CONTENT BLOCKCHAIN

Building Blocks for the Content Community

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**

Use cases

- **Timestamping and notarization of content**
- **Certification of documents**
- **Attestation of content ownership**
- **Validation of content integrity**
- **Search and discoverability**
- **Digital media content licensing**

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

ISO DIN ISCC Foundation

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

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