

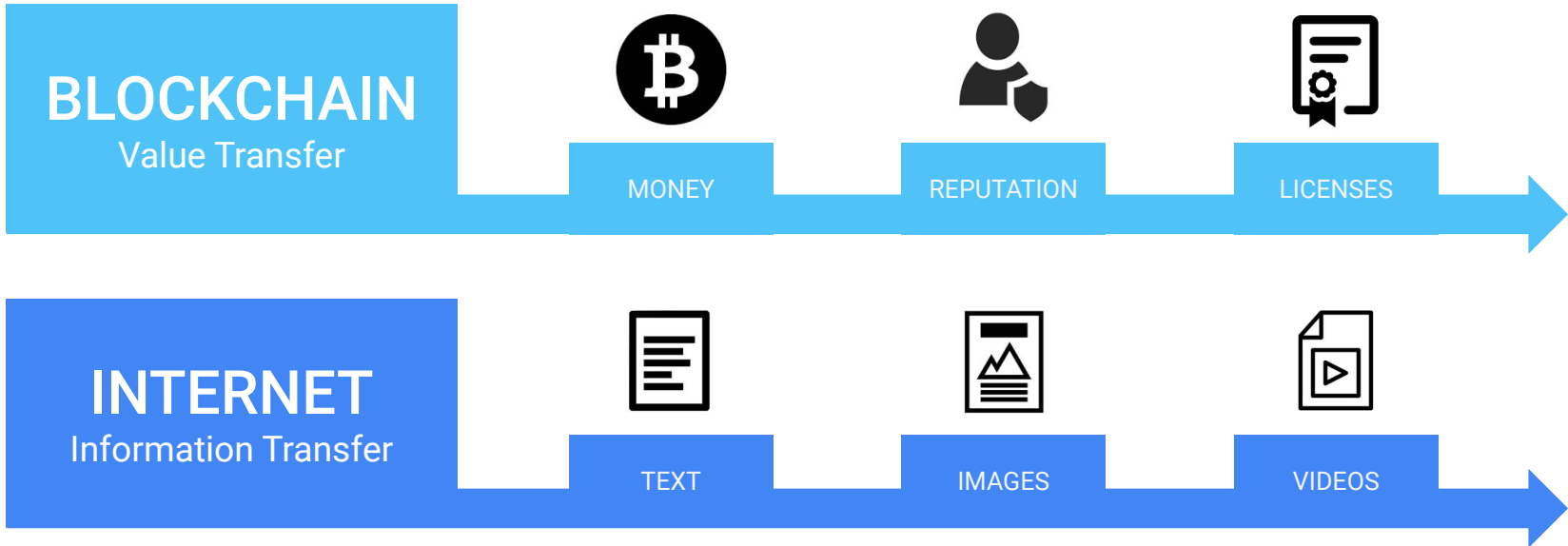


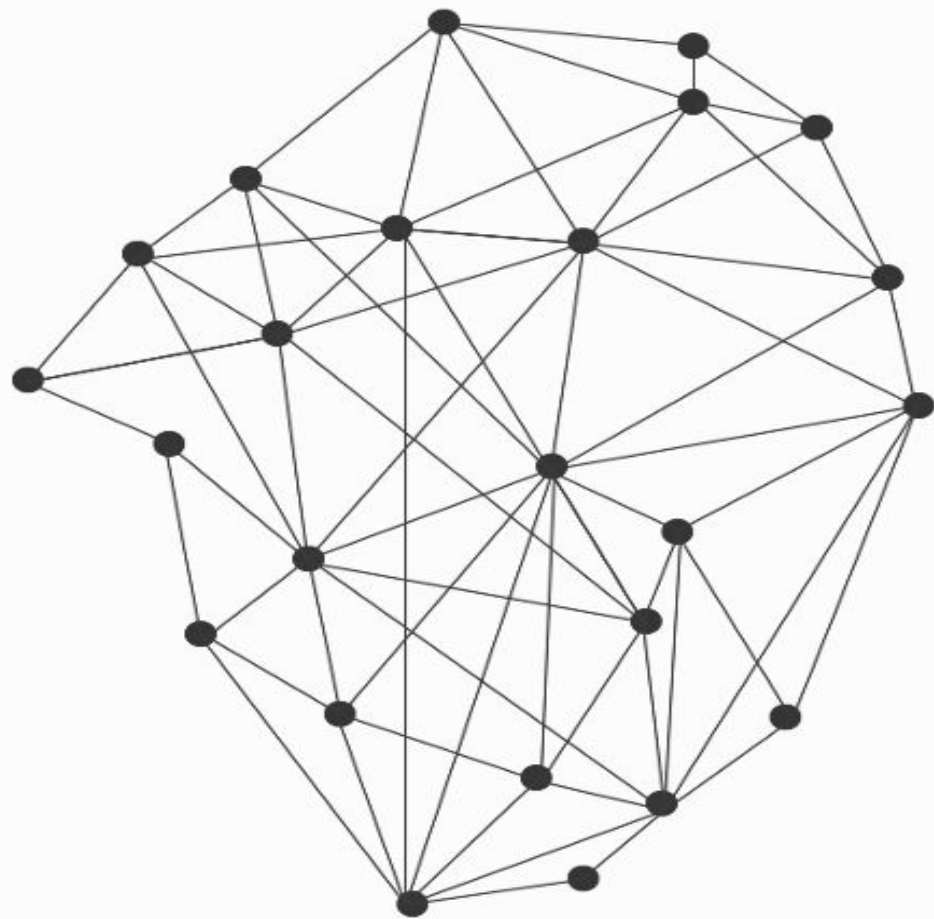
#igd18

**Blockchain in der digitalen Distribution:
Eine praktische Annäherung mit dem ISCC**

Berlin, 17.Juni 2019

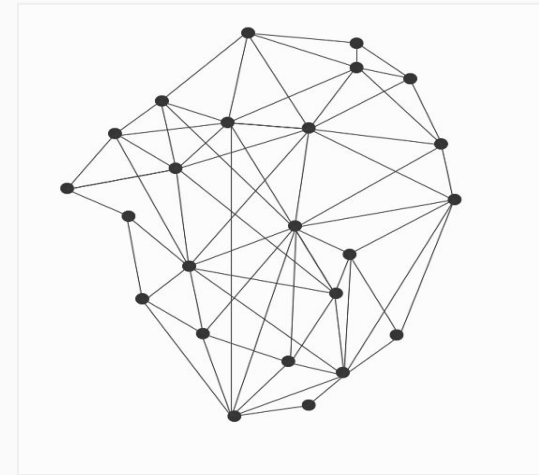
Blockchain - A New Layer





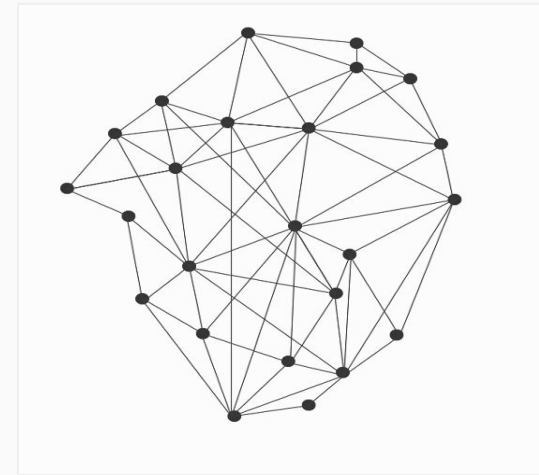
Wann ist Blockchain nützlich? (1)

- Bei Transaktionen in **dezentralen und verteilten Medien-Umgebungen**
- Transaktionen können **ohne Zwischenhändler** ausgeführt und validiert werden
(Banken, Großhändler, Shops ...)



Wann ist Blockchain nützlich? (2)

- Bei Transaktionen, bei denen man **die Parteien nicht kennt**, mit denen man Handel treibt
- Ideal für **Microtransaktionen**, die man nicht einzeln verhandeln kann/möchte



**Rechte
Inhaber**

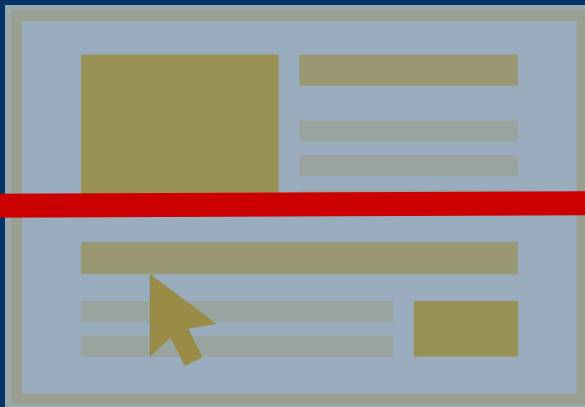


Nutzer



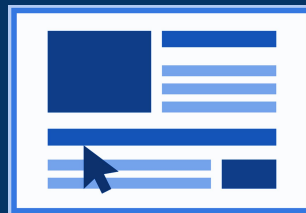
**Rechte
Inhaber**

(d2c-sale)



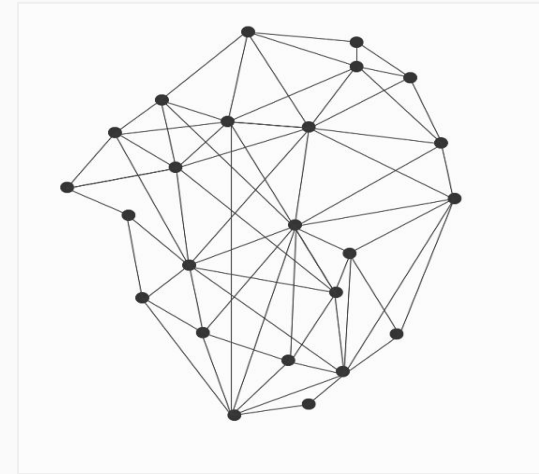
Nutzer

(true digital
ownership)



Anwendungsfälle für Blockchain

- **Digitale Distribution**
- **Lizenzierung und**
- **Tokenisierung von Inhalten**
- Transaktionen um Inhalte herum
(Peer-Review, Rezensionen ...)



Suggestion for an Open Layered Blockchain Ecosystem

Applications Open Innovation



INTERFACES



SHOPS



BUSINESS
MODELS

Building Blocks Chain Agnostic Standards



CONTENT
IDENTIFIERS



SMART
LICENSES



TRANSACTION
MODELS

Blockchain Protocol-Layer Services



DATA
STREAMS



NATIVE
TOKENS



ON-CHAIN
GOVERNANCE



NID - Normenausschuss
Information und Dokumentation
AA - Arbeitsausschuss 09

Normungsantrag ✓



ISO/TC 46/SC 9

Preliminary

Work Item ✓



International Standard Content Code

Algorithmic Design of the **ISCC** Identifier

ISCC : Meta CCDFPfc87MhdT Content CTWAGYJ9HZGj1 Data CDhydSjQDXVvk Instance CRd5bk4SrBpzT



Basic
Metadata
Similarity

Normalized
Content
Similarity

Encoded
Data
Similarity

Exact
Data
Integrity

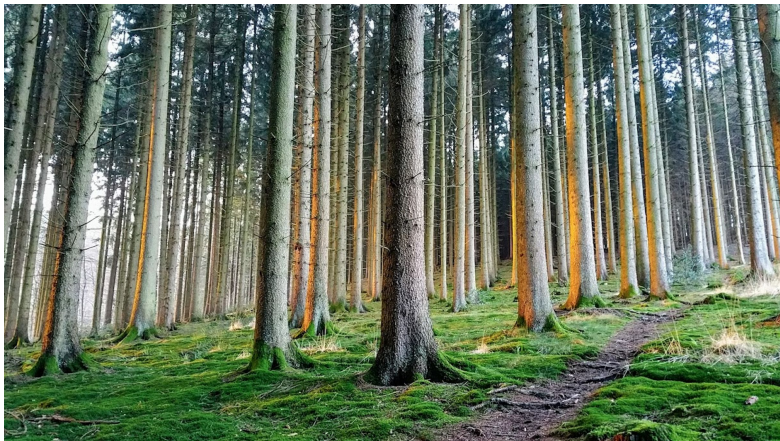
Components are self-describing and can be used standalone or in combination



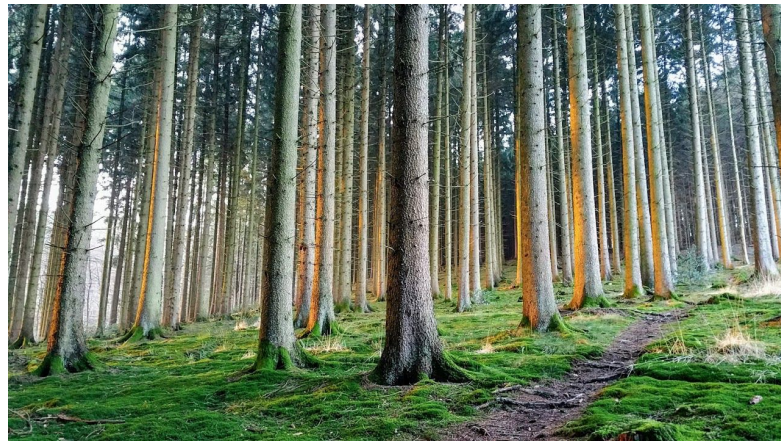
International Standard Content Code

Built-in Features

- Identifizierung der 'related products' (Format)
- Versionierung von Inhalten
- Verwaltung granularer Inhalte
- Ähnlichkeitsbeziehungen & Clustering (Plagiaterkennung, AI)
- Optimiert für Nutzung auf Blockchain



JPG File 20161227_160824.jpg



PNG File 20161227_160824.png

	Meta-ID	Content-ID	Data-ID	Instance-ID
20161227_160824.jpg	CCDsTERz4UQV5	CYHsLweYPdvgD	CDMqKBaJ6GcN6	CRWSywYJsmuV1
20161227_160824.png	CCDsTERz4UQV5	CYHsLweYPdvgD	CD8Nq2riHZYFA	CRmPuPvEuwNQ9
Similarity	100%	100%	56.25 %	Unique



PNG File 20161227_160824_sw.png



PNG File 20161227_160824.png

	Meta-ID	Content-ID	Data-ID	Instance-ID
20161227_160824_sw.png	CCDsTERz4UQV5	CYHsLQeDFvakh	CDZs13sf5HjQr	CRUMpeM9jZNQP
20161227_160824.png	CCDsTERz4UQV5	CYHsLweYPdvgD	CD8Nq2riHZYFA	CRmPuPvEuwNQ9
Similarity	100%	96,88%	53.12 %	Unique



JPG File joppe_filter.jpg



JPG File joppe_filter_cut.jpg

	Meta-ID	Content-ID	Data-ID	Instance-ID
joppe_filter.jpg	CCYeVMGkgsJRS	CYUAFZjTR95Ey	CDKJxBjnFHiwn	CRKuX1M9K3dYH
joppe_filter_cut.jpg	CCYeVMGkgsJRS	CYUaVrrK4wunw	CDDjgNZYjcrJ6	CRdAd4Q4z1H2k
Similarity	100%	81,25%	59.38 %	Unique



JPG File joppe_filter.jpg



JPG File joppe_filter_supercut.jpg

	Meta-ID	Content-ID	Data-ID	Instance-ID
joppe_filter.jpg	CCYeVMGkgsJRS	CYUAFZjTR95Ey	CDKJxBjnFHIwn	CRKuX1M9K3dYH
joppe_filter_supercut.jpg	CCYeVMGkgsJRS	CYU418zoLurfG	CDdL3CCU5Pd7z	CRHTLiGfKJfqe
Similarity	100%	75,00%	51.56 %	Unique



Print-Produkt PDF File 9783570103555.pdf



Digitales Produkt EPUB File 9783641231286.epub

	Meta-ID	Content-ID	Data-ID	Instance-ID
9783570103555.pdf	CCYFzp5fuCZ5i	CTW146jkamPhi	CDCXUMP3sG7un	CR2qg9diUSbip
9783641231286.epub	CCYFzp5fuCZ5i	CTW13poWoxkoK	CDiCwHnxCc27y	CRLzb24dPde2w
Similarity	100%	96,88%	56,25 %	Unique

ISCC im Onix (Entwurf)

ISCC des "Hauptprodukts", z.B. das EPUB:

```
<product>
```

```
  <productidentifizier>
```

```
    <b221>01</b221>    -- ProductIDType, proprietär
```

```
    <b233>ISCC</b233>  -- IDTypeName
```

```
    <b244>CCAGboBhDKGGY-CTT2Nsx2BuStv-CD3ws3EnT7D8N-CRghbWW4qhaJj</b244>
```

```
  </productidentifizier>
```

<https://iscc.codes>

<https://github.com/iscc>

#igd18

Peergroup Digitale Distribution

Ansprechpartner: Carsten Wehmeyer, carsten.wehmeyer@arvato.com

Referent: Sebastian Posth, posth@iscc.foundation