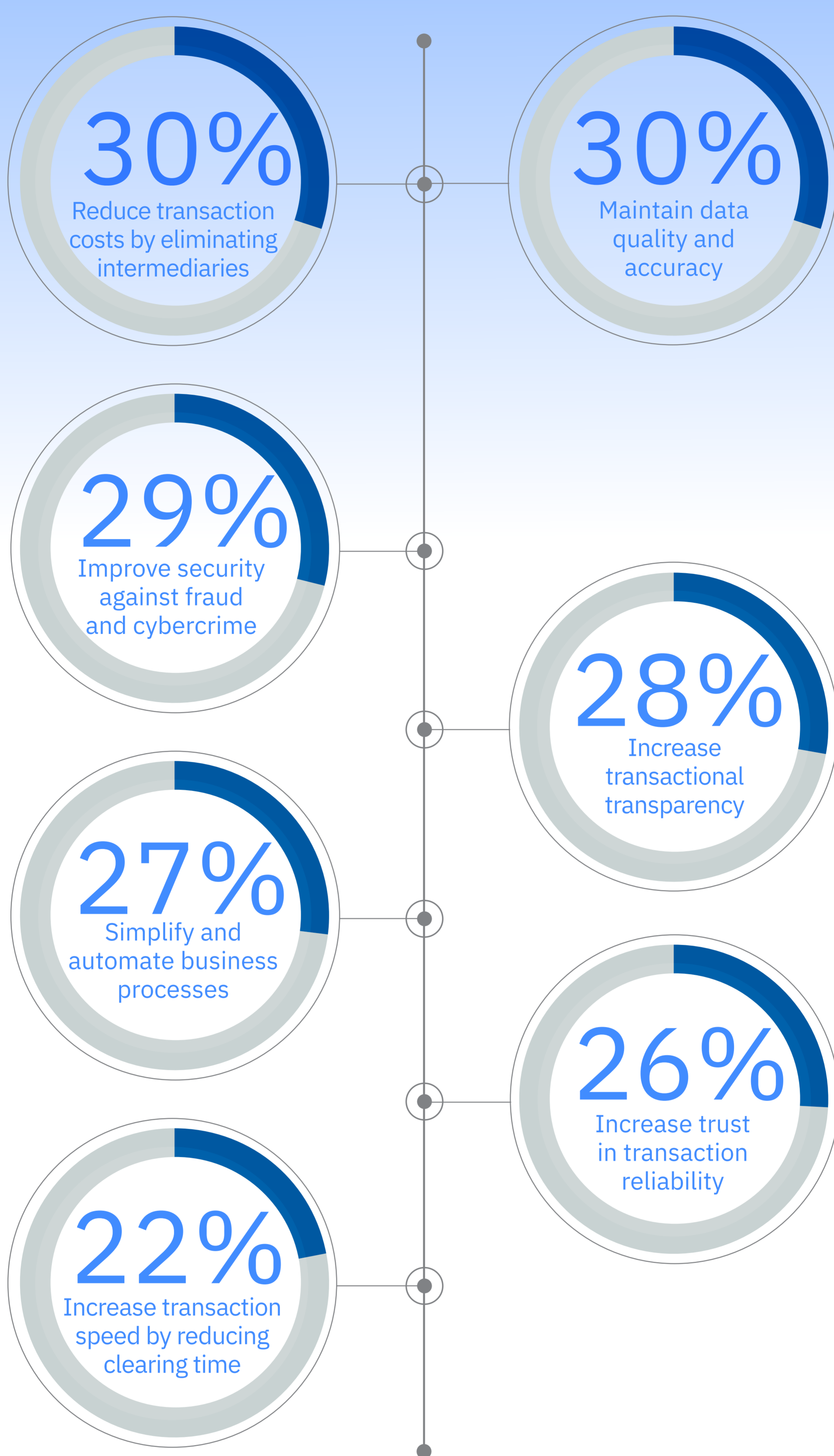


Enforcing accountability in media

How blockchain technology can work for media and entertainment

Executives identify ways blockchain could support their enterprise strategies:



Bringing blockchain to media and entertainment:

- Improving processes in the media supply chain**
Employing blockchain primarily for efficiency improvement in the supply chain, both internally and with external players
- Creating blockchain-enabled services and revenue opportunities**
Enabling new functionality and value-added digital services based on blockchain
- Developing a blockchain-based digital advertising platform**
Establishing an optimized advertising exchange and partner federation



Early familiarity with opportunities and challenges associated with blockchains can help position media and entertainment companies to gain advantages in cost savings, revenue growth and new business models.

To learn more about enforcing accountability in media download the executive report:

ibm.biz/bcmedia