



Attribution Ledger

Fixing the broken link in content interactions

FUTURE OF CONTENT MONETIZATION AND
NEXT ERA OF DIGITAL INTERACTIONS

SEPTEMBER 2021

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SESSION OBJECTIVES



INTRODUCE OURSELVES

Who we are - Access Copyright and Prescient. The work we are doing.



OUR POV ON ATTRIBUTION PROBLEM

Why it is more important than ever to assess the attribution problem?



SHARE OUR PROPOSED APPROACH

How might an 'Attribution System' address this problem?



ROANIE LEVY

President & CEO, Access Copyright and
Prescient Innovations Inc.



Champion of Creator Rights



Decentralized Economy Visionary



Ecosystem Builder

access©



01 Innovation @ Access Copyright - Prescient

Serving creators since since 1988.

Prescient is building new products and services.

OUR DNA:

**Ensure creators are
fairly-paid when their
work is used**



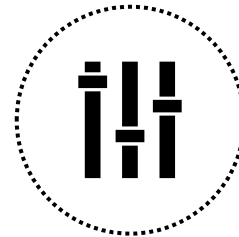
ROYALTY DISTRIBUTION

We distributed over \$450M+ in royalties since 1988.



A COLLECTIVE VOICE FOR CREATORS

We are the collective voice of 12,000+ visual artists / authors and 600+ publishers in Canada and through agreements with sister organizations a number of foreign creators & publishers



RIGHTS MANAGEMENT

We understand the needs of content creators and know the importance of accurately identifying rightsholders.

Prescient is a wholly-owned subsidiary of Access Copyright and is Access Copyright's innovation lab.

Both organizations share the same DNA and mandate.

We Exist

To ensure creators and publishers are fairly paid for the use of their work and users have access to trusted content

We Believe

The exchange of value generated by content should be transparent

We Are

Using exponential technologies, like blockchain and machine learning, to build dynamic ecosystems that reimagine content interactions



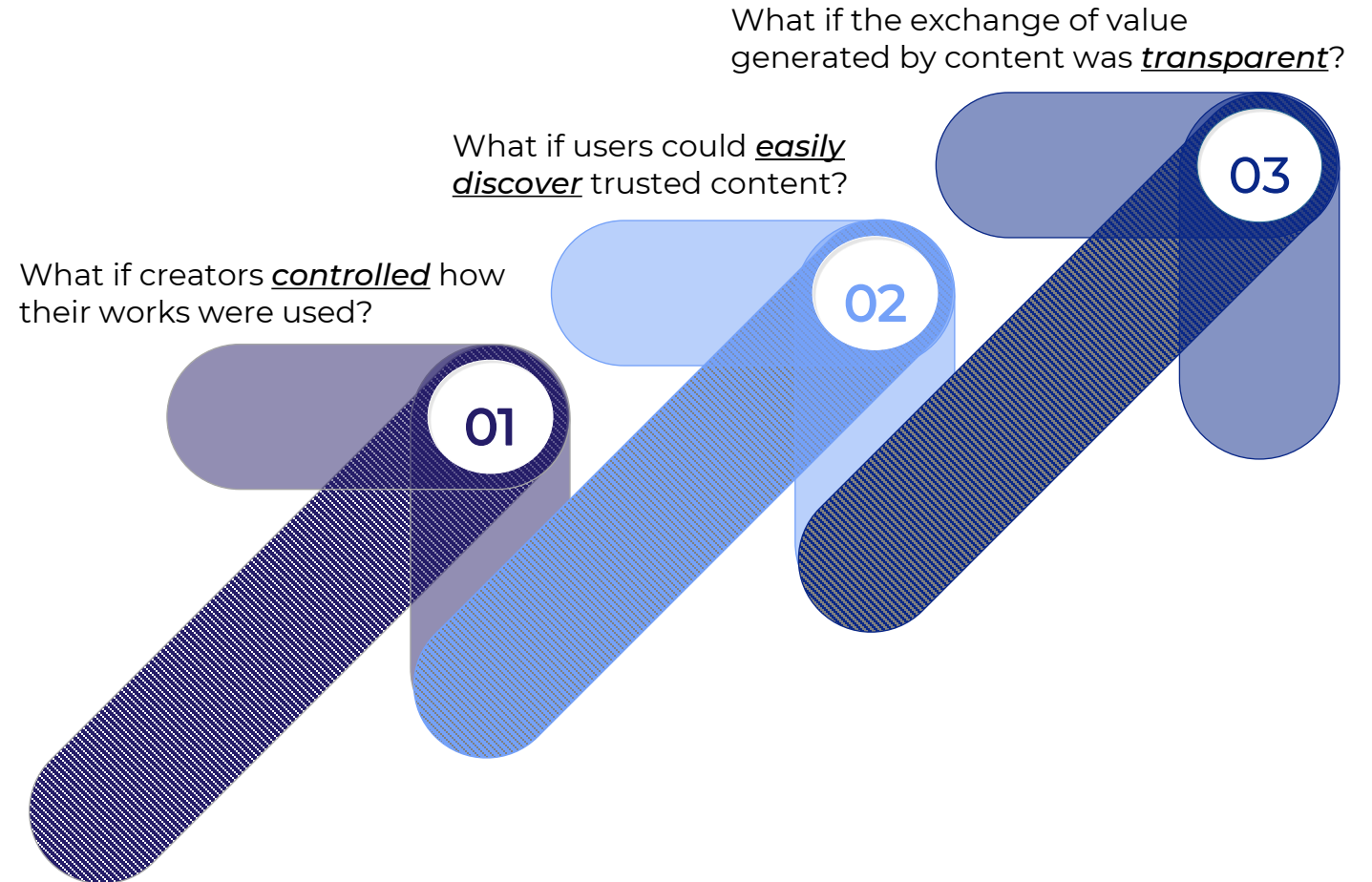
PRESCIENT

imagine. build. transform.

When we imagine the future

As we imagine how the next era of digital interactions will unfold, we ask three critical questions.

“*In everything we do, we believe that creators should be fairly paid for the use of their work and users should have access to trusted content.*”

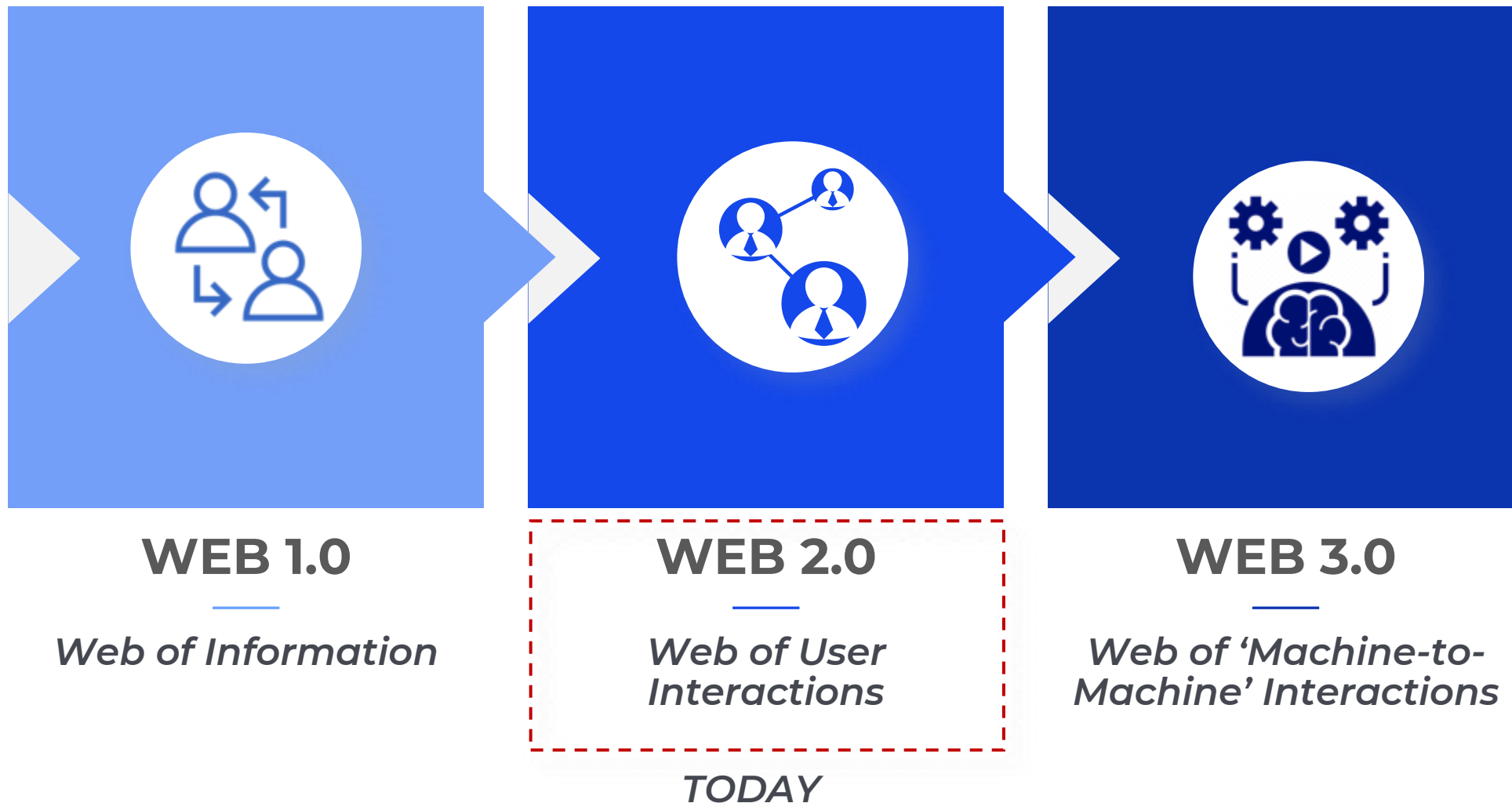




02 The problem of misplaced trust

Most digital services today simply “trust” that the person providing the work is entitled to do so

Evolution of Digital Interactions



The Junk In -> Junk Out Issue

If the rights information used in digital services is not reliable, everything that happens after simply cannot be trusted.



Difficulty in ensuring proper attribution and rights identification

=> 'blind trust' in the creator's claim

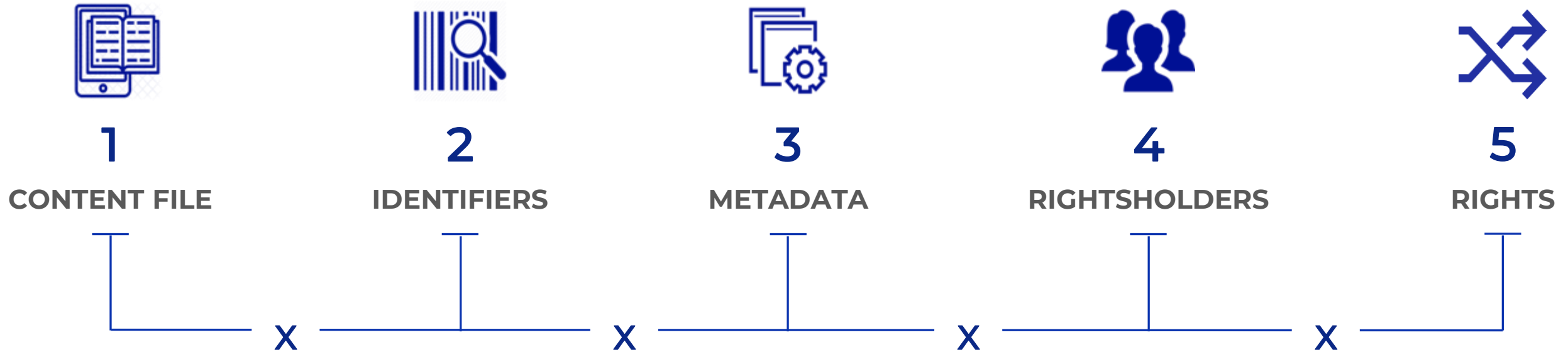
=> compromised integrity of digital services and the interests of both creators and consumers

“

The next era of digital interactions might cement the existing challenges caused by the Internet – rampant piracy, monetization of content by someone other than the lawful owner and compromised interests of the end users.

The challenge today

The key elements of a reliable and verifiable digital interaction with content are not persistently connected



Solving the Attribution Problem

A deliberate and concerted approach by the industry to attribution is required to fix the broken promises of the Internet

“
We define Attribution as
the ability to connect a creative work to
its lawful creator and rights owner in a
reliable and authoritative manner.”



One of the Internet pioneers envisioned a world-wide network that stored information as connected literature, not separate files.

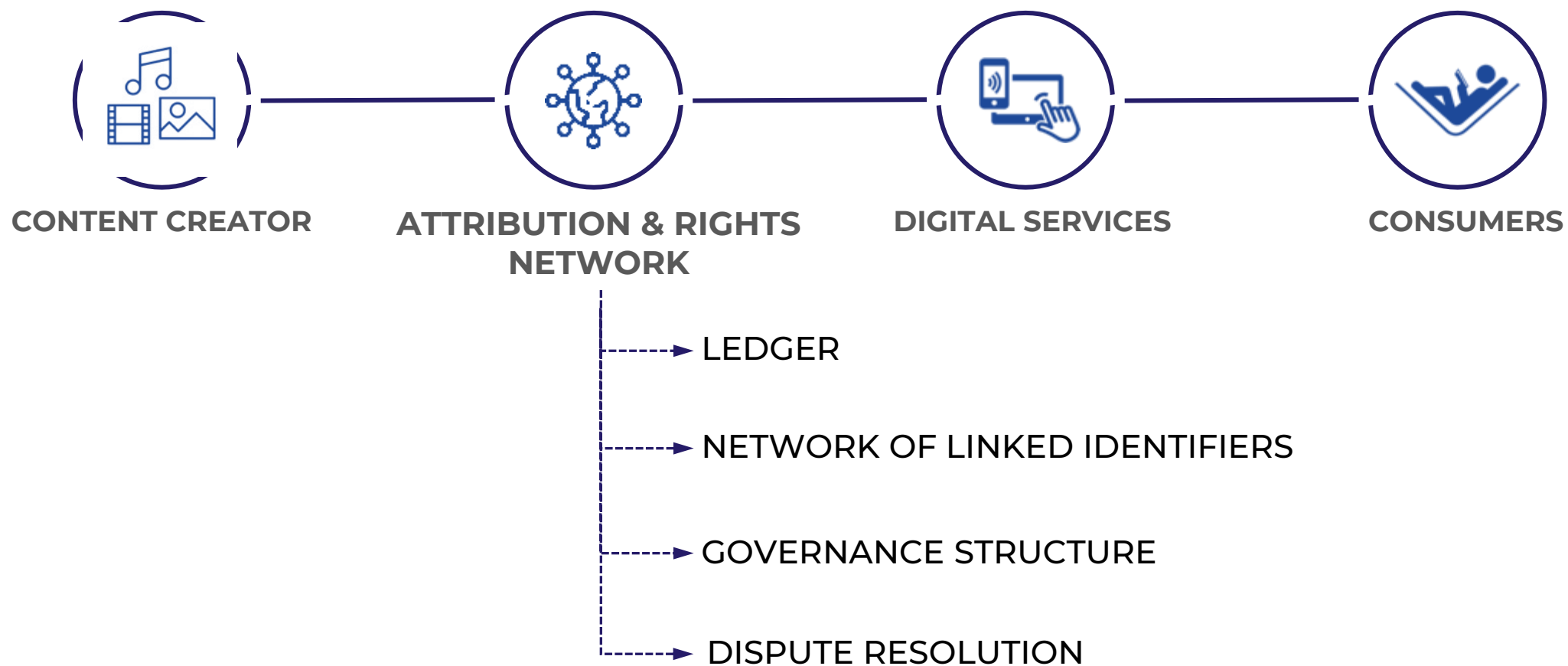


03 Attribution Ledger Project

Creates an immutable connection between the creative work, the meta data about the work and the entity / person authorized to enable the use of the work.

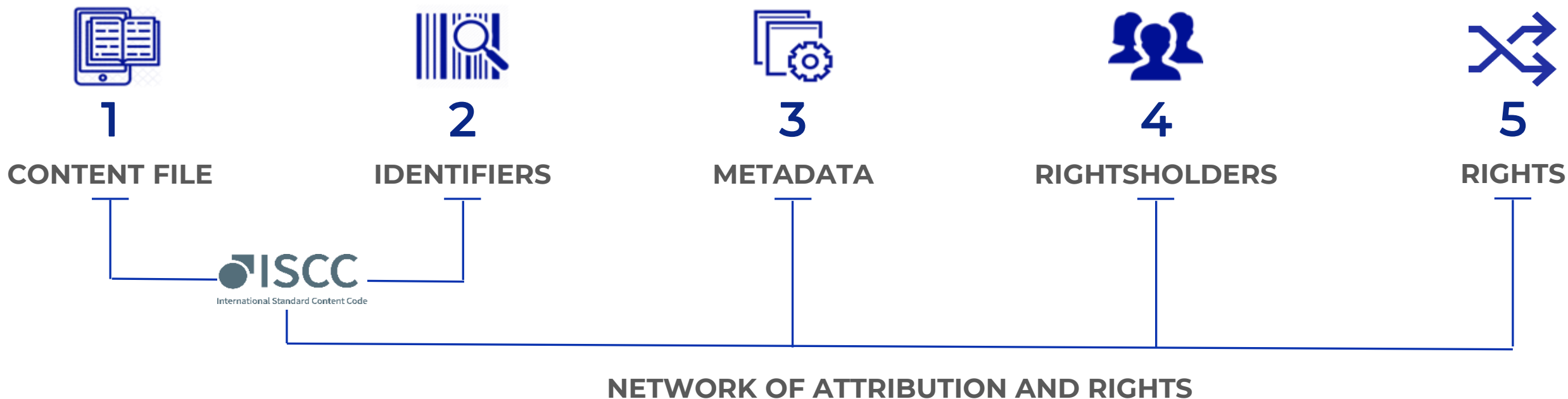
Proposed Solution

An attribution and rights network of linked and resolvable identifiers that provides the infrastructure and governance to enable the development of digital services and allows for legitimate use of content

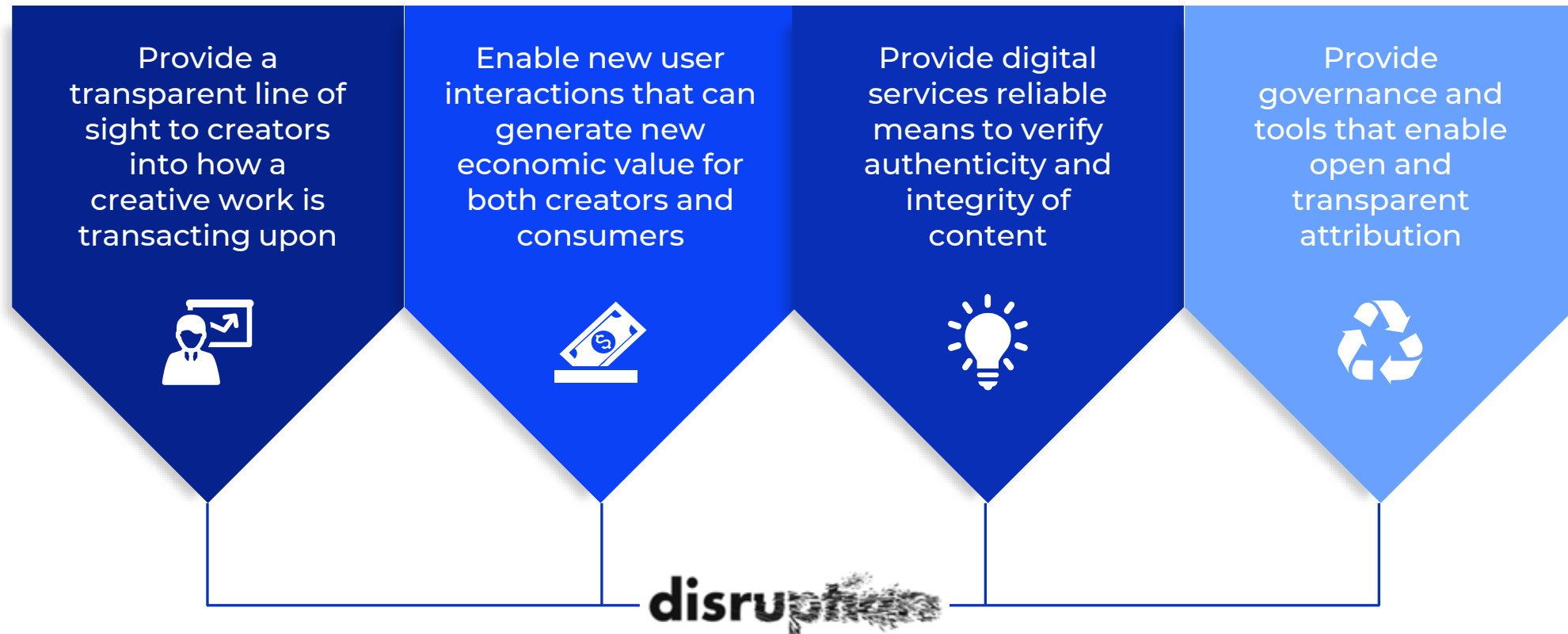


Connecting the dots

A network of attribution and rights information creates a solid foundation for creators and digital services to access reliable information in an unassailable manner



Solving the attribution problem will enable new economic structures that will drastically rewrite the way commerce is conducted in a distributed online environment

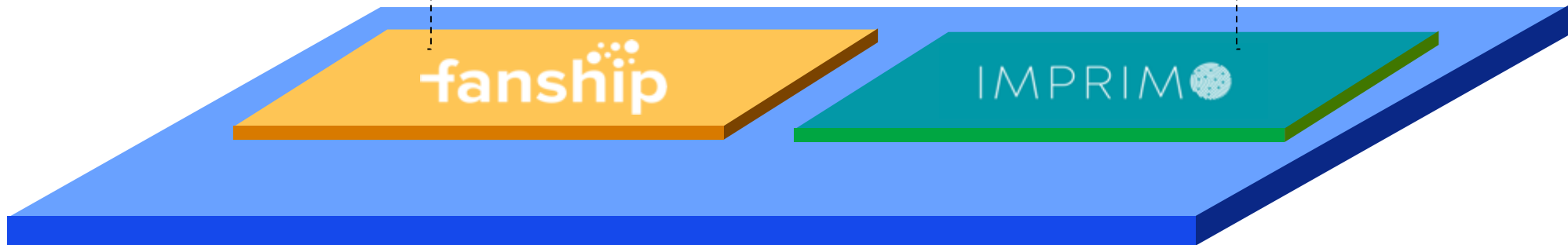


Attribution Ledger MVP

In order to demonstrate the value of the Attribution Ledger and seed its adoption, we are building 2 digital services that use verified attribution information provided by the Attribution Ledger

Fanship is a fan activation platform where authors and publishers can engage directly with their fans to facilitate and stimulate meaningful book recommendations that result in sales

Leverages verified credentials from the Attribution Ledger to create 'Certificate of Ownership' for physical work and track copyright ownership



Thank you

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05 Appendix

Additional background information

ISCC is a cross between an identifier and a fingerprint. We call it “content code”.

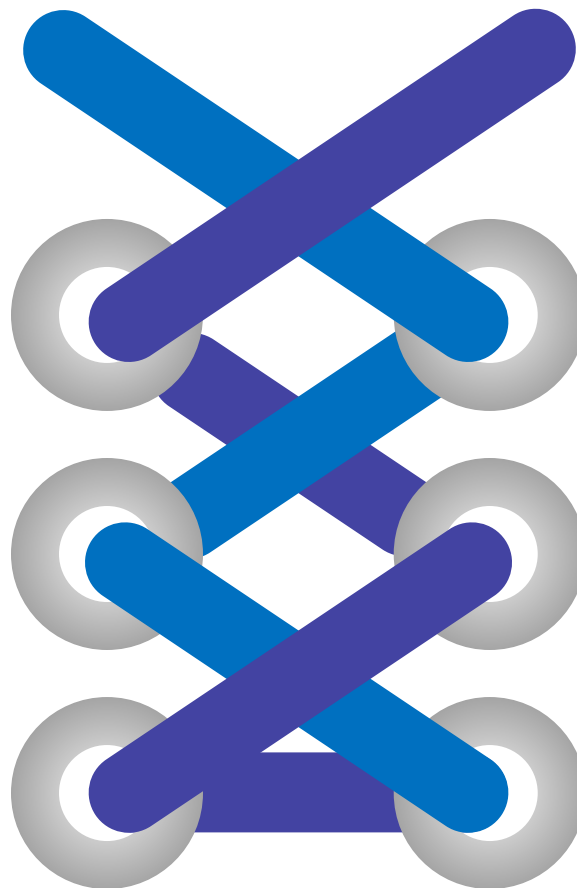
Output of multiple fingerprints of the digital content file



ISCC is purposely designed for a distributed, digital environment



Allows matching identical and near identical content files, identical or near identical content presented in different digital versions



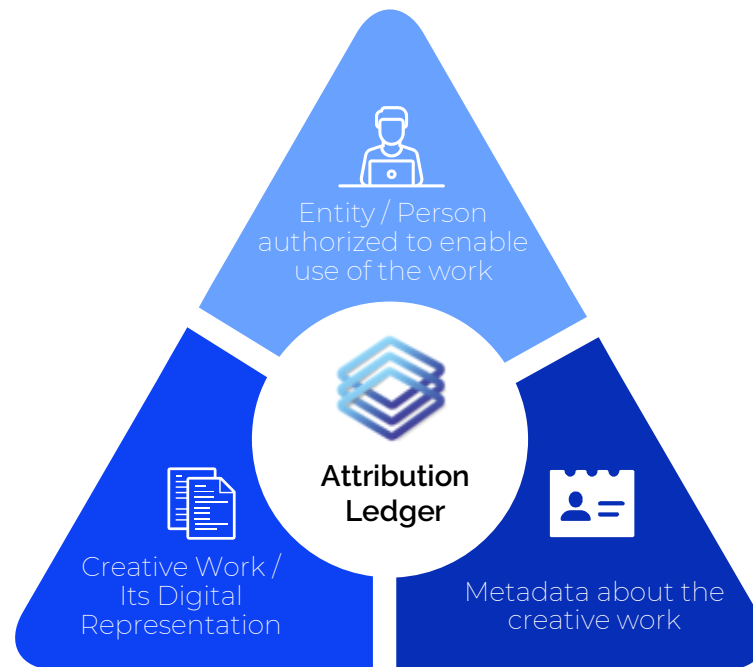
It can be generated by anyone who has the digital content file



ISCC codes are not assigned by anyone or to anyone



ISCC can be compared with existing ISCCs in a reference database (e.g., Attribution Ledger) to identify authorized works before they are transacted upon



Provide overall governance for creation, verification and use of verified attribution

Develop and implement protocols and guidelines for verified attribution

Bring together the ecosystem for issuing and using verified attribution

Build and maintain processes and core technology infrastructure

“ The Attribution Ledger creates an immutable connection between the creative work, the meta data about the work and the entity / person authorized to monetize the creative work.

The Attribution Ledger is envisioned to have 4 key actors



Claim Registrants

Submits attribution claims for verification



Attestation Providers

Assesses attribution claims for verified attribution



Exception Managers

Provides governance and develops processes for addressing exceptions arising from attribution claims



Attestation Users

Leverages verified attribution information to deliver services to creators and consumers