Blockchain is screening transparency in digital transactions, removing confusion from the music industry, retail, education and more. By enabling multiple stakeholders in a shared ecosystem to trust and verify information about each other, blockchain can help make traditional multi-stakeholder distribution networks obsolete.

Current challenges in media and entertainment — how IBM Blockchain can help

Opportunity

Underwriting contracts, blockchain solutions enable more accurate and precise cost calculations and make sure that each party is aware of its financial commitments.

Loyalty programs

How IBM Blockchain is transforming media and entertainment transactions

Lack of transparency and complex and siloed distribution systems make digital transactions difficult to track and prove; fraud and theft are commonplace in many industries and use cases — and the implications for content producers transform additional monetization opportunities while improving revenue tracking and transparency of royalties and rights management.