NAVIGATE DIGITAL ASSET MANAGEMENT USING BLOCKCHAIN
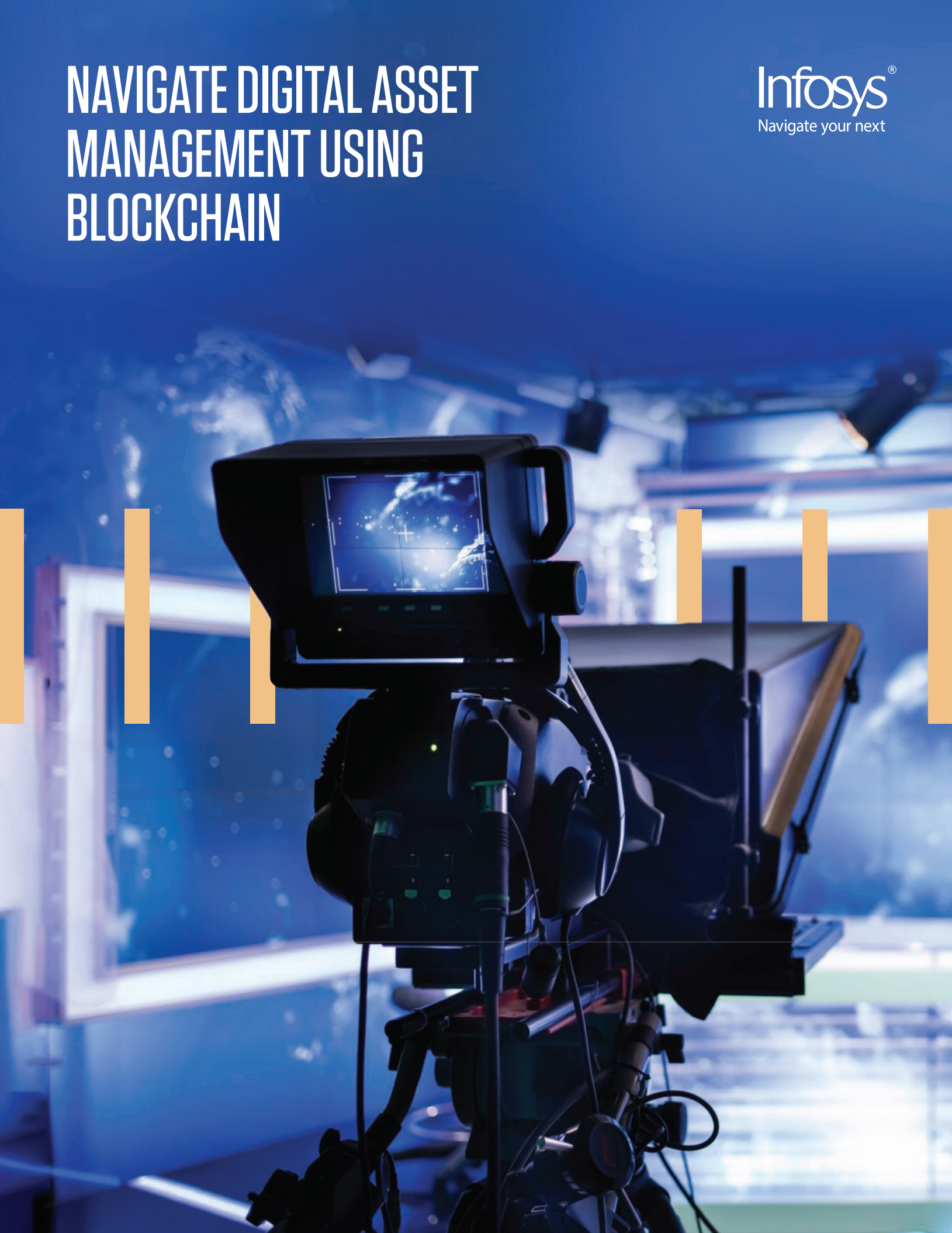
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Navigate your next

The media industry has a business imperative: track digital assets and prevent duplication of secured digital assets. It also has to track physical assets for media production. Management of these assets is difficult due to multiple regulations. A common ledger to track and manage digital assets helps streamline operations and boosts royalty and revenue management in the media industry.

Consumers seek to own, rent, and share / recommend digital products and services. Media companies need to implement robust digital rights management (DRM) systems to prevent unauthorized usage of such digital assets. The solution: distributed ledger to manage transactions related to digital assets transactions and facilitate seamless access to key indicators for stakeholders.

INFOSYS BLOCKCHAIN-ENABLED DIGITAL ASSET MANAGEMENT OFFERING

Our solution is equipped with a set of APIs to encode media assets – digital and physical. The APIs help encode and transfer owners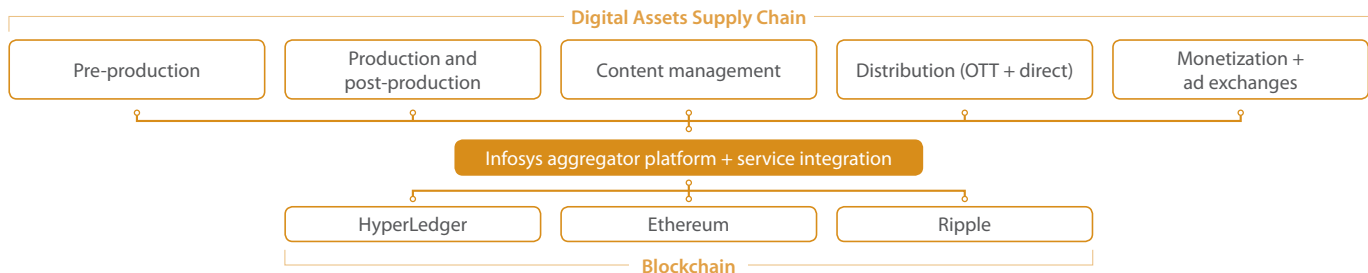hip of assets. Also, APIs manage payment and royalty management. Our solution provides a Web interface to analyze transactions for ownership and transfer of digital media rights. It provides APIs with the ability to extract transaction records for downstream systems, and a dashboard to extract insights from transactions. Infosys offers platform and service integration along with comprehensive software development life cycle (SDLC) management.
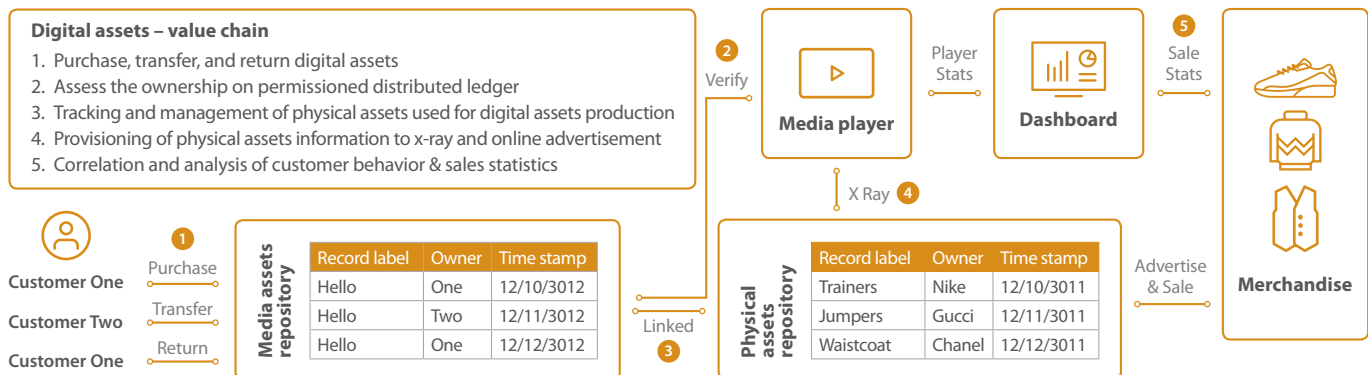
BUSINESS OUTCOMES

- Reduced cost of managing and maintaining digital assets
- Faster reconciliation of royalty and monetization
- Availability of transactions on permissioned ledger
- Near real-time updates for stakeholders
- Reduced time and cost of royalty management
- Accurate, prompt insights into ad spend and monetization
- Integration with third-party financial tools
- Event and merchandise integration and reconciliation
- Faster integration with system for partners

Enterprise Digital Assets Management

Digital Assets Supply Chain

| Pre-production | Production and post-production | Content management | Distribution (OTT + direct) | Monetization + ad exchanges |

Infosys aggregator platform + service integration

| HyperLedger | Ethereum | Ripple |

Blockchain

Digital Assets – Use Cases

Digital assets – value chain
1. Purchase, transfer, and return digital assets
2. Assess the ownership on permissioned distributed ledger
3. Tracking and management of physical assets used for digital assets production
4. Provisioning of physical assets information to x-ray and online advertisement
5. Correlation and analysis of customer behavior & sales statistics

2 Verify

Media player

Player Stats

Dashboard

5 Sale Stats

Merchandise

X Ray 4

Customer One — Purchase 1
Customer Two — Transfer
Customer One — Return

Media assets repository

Record label	Owner	Time stamp
Hello	One	12/10/3012
Hello	Two	12/11/3012
Hello	One	12/12/3012

Linked 3

Physical assets repository

Record label	Owner	Time stamp
Trainers	Nike	12/10/3011
Jumpers	Gucci	12/11/3011
Waistcoat	Chanel	12/12/3011

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