



COBLO Initiative

The Content Blockchain initiative is an **open, decentralized and non-profit consortium** of media innovators.

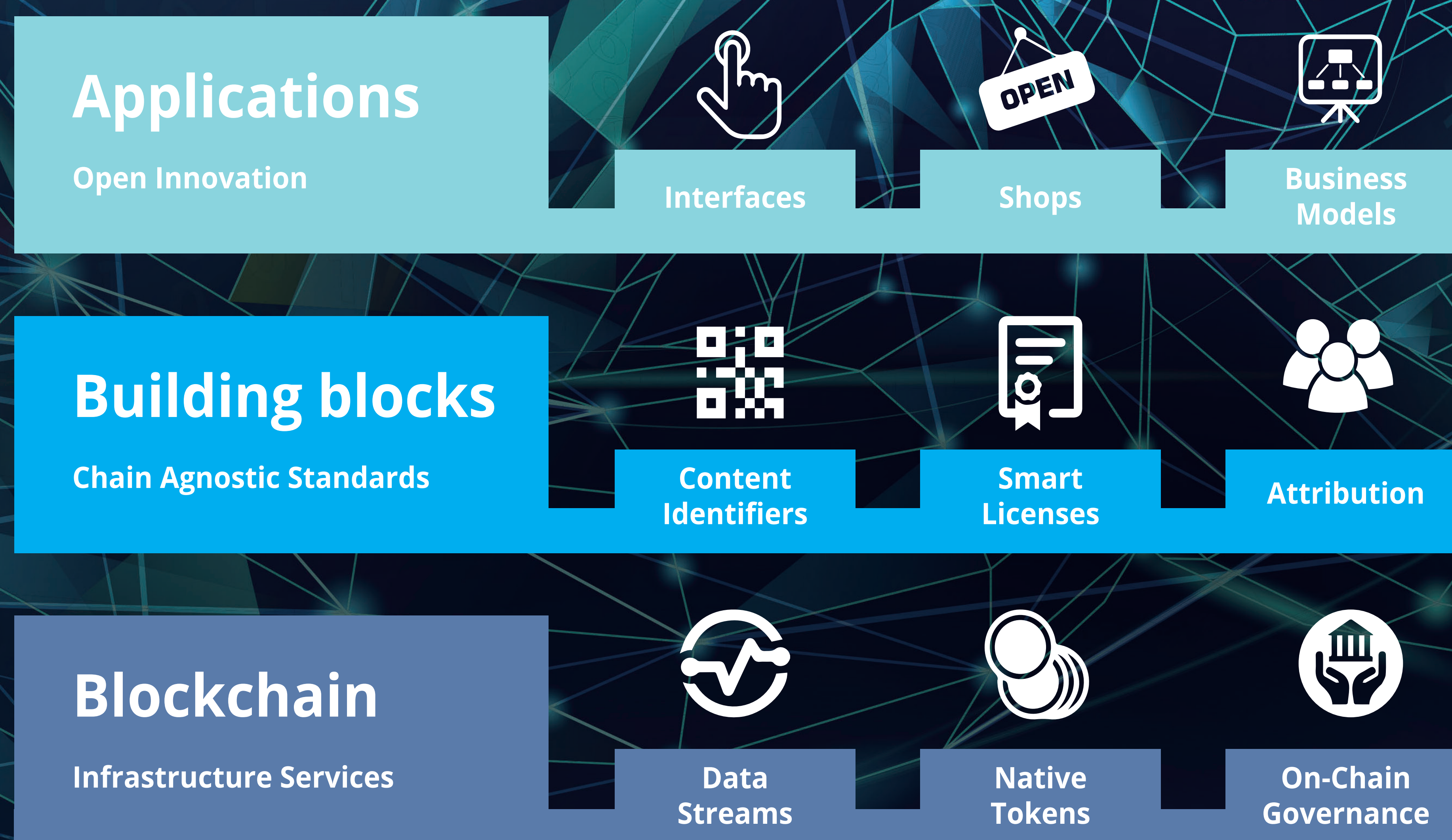
COBLO Infrastructure

The Content Blockchain infrastructure is a **decentralized, hybrid public-permissioned blockchain network** tailored to the specific needs of the creative communities.

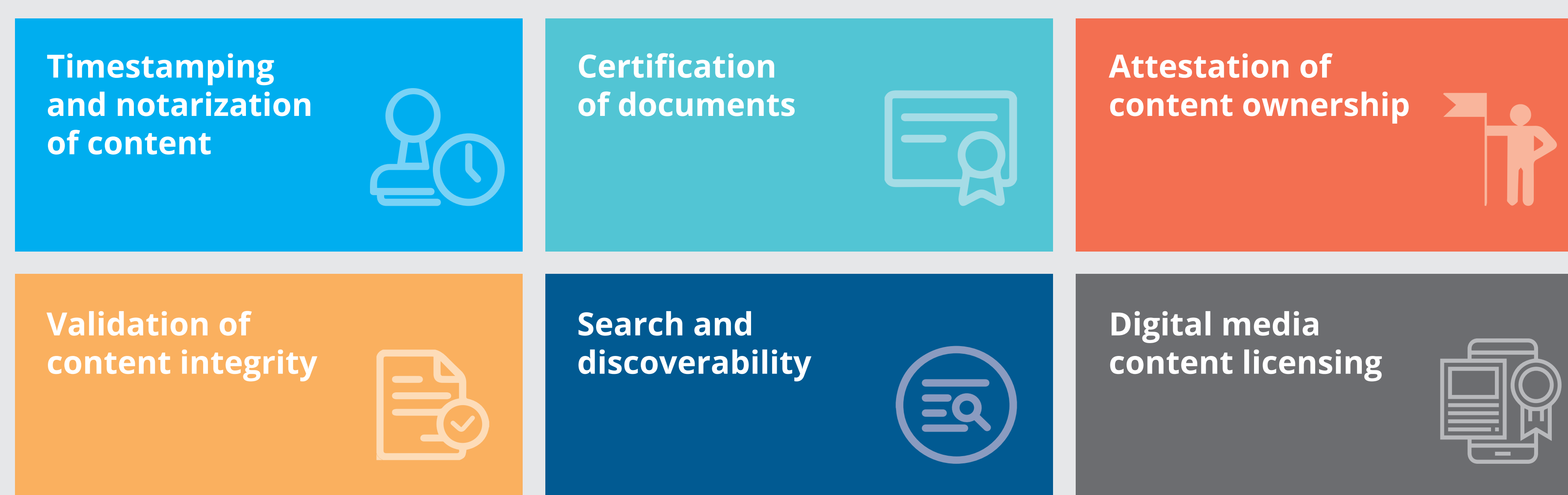
Benefits

- > **Open Technology**
Open source software to **empower and engage developers and start-ups**
- > **Open Governance**
Community-driven, decentralized on-chain governance model **ensuring participation and network transparency**
- > **Proof-of-Unique-Identity**
Sustainable and environmentally friendly consensus algorithm (Green Mining)
- > **Scalability**
Up to **10.000 items per second** and off-chain data streams
- > **Interoperability**
Using **chain agnostic open standards**
- > **Open Participation**
Democratising digital distribution and licensing of quality content for the benefit of creatives and consumers
- > **Regulatory Compliance**
Technological solution for **compliance with EU directives** and regulatory frameworks
- > **Open Standards**
Developing open standards for **content identification, content licensing and attribution**

Building Blocks for the Content Community



Use cases



Leveling the Playing Field

- > **Pro Creatives**
Creative individuals will **regain control of content distribution** and licensing terms
- > **Pro User**
Self-sovereign identity will establish **true digital ownership** and avoid vendor lock-in
- > **Pro Competition**
COBLO will **open the market** for new entrants and new business models

Standardization



The ISCC – International Standard Content Code has been proposed by DIN NA 009-00-09 AA and accepted by ISO as as PWI in TC 46/SC 9/WG 18 (Digital-Content-Based Identification)

Join the Initiative!

<https://content-blockchain.org>