muzeum

Introduction of KKBOX, Muzeum:

Muzeum is a blockchain-based open protocol infrastructure for creative industry which aims to promote innovation by building a friendly environment for creators. Muzeum's features include storing data of talents and content, providing a platform for collaboration, licensing, transferring and improving the management of copyrights and digital assets. These functions are processed with blockchain technology and smart contracts, providing automated transactions and ensuring data to be transparent and immutable.

KKBOX circumstance:

Obtaining the permission to use others' intellectual properties, such as music or images, is a lengthy process. Businesses have to understand related laws, undergo complicated authorization process and reach agreements with IP owners. Besides, the loyalty allocation between publishers, artistes and other involved parties lacks transparency, causing difficulties for artistes to make profits. These problems are barriers to inovative works by the creative industries.

Solution for KKBOX:

To promote innovation in the creative industry, an industry-wide protocol of licensing intellectual properties is created to make authorization process more efficient. Blockchain technology and smart contract are able to streamline the process from several months to only 5 minutes by building a trustworthy network and removing paperwork. In addition, loyalties will be distributed transparently according to the proportion agreed on smart contracts. Related parties are able to examine the usage of intellectual properties and the distribution of loyalties. With these features, the protocol is able to enhance the accessibility of legal content, reduce piracy, and also develop a beneficial environment for creators.

Smart contract   DApp   Problem solving

Transparency

JOYSO ENTERPRISE